



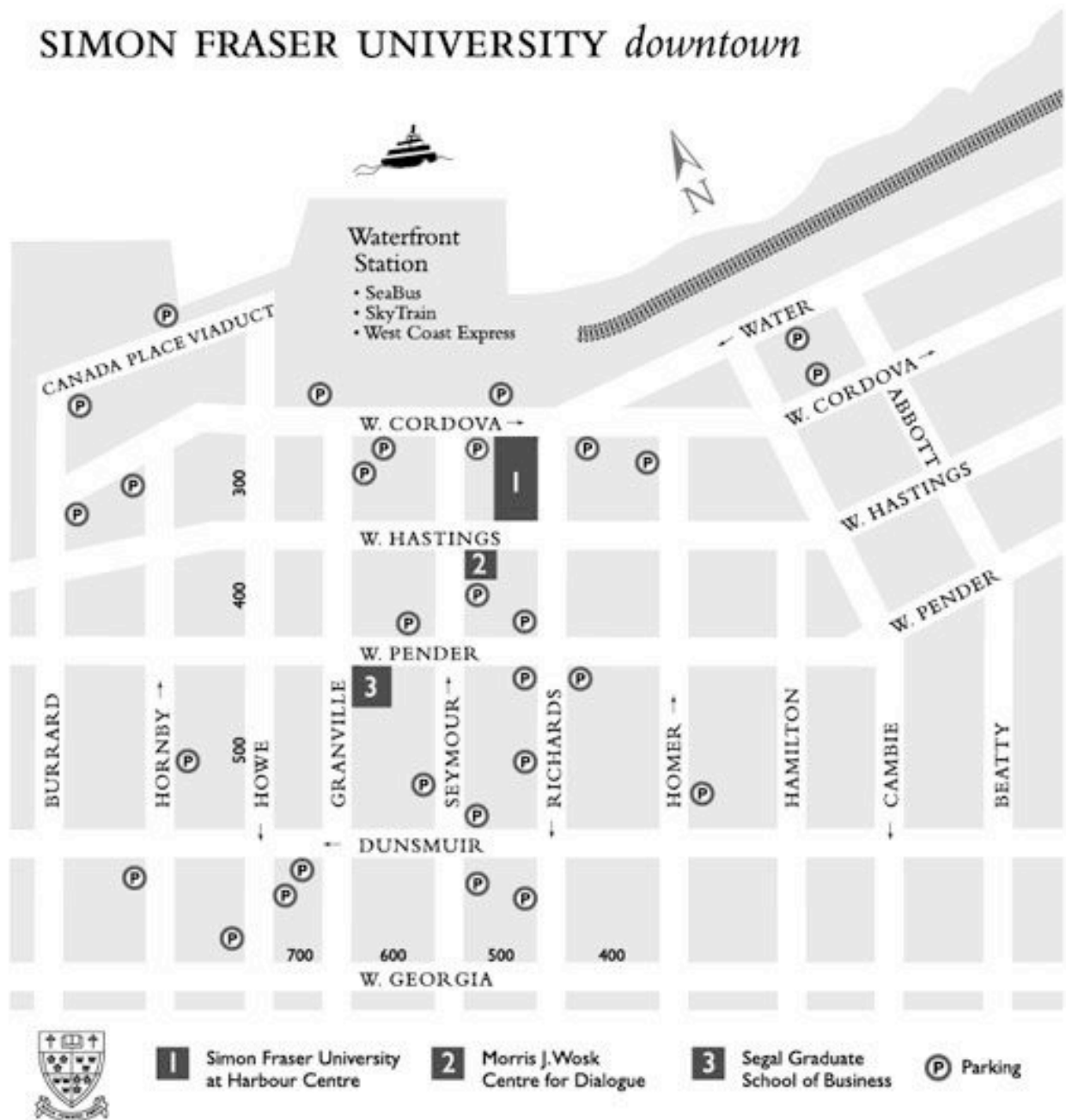
# Let's Play

8TH ASSOCIATION OF INTERNET RESEARCHERS CONFERENCE

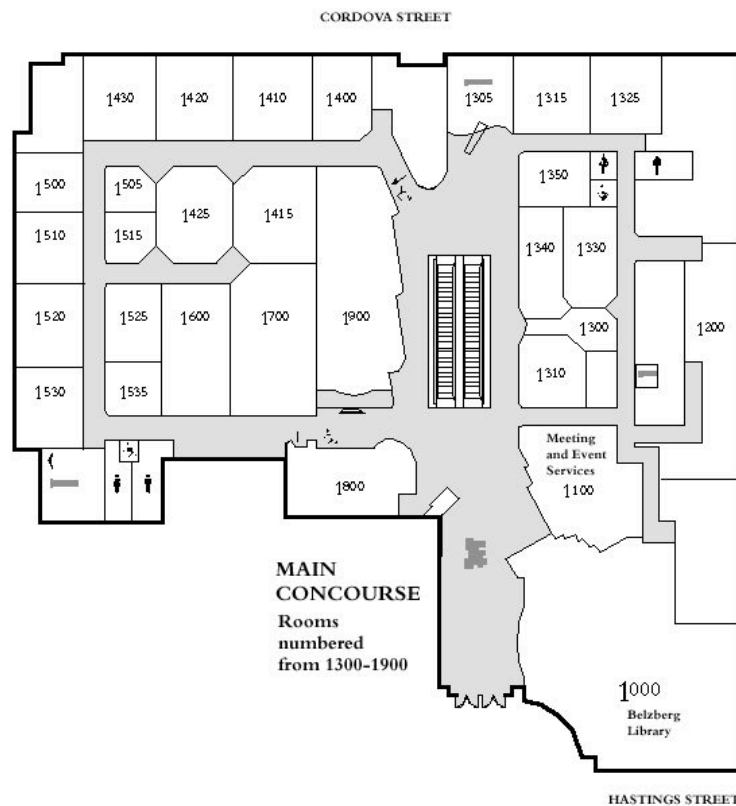
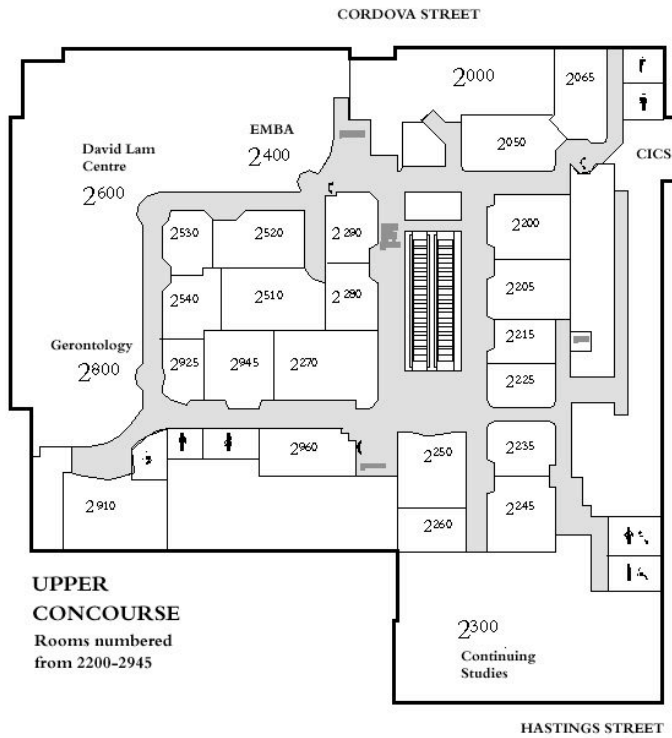
VANCOUVER, CANADA OCTOBER 17-20, 2007



# Maps - Downtown Vancouver



# Floor Plans - SFU Harbour Centre







*Simon Fraser University at Harbour Centre*

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# Welcome from the President

**Welcome** to the eighth annual AoIR conference. It is with pride that we return to Canada, four years after the Toronto conference. From the outset I would like to thank Richard Smith, Conference Chair, and Mia Consalvo, Program Chair, for their tremendous efforts to bring this conference into being. Without them, and their supporters and helpers, there would be no Internet Research 8.0 conference. On behalf of all members, my thanks to them both.

This conference is the premier annual event for broad ranging, inquisitive and provocative analysis of the Internet and related social technologies that involve human endeavour mediated through computing and communications. Though the Internet and networks generally are now studied and discussed in many different fora and from many different disciplinary perspectives, AoIR and its conference remains distinctive in focusing especially on this key socio-technological formation in contemporary life. The papers on offer at the conference, allied to the vital informal conversations that will develop around them, provide us with a wonderful opportunity to understand just how varied, significant and challenging the Internet is, as an object of scholarly research.

I have wondered, at times, whether AoIR can continue: what happens to our association as the Internet, in the words of Susan Herring, 'slouches towards the ordinary'. Of course, AoIR will continue, and will grow stronger. New technologies, new applications and new affordances from those applications will come and go; yet the central idea and impact of the Internet (of all such networks) remains. Humans, individually and in diverse groupings, will interact with each other, and re-

flect on their own identities, through these technologies, applications and affordances, making more of themselves than otherwise would be possible. At times too, mediated human life will be poorer for that state. In all cases, networked, mediated human endeavour will be different because of that state and, in that difference, lie complex questions to be answered. These questions are, sometimes, moral – what ought we to do? – and sometimes explanatory – what is going on? In both cases, scholars whose primary interest is to understand internetworked human social and cultural life will feel drawn to answer them. The Association represents these scholars – revelling in their different disciplines, methods and perspectives – and its conference gives voice to the answers and the debates about those answers.

Outside of the conference itself, AoIR continues to face the challenges which the Internet brings – internetworked humanity has different needs from organisations like AoIR and the Association's must ask itself, as in its first days in 1999-2000, how to apply the technologies and social formations we study to itself. I do not believe we have a ready answer to this and will enjoy continuing to work with AoIR to find what those answers might be.

As my presidency of AoIR draws to a close, I will take this opportunity to thank the many people who have made my life easier in that role and who have contributed so effectively on behalf of us all to making AoIR work. Charles Ess, Monica Murero, Irene Berkowitz, Sabryna Cornish, Randy Kluver, Caroline Haythornthwaite, Kate O'Riordan, Ted Coopman, Nancy Baym, Alex Halavais, and Holly Kruse. Without their collective, cheerful, and



Matthew Allan, President, AOIR

committed efforts, there would be no AoIR. My thanks to them all and good luck to Charles, Monica, and Sabryna who will also be on the new executive. I would also like to congratulate the following people who will be joining the Executive and in whose capable hands our Association's future development lies: Mia Consalvo, Axel Bruns, Marcus Foth, Heidi Campbell, and Asa Rosenberg.

My thanks to you all for supporting AoIR by attending this conference and participating in whatever way you have chosen – it will be a great event and I urge you all to take the next step and come to the Association's AGM during the conference and find out more about your Association.



# Welcome from the Program Chair

I'd like to welcome you to Let's Play—AoIR's 8th annual conference. I've had a wonderful time putting together the academic program for this conference, but I could not have done it without the help of many people, including the conference chair, Richard Smith, the AoIR executive board, and the many aoir members who volunteered their time to help with reviewing, moderating sessions, and offering other forms of support as needed. I appreciate it immensely—thank you all!

I believe the central function of the yearly conference is to advance our knowledge related to the Internet and its use, and I believe this year's conference is particularly rich in giving us a broad array of studies, spanning diverse topics, disciplines, and localities. Our areas of investigation continue to evolve, but in the process we still draw from what we have already learned through careful study, analysis, and theorization. This year we have particular research strengths in areas such as social networking sites, online games and virtual environments, and the promises and practices surrounding Web 2.0 We also continue to study important topics including democracy, politics, health, communities, and issues of identity, among many others.

In looking through this program, I'd urge you to first find sessions of interest to you, but also to attend a session or two outside of your normal research focus. Although we are increasingly specializing in our research agendas by necessity, I believe that it is vitally important for us to keep listening to each other and talking with each other about the connections across what we are investigating. There are important linkages and associations, even between widely disparate topics. Seeing those links will help us all do better research, and advance the field of Internet studies in a programmatic way.

And finally, please step outside the session doors at some point to chat with colleagues and meet new people. We've schedule lots of time for informal interactions between you all because we know that's where critical interactions take place. New projects, books, articles, research studies, colleagues and connections are made there. So—please enjoy the conference and join me in thanking all of the members who have helped to make aoir my favorite academic organization and conference. Let's play!

Best,  
Mia Consalvo, Program Chair



Mia Consalvo, AOIR 8.0 Program Chair

Photo used by permission of  
Alice J. Robison

# Welcome from the Conference Chair

Dear AoIR-oPhiles,

I wondered what style I should adopt as I write this, but then I realized – I have been writing to you for almost a year already. And, I figure, you would be alarmed if I took another approach in my correspondence. Therefore, I am writing it as an email (to be pasted into a wiki and then formatted for the printed program), as I usually do.

I want to start by recognizing our sponsors: USC, Microsoft, Simon Fraser University, Linden Labs, University of Washington, and Joi Ito. Without them this would have been a much more spartan affair.

The conference has been a pleasure to organize and the AoIR executive, through their amiable and conscientious "point man," Charles Ess, have been supportive, encouraging, and – dare I say it? – fun, throughout.

Special mention must go to both Mia, who handled the program completely and made that aspect of the conference trouble free, and Alex Halavais, who made this thing "sing." He is wonderfully adept at the myriad machines that make AoIR an on-line organization and we couldn't have done it without him.

My team here at SFU: Florence (events), Jean (program), Michael (a/v), Karen (registration) and PC (keynotes) deserve particular recognition as well and you will see them, no doubt, working their magic as the conference progresses. We also have a great team of volunteers who you'll see at the registration table and around the conference site.

Mia has great advice and I won't repeat it other than to say that there are long breaks (90 minutes for lunch, 30 minutes for both coffee breaks) in which to act on her advice to meet new people and chat with colleagues.

Vancouver is a casual city with lots to offer and I hope you get out and see some of it while you are here.

Thank you to everyone who made it possible. The successes are your doing. The failures are my doing, and if anything breaks or isn't how you hoped – it is my fault, so let me know about it and I will make it right.

...r



Richard Smith, AOIR 8.0 Conference Chair

# W e l c o m e t o A o I R



UNIVERSITY OF SOUTHERN CALIFORNIA

*Annenberg Program on Online Communities*

**visit us online at:** [annenberg.usc.edu/onlinecommunities](http://annenberg.usc.edu/onlinecommunities)

Dear Friends and Colleagues:

We are delighted to be the Gold Sponsor for AoIR 2007 and to welcome you to Vancouver.

We'd like to take this opportunity to tell you about an exciting new professional master's program in the design, study, and evaluation of online communities: The USC Annenberg Program on Online Communities (APOC). The goal of APOC is to provide students with the knowledge, insights, technical expertise and practical experience to become the next generation of online communities managers, leaders and visionaries. Our master's program is part of a larger research initiative on Online Communities that is funded by Charles Annenberg Weingarten and the Annenberg Foundation. You can visit the program's Web page at <http://annenberg.usc.edu/onlinecommunities>.

This one-year, full-time program begins every January and concludes the following December. Students spend a fast-paced year working with and learning from a diverse student population, world class faculty, industry professionals and acclaimed "gurus". Classes cover a variety of topics including, for example, community planning and management, emerging technologies, industry innovations, and the science of influence and persuasion. Taken together, the courses address issues relating to online communities across a broad wide range of industries including communications, marketing, political campaigning, social advocacy, music and entertainment, gaming, social and professional networking, nonprofit and charitable organizations, and healthcare. In the capstone project, students work in teams to create and to manage a thriving online community.

The program also provides students with experiential learning opportunities through the summer internship program. Students work at some of the most distinguished and innovative companies in the nation, working to develop and manage online communities, including: Yahoo, Disney Internet, ABC Family, PBS New Media, The Los Angeles Times Online, and Buzznet.

We are now accepting applications for our next cohort beginning in January 2008. The USC Annenberg folder in your registration packet contains more information about our program. We'd appreciate it if you could pass the information along to your current and former undergraduate students who might be interested in the USC Annenberg Program on Online Communities (APOC).

We hope that you enjoy the conference!

Sincerely,

A handwritten signature in black ink, appearing to read "Larry Gross", is placed below the word "Sincerely,".

Larry Gross, Professor and Director  
USC Annenberg School of Communication



## Department of Communication

College of Arts & Sciences

UNIVERSITY OF WASHINGTON

# Welcome from University of Washington

## Sponsors of the Opening Reception

Hosted by  
Department of Communication  
University of Washington  
[www.com.washington.edu](http://www.com.washington.edu)

Communication is a process that creates and reveals meanings, relationships, and cultural patterns. The mission of the Department of Communication at the University of Washington is to advance the study and practice of communication across a range of contexts, including face-to-face interactions, public discourse, mass media, and digital media. Our research and teaching aim to enhance critical awareness

of communication's role in an increasingly global society. Using both humanistic and social scientific approaches, we focus on six interrelated areas: communication and culture, communication technology and society, international communication, political communication, rhetoric and critical studies, and social interaction. Faculty, staff, and students work across these domains to cultivate a collaborative and inclusive scholarly community.

At the graduate level, the Department presents students with an integrated curriculum founded upon principles of intellectual and cultural pluralism, interdisciplinary, innovation through collaboration, and public scholarship. Undergraduate study develops communication literacy, teaches important methods of inquiry, theories, and concepts, and promotes community engagement. A concentration in journalism prepares selected undergraduates for careers in media.



The Internet is, arguably, the most important communication link in the world today. And it is organizations such as yours, the Association of Internet Researchers, which have helped to build our knowledge of this great technological asset.

It is my pleasure to welcome AOIR members to Simon Fraser University and our downtown campus. I invite you to explore SFU's three campuses, in person or on the web, where I am confident you will discover an exciting world of intellectual energy and creative opportunity.

Michael Stevenson, PhD  
President and Vice-Chancellor  
Simon Fraser University



## ONE UNIVERSITY. THREE CAMPUSES.



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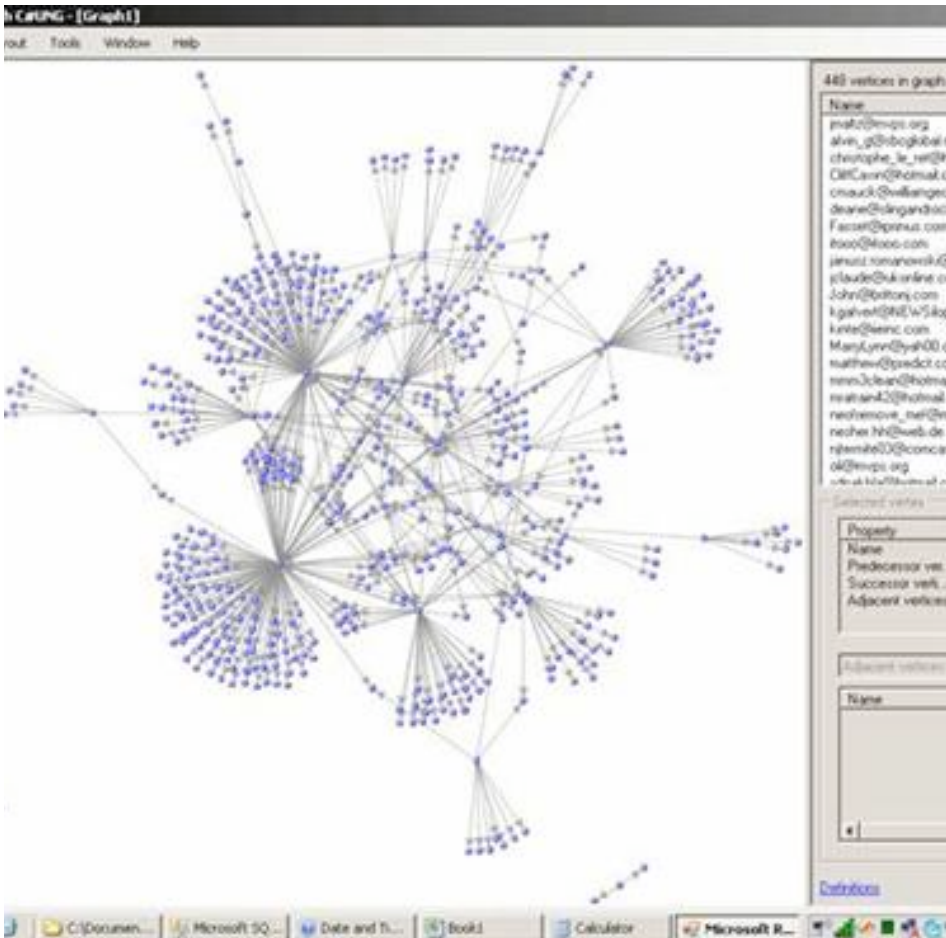
VANCOUVER

SIMON FRASER UNIVERSITY

8888 University Drive, Burnaby  
British Columbia, Canada V5A 1S6  
Tel. 778.782.3111 | Email [sfumpr@sfu.ca](mailto:sfumpr@sfu.ca)



# Message from Microsoft Research: Doctoral Colloquium Sponsor



Microsoft Research is pleased to sponsor the doctoral colloquium at this year's AoIR conference. Some of our recent research projects include:

## **Community Technology**

The Microsoft Research Community Technologies group focuses on the study and enhancement of computer mediated collective action systems:

<http://www.research.microsoft.com/community>.

