

The first generation of "Digital Natives"—children who were born into and raised in the digital world—are coming of age, and soon our world will be reshaped in their image. Our economy, our politics, our culture, and even the structure of our family life will be forever transformed.

But who are these Digital Natives? How are they different from older generations—or "Digital Immigrants"—and what is the world they're creating going to look like? In *Born Digital*, leading Internet and technology experts John Palfrey and Urs Gasser offer a sociological portrait of these young people who can seem, even to those merely a generation older, both extraordinarily sophisticated and strangely narrow.

Based on extensive original research, including interviews with Digital Natives around the world, *Born Digital* explores a broad range of issues, from the highly philosophical to the purely practical: What does identity mean for young people who have dozens of online profiles and avatars? Should we worry about privacy issues—or is privacy even a relevant concern for Digital Natives? How does the concept of safety translate into an increasingly virtual world? Are online games addictive, and how do we need to worry about violent video games? What is the Internet's impact on creativity and learning? What lies ahead—socially, professionally, and psychologically—for this generation?

A smart, practical guide to a brave new world and its complex inhabitants, *Born Digital* will be essential reading for parents, teachers, and the myriad of confused adults who want to understand the digital present—and shape the digital future.