## **Tools**

A range of tools for the study of computer-mediated collective action and online so-

cial phenomena are available from our website (<http://www.research.microsoft.com/community/projects>).

## **Recent publications include:**

Welser, Howard T., Eric Gleave, Danyel Fisher, and Marc Smith. 2007. Visualizing the Signatures of Social Roles in Online Discussion Groups. The Journal of Social Structure. 8(2).

<http://www.cmu.edu/joss/content/articles/volume8/Welser/>

Tammara Turner, Marc Smith, Danyel Fisher and Howard Ted Welser, Picturing Usenet: Mapping computer-mediated collective action, Journal of Computer mediated Communication, September 2005. Viégas, Fernanda B., Marc Smith. "News-group Crowds and AuthorLines: Visualizing the Activity of Individuals in Conversational Cyberspaces", Proceedings of Hawaii International Conference on Software and Systems (HICSS) 2004.

## **Projects include:**

### **Netscan**

<http://netscan.research.microsoft.com>

Data mining conversational communities in Usenet newsgroups and beyond.

### **SNARF**

<http://www.research.microsoft.com/community/snarf>

Local data mining of personal email and beyond.

### **AURA**

<http://aura.research.microsoft.com>  
The Advanced User Resource Annotation System - Mobile Social Software for annotating physical objects

Microsoft®  
**Research**

# Virtual IR 8.0 & Network Access

A user ID and password are provided on the back of your name tag. Free wireless internet services is available at SFU Vancouver at Harbour Centre to all conference participants. Limited computers are available for drop-in use at the Royal Bank Instructional Computer Facility (SFU students have priority, however) at Harbour Centre.

All presentation computers will have (wired) internet access. In addition, many of the coffee shops near Harbour Centre (e.g., WAVES, BLENZ) provide complementary wireless internet access. They are out the main doors and across the street, at the corner of Hastings and Richards. The Starbucks, on Seymour, just up the hill from Hastings, provides internet access to those who have a prepaid plan. Both Trees (organic, fair trade coffee and great deserts) and Take 5 (great coffee and lunches), at the corner of Granville and Hastings, have fee internet access - ask at the counter of the Take 5 for a WEP key.



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# Taxis, buses, airport, parking

## Taxis

- \* Vancouver Taxi 604.255.5111
- \* Yellow Cab 604.681.1111
- \* Blacktop 604.731.1111

## Airport Bus Service

<http://www.yvrairporter.com>

The Airporter bus service provides transportation from the Vancouver International Airport (YVR) to downtown. Buses depart from the pickup area outside level 2 at YVR every 30 minutes. Tickets can be purchased from the driver. These buses follow two routes. Check with the customer representative before you board the bus to ensure that you are on the correct bus for your stop. The cost is \$13 one way or \$20 return (good any time). Buses operate between 6:30 am and 10:30 pm

## Driving from the airport to SFU Vancouver Downtown

Proceed north from the airport along the Arthur Laing Bridge to Granville Street. Head north on Granville Street into downtown Vancouver. After crossing the Granville Street Bridge (about 20 minutes), take the Seymour Street exit and continue north on Seymour Street to Hastings Street.

## Parking

The conference hotels offer valet parking and there are parking lots under and around the conference centre. Try the lots on Richards Street, south of Pender, for the best prices.

## Transit

<http://www.translink.bc.ca>

Vancouver transit operates a three zone system with service throughout the lower mainland via Skytrain (light rail) and buses, including the seabus. Travel through one zone is \$2.25, through two zones is \$3.25, and through three zones is \$4.50. A trip from Vancouver to the airport is two zones and costs \$3.25 each way. After 6:30 pm there are no zone charges.

A book of 10 tickets - available from many shops, including the one under the Delta Hotel across the street - saves you about 10 per cent (e.g., one free ticket). You can also purchase a Day Pass for \$8.00, good for unlimited rides on one day.



# Advice for Session Chairs and Presenters

## Session Chairs

Please check if there are changes to the program before the session. As a session chair, you should arrive at the designated room at least 10 minutes before the start of the session and make yourself known to the presenters. Your tasks are to: (i) briefly introduce the presenters, (ii) ensure that presenters stay on schedule; and (iii) moderate the questions at the end of each presentation.

Each session is 90 minutes and in most cases has 4 presentations. Presenters of full papers have been allocated 20 minutes and presenters of short papers have been allocated 15 minutes – including question time in each case. This presentation time allocation allows for 2 minutes between papers for introductions and changeover time.

## Presenters

Please check if there are changes to the program before your session. As a presenter, you should arrive at the designated room at least 10 minutes before the start of the session to make yourself known to the session chair. You're welcome to use your own laptop and plug it into the data projector – to avoid losing time, please check before your session that your laptop is set up to use the projector. Alternatively, you are welcome to use the laptop available in the session room. Wireless Internet access is available. Presenters of short papers will have 10 minutes plus 5 minutes of question time. Presenters of full papers will have 15 minutes plus 5 minutes of question time. Chairs will be encouraged to be as scrupulous as possible in enforcing these time limits in order to ensure that all presenters will have their allotted time available.

## For Panel Organizers

Panels have been allocated 90 minutes. As panels vary from 3-7 panelists, panel organizers may determine their own allocation time for panelists and questions.

## Roundtables

Roundtables have been allocated 90 minutes. The roundtable organizer may determine the timing and structure of their roundtable.

# Pre-conference workshops

## Microsoft Research Doctoral Colloquium

Nancy Baym has organized a day-long doctoral workshop. Marc Smith, of Microsoft Research, has kindly offered to sponsor the workshop. Details from Nancy, via the Air-L mailing list, and on the Internet Research 8.0 Doctoral Workshop pages (see overleaf).

## Internet Histories Workshop

Gerard Goggin and Mark McLelland have organized a full-day workshop on Internet Histories. TIME: 9.30 - 5.00. VENUE: HC 1425.

This project brings together researchers working on country-specific and regional histories of the Internet as well as those researching Internet use by local and transnational subcultures and communities. This will be the first of what is anticipated to be a series of workshops, leading to an edited collection aimed at understanding the different historical patterns of Internet deployment and cultural and technological development.

The keynote speaker will be Lisa Nakamura (University of Illinois), author of the 2002 Routledge volume *Cybertypes: Race, Ethnicity and Identity on the Internet*.

## Internet/s and organizations

Susan Kretchmer ([susankretchmer@yahoo.com](mailto:susankretchmer@yahoo.com)) is organizing a workshop on internets and organizations. The topic of the workshop is the impact of information and communication technologies, especially internet/s, in and on organizations, focusing on themes such as the blurring of boundaries online, the interplay of influence between ordinary (offline) life and life online, and the facilitation of global flows of information and the implications for life offline. We would use the workshop as an opportunity to explore the issues in-depth from various perspectives, including electronic journal use and work communication in businesses, computer labs in academia, the open journal/open conference system in academia, health care, communities, local governments, organizations in games, and the disabled.

## Learning and Research in Second Life

This workshop aims to improve the understanding of Second Life as a Learning and Research environment. It will bring 35 researchers together to collaborate, discuss and workshop diverse topics related to research and learning in Second Life. We will pursue a full-day schedule in which participants will discuss their work and interests on four different topics: learning in Second Life, integrated learning, the contributions of research to the community and ethical research methods. How can we better enable learning in this sphere? How can we better enable research?

As a highlight, Claudia Linden will give a talk to the group, and members of Linden Lab will participate throughout the day. More details may be found on p. of this Program.

# Doctoral Colloquium

The doctoral colloquium begins with an orientation session for all participants. Then, in the three breakout groups, each participant gets 45 minutes to present and discuss their work. We will break for coffee and lunch and then reconvene for a wrap up session at the end.

Location: HC 1500

9:00AM - 9:30 AM	Organizational Meeting and Introductions
9:30-10:15	Presenter 1
10:15-11	Presenter 2
11-11:15	Coffee Break
11:15-12:00	Presenter 3
12:00-1:00	Lunch (Provided)
1:00-1:45	Presenter 4
1:45-2:30	Presenter 5
2:30-2:45	Coffee Break
2:45-3:30	Whole Colloquium Wrap Up Discussion

Room Assignments for the three groups are listed below:

HC 1500	HC 1510	HC 1520
Mentors: Mary Bryson, Klaus Bruhn Jensen	Mentors: Lori Kendall, Ron Rice	Mentors: Maria Bakardjieva, Robert Burnett
Kerk Kee, Sarah Ford, Klaus Bruhn Jensen, Yaron Ariel, Daniel Skög	Cuiming Pang, Zoetanya Sujon, Jeremiah Spence, Yeon-ok Lee	David Brake, Jacqueline Schoemaker-Holmes, Sue Malta, Mary Helen-Ward, Meera Nair

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# Internet Histories Workshop

Gerard Goggin and Mark McLelland are organizing a full-day workshop on Internet Histories.

**Time: 9.30 - 5.00. Venue: HC 1425**

This project brings together researchers working on country-specific and regional histories of the Internet as well as those researching Internet use by local and transnational subcultures and communities. This will be the first of what is anticipated to be a series of workshops, leading to an edited collection aimed at understanding the different historical patterns of Internet deployment and cultural and technological development.

The keynote speaker will be Lisa Nakamura (University of Illinois), author of the 2002 Routledge volume *Cybertypes: Race, Ethnicity and Identity on the Internet*.

## **Keynote Address: Race 2.0: Identity, the Internet, and the Shift to New Media**

Academics are irresistibly drawn to periodization, and scholars of Internet studies are no different. Despite our best intentions, however, journalists and industry mouthpieces often beat us to this favorite activity, as in the case of "Web 2.0." Quibbles about its accuracy aside, how do race, nationality, and gender articulate to the "participatory web"? If racism, racial underrepresentation online, and identity tourism were features of Web 1.0, do they persist in Web 2.0? If user-generated content is the new new thing, in what ways are minorities generating or being generated as new media commodities, "open source" or not?

## **Other speakers at the event include:**

Niels Bruggen (University of Aarhus) Vidar Falkenburg (University of Aarhus) Gerard Goggin (University of Sydney/University of New South Wales) Merav Katz-Kimchi (Bar Ilan University/ UC Berkeley) Mark McLelland (University of Wollongong/University of Michigan) Glen Pass (Curtin University of Technology) Ignacio Siles (University of Costa Rica)

## **Topics under discussion include:**

- what sorts of Internet histories are currently available, or in progress — whether national, country-specific, local, subcultural, community, or transnational and translocal?
- what are the histories and trajectories currently missing and why do these particular lacunae exist? What histories of the Internet are being foreclosed, overlooked, or not yet imagined, and what are the implications of this?
- who is currently writing, reading, collecting, valorising, or even enshrining Internet histories?
- what are the dominant accounts of Internet history, or dominant assumptions regarding these?
- what histories do we have of Latin American, African, Oceanic, or Asian Internet, for instance, compared to European or North American Internet?
- what challenges does doing Internet history pose? what is specific about Internet history compared to histories of media, communications, or other technologies, or broad social or cultural histories?
- how do our understandings of Internet and mobile technologies and cultures vary depending on the kinds of quite specific histories that condition these?
- how do a researcher's own culture and patterns of use determine the kinds of questions s/he may raise concerning the history of 'the Internet'?



## Confirmed Titles and Abstracts to Date:

Development Under Construction: The History of the Internet in Costa Rica. Ignacio Siles, University of Costa Rica

To advance understanding of the process of development of the Internet in Costa Rica, in this presentation I will reflect on theoretical issues concerning historical research on the Internet, and on the results achieved so far after a two-year study. In summary, three periods have been identified as key junctures in which the meaning of the Internet has changed significantly in Costa Rica between 1990 and 2006: an initial phase of academic development managed by the University of Costa Rica, a commercial expansion headed by the country's telecom monopoly, and a national project intended to create an advanced networked infrastructure.

A Critical Textual Philology of the Website: Why and How? Niels Brügger, The Centre for Internet Research, Institute of Information and Media Studies, University of Aarhus, Denmark

In the task of writing website history the archived website is one of the main sources. But the problems involved in finding, collecting and preserving the website are different from those characterizing the archiving of other media types. The primary problem is that the actual act of archiving changes the website that was on the web in a number of ways thus creating a version of it. This paper sets out to discuss how these changes affect the work of the website historian just as it tries to formulate some methodological principles, rules and recommendations to help us.

"Singing the Strong Light Works of [American] Engineers": Popular Histories of the Internet as Mythopoetic Literature. Merav Katz-Kimchi, Bar Ilan University

This paper presents socio-literary analysis of the American popular histories of the Internet written during the 1990s. Taken as a whole, these histories attest to the enormous appeal of the new technology and to the public interest in its history. The recurrent narrative in these works portrays the revolutionary nature of the new technology, its benign impact on society and its many heroic ingenious inventors. Overall, it casts the history of the internet into the mythopoetic form of the romance and embodies contemporary perceptions as regards the internet in popular culture. While this narrative shows no novelty in its literary qualities and belongs to a longer tradition narrating the heroic enterprises of scientists and engineers it was still written by selected members of the new middle class of contemporary American society, or certain cultural intermediaries and specialists, in that all the authors are prominent actors in the media industry.

Braudel in the Library: A Local History of the Internet in Western Australia, Glenn Pass, Curtin University

In this paper I outline my Doctoral research on the social history of the Internet in Western Australia, focusing on the argument that a new approach is needed to interpret the history of a new technology, such as the Internet, within a local context. Drawing on examples from my research, in particular a case study of the Curtin University of Technology and its Library and Information Service, I illustrate how the integration of Annales style historiography within a postmodern context provides a useful model to explore a local history of the Internet.

Content Analysis of Online Newspapers in Web Archives, Vidar Falkenberg, University of Aarhus

This paper explores how content analysis of online newspapers can be conducted with archived material. Based on earlier content analysis studies of online newspapers using the live web as the object of study, selected methods are repeated using archived material from Netarchive.dk. This has two goals: The first is to observe the possibilities and implications of doing research with archived material compared with the live web. Secondly, the results of this study will assess the usefulness of the harvesting strategies employed by Netarchive.dk in the case of doing content analysis on online newspapers.



# Internet/s and Organizations Workshop

Workshop organizer, Susan Kretchmer via [susankretchmer@yahoo.com](mailto:susankretchmer@yahoo.com).

**Time: 12:00 - 5.00. Venue: HC 1600**

The topic of this half-day workshop is the impact of information and communication technologies, especially the Internet (or, if you prefer internet/s), in and on organizations. Themes that emerge might, for example, include the blurring of boundaries online, the interplay of influence between ordinary (offline) life and life online, and the facilitation of global flows of information and the implications for life offline, as well as any other ideas participants find relevant. We will use the workshop as an opportunity to explore the issues, the challenges and the opportunities, the promise and the reality, in-depth from various perspectives. A series of expert speakers will provide presentations and throughout the lunch (complimentary) and afternoon workshop there will be multiple opportunities to actively engage in discussion. The anticipated subjects to be covered include:

"Dismantling Central Information Technology Gatekeeping in Educational Organizations: The Virtual Computing Lab"  
Sarah Stein, North Carolina State University, USA

"Open Access as an Unprecedented Public Good: The Transformative Potential of the Internet for Scholarship and Society"  
Heather Morrison, BC Electronic Library Network, Simon Fraser University Library, University of British Columbia, and The Imaginary Journal of Poetic Economics (<http://poeticeconomics.blogspot.com>), Canada

"Measuring Internet Usage Within Organizations: The Collection and Sharing of Internet Research"  
Kenneth J. Levine, University of Tennessee, Knoxville, USA, and Susie Allard, University of Tennessee, Knoxville, USA

"Blurred Boundaries: Mobile Communication Technologies in the Office and Beyond"  
Catherine Middleton, Ryerson University, Canada

"The Impact of Information and Communication Technologies in the Digital Age: Changing Paradigms of the Organization-Individual-Public Nexus"  
Susan B. Kretchmer, Johns Hopkins University, USA, and Partnership for Progress on the Digital Divide

For complete details, a full list of expert speakers/presentation titles and the time schedule, please consult the workshop information sheet available at the conference registration desk.

For further information, you may also contact the workshop organizer, Susan Kretchmer via [susankretchmer@yahoo.com](mailto:susankretchmer@yahoo.com).



# Learning and Research in Second Life

## Workshop

**ROOM HC 1315, All day, Wednesday, Oct 17**

Second Life(R) is a 3d virtual environment created by Linden Lab which has captured the attentions of researchers and teachers from around the world from a variety of disciplines. This workshop aims to improve the understanding of Second Life as a Learning and Research environment. It will bring 35 researchers together to collaborate, discuss and workshop diverse topics related to research and learning in Second Life. We will pursue a full-day schedule in which participants will discuss their work and interests on four different topics centered on learning and research. Claudia Linden will give a talk to the group, and members of Linden Lab will participate throughout the day.

9:00	Introduction by Jeremy and description of the day
9:10	Introduction to Task 1 (Learning Environments - Jeremy)
9:15	Group work
10:10	Presentation and Discussion (Task 1)
10:25	coffee break
10:40	Intro Task 2 (Learning - Jeremy)
10:45	Group work
11:45	Presentation and Discussion (Task 2)
12:00	Lunch
1:00	Keynote
1:30	coffee break
1:45	Intro Task 3
1:50	Group work (Ethics - Aleks)
3:00	presentation and discussion Task 3
3:15	Break
3:30	Intro Task 4 (Methods - Aleks)
3:35	Begin task 4
3:45	Table 1 liaises with Second Life group member(s)
3:55	Table 2 liaises with Second Life group member(s)
4:05	Table 3 liaises with Second Life group member(s)
4:15	Table 4 liaises with Second Life group member(s)
4:25	Table 5 liaises with Second Life group member(s)
4:35	Table 6 liaises with Second Life group member(s)
4:45	Discussion and presentations
5:00	final thoughts
5:15	Exeunt

Sponsored by Linden Lab makers of Second Life(R) <http://secondlife.com>

T-shirts sponsored by Joi Ito and Joi Ito Lab <http://joilab.ito.com/>

# Conference Schedule at-a-glance

## Wednesday October 17 (Pre-conference)

All day Registration/Information Desk Open

09:00 Doctoral Colloquium  
(Microsoft Research)  
09:00 Internet histories workshop  
09:00 Internet and organizations workshop  
09:00 Second Life and Learning Workshop  
17:00 EXEC meeting/dinner  
19:00 Opening Reception (UW)

## Friday October 19

All day Registration/Information Desk Open

08:30 Parallel Sessions  
10:00 Coffee Break  
10:30 Parallel Sessions  
12:00 Lunch  
13:30 Parallel Sessions  
15:00 Coffee Break  
15:30 Keynote 2 (Henry Jenkins)  
17:00 AGM  
19:00 Banquet

## Thursday October 18

All day Registration/Information Desk Open

08:30 Parallel Sessions  
10:00 Coffee Break  
10:30 Keynote 1 (John Lester)  
12:00 Lunch  
13:30 Parallel Sessions  
15:00 Coffee Break  
15:30 Parallel Sessions  
17:00 BOF Sessions

## Saturday October 20

All day Registration/Information Desk Open

08:30 Parallel Sessions  
10:00 Coffee Break  
10:30 Keynote 3 (John Willinsky)  
12:00 Lunch  
13:30 Parallel Sessions  
15:00 Coffee Break  
15:30 Parallel Sessions  
17:00 BOF Sessions  
18:00 EXEC meeting

## 22

Regulating Virtual Worlds	The Internet Goes to College	Self-Presentation, Interaction, and Connection: Emerging Patterns in Online Communities	Locative media & mobility [papers]	Health issues [papers]	Sexuality & gender [papers]	The Internet's Spill Over Effects in Asia and the Middle East	Academics, blogs and blogging [papers]	Rhetoric & language as key markers [papers]
Rules of play: Games, Laws and Contracts	Web-based teaching: Pedagogy versus pragmatism	The Virtualized Other: Presentation of Identity on Facebook.com	Conceptualizing social mobile networks via the use of locative media: A brief look into Smart Mobs, location-based games and interpersonal aware applications	My Granny googles better than yours: Factors influencing differences in how older Americans use the Internet for health information and communication	You can GET IT ON eBay: Selling gender and sexuality stereotypes through the interface	Crashing the Bab: Web Activists and Political Change in Egypt	Blogging in PhD Process: Foregrounding the pedagogy	Karma Chameleon: Steve Jobs' rhetorical performances and their impact on perceptions of online music
Greg Lastowka	Marjorie Kibby - The University of Newcastle, Australia	Mark Johns - Luther College	Adriana de Souza e Silva - North Carolina State University	Sally McMillan & Wendy Macias- University of Georgia	Michele White - Tulane University	David Faris- University of Pennsylvania	Mary-Helen Ward & Sandra West - University of Sydney	John Lagle - University of Minnesota
Shaky Virtual World EULAs and User Investment Decisions	Structuring the online learning experience: New and Old Pedagogy in Blackboard's e-Learning platforms	"What are friends for?": An exploration of impression formation, online/offline communication, and relationship development and formation among Facebook users	Reading Service Set Identifiers (SSIDs): Marking and Locating for public and private wireless spaces	"Virtual" networks meet "real" surfers? Multiple Internet/s in the context of online health information	Putting your heart on [the]line: Why people go online looking for love	Containing the Internet's spillover effects in the Asian home: Perspectives from China, South Korea and Singapore	Blogging as a technology of the self	"Communicative community" model of online social groups
Eric Goldman - Santa Clara University School of Law	Radhika Gajjala - Bowling Green State University	Nicole Ellison, Charles Steinfield, Cliff Lampe - Michigan State University	Matthew Wong, Alison Powell & Andrew Clement - Concordia University of Toronto	Astrid Mager - University of Vienna	Kristin R. Wolfe - Duquesne University	Sun Sun Lim -National University of Singapore	Maria Bakardjeva & Georgia Gaden- University of Calgary	Gregor Petric - University of Ljubljana
Anarchy, State, and Project Entropia: On the Inevitability of Law in Virtual Worlds	Critical Pedagogy at online/offline intersections: Radically Nuanancing Distance Ed	"It's Only Rock 'n Roll": Connections Within an Online Fan Community	Mobile technology and spatial discourses: Location-aware, Internet-enabled mobiles as heterotopic interfaces	Trust and participation in Usenet health support communities	Creating popular culture: The difference gender makes	Personality trait and risky gaming in cyberspace: Sensation seeking as a predictor of online gambling	Fields of play: Internet scholars and how they play around with the Internet	Did you get the one about Bill Gates in heaven? Computers and Internet in online humor
James Grimmelman- Yale Law School	Stephanie Coopman	Andrea Baker - Ohio University	Daniel Sutko - North Carolina State University	Sherida Ryan - University of Toronto	Eszter Hargittai & Gina Walejko - Northwestern University	Byungho Park, Ng Chien Hao - National University of Singapore	Denise N. Rail - Southern Cross University	Limor Shifman & Menahem Blondheim - Hebrew University of Jerusalem
Who Owns an Avatar? Assessing Claims of Copyright Ownership in Virtual Worlds				Presenting face on MySpace: Girls, identity and the Internet		Ripe for Revolution? The Internet's Spillover effects in the Arab World	MetaAotR: Defining Internet research through an analysis of AotR conference presentation titles	
Tyler Ochoa - Santa Clara University School of Law				Lisa Wagner - Ohio University		Deborah Wheeler - United States Naval Academy	Ulla Bunz & Kristin Carlton - Florida State University	
						The Internet and Democratization in the Middle East: A plea for historical and social contextualisation		
						Albrecht Hofheinz, University of Oslo		
				Moderator: Robert Burnett -	Moderator: Lynn Clark - University of Denver		Moderator: Richard Hall - University of Missouri-Rolla	Moderator: Holly Kruse - University of Tulsa

# Conference Schedule: Thursday 1:30

1500	1510	1520	2200	2245	2250	1600	1900	1315
<i>Bloggng [papers]</i> <i>Copyright in the 21st Century: The Consequences of Techno-Cultural Strategies for Regulating the Consumer</i>	<i>Those Persistent Boundaries</i>	<i>Health [papers]</i>	<i>Mediating Play: Perspectives on Playful Language in Online Discourse</i>	<i>Business, regulation and advertising [papers]</i>	<i>Space &amp; place [papers]</i>	<i>Predictions, methods, theory [papers]</i>		
<p>Loosing the blogs of war: The advent of 'miblogging' in the post 9/11 U.S. military</p> <p>IPRs: Intellectual Property Responsibilities</p> <p>Gay Bangkok Online</p> <p>Suicide Machine seekers: Playing suicidal identity online</p> <p>Keeping in touch through metadiscourse: Bilingual Bengalis' scraps on Orkut</p> <p>Exploring relevance and Virtual tourism: "Just like being there?"</p> <p>Investigating the impact of the blogosphere: Using PageRank to determine the distribution of attention</p>	<p>Seán Lawson - Rensselaer Polytechnic Institute</p> <p>Dan Burk</p> <p>Jillana Enteen - Northwestern University</p> <p>Yukari Seko - York</p> <p>Anupam Das - Indiana University</p> <p>Andrew McStay &amp; Vian Bakir - University of Glamorgan, Wales, UK</p> <p>Jakob Linnaa Jensen - University of Aarhus, Denmark</p> <p>Lars Kirchhoff, Axel Bruns &amp; Thomas Nicolai - Queensland University of Technology &amp; University of St. Gallen</p>	<p>Why academics blog and what this means for scholarly communication: A survey of academic bloggers</p> <p>Use Restrictions Present Discursive Practices of Women's Empowerment Online: Veiling the Subaltern</p> <p>Trust in online health advice</p> <p>The serious side of play: Language attitudes in an online role-playing game</p> <p>The role of small-business Web sites in supporting business-client communication</p> <p>Space and place: The new playgrounds of 21st century life</p> <p>Time to play: Combining time-use surveys and census data to estimate small area distributions of potentially ICT-mediated leisure</p>	<p>Gina Walejko - Northwestern University</p> <p>Kristen Eschenfelder</p> <p>Radhika Gajjala - Bowling Green State University</p> <p>Peter Harris, Pam Briggs &amp; Liz Silence - university of northumbria, Newcastle, UK</p> <p>Josh Iorio - University of Texas at Austin</p> <p>John Killoran - Long Island University</p> <p>Sarah Ford &amp; Mark Gammon - University of Massachusetts</p> <p>Ben Anderson - University of Essex</p>	<p>An international comparison of blogging behaviors in 2005</p> <p>Learning to Consume New Media: Presumptions about media, technology, and participation in industry-sponsored anti-piracy campaigns</p> <p>Tarleton Gillespie</p> <p>Predicting Internet use with opposing theoretical schools</p>	<p>Jia Lin &amp; Bin Zhang</p> <p>Tarleton Gillespie</p> <p>Peter Harris, Pam Briggs &amp; Liz Silence - university of northumbria, Newcastle, UK</p> <p>Josh Iorio - University of Texas at Austin</p> <p>John Killoran - Long Island University</p> <p>Sarah Ford &amp; Mark Gammon - University of Massachusetts</p> <p>Ben Anderson - University of Essex</p>	<p>The urban blogosphere: Constructing Resistance Gaming the sacred text in the Digital Rights Movements: Frame capture and politicizing participatory culture</p> <p>On Netspeak's destruction of English: Locating language ideologies in online discourse</p> <p>Kris Markman &amp; Sae Oshima - University of Memphis &amp; University of Texas at Austin</p> <p>Karine Barzilai-Nahon &amp; Jochen Scholl - University of Washington</p> <p>Homero Gil de Zuniga - University of Wisconsin-Madison</p> <p>Tang Tang - Ohio University</p>	<p>Clifford Tatum - University of Washington</p> <p>Hector Postigo</p> <p>Lauren Squires - University of Michigan</p> <p>Karin Barzilai-Nahon &amp; Jochen Scholl - University of Washington</p> <p>Homero Gil de Zuniga - University of Wisconsin-Madison</p> <p>Tang Tang - Ohio University</p>	<p>Moderator: John Byron</p> <p>Moderator: M. Scott Boone - Appalachian School of Law</p> <p>Moderator: Andrea Baker - Ohio University</p> <p>Moderator: James A. Danowski - University of Illinois at Chicago</p>

# Conference Schedule: Thursday 3:30pm

1500	1510	1520	2200	2245	2250	1600	1900	1315
Learning & pedagogy [papers]	Religion at play on the Net and in the world: Identity, community and authority online	Symbolic Frontiers: The impact of the Internet on geographical borders	History [papers]	Dating & Relationships [papers]	Methods [papers]	Music & sound [papers]	Player Culture and Gameplay Expectations: Shifting Norms and Expectations	Policy & design considerations [papers]
(Re)negotiating cultural identities in online VoIP religion for a new Web ESL Training	Paul Teusner - RMIT University	Alex Halavais - Quinnipiac University	Website history: Theoretical and methodological problems in an emerging field Niels Brügger - University of Aarhus, Denmark	Playing with personal (ter)ties: The importance of profiling play in online dating Jacqueline Schoemaker Holmes - University of British Columbia	NOT Data: Examining processes of be-coming online Radhika Gajjala - Bowling Green State University	The rhythm of everyday life: A preliminary study on the impact of illegal music downloading (Macau) Catarina Pang - University of Macau	Roundhouse kicks and melting faces: Chuck Norris and World of Warcraft player culture Nathan Dutton - Ohio State University	Designing the future Internet: Commercialization, control, and technical representation Michael Felczak - Simon Fraser University
Tabitha Hart			Local players in a global game: An oral history of the Internet in Western Australia	Identity management in online dating profiles: Negotiating privacy and security concerns Jenniffer Gibbs, Nicole Ellison & Chih-Hui Lai - Michigan State University & Rutgers University	Qualitative interviewing in Internet studies: Playing with the media, online Michelle Kazmer & Bo Xie - University of Maryland	Serious business: An ethnographic study of guild life in World of Warcraft Marjorie Kibby - The University of Newcastle, Australia	Gender and the player cyborg: Ideological representations and constructions in online games Keith Cormier - U of Utah	
Rebecca Reynolds	Lynn Clark - Denver University	Darren Purcell - University of Oklahoma	Glenn Pass - Curtin University of Technology	Long-Distance Romantic Relationships mediated through Skype Mirjam Gollmitzer - Simon Fraser University, Vancouver	Scholarly Web archiving as a research method and tool for Internet researchers Steve Schneider & Kirsten Foot - University of Washington	Technological change and community radio: The impact of podcasting Andrew O Baoill - U Illinois	When Play becomes work Roger Altizer - U of Utah	Government policy towards open standards: A case study on the Massachusetts policy Rajiv Shah, Jay Kesan & Andrew Kennis - University of Illinois at Urbana-Champaign
Looking for trouble: Liminality and troublesome knowledge in digital learning spaces Ray Land & Sian Bayne		Suely Fragoso - Universidade do Vale do Rio do Sinos, Unisinos, South Brazil	Anil Narine - Simon Fraser University	Personality Characteristics of online daters Monica Whitty & Tom Buchanan - University of Westminster	Slogs and Abandoned Blogs: The Perils of Sampling Bloggers Dan Li & Gina Walejko - Northwestern University	The technical micropolitics of the online music industry, 1997-2007 Jean Hebert - Simon Fraser University	The six-process gameplay model: A proposal for examining meaning and gameplay Todd Harger - Ohio State University	The democratization of thought Beate Elvebak - University of Oslo
			Technologies of memory: Interactive museums A. Buchanan - University of Wisconsin-Milwaukee	Let's play and work with the Internet at home: Domestic Internet use of Australian and German couples Julia Ahrens - University of Lüneburg	Playing with the academic format: Hypertext research publication in the age of online journals Anders Fagerjord - University of Oslo	Society Switching Klaus Bruhn Jensen & Rasmus Helles - U Copenhagen, Denmark	Who owns this FAQ? Fan content and media ownership Mia Consalvo - Ohio State University	Internet and nation: Constructing the national boundaries of the Internet through policy Della Dumitrica - University of Calgary
			Moderator: Elizabeth A. Buchanan - University of Wisconsin-Milwaukee	Moderator: Erika Pearson - University of Otago	Moderator: Steve Jones	Moderator: Mark Latonero	Moderator: Quan Zhou - University of Washington	

# Conference Schedule: Friday 8:30am

	1500	1510	1520	2200	2245	2250	1600	1900
	Searching, rTfing & interpreting meaning [papers]	The Internet and Women's Transnational Boys' Love "Random Roundtable"	Survivor: Graduate School - A Roundtable on Coping with the Challenges of the Graduate School "Experience"	Blending the real and virtual [papers]	Internet Research Ethics: A Discussion of Current Issues and Research [Roundtable]	Pedagogy, learning [papers]	Game Studies: Technology/Code/Culture	Web 2.0 and its discontents [papers]
	Does American texting look like IM: The mechanics of text messaging and instant messaging among students American college students	Roundtable leaders: <i>Mark McLelland, Duann Paglassotti, Andrea Wood, Seunghyun Yoo</i>	Roundtable leaders: <i>Ted Coopman, Mark Bell, Sue Malta, Kris Markman, Erika Pearson, Raquel Recuero, Nishant Shah ...</i>	Cyworld and conditions for informal public life: Negotiating the public/private boundary in cyberspace	Roundtable leaders: <i>Elizabeth Buchanan, Charles Ess, Heidi Campbell, Maria Bakardjeva, Mark Johns &amp; Annette Markram, Michele White, Andrea Baker</i>	Does Web 2.0 matter? Investigating how learning environment design affects user community engagement	Race, Sex and a Perpetually (Re) constructing world: EverQuest and Representation	Web 2.0.: Discursive entrapment, empowerment or both?
	<i>Rich Ling &amp; Naomi Baron - American University</i>		<i>.... Daniel Skog, Stephanie Tuszyński, Mary-Helen Ward, Honoro Gil de Zuniga</i>	<i>Hangwoo Lee - Chungbuk National University, South Korea</i>		<i>Anthony Cacciolo, Hui Soo Chae &amp; Gary Macriello - Columbia University</i>	<i>Keith Massie - University of Utah</i>	<i>Matthew Allen - Curtin University of Technology</i>
	Text messaging via interactive television: Gender, abbreviation, and expression			Factors associated with addition to online games among university students in South Korea		Leveling up: students with blogs: Engineering active learning through game mechanics	The Wii-volution will not be televised: The XNA-ction of a business model	The Politics of Web 2.0: Perpetual betas as immaterial labour
	Astra Zelenkauskaite & Susan Herring - Indiana University, Bloomington			<i>Chong-Hyuck Park &amp; Young-Jim Kim - University of Hawaii at Manoa</i>		<i>Kevin Lim &amp; Derek Lackaff - University at Buffalo (SUNY)</i>	<i>Casey O'Donnell - Rensselaer Polytechnic Institute</i>	<i>Roy Bendor - Simon Fraser University</i>
	National context and the use of online knowledge databases					Beyond the classroom: Course Websites & Community	Video Game Appropriation through Modifications: Attitudes concerning Intellectual Property among Fans and Modders	
	Year-ok Lee - Royal Holloway University of London					<i>Shanly Dixon &amp; Kelly Boudreau - Concordia University, Montreal</i>	<i>Hector Postigo - University of Utah</i>	
							Devices of our own making: Control, structure, and law from the Bottom up TL Taylor - IT University of Copenhagen	I am the camera: MMO machinima, posthuman agency, and textures of emergent culture Cassandra Van Buren - Univ. of Utah
	Moderator: Jan							



# Conference Schedule: Friday 10:30

1500	1510	1520	2200	2245	2250	1600	1900
Video blogging/visual media [papers]	Internet and the cultures of sexuality	Critical perspectives on Web 2.0: Surveillance, Discipline, Labor	Civic engagement [papers]	Religion and ritual [papers]	Tech, flesh & art [papers]	Wikis and open communities [papers]	Social networks [papers]
A short history of the video blog	Playing in Fantasyland? Cybersex, gender and play	Surveillance as social play	Wireless Internet and possibilities for urban redevelopment	Playing! Religion online? The history of the Internet as ritual space	Collaboration with a robot	Literary sleuths online: e-research collaboration on the Pynchon Wiki	My best day: Presentation of self and social manipulation in Facebook and IM
Richard Hall - University of Missouri-Rolla	Feona Attwood - Sheffield Hallam University	Anders Albrechtslund - Aalborg University	Jan Fernback & Gwen Shaffer - Temple University	Simone Heidbrink - University of Heidelberg, Germany	Lauren Hall - U.B.C.	Ralph Schroeder & Mattijs den Besten - Oxford e-Research Centre	Naomi Baron - American University
"Blogspats" and digital images: Race, gender and Photoshop in visual arguments	Netporn, media specificity and the problem of the mainstream	Search 2.0: Web 2.0, personal information flows, and the drive for the perfect search engine	The Internet and civic engagement: How online news, political messaging and blog use matter for participation	Between playing and praying: Exploration of ritual action in Second Life	Can Digital Art Save our Place-Based Public Spaces?	Knowledge network analysis in Wikipedia: Nodes as opinion leaders	It's Complicated: Speaking like a Facebook Queen
Elizabeth Losh - University of California, Irvine	Susanna Paasonen - University of Jyväskylä	Michael Zimmer - Yale	Hernando Rojas, Eulalia Puig-I-Abril & Irma Perez - Universidad Externado de Colombia	Nadja Miczek - University of Heidelberg, Germany	Aleksandra Kaminska - York University	Sheizaf Rafaeli, Yaron Ariel & Tsahi Hayat - University of Haifa	Danielle Wiese & Rebekah Farrugia - Western Michigan University
Fanips: Fan manipulations of the visual	Mapping the Lolita economy: Young women, commerce and sexual expression on the Web	Loser driven innovation: Lessons from history	Death in Oaxaca: Distributed mobilization in the global indymedia network	Playing God? (Re) examining religious boundaries and authority online	Writing nanotechnology	The People's Republic of YouTube? Interrogating rhetorics of Internet democracy	From the mall to MySpace: American youth socialization in public spaces
Erika Pearson - University of Otago	Theresa M. Senft - University of East London, UK	Søren Mørk Petersen - IT University of Copenhagen	Ted Coopman - University of Washington	Pauline Cheong - University at Buffalo	Maryse de la Giroday - De Montfort University	Alice Marwick - New York University	danah boyd - UC-Berkeley and USC Annenberg Center
Show and tell: Comparing meaning in videos and text	Interactivity is evil! A critical investigation of participatory media	Authorship, intention, and orientations: How bloggers and their readers create participatory opportunity	Virtual rituals: Structural ritualization theory and massive multiplayer online role-playing games	Joseph Simpson & J. David Knottnerus - Oklahoma State University	Seasonal workers, distant relations? Non-programming contributors in Free/Open Source projects	Understanding social networking: On young people's construction of and co-construction of identity online	
Lori Kendall - GSLIS, UTUC	Kylie Jarrett - University of South Australia	Aaron Veenstra, Leticia Bode, Bryan Wang, Madhu Arora, Dhavan Shah & David Perlmutter - University of Wisconsin-Madison & University of Kansas			Evangelia Berdou - SPRU, University of Sussex	Malene Charlotte Larsen - Aalborg University	
	Captured on camera phones, circulated on websites: Exploring new modes of visual documentation			Cultivating the self in cyberspace: The use of personal blogs among Buddhist priests		Politics and power in the democratization of design	
	Blige Yesil - Sabanci University	Joonseong Lee - Bowie State University				Robert Mason, David Hendy & Karine Barzilai-Nahon - University of Washington	

**Moderator: Karine Barzilai-Nahon - University of Washington**



## Conference Schedule: Friday 1:30

1500	1510	1520	2200	2245	2250	1600	1900
<i>Carl Couch Award</i>	<i>Before and After the Internet: Playing with Analogues, Parallels, and Convergences</i>	<i>Dating &amp; Relationships [papers]</i>	<i>Internet Regulation: Comparative U.S. and Canadian Approaches</i>	<i>Social &amp; economic networks [papers]</i>	<i>Youth &amp; play [papers]</i>	<i>Second Life [papers]</i>	<i>Game studies [papers]</i>
The Social Construction of Virtual Reality and the Stigmatized Identity of a Newbie	It Can Sing Like Canuso.. And Calculate Like Einstein: Domesticating New Media Technologies	Let's keep in touch: Managing social relationships after a residential move	Closing the Digital Divide in the US and Canada, 1995-2005	The economic sociology of objects on the Internet	Use of the Internet by Egyptian children: Interactive relationships between parents and children	Play or not to play? Can companies learn to be n00bs, LrG, and IVL up?	Saturday morning cartoons go MMOG: Cross-media integration, branded play and the migration of children's television to massively multiplayer online gaming
Robert E. Boostrom, Jr., Holly Kruse	Irina Shklovski	Philp N. Howard	Jeremy Hunsinger	Hebatallah El Semary - Cairo University	Slava Kozlov & Nicole Reinhold - The Netherlands	Sara Grimes - Simon Fraser University	
Socialization in Open Source Software Communities: A Symbolic Interactionist Perspective	Questioning the history of containerization, questioning the future of RFID	Circles of intimacy: A diary study of CMC	Robots.txt: The Politics of Search Engine Exclusion	Examining the phenomenon of outsourcing via the Internet	Trust over the net: The case of Israeli youth	The librarian and professor as learners: Doing participant observation in Second Life	Age of Korean empires in the new media: A critical interpretation of the online game
Jijesh Devan & Dany DiTullio	John Monberg	Caroline Haythornthwaite, Lori Kendall, Gail Taylor & Sara Thompson	Greg Elmer	Venkataramana Gajjala - Tiffin University	Oren Golan - Hebrew University	Denise Rodrigues & DeNei Rehberg Sedo - MSVU	Dai Yong Jin & Florence Chae - Simon Fraser University
Is the Internet God? Playing with the convergence of technology	Evaluating computer-mediated communication on the university campus: The impact of Facebook.com on the development of romantic relationships	Managing One's Identity On- and Off-line	Play with reality: A consequence upon information technology	Playful embodiment and identity performance on the Internet	The development process of the Second Life librarians: A study in community, challenges, and collaboration	Regulation of online social environments: Old institutions meet emergent media	
Sabrina Cornish	Stephen Andon	Andrew Clement	Laszlo Ropolyi - Eotvos University	Edgar Gomez, Adolfo Estalilla & Elisenda Ardevol - Internet Interdisciplinary Institute	Michelle Kowalsky - William Paterson University	Sal Humphreys - Queensland University of Technology	
Love actually? Older adults and their (Intimate) Internet relationships	Alternative Infrastructure	Christian Sandvig	Edgar Gomez, Adolfo Estalilla & Elisenda Ardevol - Internet Interdisciplinary Institute	Attributes of opinion leaders in Second Life	Owning avatars: Legal control of human and non-human data representations		
Sue Malta - Swinburne University of Technology			Stepan Konecny & David Smahel	Aleksandra Krotoski, Evanthia Lyons & Julie Barnett	Dan Burk - University of Minnesota Law School	Virtual economies of race and embodiment: The case of Asian 'farmers' in MMORPGS	
			The 'pathological' child: Continuing impasses at Ground Zero + 10	Second Life, second body: A microethnographic analysis of nonverbal communication in Second Life virtual environment	Lisa Nakamura - Dept of Speech Communication, UTUC		
Mark Johns, Chair	Moderator: Phillip Jeffrey	Moderator: Kathleen Fitzpatrick	Moderator: Lauren Squires - University of Michigan				

Internet Studies: State of the Field Roundtable	Social Network Sites: Perspectives and Challenges [Roundtable]	Should we close the medical digital divide? [Roundtable]	Internet Studies and e-Science: New Tools and Concepts for Research [Roundtable]	Community studies [papers]	News and information transformed [papers]	Playing a Good Game: Ethical and Methodological Issues for Researching Massively Multiplayer Online Games	Serious games [papers]
Roundtable leaders: Robert Burnett, Mia Consalvo, Charles Ess	Roundtable leaders: Nancy Baym, danah boyd, Nicole Ellison, Jeff Hammerbacher ...	Roundtable leader: Monica Murero	Roundtable chairs: Sally Wyatt & Ralph Schroeder - University of Oxford  Confirmed participants: Yupel Chang - National Chiao Tung University, Taiwan, R. O.C. Mathijs den Besten, Han Woo Park, Dan Burk, Greg Elmer, Kirsten Foot, Wainer Lusoli ... ... Steve Schneider, Ralph Schroeder, Sally Wyatt. Organizer, but unable to attend: Nicholas Jankowski.	Temporal structure, fan attributes, and cybercommunity: A case study of a Taiwanese literature Website  Yupel Chang - National Chiao Tung University, Taiwan, R. O.C.	Citizen journalism online: Promise of an alternative conflict discourse?  Dmitry Epstein & Dor Reich - School of Media Studies, Israel & Cornell University	Well played: Synthesizing and Analyzing Studies of MMOGs  Heidi McKee - Miami University	Becoming serious and translating realms: Online games in educational contexts?  Daniel Ashton - Lancaster University
	... Amanda Lenhart, Daniel Skog, Jan Schmidt		Emotional flower: How social community building is influenced by an emotional interface game  Regina Bernhaupt, Thomas Mirlacher, Andreas Boldt & Manfred Tscheligi - Universitat Salzburg, ICT&S Center	Decomposing the newspaper: A typology of online newspapers  Vidar Falkenberg - University of Aarhus	Game Preparation: Heuristics for Planning and Conducting Research Studies of MMOGs  Jim Porter - Michigan State University	The neoliberal consolidation of play and speed: Ethical issues in serious gaming  Ingrid Hoofd - CNM, National University of Singapore	
		Online conflict as a source of play: The new peanut gallery		OMW [on my way]: Ethical and Methodological Issues Encountered in a Participant-Observation, Ethnographic Study of City of Heroes  Phil Alexander - Miami University	Persuasive games: An introduction to procedural rhetoric		Ian Bogost - The Georgia Institute of Technology

# Conference Schedule: Saturday 1:30

1500	1510	1520	2200	2945	2250	1600	1900
Learning and Play in Virtual Environments: Interdisciplinary Perspectives [Part 1]	Stages of blog methodologies, constructing samples, and dealing with human subjects issues	Disaggregating the Infoscope: Understanding Web Formats	Interrogating Identity [papers]	The global games experience [papers]	Fandom and subcultures [papers]	Social justice and activism online [papers]	Participatory and networked convergences [papers]
Constituting Digital Institutions for Learning: A Comparative Study of Information Institutionalization in Second Life  Jeremy Hunsinger	Researching individual and communal identity among religious blogs  Paul Teusner	Disaggregating the Net  Greg Elmer - Ryerson University	The role of Internet in changing immigrant lives: Heritage language and culture maintenance  Sunah Cho - Office of Learning Technology, UBC	Let's play chess online: Ethnographic and qualitative study of the international chess club  Baasanjav Undirahbuyan - Michigan Technological University	From Bronzers to bloggers: Patterns in the development of online social groups  Stephanie Tuszyński - University of Toledo	Drawing together, spinning off: US & UK Fair Trade networks on the Web  Kirsten Foot, Mike Xenos, Lance Bennett & Lea Werbel - University of Washington	Developing a 'sensitivity' for the particular: Coping with the scale and dynamics of participatory culture  Jeffrey Bardzell & Erik Stolterman - Indiana University
Ritual Learning and Playful MOVES  Ken Hillis	Purposeful keyword Searching: Using available tools to build an archive of adolescent blogs  Lois Ann Scheidt - Indiana University Bloomington	The Power of mapping in the construction of publics  Zach Devereaux & Peter Ryan	The informationalization of race: Technology and new identities in the information age  Peter Chow-White - Simon Fraser University	The internship for the real life in Silkroad Online: The experience of Turkish Tribes  Mutlu Binark & Günsel Bayraktutan-Sutcu - Baskent University	Operating system communities: Brands and fans  Gregory Stratton - SLCCS, Edith Cowan University	Refreshing faultlines of belonging: "Materializing" of free software advocacy through French voluntary associations  Jelena Karanovic - New York University	Richard & Judy's Book Club and Canada Reads: Readers, books and cultural programming in a digital era  Daniel Rehberg Sedo - MSU Department of Pub Rel and Cultural Studies Program
Playing Mash-Up: Open Access Children's Music for Early Learning Environments at Songchild.org  Jason Nolan & Danny Bakan - Ryerson University	Constructing a purposive interview sample of bloggers  David Brake - London School of Economics	YouTube and Canada in Afghanistan  Fenwick McKelvey	Coming out of the cyber-closet: The Internet as a tool during the sexual self-realization of LGBT youth  Bradley Bond & Veronica Hehner - University of Illinois at Urbana-Champaign	The effects of the Internet and electronic games on the ethnic identity and self-expression of young adults  Yen-Shen Chen, Li-Shiue Gau & Felipe Korzeny - Florida State University	Play together, stay together: Remote-embodied friendships among female fans  Rhiannon Bury - Women Studies Athabasca University	Playing on the edge: Facilitating the emergence of a local digital grassroots  Axel Bruns & Sai Humphreys - Queensland University of Technology	Networks within and across media: FtF, Email, Messenger, Mobil Phone and SMS  Hyo Kim, Gwang Jae Kim, Han Woo Park & Ronald E. Rice - University of California, Santa Barbara
Collecting data and losing control: How is studying video blogging is changing human subjects frameworks  Patricia G. Lange - Annenberg Center for Communication	Methodological implications of ethical issues: Studying young Irish bloggers  Cathy Fowley - Dublin City University	Language play on the Internet in Japan  Nanette Gottlieb - SLCCS, University of Queensland	MMORPG, playing of youth and adolescents: Addition and its factors  David Smahel, L. David Blythe, Ewa Callahan, Quinpiac University & Susan Herring, Indiana University	The playgroup is alive: Online games and the formation of a virtual subculture  Mark Anthony Gubagarras, Neil Jerome Morales, Stephen Norries Padilla & Jun Daryl Zamora - UP College of Mass Communication	Jeremiah Spence		

# Conference Schedule: Saturday 3:30

1500	1510	1520	2200	2945	2250	1600	1900
Learning and Play in Virtual Environments: Interdisciplinary Perspectives [part 2]	Behind the scenes: Methods for studying genres, content and structure of blogs	How we got to where we're going: New technology in historical perspective	Gender and technology [papers]	Politics and politicians online [papers]	Community studies [papers]	Game apparatus [papers]	Gaming groups, networks [papers]
Learning to find: Second Life as an environment for social, geographical, and keyword-based search and discovery <i>Alexander Halavals</i>	Ethnography as a method for blog studies <i>Inna Kouper - Indiana University</i>	Webcasting's impact on the role of the radio disk jockey: An institutional analysis <i>David Park - Lake Forest College</i>	Taking the girls' room online: Young women's identity work in a Swedish Internet community <i>Malin Sveningsson Elm - Karlstad university, Sweden</i>	The democratic process and the democratic medium: The role of the Internet in initiative and referendum votes <i>Justin Reedy &amp; Chris Wells - University of Washington</i>	Communities in social networks: A case study of Brazilian fotologs <i>Raquel Recuero - Catholic University of Pelotas (UCPEL)</i>	Virtual natalities: Creation and procreation play in video games <i>Lauren Cruikshank - York and Ryerson Universities</i>	Gaymer communities: Play and resistance in online worlds <i>Nils Olson - Simon Fraser University</i>
Learning to play and playing to learn: Deconstructing Avatar-Designer's activities in Second Life's virtual sandboxes <i>Shaowen Bardzell</i>	Bloggng as a discursive practice <i>Lewis Goodings - Loughborough University, UK</i>	Battling for the soul of the Republic: Journalistic parallels between the federalist party press and bloggers <i>Mark Brewin - The University of Tulsa</i>	Self-disclosure on online social networking communities: The impact of privacy perceptions and gender <i>Kate Conrad, Bradley Bond &amp; Jacqueline Roe - University of Illinois at Urbana-Champaign</i>	Political engagement in age of Web 2.0: Top trumps or trivial pursuit? <i>Shefali Virkar - University of Oxford</i>	Give us back our diaries! A story on how an online community responded to a software redesign <i>Daniel Skog - Umeå University</i>	Accelerating bodies: Heading for a politics of navigation <i>Jenny Sunden - Royal Institute of Technology, Stockholm</i>	"I like to know the person who is going to kill me": Groups, gatherings and gaming <i>Bryan-Mitchell Young - Indiana University</i>
Let's play school! The value of ludic role shifting in Second Life education <i>Sarah "Intellagin" Robbins</i>	Methodological considerations when studying Weblogs via social networks <i>Elijah Wright - Indiana University Bloomington</i>	Against the norm: The role of the Internet in the decisions of five Latinas to pursue careers in information technology <i>Kathleen Burnett - Florida State University</i>	Factors influencing Web interactivity in online political campaigns <i>Kevin Wang &amp; Hyung Min Lee - University of Minnesota</i>			Replaying the classics: The Internet's role in creating hybrid scene in the videogame music remix community <i>Chris Clemens - York and Ryerson Universities</i>	
Modding the metaverse: The pedagogy of participation <i>Tracy Kennedy, Joanna Robinson &amp; Gerri Sinclair</i>		Heterotopia play: The habitus of gender and online games <i>Fern Delamere - Concordia University</i>	South Korean and Japanese politicians online: Comparing political cultures through political websites <i>Leslie Tkach-Kawasaki &amp; Han Woo Park - Yeungnam University</i>				

# Keynote - John Lester: Thursday 10:30

## Virtual Worlds, Real Research

### Abstract:

Immersive 3-d online virtual worlds are a new medium for education and research, giving academics a platform for collaborative work, simulation, and experiential learning. John will give an overview of Second Life as a platform for innovative learning environments, providing examples of current educational and research project use as well as ideas for future exploration and strategies for success. During the presentation John will also give a live demonstration of Second Life, allowing attendees to see firsthand examples of educational projects and spaces in the virtual world.

### Bio:

John Lester joined Linden Lab (the creators of Second Life) in 2005, bringing experience in online community development as well as a background in the fields of healthcare and education. Previously, John was the Information Systems Director for the Department of Neurology at Massachusetts General Hospital, where he pioneered the use of the web in 1993 to create online communities supporting patients dealing with neurological disorders. As a Research Associate in Neurology at Harvard Medical School, he also created online collaborative education environments for professors and students to advance the case-based teaching method in medical education.



John currently serves as Boston Operations Director at Linden Lab's Boston-area office. He is also the Academic Program Manager, leading the company's efforts to support educators and acting as an evangelist for teaching, academic research, and scientific visualization in Second Life.

John lives in Boston, and is commonly referred to by his avatar's name in Second Life – "Pathfinder Linden."

### Homepage:

<http://pathfinderlinden.com>

## Room 1900



# Keynote - Henry Jenkins: Friday 3:30

**Henry Jenkins** is the Director of the MIT Comparative Media Studies Program and the Peter de Florez Professor of Humanities. He is the author and/or editor of nine books on various aspects of media and popular culture, including *Textual Poachers: Television Fans and Participatory Culture*, *Hop on Pop: The Politics and Pleasures of Popular Culture* and *From Barbie to Mortal Kombat: Gender and Computer Games*. His newest books include *Convergence Culture: Where Old and New Media Collide* and *Fans, Bloggers and Gamers: Exploring Participatory Culture*.

Jenkins recently developed a white paper on the future of media literacy education for the MacArthur Foundation, which is leading to a three year project to develop curricular materials to help teachers and parents better prepare young people for full participation in contemporary culture. He is one of the principal investigators for The Education Arcade, a consortium of educators and business leaders working to promote the educational use of computer and video games. He is one of the leaders of the Convergence Culture Consortium, which consults with leading players in the branded entertainment sector in hopes of helping them adjust to shifts in the media environment.



## Room 1900

# Keynote - John Willinsky: Saturday: 10:30



While researchers are using the Internet to radically alter almost every aspect of their work, only a small proportion, perhaps 15-20 percent, are using it to increase the public and professional access to their work. It may be easy enough to post published work online (as most journals now permit), if it has not already been published in an open access journal, yet most researchers, editors, and associations remain indifferent or wary of the consequences of open access. Given that the career and financial impact questions have been repeatedly addressed through a decade of research and demonstration, a larger question emerges, namely, how do researchers begin to change the world, when that world is their own world of knowledge. It is a question of what it will take to move the academic community's knowledge economy more fully into the public sphere. This talk looks at one extended effort to answer the immediate and larger questions through the work of the Public Knowledge Project over the last ten years. The project's principal strategies have been to

drive journal costs down by developing open source software, drive publication quality up by designing new tools, and study the scholarly and public benefits of open access. It is hard to imagine a better audience for playing with the question – to stay with this year's conference theme – of how best to enable and encourage researchers to make informed decisions about their role in the public standing of this knowledge economy.

**John Willinsky** taught for a decade in the schools of northern Ontario before moving to the post-secondary sector where he currently serves as Professor of Education at Stanford University and Pacific Press Professor of Literacy and Technology at the University of British Columbia. He is a Fellow of the Royal Society of Canada and a foreign associate of the National Academy of Education (U.S). His books include *The Empire of Words: the Reign of the OED* (Princeton, 1994) and *Learning to Divide the World: Education at Empire's End* (Minnesota, 1998), and *Technologies of Knowing* (Beacon 2000), while his most recent book, *The Access Principle: The Case for Open Access to Research and Scholarship* (MIT Press, 2006) has won two outstanding book awards. Willinsky also directs the Public Knowledge Project, which has developed Open Journal Systems, open source software for managing and publishing journals (used by more than a 1,000 journals in 11 languages), and conducts research on the public and educational impact

of open access publishing, while collaborating on journal-development initiatives in Africa, South America, and South East Asia. His publications since the turn of the century, as well as the project's software, are freely available at <http://pkp.sfu.ca>.

## Room 1900

# Paper Summary - Sorted by Author

## **Let's and play and work with the Internet at home**

Ahrens, Julia. University of Lüneburg; [ahrensjulia@web.de](mailto:ahrensjulia@web.de)

The Internet has become a normal part of many households – having it at home is nothing unusual in the year 2007. But what does that actually mean for the everyday life of its owner? Is the Internet more used, seen and treated like a tool, a toy or even a household appliance? A qualitative research design was employed to study to what extent the Internet has been integrated into everyday domestic life of couples. Based on in-depth interviews in Germany and Australia, two countries with a different stage of the diffusion of the Internet were chosen.

## **Gender and the Player Cyborg: Ideological Representation and Construction in Online Games**

Albrechtslund, Anne-Mette. Aalborg University; [ama@hum.aau.dk](mailto:ama@hum.aau.dk)

This paper offers an analysis of the ideological implications of the dynamic narrative processes in online games, particularly MMORPG. It is a remarkable fact that this type of game with its special gameplay and lack of traditional game conditions is among the most popular (meaning the best-selling) of all computer games. But in spite of this apparent lack of restrictions, online simulation games still appear to be furnished with a number of indispensable rules and conditions, and studying these can help point out the underlying ideological structures that I wish to uncover in my paper.

## **Web 2.0: discursive entrapment, empowerment or both?**

Allen, Matthew. Internet Studies, Curtin University of Technology; [m.allen@curtin.edu.au](mailto:m.allen@curtin.edu.au)

This paper will outline preliminary findings from a larger critical research project that investigates the political-economic meanings of 'Web 2.0'. This paper reviews how the valorisation of the 'user' within Web 2.0 may also be concealing the continued exploitation of 'users' by those

with the most to gain from their labours and enthusiasms. At the same, however, it takes seriously the way interactive, networked communications / media do seem to empower users in novel ways. Utilising as its basis the numerous recent discussions about Web 2.0, the paper engages in a discursive reading to identify particular points of tension and contradiction in the language of Web 2.0.

## **Potential and Promise of Online Volunteering**

Amichai-Hamburger, Yair. Director, Bezeq International Research Center for Internet Psychology, IDC, ISRAEL; [yairah@idc.ac.il](mailto:yairah@idc.ac.il)

This paper attempts to show the information and communication factors behind the success of online volunteering. While not all the factors are present in each online volunteer project, it seems clear that much of the success is due to the unique qualities of the Internet that make it particularly suitable for such projects. This conclusion is reinforced by the many testimonies of the volunteers.

Abraham Maslow (1968, 1970, 1971, 1994) advocated the idea that when people have achieved their basic needs, they strive for self-actualization. We believe that the Internet allows more people than ever before to achieve self-actualization.

Moreover, it appears that there are important similarities among individuals seeking self-actualization, as defined by Maslow, and those involved in Internet social-change projects. Interestingly, many online volunteers themselves referred to their volunteering task as an expression of their self-actualization. Mohammad Ashaq Malik (2005) from India/Eritrea, who has helped with about 20 volunteer assignments, writing and carrying out research, suggested that "There are people in this world who want to do something good in life. ...The Online Volunteering service is a great platform to serve humankind and get experience, inner satisfaction and enjoyment as well."

[http://www.onlinevolunteering.org/stories/story\\_det.php?id=1406](http://www.onlinevolunteering.org/stories/story_det.php?id=1406).



**Time to play: combining time-use surveys and census data to estimate small area distributions of potentially ICT mediated leisure**

*Anderson, Ben.* Chimera, University of Essex;  
[benander@essex.ac.uk](mailto:benander@essex.ac.uk)

In this paper we present a series of simulated maps of ICT mediated leisure in the UK at a given point in time. These results allow us to compare the distributions with, for example, known patterns of social deprivation and to analyse the potential small area effects of a series of plausible policy or market interventions (such as the switch to Digital TV and increased broadband internet uptake) using a static microsimulation approach. It is also the first step on the path towards a future oriented policy microsimulation tool and the paper concludes with a discussion of preliminary results from an attempt to forecast ICT mediated time use.

**Evaluating Computer-Mediated Communication on the University Campus: The Impact of Facebook.com on the Development of Romantic Relationships**

*Andon, Stephen.* Department of Communication, Florida State University; [stephen.andon@gmail.com](mailto:stephen.andon@gmail.com)

I haven't met you in person yet but by tonight I'll know your birthday, home address, e-mail address, hometown, sexual orientation, political affiliation, and relationship status. In a few more moments, I'll know the music and movies you like, who your friends are, and every class you're taking. Did I mention the thousands of photos of you that I will peruse? More than ever, heavy users of Facebook are relying on it to reduce uncertainty about relationship targets and develop certain factors of romantic relationship formation. With the wealth of information provided in Facebook profiles, who can blame them?

**Second Life, Second Body: A Microethnographic Analysis of Nonverbal Communication in "Second Life" Virtual Environment**

*Antonijevic, Smiljana.* Department of Rhetoric, University of Minnesota; [anto0082@umn.edu](mailto:anto0082@umn.edu)

This study presents results of a six-months long ethnographic research of nonverbal communication (NVC) in "Second Life" virtual environment. The study explores the difference between user-generated and predefined nonver-

bal acts. The results indicate that user-generated NVC significantly enhances users' interaction, while predefined NVC makes users' interaction impersonal, unnatural, and/or difficult to perform, imposing a set of stereotypical, gender and culture-biased nonverbal acts. NVC observed in SL is a field of tension between two types of embodied knowledge; the design discourse is an inseparable element of communication, which – along with textual and non-verbal discourse – shapes users' interaction and experience.

**Becoming serious and translating realms: Online games in educational contexts?**

*Ashton, Daniel.* Institute for Cultural Research, Lancaster University; [d.ashton@lancs.ac.uk](mailto:d.ashton@lancs.ac.uk)

Debates around the potential use of video games for learning and within educational contexts have been constant since the first video games emerged. Recent interest in this field has moved beyond notions of edutainment, and the commercial game is being explored as a valuable learning tool. Commercial online games have received particular attention with regard to their social and collaborative aspects. This paper will analyze these games as 'boundary objects' and suggest the translation of commercial games into educational contexts requires an understanding of the particularities and peculiarities of each game and their 'alien', or elvish, ways.

**Blogging as a Technology of the Self**

*Bakardjieva, Maria.* Faculty of Communication and Culture, University of Calgary; [bakardji@ucalgary.ca](mailto:bakardji@ucalgary.ca)  
*Gaden, Georgia.* [georgiagaden@gmail.com](mailto:georgiagaden@gmail.com)

Rather than on the macro-parameters of the blogosphere and its texts, this paper will focus on mundane blogging, on the individual experiences of bloggers who are far removed from the celebrity A-lists of the blogosphere. The paper will report the results of a small-scale study of bloggers based in Calgary, Canada. The goal is to determine what blogging means to these bloggers themselves. Foucault's theory is used to view blogging in a historical context and to reflect on its significance as a new means of evolving and positioning one's identity.

### **Developing a "Sensibility for the Particular": Coping with the Scale and Dynamics of Participatory Culture**

*Bardzell, Jeffrey.* HCI Design, Informatics, Indiana University; [jbardzel@indiana.edu](mailto:jbardzel@indiana.edu)

*Stolterman, Erik.* HCI Design, Informatics, Indiana University [estolter@indiana.edu](mailto:estolter@indiana.edu)

Participatory culture, from YouTube and Flickr to Second Life, is of interest to both academic and professional internet researchers. Yet the scale of the phenomenon—65,000 videos are posted on YouTube daily—and the dynamics of its attendant micro-communities make it hard to identify valid samples of artifacts. We argue that researchers need to cultivate a “sensibility for the particular,” that is, an intimacy with the space or community of interest, which can lead to intuitive judgment. We identify techniques that researchers already use and describe them as a process, which can be learned and applied in an intentional way.

### **My Best Day: Presentation of Self and Social Manipulation in Facebook and IM**

*Baron, Naomi.* Language & Foreign Studies, American University; [nbaron@american.edu](mailto:nbaron@american.edu)

By 2006, Facebook was the seventh most popular site on the Web, and registering on Facebook had become de rigueur on most American campuses. Facebook fills a variety of functions, including presentation of self to “friends” (through photos and text profiles) and the ability to control communicative access. Instant messaging, which is also highly popular with the same cohort, affords similar opportunities for self-presentation and manipulating social contact through profiles, away messages, buddy lists, and blocking. Drawing upon a study of Facebook usage and research on AIM away messages, this paper compares the evolving relationship between these two platforms.

### **Comparing E-Government with E-Business Challenges**

*Barzilai-Nahon, Karine.* The Information School, University of Washington; [karineb@u.washington.edu](mailto:karineb@u.washington.edu)

*Scholl, Jochen.* The Information School, University of Washington [jscholl@u.washington.edu](mailto:jscholl@u.washington.edu)

So far, empirically grounded studies, which compare the phenomena of e-Commerce and e-Government, have been

in short supply. However, such studies it has been argued would most likely deepen the understanding of the sector-specific similarities and differences leading to potential cross-fertilization between the two sectors as well as to the establishment of performance measures and success criteria. This paper reports on the findings of an empirical research pilot, which is the first in a series of planned exploratory and theory-testing studies on the subject.

### **Social Network Sites: Perspectives and Challenges**

*Baym, Nancy.* University of Kansas; [nbaym@ku.edu](mailto:nbaym@ku.edu)

Social network sites are rapidly becoming the most popular destinations on the internet. New ones, often targeted at increasingly narrow niches (stay at home mothers, the elderly), are launched faster than even ardent analysts can track. Yet scholarship, with its lengthy time to publication, has only begun to speak to this phenomenon. This roundtable brings together an international group of social networking analysts from within academia, independent research nonprofits, and industry to stimulate discussion on what is most interesting in these networks and what poses the greatest challenges for researchers studying them.

### **Web 2.0 and the Politics of Co-production: Perpetual Beta and Immaterial Labour**

*Bendor, Roy.* School of Communication, Simon Fraser University; [rbendor@sfu.ca](mailto:rbendor@sfu.ca)

This presentation attempts to cut through the Web 2.0 hype. Looking at the increasing deployment of “perpetual betas” – applications that utilize the online behaviour of users to improve the quality of the software product itself (such as Gmail and Flickr) – it suggests that despite the media’s celebration of Web 2.0’s democratic nature, the new age of egalitarian socio-technical co-production is still quite a ways. Using Feenberg’s notion of “technical democracy” and Lazzarato’s concept of “immaterial labour”, it argues that the ultimate product of perpetual betas is an ideologically-laden social relation in which users are co-constructed as active participants.

### **Seasonal workers, distant relations? Non-programming contributors in Free/Open Source projects**

*Berdou, Evangelia.* Department of Media and Communications, London School of Economics and Political Science (until July 2007) and SPRU, University of Sussex (from August 2007); [e.berdou@lse.ac.uk](mailto:e.berdou@lse.ac.uk)

The Free/Open source model of software development is regarded as one of the most potent expressions of the potential of information and communication technologies to restructure established modes of production and organization. However, mature F/OS communities do not comprise only coding activities. The paper highlights the role of peripheral contributors, such as translators and documenters in the GNOME and KDE projects and argues that interactions between programmers and non-programmers form an important element of the division of labour in F/OS projects. The paper's insights are relevant for understanding the notion of peripherality and the division of labour in online communities focused on the production of complex goods.

### **Emotional Flower: How Social Community Building is Influenced by an Emotional Interface Game?**

*Bernhaupt, Regina.* Universität Salzburg, ICT&S Center; [Regina.Bernhaupt@sbg.ac.at](mailto:Regina.Bernhaupt@sbg.ac.at)

*Mirlacher, Thomas.* Universität Salzburg, ICT&S Center [Thomas.Mirlacher@sbg.ac.at](mailto:Thomas.Mirlacher@sbg.ac.at)

*Boldt, Andreas.* Universität Salzburg, ICT&S Center [Andreas.Boldt@sbg.ac.at](mailto:Andreas.Boldt@sbg.ac.at)

*Tscheligi, Manfred.* Universität Salzburg, ICT&S Center [Manfred.Tscheligi@sbg.ac.at](mailto:Manfred.Tscheligi@sbg.ac.at)

We present a game called Emotional Flowers and show how social community building is influenced. The multi-player game is web-based and enables to view results on an ambient display. We show how implicit emotional information influences social communication with a working group.

### **Evaluating the Digital Divide in Colombia: in search for a methodology to assess ICTs differential impact in developing countries**

*Berrío Zapata, Cristian.* Facultad de Ciencias Empresariales - Universidad de San Buenaventura, Bogota, Colombia; [cristian.berrio@gmail.com](mailto:cristian.berrio@gmail.com)

Technology has the power to produce heaven or hell! The nightmare of digital divide is increasing widely but, do we really understand what that is? Measuring the DD is a complex goal that must be resolved by those communities that are their victims: who else would know what is on their benefit? Colombia is legendary for not very pleasant reasons, but we are trying to overcome our own mistakes and so, we need to investigate ways to measure the DD phenomena from our point of view. Here some ideas to measure the DD in Colombia that welcome your comments...

### **The Internship for the Real Life in Silkroad Online: The Experience of Turkish Tribes**

*Binark, Mutlu.* Baskent University Facult Of Communication Ankara Turkey; [Binark@Baskent.Edu.Tr](mailto:Binark@Baskent.Edu.Tr)

*Bayraktutan-Sutcu, Gunseli.* Baskent University Faculty Of Communication Ankara Turkey [Bayrakt@Baskent.Edu.Tr](mailto:Bayrakt@Baskent.Edu.Tr)

In this paper we analyze the Turkish tribes experience within Silkroad Online throughout their virtual attitudes and discursive practices. We assume that, the increasing number of establishing the Turkish tribes in cyberspace is very much related with the international political agenda, such as the rise of xenophobia and the getting strong of the new right politics throughout the world. A virtual tribe provides online solidarity among its member players when they encounter difficult situations. We could see this solidarity even in their offline relations, because the tribe members transfer their online community belongings to real life. In this paper, we assume that Turkish guild members share same social networks and political viewpoint at real life, thus it is more easy to come together within same organizations, and Turkish guilds are virtual public organizations where the real life dynamics of exclusion and inclusion simultaneously operate.

### **Persuasive Games: An Introduction to Procedural Rhetoric**

*Bogost, Ian.* The Georgia Institute of Technology, School of Literature Communication and Culture;  
[ian.bogost@lcc.gatech.edu](mailto:ian.bogost@lcc.gatech.edu)

Videogames are an expressive medium. They represent how real and imagined systems work. They invite players to interact with those systems and form judgments about them. As part of the ongoing process of understanding this medium and pushing it further as players, developers, and critics, we must strive to understand how to construct and critique the representations of our world in videogame form. This talk explains how videogames can be designed, played, and assessed to deliver persuasion.

### **Coming Out of the Cyber Closet: The Internet as a Tool During the Sexual Self-Realization of LGBT Youth**

*Bond, Bradley.* Speech Communication, University of Illinois at Urbana-Champaign; [bbond2@uiuc.edu](mailto:bbond2@uiuc.edu)  
*Hefner, Veronica.* Speech Communication, University of Illinois at Urbana-Champaign [hefner@uiuc.edu](mailto:hefner@uiuc.edu)  
*Drogos, Kristin.* Speech Communication, University of Illinois at Urbana-Champaign [kdrogos@uiuc.edu](mailto:kdrogos@uiuc.edu)

Teenagers, who use the Internet more today than ever before, are getting online to fulfill a certain sexual curiosity. This study further explores teenage sexuality by examining how individuals who identify as LGBT seek information during the coming-out process. Results indicate that participants routinely pointed to the Internet as a primary source of information and support and that turning to more traditional forms of mass communication may be less helpful in creating positive images of the LGBT community than turning to the Internet. The impact of the Internet in helping LGBT adolescents navigate during this difficult stage is explored.

### **From the Mall to MySpace: American Youth Socialization in Public Spaces**

*boyd, danah.* UC-Berkeley and USC Annenberg Center;  
[aoir@danah.org](mailto:aoir@danah.org)

This talk will examine why American teenagers are spending innumerable hours in mediated public social spaces (i.e. MySpace and YouTube) with their peers and how this affects their socialization. I will examine teens' practices and how networked public spaces fundamentally differ from unmediated public spaces. In particular, I will discuss four key properties of mediated public life: persistence, searchability, replicability, and invisible audiences. Today's teens are growing up with a type of public life that is quite unfamiliar to their parents and mainstream adult society; their experiences complicate the dichotomy of "public" and "private" life that we take for granted.

### **Reuse and Recycle: Collective Acts of Identity on (Creative) Commons Materials**

*Brennan, Karen.* Curriculum Studies, UBC;  
[kabrenna@gmail.com](mailto:kabrenna@gmail.com)  
*Hall, Lauren.* Curriculum Studies, UBC  
[ikh@interchange.ubc.ca](mailto:ikh@interchange.ubc.ca)  
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[haramary@hotmail.com](mailto:haramary@hotmail.com)  
*Trey, Lana.* Curriculum Studies, UBC  
[svetlant@interchange.ubc.ca](mailto:svetlant@interchange.ubc.ca)

As members of a videoblogging collective, we (the presenters) gather on a regular basis to share the ways in which we participate in videoblogging and to collaboratively negotiate projects that we can undertake as focusing activities for further discussion. In this session, we describe our experiences with one such project, which involved constructing videoblog entries on the theme of identity, as formed through the interpretations of collective members and of Creative Commons contributors. We question how our constructions can be interpreted as unique representations of identity, whether as imposed projection, as self-derived construction, or as something intermediary.

### **Playing on the Edge: Facilitating the Emergence of a Local Digital Grassroots**

*Bruns, Axel.* Creative Industries Faculty, Queensland University of Technology; [a.bruns@qut.edu.au](mailto:a.bruns@qut.edu.au)

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This paper outlines the initial development process for edgeX, a Website for the city of Ipswich near Brisbane, Australia, which allows users from the region to blog and upload text, audio and video, as well as engage deeply with one another's content, and documents the outcomes of the first stage of ethnographic engagement with participants. It provides direct insight into the potentials and pitfalls of a joint Web-based research and development project which works with state-of-the-art Web2.0 technology, and identifies the potential social and economic benefits for the local community of a playful approach to content creation at the grassroots.

### **Website History: Theoretical and Methodological Problems in an Emerging Field**

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This paper puts on the agenda some of the new and fundamental theoretical and methodological problems within the emerging field of website history. The focus will be on questions emanating from the specific being of one of the main sources: the website itself. Since websites are dynamic they must be archived in order to create a stable object of study, but what are the problems related to the use of archived websites? Serious problems are appearing on the horizon as regards source reliability and references, and source criticism appears to have acquired new, perhaps unfeasible, responsibilities.

### **Internet Research Ethics: A Discussion of Current Issues and Research**

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The questions surrounding the ethics of online research continue to be philosophically complex and methodologically sophisticated, and disciplinary differences abound in the ways IRE is conceptualized. This panel of AoIR ethics group members will present an overview of current research in IRE, looking at the Ethics Group Recommendations, issues of IRBs, blogging, social networking sites, privacy, and other areas of online research. Researchers are encouraged to come and discuss current issues in IRE and participate in an open dialog around the Recommendations as the Ethics Group looks ahead to revisions and updates.

### **Meta AoIR: Defining Internet Research through an Analysis of AoIR Conference Presentation Titles**

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Did you ever attend an AoIR conference and feel as if every paper except yours was on the topic of community? On blogs? On policy? Our research study examined 1539 presentation titles from the AoIR conferences 2000-2005 to find out what Internet Research is really about. A total of 41 main content categories emerged, some requiring sub-categories due to the number of entries, some defined by as few as eight presentations over six years. Find out which topics are popular, which are under-studied, and how this relates to attendees; gender, geographic location, and the presentation date.

### **Owning Avatars: Legal Control of Human and Non-human Data Representations**

*Burk, Dan.* University of Minnesota Law School; [burkx006@umn.edu](mailto:burkx006@umn.edu)

Professional athletes and their affiliated teams have recently asserted proprietary claims over the representation of the virtual players in "fantasy" team competitions. Legally these claims assert rights under the law of intellectual property or right of publicity. But such claims essentially assert equivalence between the individual – a sports player – and a unique set of identifying data found in a data processing environment. An analysis of such claims holds



more general implications for intellectual property or privacy claims over real-world agents in virtual environments, including claims over gaming avatars, personal medical data, or digitally manipulated images.

### **Against the Norm: The Role of the Internet in the Decisions of Five Latinas to Pursue Careers in Information Technology**

*Burnett, Kathleen.* College of Information, Florida State University; [kburnett@mailers.fsu.edu](mailto:kburnett@mailers.fsu.edu)

In-depth analyses of interviews with five Latinas about their experiences with social norms and information behavior related to computer and Internet use in the communities in which they grew up and were educated. These women's perceptions of changes in their own social norms and information behaviors and those of their families and surrounding communities as computer and Internet penetration increased will be explored and related to their decisions to participate in the IT workforce. The five women were also asked to discuss the relationship between their personal experiences with Internet communities and their decisions to pursue careers in IT.

### **Play Together, Stay Together: Remotely-Embodied Friendships among Female Fans**

*Bury, Rhiannon.* Women Studies Athabasca University; [rbury@athabascau.ca](mailto:rbury@athabascau.ca)

This paper examines the types of friendships that develop from female fan communities. Drawing on ethnographic data, the paper focusses on the complex ways in which "remotely-embodied friendships" (REFs) are sustained through not only computer-mediated communication but telephone and/or face-to-face contact as well. This convergence and multiplicity disturbs the modernist binary logic that draws a firm line between "virtual" and "real." It also includes discussion of the role of the increasingly popular Live Journal in creating and maintaining REFs and reflects upon the value of REFs in the lives of the participants and how they compare to "real-life friendships" (RLFs).

### **Multilingual Websites: Language Choice, Audience, and International Identity**

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This study analyzes how and why the websites of 900 universities in 45 countries around the world present information to their international audiences in foreign languages. Content analysis was employed to code each website for country, language(s) used, type of information presented on pages in different languages, and method of presentation of multiple languages. Many of the websites provide information about the university in one or more additional languages, with variation across countries conditioned by multiple factors. Four motivations for this practice are identified and interpreted in relation to issues of language choice, symbolization of identity, and increasing global multilingualism.

### **Temporal Structure, Fan Attributes, and Cybercommunity: A Case Study of a Taiwanese Literature Website**

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How do internet communication characteristics influence the aggregation of fans into a cybercommunity? The temporal structure is the key element. This study discusses the differences between the asynchronistic communication system and the synchronistic communication system and finds they encourage different interactions in the cybercommunity. Other interesting characteristics will be deliberated in the full paper.

### **The Effects Of The Internet And Electronic Games On The Ethnic Identity And Self-Expression Of Young Adults**

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The study examined the influences of the Internet and electronic games on both the ethnic identity and self-

expression of young adults. Data were collected by an online survey questionnaire (N = 778). Results showed no relationship between Internet usage and ethnic identity, or between playing electronic games online and ethnic identity. Results supported that Internet usage and electronic games are positively associated with self-expression of young adults. Although Internet usage and playing electronic games online could not be shown to be related significantly to ethnic identity, they might help young adults to develop a new identity of belonging, expressed through brand identification

### **Playing God?: (Re)examining Religious boundaries and authority online**

*Cheong, Pauline.* Department of Communication, University at Buffalo; [pcheong@buffalo.edu](mailto:pcheong@buffalo.edu)

In the wake of 9/11 and other unrests in several world cities, questions concerning religious culture have come to the forefront of international attention and government intervention. Specifically, an issue of contention is with the changing nature of offline and online religious interaction, with implications for the reexamination of regulatory norms and the scope and affect of traditional religious authority. This paper examines the ways in which Protestant Christian religious leaders and laity view, and negotiate church life, knowledge boundaries, and relational borders with regard to religious information and the enforcement of communication norms.

### **The role of internet in changing immigrant lives: Heritage language and culture maintenance**

*Cho, Sunah.* Office of Learning Technology, UBC; [sunah.cho@ubc.ca](mailto:sunah.cho@ubc.ca)

My paper will shed light on the issues about the role of internet in changing immigrant lives and how the internet functions for heritage language, culture, and identity maintenance.

### **The informationalization of race: Technology and new identities in the information age**

*Chow-White, Peter.* School of Communication, Simon Fraser University; [petercw@sfu.ca](mailto:petercw@sfu.ca)

Race is undergoing a significant transformation in the digital age. This paper identifies an emergent process of racial signification that is characterized by the creation and deployment of informational codes that do not make reference to the body, culture, or national identity, the traditional markers of racial difference. Instead, the social construction of race is becoming a process where information is the material by which social, economic, and political meaning is worked on. Racial identity, meanings, and structures are being created in terms of information collected, stored, and analyzed through the use and shaping of the Internet and database technologies.

### **Playful learning in the wild: Lessons for the academy from informal online communities of interest.**

*Clarke, Bronwyn.* Teaching and Learning Centre, University of New England, Australia; [bronwyn.clarke@gmail.com](mailto:bronwyn.clarke@gmail.com)

This paper explores as case-studies in progress two online communities of interest - romance writers and historical reenactors – and examines the ways in which knowledge is built, shared, enhanced and documented. In these and other online communities we see a natural form of social constructivism innately in practice. The predominantly informal and social structures have nevertheless enabled the development of extensive quality resources, and a level of learning, engagement and critical enquiry for many individuals and groups equalling that which we seek to 'teach' in university-level programs, and which we can learn from.

### **Replaying the Classics: The Internet's Role in Creating Hybrid Scene in the Videogame Music Remix Community**

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Playing live music from games an audience Played long ago: This article explores the videogame music remix community through the case study of one band, The Minibosses, and its fans. Through live performance of rock ver-

sions of music from 'classic' games, The Minibosses are shown to form a music scene that blurs traditional academic delineations of what "scene" entails. Local, translocal and virtual scene elements combine to form a community predicated on participatory action and involvement.

### **Does Web 2.0 Matter? Investigating How Learning Environment Design Affects User Community Engagement**

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*Natriello, Gary.* EdLab @ Teachers College, Columbia University [natriello@tc.columbia.edu](mailto:natriello@tc.columbia.edu)

In this session, Cocciolo, Chae, and Natriello discuss the impact of Web 2.0 design patterns on user community engagement in online learning environments. Results of this analysis reveal that the non-Web 2.0 environment prompted involvement from knowledge experts at a rate twice that of knowledge novice. However, the level of engagement shifted significantly with the introduction of the Web 2.0 environment, where knowledge novices not only participated proportionately to their total numbers, but also came to perform the role of key knowledge facilitators. The emergence of the novice as key knowledge facilitator was underscored through a Social Network Analysis.

### **Self-disclosure on online social networking communities: the impact of privacy perceptions and gender**

*Conrad, Kate.* Speech Communication, University of Illinois at Urbana-Champaign; [kconrad2@uiuc.edu](mailto:kconrad2@uiuc.edu)

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Online social networking communities provide young adults with a platform for self-expression, making the disclosure of private information a simple point and click away. The current study examines an individual's gender and perception of privacy as two important factors that could influence the likelihood of young adults to self-disclose private information on social networking communities and the type of information that individuals chose to

disclose on these websites. Results suggest that privacy does not seem to be an indicator of self-disclosure, but significant gender differences do exist.

### **Death in Oaxaca: Distributed Mobilization in The Global Indymedia Network**

*Coopman, Ted.* Department of Communication, University of Washington; [coopman@u.washington.edu](mailto:coopman@u.washington.edu)

On October 27, 2006, paramilitaries linked to the government fired on demonstrators in Oaxaca, Mexico killing several. Among the dead was Brad Will, a freelance journalist affiliated with the New York City Independent Media Center (NYC-IMC). From October 28 to November 3, the entire accessible Indymedia global network was monitored and the diffusion of the story and the response by local collectives and any mobilization was recorded. IMCN story diffusion across regions, interactivity of network nodes, and mobilization strategies are examined. The results are discussed in relation to dissentworks theory.

### **Survivor: Graduate School - A Roundtable on Coping with the Challenges of the Graduate School "Experience."**

*Coopman, Ted.* Department of Communication, University of Washington; [coopman@u.washington.edu](mailto:coopman@u.washington.edu)

This year's Graduate Student Representative sponsored panel focuses on the emotional and logistical challenges of surviving graduate school. Success in graduate school often relies on basic emotional, mental, and physical survival skills. Most current and former graduate students have a wealth of tips and cautionary tales that help us to survive (or even thrive). In this roundtable, we bring together AoIR student members from all over the world to share ideas and inspiration in surviving the graduate school experience. At its conclusion, the hope is to develop a guide that is (like graduate school) both serious and humorous.



### **Flickr and the reconfiguration of amateur photography as serious leisure**

*Cox, Andrew.* Department of Information Studies, University of Sheffield; [a.m.cox@sheffield.ac.uk](mailto:a.m.cox@sheffield.ac.uk)

An investigation of how the social world of amateur photography as a "serious leisure" pursuit has been changed by the photo sharing web site, Flickr. Uses interview and observational data and semiotic analysis to study behaviour in a sample of Flickr groups.

### **Virtual Natalities: Creation and Procreation Play in Video Games**

*Cruikshank, Lauren.* Communication and Culture, York and Ryerson Universities; [lrc@yorku.ca](mailto:lrc@yorku.ca)

From the simplest count of "lives remaining" to the gruesome complex "fatalities" of the Mortal Kombat series, causing virtual death while avoiding it has comprised the basic plot of countless video games. Until recently, representations of "natalities" in games have been virtually non-existent. However, several recent games give the creation and procreation of avatars greater importance. This paper will examine how the technological and social coding of avatar reproduction is accomplished in these worlds, why digital natality narratives are now appearing, and what is revealed about our contemporary understanding of embodiment in portrayals of avatar creation and procreation.

### **Writing Nanotechnology**

*de la Giroday, Maryse.* De Montfort University; [frogheart@shaw.ca](mailto:frogheart@shaw.ca)

Words matter whether they're on the internet, in print, in 2d Life, or on the radio. They matter especially when we (the public) are making decisions about technologies such as nanotechnology and the sciences supporting them. This session will present information about how we are communicating nanotechnology concepts through novels, games, virtual worlds, blogs, tv movies and other forms. More specifically, the focus will be on the choice of words and on the impact those words are likely to have on our choices and discussions.

### **Conceptualizing social mobile networks via the use of locative media: A brief look into Smart Mobs, location-based games and interpersonal aware applications**

*de Souza e Silva, Adriana.* Communication, North Carolina State University; [souzaesilva@ncsu.edu](mailto:souzaesilva@ncsu.edu)

Locative media are among the most intriguing technologies in today's society. Although cell phones popularity in the world is undeniable, these devices are still viewed primarily as two-way voice communication devices, like mobile telephones. However new developments in text messaging, mobile Internet, and mobile TV indicate that cell phones are indeed becoming a different type of interface, closer to a personal computer than to a traditional telephone. From all possible mobile interfaces, location awareness is the one that differentiates cell phones both from personal computers and from traditional landlines. The ability to link information to places and to connect people in physical spaces will transform the way we understand our urban spaces and contemporary communication patterns.

### **Beyond the Classroom: Course Websites & Community**

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Over the past several years the introduction of technology designed to enhance classroom learning has increased significantly. Many university classes are using additional online spaces, such as websites and forums, to augment traditional classroom experience. This paper uses an ethnographic methodology to explore how course websites such as Moodles, Forums, Course Blogs and Wikis might change the nature of the classroom by creating spaces of community and altering divisions between academic work and leisure.

### **Ambiguous Research Subjects: queer youth desires and intimacies online**

*Driver, Susan.* School of Social Sciences, York University; [sdriver@yorku.ca](mailto:sdriver@yorku.ca)

The development of online digital media technologies, formats and practices has opened up complex networks of

communication between queer youth. This paper explores young people's participation and representation within community Web sites designed and moderated by, for and about queer youth. The research project will analyze the ways new media helps to foster social support networks, peer driven education, popular cultures and grass-roots political organizing. A central goal is to link emerging online modes of communication with queer articulations of identity by young people between the ages of 16-25. Detailed and reflexive attention will be paid to the very research process engaged in studying queer youth online practices.

### **Internet and Nation: Constructing the National Boundaries of the Internet through Policy**

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The internet has been widely popularized as an instrument of globalization, erasing previous national boundaries. So, is the nation disappearing? Is our understanding of the world fundamentally altered through our internet practices? From a critical perspective, this paper argues for the need to recover the role of nationalism in shaping the internet. By looking at the main policy documents on ICTs in Canada, the paper investigates the processes through which the internet is colonized by the nation, but also the way in which our understanding of the nation might change with our internet practices.

### **Playing to a tough room: Canada's public diplomacy on the Internet**

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Public diplomacy has historically meant cultural exchanges, press relations, and other ways to make a country seem more personally connected to another country's citizens. What does the Internet bring to public diplomacy tactics? This study examines the launch of Canada's Internet-based effort to raise its visibility with U.S. residents directly as a solution to the "tough room" of U.S. journalistic indifference and consequent low visibility. How do the elements of the Connect2Canada listserv emails and website construct a sense of online community and personal relationship? How do they constitute this aspect

of Canada's diplomatic relationship with the U.S?

### **Use of the internet by Egyptian Children: interactive relationship between parents and children**

*El Semary, Hebatallah.* Radio and Television Department, Faculty of Mass Communication, Cairo University; [hebat80@yahoo.com](mailto:hebat80@yahoo.com)

The purpose of this paper is to provide interested researchers, policymakers, and the general public with a detailed view of computer and internet use in Egypt especially among children and adolescents, examining the rates of use, how these technologies are used, where they are used, and the characteristics of users. The paper also examines the interactive relationship between parents and their children regarding the use of the internet. How the "digital divide" affect this relationship? Are Egyptian parents qualified to monitor children or discuss with them what they are encountering in the online world? These are some of the main questions this paper has attempted to answer.

### **The Democratization of Thought**

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Wikipedia is frequently used as source of information, increasingly also by students and scholars. It is therefore reasonable to ask whether the "democratic" form of producing information for this resource is also reflected in what kinds of information is produced. Does it differ in content from information found in more traditional media? And if so, how? The case is 20th century philosophy, and the paper compares the presentation of central thinkers and topics from this tradition in Wikipedia with two major "official" and widely used online philosophy resources.

### **Citizen journalism online: Promise of an alternative conflict discourse?**

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The mainstream media are often blamed for creating inflaming, war-oriented content while covering contemporary conflicts. These outcomes are tied to the institutional settings and journalistic practices. But what happens when the traditional institutional constraints are removed and people lacking the journalistic socialization norms are creating the content? Will they produce a deeper and more comprehensive description of the conflict? Will it be "peace" or "war" journalism? Addressing these questions, our study offers content analysis of a subset of about 150 blog-posts focusing on the Israeli-Palestinian conflict. The preliminary results show that contrary to the expected, online environment hosts confrontational discourse.

### **Playing With the Academic Format: Hypertext Research Publication in the Age of Online Journals**

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Research publication is rapidly moving into electronic formats. Will online publication change the format of the research article? It just might. History shows that the current standard research article is a product of a certain period in history, and linked to a genre of publishing; the journal. New technology allows for other formats, playing with multimedia, links, and forms that are longer or shorter than standard research papers. Different alternative format experiments are analysed, and possible developments are discussed.

### **Decomposing the newspaper – a typology of online newspapers**

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Online newspapers have developed from print newspapers, but are increasingly different from them in form and in function. By presenting a typology of online newspapers, this paper will identify its central characteristics compared

with those of its printed predecessor, and thereby set the framework for a general discussion on the development of the online newspaper.

### **Designing the Future Internet: Commercialization, Control, and Technical Representation**

*Felczak, Michael.* School of Communication, Simon Fraser University; [mfelczak@sfu.ca](mailto:mfelczak@sfu.ca)

This paper contributes to recent network neutrality debates by utilizing a critical constructivist perspective that draws attention to the historical and technical representative dimensions of the Internet. Although telephone carriers have had limited success translating their interests into the original, core technologies of the Internet, this paper suggests that there exists a congruence of interests among telephone carriers and other organizations that have been successful in defining the next-generation Internet protocols. In the absence of legislation and policy that requires non-discrimination among content producers, the Internet of the future may in fact bear little resemblance to the Internet of today.

### **Heterotopia Play: The Habitus of Gender and Online Games**

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Girrrls GOT Game. Digital games are primarily a masculine produced and consumed form of media entertainment.... or so is thought? Female 'gamers' however, are out there breaking place and making space for others to follow. If you are interested in new gender frontiers and how the habitus of gender is being 'played' out through digital games, come take a listen!!

### **Wireless Internet and Possibilities for Urban Redevelopment**

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As more cities invest in Wireless Fidelity (Wi-Fi) broadband program, public officials tout the initiatives' potential for

shrinking the “digital divide,” particularly in distressed urban neighborhoods. This policy paper examines the implications of public Wi-Fi models in terms of the “public good” potential that exists for revitalizing decaying urban neighborhoods. Overall, the project seeks to develop a policy framework for establishing wireless communication technology as a factor in urban regeneration efforts, with an emphasis on how Wi-Fi impacts civic participation.

### **Drawing Together, Spinning Off: US & UK Fair Trade Networks on the Web**

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Issue-oriented nongovernmental organizations (NGOs) are situated in multiple networks on the Web, comprised of sites produced by governments, media, social movement activists, and other NGOs. We illuminate salient aspects of NGOs’ Web production practices, and how NGOs engage other actors in networks, through a comparative analysis of the Web dynamics of the fair trade movements in the UK and the US. Findings are presented on three key differences between the two networks, leading us to conclude that national contexts matter for issue networks on the Web, as political and economic histories and current regulations/policies shape how NGOs employ Web technologies.

### **Space and Place: The New Playgrounds of 21st Century Life**

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This paper examines the ways in which space and place are being redefined and renegotiated in relation to offline and online worlds. Drawing from research on social and mobile communication technologies and blogs, we examine the role of technology in changing conceptions of space and place and the implications for relationships and

social interactions. We engage with notions of space and place as they relate to the complex intersections of online and offline worlds/lives, and examine the ways in which individuals employ media and technology as they play with the subtleties of space and place.

### **Examining the Phenomenon of Outsourcing via the Internet**

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Ever since ICTs have enabled hitherto untradable services to be traded internationally - just like commodities, via the Internet and the telephone - the term outsourcing has been used interchangeably to refer to wholly different phenomena such as the buying of services on-line, the movement of production to affiliate firms overseas by Multinational Corporations etc. In this paper, I first review relevant literature to determine the precise definition of outsourcing and then examine whether there are any similarities between the historic diasporic experience and the diasporic experience related to outsourcing. Last, I determine the impact of outsourcing on the domestic industries that have been impacted.

### **NOT Data: Examining Processes of Be-coming Online**

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Traditionally, Social Scientific approaches to Internet research focus on the study of internet mediated communication by looking for “objects” and “data” to analyse. While this sort of examination produces good descriptive and statistical information - important in some ways to policy making and to understanding some of what happens on-line, this paper argues for a need to approach online research as experiencing articulated moments of interconnections. Thus this paper describes a methodology based in critical ethnographic and performative traditions focusing on online/offline, global/local, self/other and object/subject and continuums along which we engage in technomediated communicative practices.

### **Identity Management in Online Dating Profiles: Negotiating Privacy and Security Concerns**

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Online dating participants must negotiate conflicting needs to both reveal and conceal their identities as they strive to preserve their own privacy yet provide enough personal data to ensure their profile is noticed by others; our research investigates the strategies through which this tension is managed. We draw on Petronio's (2002) Communication Privacy Management theory to examine how online dating participants engage in boundary management in initial relationship formation, and what identity management strategies they use in order to maintain their privacy and security while still fully utilizing the affordances of the technology for meeting potential dating partners.

### **How a Sense of Place Motivates Participation: Geo-Identity, New Media Use vs Conventional Media Use, and European Orientations**

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The concept of social geo-identity, a disposition concerning one's attachment to local versus European geographic units, is theorized to shape patterns of media use -in particular the Internet-, attitudes regarding the EU, and voting behavior in EU and Spanish elections. A national, multi-level random sample reveals that geo-identity explains citizens' preferences for local versus transnational content, especially through digital news media. These media preferences predict orientations toward the EU (on issues such as integration, the currency, and the constitution), mediating the effects of digital news consumption on participation, yielding different effects on voting in European and Spanish elections.

### **Trust over the Net: The Case of Israeli Youth**

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In light of the anonymity and ephemeral nature of the Internet, the question of trust remains a puzzle. The relatively new means of communication over the Internet poses a challenge to the formation of trust and is particularly a source of concern in the case of children and youth. Although often cautioned by educators, parents, state and civic initiatives, it is apparent that a significant degree of trust and confidence is created online. In spite of the impediments of trust, the presented study reveals five strategies for the creation and maintenance of online trust by adolescents: control over anonymity, continuity and perseverance, digital exchange (of experiences, advice and sentiments; 'community knowledge' and 'digital goods'); the interplay of online lies and masking; and the use of 'technological choices' for maintaining trust among youth. All of which point to new ways for creating relationships among virtual peer groups, maintaining autonomy from adult culture, creating norms and values of behavior among youth over the Internet.

### **Long-Distance Romantic Relationships Mediated Through Skype**

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This presentation examines how computer-mediated communication influences long-distance relationships. After introducing the audience to concepts of postmodern love and theories of internet communication, I will apply these concepts to the case of Skype. I will illustrate how romantic partners cope with the chances and constraints of online communication.



### **Playful embodiment and identity performance on the Internet**

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Three academic authors "play" with the concepts of identity and Computer Mediated Communication and they theorize about them in the new technological scenario of blogs, Flickr and Youtube (the "media-me"). Using Spanish and Latin American blogs as their empirical data, they develop the concept of "playful embodiment" to explore the use of the body as a mechanism to gain presence and success on the Net: Users that upload photos, videos, texts and links, these "body-bloggers" perform their identity that become a commodity to be "consume" by others.

### **Language play on the Internet in Japan**

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This paper examines the manner in which variations to linguistic (and particularly orthographic) norms are used in CMC in Japan in a spirit of play and in an attempt to create communication rules linked to particular displays of sub-cultural identity. It discusses the inventive orthographic innovations used by "kogals" (young women in their teens and early twenties who transgress societal norms in dress, behaviour and language) in what is known as gyaru moji texting, and the linguistic innovations found in some postings on bulletin boards such as Channel Two (a well known unmoderated website in Japan) and in chatrooms.

### **Adolescent female' self disclosures with friends in cyberspace**

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Research has found that individuals are often more prepared to disclose more information about themselves on-

line compared to equivalent face-to-face encounters (Whitty & Joinson, forthcoming). However, one should consider that cyberspace is a heterogeneous space with a wide range of media choices and a multitude of audiences one may communicate with. The present study examines whether adolescent self disclosures vary in relation to the space, audience or topics discussed with friends. Interviews revealed that cyberspace can still be a safer place to self disclose some aspects of oneself, however, this does not always seem to be the case. Future research needs to consider the spaces media features as well as the social relationship between the speaker and recipient.

### **Online Conflict as a Source of Play: The New Peanut Gallery**

*Greenfeld, Miriam.* Communication Department at Rutgers University; [MGreenfeld@gmail.com](mailto:MGreenfeld@gmail.com)

Humor is not a concept typically associated with conflict. However, there are online communities that create a spectacle out of conflict, encouraging members to find the humor in the situation. This use of humor prompts online posters to incorporate linguistic and visual forms of play into their participation in the community. It is these forms of play which create connections between computer-mediated communication, gossip, argumentation, and humor. Using some examples drawn from one online communities, the forms of play that appear around online conflict will be defined and exemplified. The implications of this playful reaction to conflict will be discussed.

### **Saturday Morning Cartoons Go MMOG: Cross-media integration, branded play and the migration of children's television to massively multiplayer online gaming**

*Grimes, Sara.* School of Communication, Simon Fraser University; [smgrimes@sfu.ca](mailto:smgrimes@sfu.ca)

This paper explores the migration of children's television to the realm of MMOGs, as both a new form of adver gaming and as a further commercialization of children's (online) play. Through an analysis of three case studies, I examine how this new form of cross-media integration both extends and diverges from other instances of "branded play" found within children's culture. Applying a critical approach to the

study of technology, the analysis draws forth the political and ethical dimensions of the games' design, while considering the potential impact these might have on the experience and imaginative freedom of the child player.

### **The Playground is Alive: Online Games and the Formation of a Virtual Subculture**

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You just turned your computer on. Then, you clicked the online game shortcut. You logged in. Then, you saw your 'character.' You dressed – or undressed it as you liked. Moments later, you got a quest to save the 'world.' You saw players like you talking on a seemingly unknown language. As time went by, you found yourself talking the way they talk and applying game-winning strategies. You asked yourself: Why does this world seem so close to reality?

This study will attempt to answer gamers' million-dollar questions about the online realm they entered.

### **Indigenous Digital Storytelling: A Case for Digital and Visual Rhetorical Sovereignty**

*Haas, Angela.* Michigan State University; [ahaas@msu.edu](mailto:ahaas@msu.edu)

This ethnotechno critique of digital and visual misrepresentations of indigenous peoples offers alternate models for engaging with self-determined American Indian identities. By analyzing instances of American Indian digital storytelling, this paper traces new theories of Indianness that emerge and examines how these stories intersect with the historical, political, economic, cultural, and social contexts in which they are told. Further, this paper encourages Internet researchers to understand and support digital and visual rhetorical sovereignty, or the inherent right for indigenous communities to claim their own communication needs and determine the rhetoric of their identities in digital and visual spaces.

### **Collaboration with a Robot**

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In this New Media Art project, my robotic dog companion (AIBO) and I create a video production that integrates our perceptions of the world. Focus on the human-technology relationship takes up several issues that challenge: a common sentiment that animals, especially humans, are independent of their technologies; discrimination against mixed-entity relationships (especially relationships between human and technology); assumptions about behaviours or expressions that are often considered to be uniquely human; and it raises questions about art aesthetic. Centrally, this project seeks to evoke a perception of the human's entanglements with technologies.

### **A Short History of the Video Blog**

*Hall, Richard.* University of Missouri-Rolla, Information Science and Technology; [rhall@umr.edu](mailto:rhall@umr.edu)

A Brief History of the Video Blog is a Video Narrative, which tells the story of the rise of the Video Blog. It is a story of simple people with video cameras; the World Wide Web; meteoric growth in numbers, wealth, and fame; and a competing desire to create personal and meaningful content. Embedded within is the story of an academic and video blogger struggling to find a connection between his scholarly work and his creative passion. The documentary includes stories and examples from video bloggers, facilitators, and scholars. Ultimately it is a story about people, community, and creation.

### **Mobil(e)ising the multitude: the purposeful organisation of play and spontaneity in contemporary protest and resistance movements.**

*Hands, Joss.* English, Communication, Film and Media, Anglia Ruskin University; [joss.hands@anglia.ac.uk](mailto:joss.hands@anglia.ac.uk)

This paper explores the political significance of ubiquitous communications for the organisation and expression of political protest and resistance. Looking at spontaneous and playful phenomena such as the 'smart mob', it asks whether this is characteristic of a new kind of politics, and

the significance this might have for existing models that prioritise the singular and collective over the multiple.

### **Sociability of The iGeneration**

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This paper argues that for members of those who have been identified as the iGeneration, mobile communications technologies are central to social lives. It is shown that the mobile phone and attendant resources such as Facebook have converged to create new opportunities for the formation and negotiation of relationships. The paper draws on the analysis of 40 interviews conducted with undergraduate students in Australia in 2006. It is concluded that the convergence of mobile technologies mean that individuals are never 'strangers' and always remain situated in their material and digital lives.

### **Creating Popular Culture: The Difference Gender Makes**

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Recent advances in digital technologies have made it easier than ever before for people to create and widely disseminate cultural content. Despite the prevalence of such opportunities, we observe gender differences in what material young people create and make available online. Based on a unique data set of a representative sample of a diverse group of college students, we consider the predictors of being a contributor to online cultural content.

### **Trust in online health advice**

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The Internet is a significant source of health-related information and advice, but contains much unchecked and po-

tentially inaccurate information. The paper presents the findings from a research programme designed to discover more about how people with genuine health queries (e.g., menopausal women, people with hypertension) navigate their way through such material and decide which sources of online health advice to trust and act upon. The research included both qualitative and quantitative methods and has led to the development of a three-stage model which describes how people move from rapid site-rejection through detailed site examination to integration with offline advice.

### **(Re)negotiating cultural identities in online VoIP ESL training**

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This paper examines the ways in which online contact utilizing VoIP leads Chinese ESL (English as a Second Language) students and their North American trainers to (re) negotiate their cultural identities and cultural codes of communication as they seek to establish shared meaning with one another in fleeting conversations. Though ephemeral, these conversations serve to build new knowledge and new identities that live on in a shared virtual space. Using qualitative ethnographic and archival methods, this study shows what new rules of conversation emerge as interlocutors create a new culture for themselves in this unique environment.

### **Circles of Intimacy: A Diary Study of CMC**

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Rich Ling (2006) has suggested that the always-on, always-available cell phone culture of young people leads to social networks that are marked by 'bounded intimacy', i.e., communication limited and constrained to a known set of others with whom social ties are strong. To explore this idea, and to see whether other means of mediated communication occupy similar or different niches in individuals' networks, we conducted a diary study of mediated communication among US undergraduate students.

### **The Technical Micropolitics of the Online Music Industry, 1997-2007**

*Hébert, Jean.* School of Communication, Simon Fraser University; [sge@sfu.ca](mailto:sge@sfu.ca)

The proportion of the global music market accounted for by independent music companies has been steadily increasing over the past few years, coinciding with the growth of Internet music distribution. We are witnessing a trend of increased individuation, DIY media, and independence from traditional music industry frameworks. But at the same time, independent artists and labels are increasingly acting as a single power bloc capable of negotiating better prices with online retailers, and influencing important policy decisions. This paper traces the history of these developments (c. 1997-2007) using a critical constructivist theory of technological change.

### **“Playing” Religion Online? The history of the Internet as Ritual Space.**

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Have you ever wondered how religious rituals entered the virtual space of the Internet? Have you looked at the early beginnings of religious practice online? Have you ever thought of the Internet as a “ritual space”? What do we make of the many websites providing the lighting of candles, the performance of “Online Pujas” or the instructions on how to do Zen meditation in front of the screen? Are these phenomena an expression of modern religiosity? Is it Ritual? Game? An example for the postmodern “ludification of culture”? Join the journey through the different stages of rituals on the Internet and see how rituals have shaped (and have been shaped by) the Internet as medium of religious practice!

### **A game of publics: MMOGs as manifestations of the public sphere**

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Massively Multiplayer Online Games (MMOGs) such as Everquest and World of Warcraft are an increasingly popu-

lar form of media experienced as narrative-based and intuitively negotiated virtual “places” that facilitate play and casual socialization for individuals and groups. I explore the opportunities and challenges of MMOGs as manifestations of the public sphere conceived by Jurgen Habermas and re-conceived for contemporary society by Nancy Fraser. The politics and potentials of play, identity construction, formation of imagined communities, and evolution of consensual worlds are contrasted with issues of code and design control, and entertainment experience as a commodity.

### **The History and Hype of Early Online Media Endeavors**

*Herndon, Keith.* Media and Information; Curtin University of Technology; [klherndon@mindspring.com](mailto:klherndon@mindspring.com)

The hyping of online media did not start in the mid-90s Silicon Valley. Try a decade earlier in South Florida. That's when Knight-Ridder launched its much-heralded Viewtron service as a way to bring media convergence to the masses. This paper explores early interactive media and places them in a historical context. The role traditional media companies – especially newspapers – played in the development of early online media is examined. The paper also discusses the emergence of the “electronic publishing” concept and concludes with a look at how America Online evolved into a bridge between a proprietary systems and the open Internet.

### **The Neoliberal Consolidation of Play and Speed: Ethical Issues in Serious Gaming**

*Hoofd, Ingrid.* CNM, National University of Singapore; [cnmhim@nus.edu.sg](mailto:cnmhim@nus.edu.sg)

This paper proposes that, instead of simply embracing gaming technologies for educational purposes, the problematic intersections of the aesthetics of gaming with the imperatives of 'speed' should be thoroughly examined first. This paper takes its cue from social theorist Paul Virilio, who has argued that 'speed' is the overarching and by no means neutral logic of all new information technologies. This logic results in current gaming technologies to eventually emphasize what some have called 'militarised masculinity', resulting in a disappearance of those ways of being in the world which do not comply to the logic of speed.

**Regulation of online social environments: old institutions meet emergent media.**

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Online social environments such as MMOGs present regulatory bodies with new challenges, particularly with regard to user-created content produced in real-time interactions. Three main areas are dealt with in this paper –management of online communities, regulation of user-created content shared through automated peer-to-peer processes, and regulation of corporate use of unfair contracts (EULAs). Responses to these three areas by the EU, UK, US and Australian governments are canvassed, and the role of government regulators in cross-jurisdictional, free market contexts is considered in conjunction with issues of surveillance, privacy, governance, and the risk-bearing entrepreneurial self of the ‘new economy’.

**The economic sociology of objects on the internet**

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In this paper, I introduce aspects of the economics of convention as a way of understanding the way that internet based objects operate both in both the real and virtual aspects of our everyday lives. I also introduce the idea that as much as we need to focus on creating internet objects for our real and virtual environments, we also need to participate in the creation of the conventions surrounding those objects. It is those conventions that define the object in social, political, economic, and intellectual space, and these conventions legitimate the continued practice of creating internet objects. The economic and other implications of the internet object in both its real and virtual existence arises out of those conventions. Conventions order the market, but we as engaged creators of internet objects have the opportunity to encode and order the conventions.

**Society switching**

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A key technological aspect of digital communication networks is their reliance on packet switching – the routing of information units via distributed nodes to their point of reception and uptake. A corresponding social aspect of digital communication networks is that they support distinctive relations of communication and interaction, as the information packets are rejoined. Digital media switch society in new ways. This paper addresses processes of society switching with reference to field research on digital sound media – 3G telephones and music players.

**Age of Korean Empires in the New Media: A Critical Interpretation of the Online Game Industry**

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This article attempts to ascertain the causes of the swift growth of online games in the context of the broader socio-cultural elements. It recognizes technology as a socio-cultural product which has historically been constituted by certain forms of knowledge and social practice. Therefore, the paper first provides a critical overview of the industry’s ownership patterns, finance, and the markets by exploring online games as well as the industries developing in Korea. It maps out the forces driving its development by examining government policies and competition among online games companies in Korea. The paper particularly explores capital flows inside out to investigate the major players in the market. Finally, this paper explores cultural elements contributing to the diffusion of online games in the context of the cultural environment in Korea.



### **Piles of cash and the gavel: Taking on the bloggers on two fronts**

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The blogosphere has bloodied the nose of mainstream media giving voice to cacophonous democracy and to grassroots globalisation. Timely, given the seeming rise of state corporatism. The question is “can it last?” This paper argues that the blogosphere is being managed and mainstreamed through the use of the resources and capital of the mainstream offline media as well as the reality of the legal issues impacting blogs. This paper looks to evaluate the success of these two fronts on the management of the blogosphere and what that means to the potential of blogs as an alternative discursive arena.

### **Can Digital Art Save our Place-Based Public Spaces?**

*Kaminska, Aleksandra.* York University; [kaminska@yorku.ca](mailto:kaminska@yorku.ca)

While we are all connecting to the so-called space of flows, this paper argues that new media technologies can help us reconnect with our place-based localities. Public new media art installations have the potential of dislodging new media use from the private sphere into the public and communal one. By using technologies such as the Internet or mobile devices as tools, we can bring the attitudes, behaviors and expectations we have learned online, such as interactivity, into public space. These new interactive and participatory public spaces could provide a positive and active way to reestablish engagement and communication between residents and their city in an atmosphere of play while strengthening the position of the locality globally.

### **The Roles of Interactivity and Involvement in e-Health: A Test of the Theory of Planned Behavior for Weight Management**

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This study focuses on the roles of interactivity and involvement in predicting consumers' behavioral intention of a health issue-weight management. In the current study, it is proposed that interactivity precedes involvement which is a common causal antecedent of the theory of planned behavior predictors. A total of 212 responses from an experiment were used for data analysis. Results show that interactivity is a partial predictor of involvement with and attitude toward weight management information on a Web site. Only future intention of human-message interaction positively predicted involvement. Involvement was an important determinant of positive attitude, subjective norm, and perceived behavioral control, which led to intention in the weight management message processing on the Web.

### **Refreshing faultlines of belonging: “Materializing” of free software advocacy through French voluntary associations**

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How do online communities of practice, as they are formally grounded offline, revise and re-create familiar cultural, social, and geopolitical identities? How might we account for the significance of these identifications in ethnographic research related to online communities? Through an ethnographic study of the overlap between online networks and offline voluntary associations in free software advocacy in France, this paper contributes to a broader discussion of how online frameworks and practices are grounded in participants' daily lives.

### **Qualitative interviewing in Internet studies: Playing with the media, playing with the method**

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This methodological paper addresses the practical strategies, implications, benefits, and drawbacks of collecting qualitative semi-structured interview data about Internet-based research topics using four different interaction systems: face-to-face; telephone; e-mail; and instant messaging. The paper is based on a review of the literature and

reflection on the experiences of the authors in performing completed research that used those four interaction systems. It focuses on functional effects (e.g., scheduling and other logistics, data transcription, and data management), as well as methodological effects (e.g., ability to probe, collecting affective data, and susceptibility to participant validation).

**Show and Tell: Comparing Meaning in Videos and Text**  
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In order to test the previous finding that video lends itself toward the communication of messages that are difficult to communicate through text alone, this research project compares videos and text postings from the animation subculture, analyzing the different meanings in each.

**15 Megabytes of Fame: Independent Musicians Online.**  
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An analysis of musicians' MySpace sites, and interviews with the musicians suggest that they are using the sites to provide promotional information, publish tour and release dates, share music files, and communicate with fans; and that they see a range of benefits including an ability to identify trends and react to what is happening in the music scene, a capacity to target specific audiences through 'friends' networks, a facility to tap into young peoples' interest in finding unknown bands, and a way of both establishing a fanbase, and querying those fans on decisions from set lists to tour routes.

**The Role of Small-Business Web Sites in Supporting Business-Client Communication**

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What role are small business Web sites playing in supporting the non-Web communication necessary to conduct transactions between small businesses and their clients? I surveyed over one hundred technical communication business proprietors, consultants, and independent contractors who maintain sites for their small business. Responses point to the positive role such sites play in encouraging contact where off-line contact is weak, and to the modest

but positive role such sites play in extending clientele and work beyond the business's "real-life" scope.

**Networks within and across Media: FtF, Email, Messenger, Mobile Phone, and SMS**

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This study explores, describes, and compares communication networks in 1039 Korean respondents' everyday communication settings through five different media: face-to-face, email, instant messaging, mobile phone, and small message service. FtF is the common medium for employed respondents, while each category has its own distinctive set of complementary media: IM, SMS and mobile for students, mobile for homeworkers, and email for organizational workers. The mobile phone is used as sort of a multiplexing device for maintaining everyday relationships, and reinforcing strong social ties, while computer-mediated text-based media tend to be used in expanding relationships with weak ties.

**Investigating the Impact of the Blogosphere: Using PageRank to Determine the Distribution of Attention**

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This paper investigates the apparent impact of the blogosphere on the overall Web itself. We use the popular Google PageRank algorithm which employs a model of Web use to measure the distribution of user attention across sites in the blogosphere, and evaluate the possibility of comparing these results with similar data for scientific Open Access Web content. The paper is based on an analysis of the PageRank distribution for 8.8 million blogs

in 2005 and 2006. Additionally we examined the PageRank distribution for 8.1 million Open Access articles available in more than 800 worldwide digital repositories.

### **Are We Having Fun with ICTs Yet?**

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The experience of entertainment—play, games, fun—fuels much of our consumption of ICTs. While we, as scholars, know a great deal about play, I turn in this paper to something about which we know much less: fun. My analysis of a large-scale data set representative of U.S. and Canadian households in 2001 shows that people who value fun highly use ICTs more often and differently than people who value fun less. I theorize about this strong connection between fun and ICTs exists and what it might mean for our understanding of fun, the lack of fun and ICTs in everyday life.

### **The Development Process of the Second Life Librarians: A Study in Community, Challenges, and Collaboration**

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Librarianship has often been considered a “traditional” profession; however, the Librarians of Second Life are trying to change all of that – by designing library services and programs in virtual worlds and hosting events in SL (Second Life) that would not have been otherwise possible in RL (real life). The Librarians of Second Life have developed a thriving culture of information services that mimics, improves upon, and attempts to transcend real life concepts and stereotypes of libraries. Their process is a complex phenomenon made more interesting by the fact that their profession was formerly devoted entirely to the print medium.

### **Play or Not to Play: Can companies learn to be n00bs, LFG, and lvl-up?**

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What happens when corporate identity meets the virtual world of online gaming?

In our paper we present the learning within Philips Design to establish a Philips presents within Second Life.

We argue in this paper that companies can only truly benefit from virtual worlds if they are open to cultural codes, eager to understand behavior of its inhabitants and willing to go beyond their current business processes and thinking.

### **Attributes of opinion leaders in Second Life**

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Second Life is a social space in which information exchange via formal and informal groups, friendship networks and official channels is characterised by hierarchies of digital identity with different access to knowledge and other assets. In this environment, the distribution of information capital has implications for economic cohesion and successful community integration. Using Social Network Analysis, this research argues that there are key players in this knowledge transfer in the online environment, and explores their relationships with the rest of the community. Finally, it tests methodological assertions about the relationship between online network closeness and modes of communication.

### **Looking for trouble: liminality and troublesome knowledge in digital learning spaces**

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Whereas the academy has sought traditionally to assimilate, domesticate and familiarise the strangeness of digital spaces to preserve its own authority, most noticeably through the ordering strategies of Web1.0 environments such as WebCT and Blackboard, this paper explores the implications of Barnett’s advocacy of a new role for the university in becoming and acknowledging itself a site of strangeness. Faced with supercomplexity, higher education in the digital age approximates almost to a state of perpet-

ual liminality, or quickly shifting provisional stabilities. This is the ontological state of speed, disquietude and radical uncertainty which future learners must competently and critically navigate.

### **Understanding Social Networking: On Young People's Construction and Co-construction of Identity Online**

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When non-users such as news media, parents or teachers talk about social networking sites they often do so from an outside perspective. That perspective tends to be predominantly critical and reinforce the moral panics around young people's use of new communication technologies. Many fail to see the individual and social perspectives that social networking sites have. This is due to a lack of understanding what online social networking is really about.

This paper is based on my own attempt to really understand young people's use of social networking sites through a seven month virtual ethnographical investigation carried out by myself.

### **Loosing the Blogs of War: The Advent of "Milblogging" in the post-9/11 U.S. Military**

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This paper explores the advent of milblogging (military blogs) by examining the initial reasons that milbloggers have given for starting their blogs, the ways that milblogs have changed over time, the promise and value of milblogs as articulated by milbloggers, and milblogger views of the value and meaning of new media in general.

### **National Context and the Use of Online Knowledge Databases**

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In Korea, a local web portal called Naver has maintained its position of the No 1 search engine against giant multinational corporations such as Google, Yahoo and Microsoft.

By comparing the Q&A pools provided by two popular Web search engines, i.e. 'Naver Knowledge Search' and 'Yahoo Answers', this paper suggests that the evolution of online culture is not just shaped by technological 'affordances' but is also explained by national contextual factors - in this case, the cultural accentuation of online information to be shared and Korean game generation's familiar passion for collecting credits to become a 'master'.

### **Cultivating the Self in Cyberspace: The use of personal blogs among Buddhist priests**

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This research looks at how Buddhist priests in Korea use Cyworld, one of the latest online communities in Korea, not only as mission tools but also as a space for cultivating themselves in right practice. This study suggests that with the proliferation of personal blogs in Korea, Buddhist priests and nuns are adopting these new forms of communication not only to foster friendly relations with existing and potential believers but also to cultivate themselves and their own beliefs in this new age practice dominated by the Internet culture.

### **Cyworld and Conditions for Informal Public Life: Negotiating the Public/Private Boundary in Cyberspace**

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'Cyworld,' similar to 'MySpace' in the U.S., has constituted a crucial cultural domain for numerous young Koreans' everyday social life in recent years. This paper raises the following research questions: "how do users' self-presentations in Cyworld negotiate the public/private boundary?" 'What kinds of behavioral norms direct users' interactions in Cyworld?' This study conducts a content analysis of 23 mini-homepages of Cyworld. It shows that users regard the mini-hompy as a distinctive 'third place' for informal public life. This paper also shows that the main audience of mini-hompy is not undifferentiated mass or others but 'reference others.' Users emphasize on its private nature in a similar manner that a party between intimate friends happening in a park is usually considered private.

### **Blogs, splogs and abandoned logs: The perils of sampling bloggers, blog readers and their weblogs**

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Many quantitative researchers have attempted to describe the demographics and characteristics of bloggers, blog readers and blogs. Unfortunately, sampling Internet-based populations can prove difficult. In this paper we explore the problems inherent with sampling bloggers and blogs. Reviewing previous studies, we discuss strategies that researchers have used to overcome these obstacles. We discuss an exemplary theoretical method for blog sampling, discussing the problems that arise with the real-world limitations of time, money and reliance upon online services. We offer suggestions for improving the reliability and generalizability of blogging research. Finally, we propose that these suggestions be applied to sampling methodologies concerning other Internet-based populations.

### **"Leveling Up" Students With Blogs: Engineering Active Learning Through Game Mechanics**

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*Lackaff, Derek.* University at Buffalo (SUNY) [lackaff@lackaff.net](mailto:lackaff@lackaff.net)

One challenge of using blogs as educational tools is encouraging students to engage in these forms of active participation. To encourage interaction, an innovative pedagogical approach in the form of Amy Jo Kim's game mechanics (2006) could be applied as a viable framework to student blogging communities. Her five elements of social gaming environments (i.e. collecting things, earning points, feedback, exchanges, customization) could be used to achieve both specific and emergent learning outcomes. As both authors were instructors of similar introductory Communication courses held on different continents simultaneously, this allows us to observe the project outcomes under different cultural contexts.

### **An international comparison of blogging behaviors in 2005**

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This research project aims to compare blogging behaviors across countries in order to explore cultural difference on national level. Using 1.2 million unique blogs collected by Intelliseek in July, 2005, we will identify the bloggers' geographical locations by assorted online data mining methods. Through comparing the frequency of postings, the lengths of posts, as well as numbers and types of outbound links from these blogs, we will discuss the national cultures such as self expression, individualism, collaboration and openness, as well as trust on traditional and new media.

### **Regulating Internet Advertising in China: Emerging Policy Debates and Issues**

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This paper explores recent development of Internet advertising in China. Specifically, this paper will evaluate Chinese government regulatory regime of Internet advertising.

### **Virtual Tourism – "Just like being there"?**

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In this paper we will show that there might be good reasons why online tourist practices seem to increase rather than decrease actual physical travel activity.

Virtual tourism, exemplified by Google Earth and Virtual Tourist, illustrates that the border between the virtual and the physical world is evaporating. Users often move seamlessly between virtual and real space. Online tourism provides the users with an augmented and enhanced space for social actions and experiences on a global scale.



**Does American Texting Look Like IM: The Mechanics of Text Messaging and Instant Messaging among American College Students**

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Text messaging via mobile phones is well-entrenched globally, though its use in the United States is comparatively recent. Conversely, in the US, instant messaging is widely domesticated. This study investigates the emergence of American texting by analyzing text messages and IMs produced by American college students with respect to length, emoticons and lexical shortenings, and punctuation. Although the two media differ in several fundamental ways, their linguistic profiles (at least among American college students) share a number of properties. These similarities suggest that use of IM on computers may be serving as a prototype for texting on mobile phones.

**Karma Chameleon: Steve Jobs' Rhetorical Performances and Their Impact on Perceptions of Online Music**

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Apple CEO Steve Jobs is a remarkable rhetorical agent, having been praised/damned for his ability to create a "reality distortion field" that allows Apple to sidestep (deserved) criticism. This presentation examines Jobs' rhetorical performances addressing online music and digital rights management, and the dramatic impact these performances have had on public perceptions of these and related issues. If you've ever wondered why you desperately want an iPod even though, on an intellectual level, you know you probably shouldn't, the answer might be here.

**"Blogspats" and Digital Images: Race, Gender, and Photoshop in Visual Arguments**

*Losh, Elizabeth.* University of California, Irvine; [lizlosh@uci.edu](mailto:lizlosh@uci.edu)

This paper looks at "blogspats" and how competing sets of norms 1) around practices of digital photo alteration and 2) around rituals of inclusion and exclusion on political blogs can be difficult to mediate when representations of race or gender are involved. Photoshop can be perceived as a

form of cultural violence rather than an avenue for humor when rules about reading and writing seem to be violated by the insertion of a visual argument.

**"Virtual" networks meet "real" surfers? Multiple Internet/s in the context of online health information**

*Mager, Astrid.* Department of Social Studies of Science, University of Vienna; [astrid.mager@univie.ac.at](mailto:astrid.mager@univie.ac.at)

Coming from Science and Technology Studies I aim at discussing the Internet as (new) health information source from a broader, more integrated perspective. Combining different empirical data sources, I will concretely elaborate that users' information practices have to be seen in close relation to the way health information is provided and structured on "the Web". Drawing on Actor-Network Theory I will further argue that the Internet may not be seen as stable technology, but rather as enacted in different "actor" constellations such as Web sites, links, search engines, surfers and their interests, Internet skills, search creativity and others.

**Second Chances: Games and the Anti-Bureaucratic in Virtual Worlds**

*Malaby, Thomas.* Anthropology, University of Wisconsin-Milwaukee; [malaby@uwm.edu](mailto:malaby@uwm.edu)

In this paper, I propose that virtual worlds, based as they are on game design and architecture, demonstrate a capacity for meaningful experience in the midst of a largely routinized and bureaucratic modernity. As socially legitimate spaces for cultivating the unexpected, games provide grounds for the generation of meaning, and virtual worlds like Second Life have largely retained this open-ended quality. They rely on game architecture to create a domain with wide opportunities for success, failure, and unintended consequences, and it is this that makes possible the meaningful effects we witness today.

**Love Actually? Older Adults and their (Intimate) Internet Relationships**

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### Love Actually? Older Adults and their (Intimate) Internet Relationships

Sue Malta  Swinburne University, Australia

Are older adults (65+ years) finding love online? If so, do they look for it deliberately (cyberdating) or does it happen as a consequence of their other, unrelated, Internet activities? If older adults do find love online, does it remain companionate or become sexual (cybersex)? Does it progress offline and, if so, is it primary or secondary to other relationships – both online and offline (cybercheating). Is it considered cheating if the relationship stays online and never becomes a face-to-face relationship even if it does or does not progress to an online sexual relationship? Is it considered cheating if the offline partner is infirm and/or incapacitated? Come along and find out the answers - the results may surprise you!

### China's Blogosphere

Marolt, Peter. University of Southern California (USC), Dept. of Geography; [marolt@usc.edu](mailto:marolt@usc.edu)

In this paper, I explore how critical intellectuals in urban China conceive the Internet as conduit for dynamic dissent. Zooming in on the link between discourse and action, I understand blogs as new type of social space that creates shared meanings as basis for collective action and cultural transformation.

In order to comprehend what changes the blog culture in China may lead to in human thinking and activity, it is crucial to ask people involved to articulate their own politics, and to discuss these in relation to their experiences and how they express them in their blogs. Please tune in for the results of my one-year dissertation fieldwork in China.

### 'The "Pathological" Child: Continuing Impasses At Ground Zero + 10'

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This paper represents an overview of doctoral research focusing on under twelves' online interactions, alt.cyberkids: contingencies of childhood in the information age. In 1996, Katz pronounced that, '[c]hildren are at the epicenter of the information revolution, ground zero of the digital world' (Wired, Issue 4.07). This 'Net Generation'

(ibid.) has grown up amidst a flourishing online culture; these under twelves have known but the 'mundanity' by which the conference summary itself defines contemporary online culture. A decade on, I explore the differing degrees to which this generation have progressively conceded and resisted the continuing adult proscriptions imposed on their online spaces.

### The People's Republic of YouTube? Interrogating Rhetorics of Internet Democracy

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The mass media often frames YouTube as intrinsically democratic, allowing ordinary citizens to act as journalists or media watchdogs, participate directly in mainstream media, and become celebrities themselves. While characterizing the internet as intrinsically "democratic" is nothing new, what are the implications when the newest site of democracy is not national, but commercial? This paper explores the interplay between community-based or democratic interests and YouTube's profit-driven nature. I maintain YouTube is subject to not only the same social forces that limit discursive egalitarianism in the "real world", but to economic forces that act upon users in more complicated ways.

### Cultural Exploration through Virtual Worlds

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The Global Outreach Morocco project created a mixed-reality study abroad experience in Second Life. We will present a model for cultural education through virtual environments.

### **Politics And Power In The Democratization Of Design**

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The "democratization" of software design through Free/Libre Open Source Software (FLOSS) and other user participation processes perhaps is not as far developed as some have observed. This paper examines the structure associated with the development of *del.icio.us* and discusses how this structure, and the decisions that shaped the design, were not the result of a democratic process.

### **The Internet and Women's Transnational "Boys' Love" Fandom**

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This roundtable discussion focuses on the role of the Internet and new media in women's transnational yaoi or "boys' love" fandom. Comparisons will be made between Japanese, English, Chinese and Korean fandoms and the exchange of imagery and narratives that take place between them. The way in which these stories and images are received in different cultures as well as the (sub)cultural ends to which they are deployed will be discussed, as will the impact of the fandom on changing expectations about gender, sexual identity and sex roles in the Asia-Pacific region and beyond.

### **My Granny Googles Better than Yours: Factors Influencing Differences in How Older Americans Use the Internet for Health Communication and Information**

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Research has found older internet users are becoming increasingly savvy consumers of online health communication and information. But additional research is needed to understand the health-related internet use of this growing population. This study seeks to fill that gap by identifying demographic, computer use, health attitude, and health behavior factors that differentiate these users. Three types of users were found: power users, well-to-do, and older men. Health attitudes and behaviors differentiated health traditionalist and health technologists. Findings suggest older Americans are far from monolithic in their beliefs about and uses of the internet for health communication.

### **Exploring Relevance and Divergence: Repositioning Creativity in Online Advertising**

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Focusing on viral advertising, at times a risqué subject to begin with, our presentation focuses on how consumers use brands, and brands use consumers. Viral advertising contains much caché for brands that wish to target hard-to-reach opinion formers; similarly consumers demonstrably leverage brand and media values so as to aid in creating online personae.

This presentation peeks under the lid of this two-way process and inquires into the nature of viral creativity and identity relationships formed through the usage of online commercials. As such this presentation should be of interest to academics, informed attendees and those from the communications industries.

### **Between Playing and Praying. Exploration of Ritual Action in "Second Life"**

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How do so called Virtual Worlds like „Second Life“ influence our understanding and practice of rituals? What are the borders of „ritual“ and „play“ in a world that seem to be „just a game“? How are the processes of negotiating the ritual performances, the authority constructions of ritual agency and the understanding of ritual efficacy by the participants? These are the questions that will be subject to the paper „Between Playing and Praying. Exploration of Ritual Action in 'Second Life'“ employing modern Ritual Theory to a completely new field of Religious and Ritual action focussing on the Christian “cluster”. And thus showing that behind the “veil” of a playful virtual environment is more than just a game ...

### **Rules Online: Coordinated Management of Meaning in Chat Rooms**

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This research shows that individuals in a chat room with rules were significantly less likely to place great value on freedom of expression, more likely to have a positive attitude regarding the chat topic, and less at ease discussing the topic of the war in Iraq than those in a comparable chat room without rules. These findings suggest that, despite the emphasis in scholarship about users' perceived celebration of speech freedoms in chat rooms, users have better experiences in those chat rooms when rules are present. Such structured environments may be the key to better coordinated meaning management in online spaces.

### **MySpace.com: The Political Economy of Play**

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Over the last four years, MySpace.com has stormed into public view, bringing with it new forms of expression and new styles of play. For MySpace's users and artists, personal profile pages are at once playful expressions and

unique marketing tools. Social network sites such as MySpace are social spaces but their increasing audience size also makes them highly desirable commodities for media conglomerates. This paper provides a political economic analysis of MySpace.com and asks what work are users and musicians doing as they post their content freely on the site? What kinds of economies structure the site and its practices?

### **Should We Close The Medical Digital Divide?**

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The goal of the roundtable is to foster a theoretical, methodological and pragmatic debate questioning the Internet as a valuable mean to overcome the “medical” digital divide.

Physicians welcome highly educated proactive patients and family members, but are not exactly happy when dealing with individuals with low education, who may not have the forma mentis to handle online and offline medical information and explanations and argue that “they have read it on the Net” . The discussion will stimulate a debate to provocatively clarify whether or not the medical digital divide should be closed, its controversial effects for physicians , patients ,and family members. Furthermore, the use of interactive websites, ad hoc virtual communities, wiki and blogs, and the future of online medical education (what possible future solutions if any?) will also be discussed by internationally well-known experts and the audience, in an informal setting.

### **Technologies of Memory: Interactive Media and Holocaust Museums**

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The proliferation of web-based Holocaust pedagogy in public memory institutions may be changing the learning experience entirely. These media were introduced into many public memory institutions with great zeal in the 1990s, but some critics suggest that they may be disrupting the communal learning experience orchestrated by the spaces themselves. Computer terminals, that is, attract

individual visitors to arrest their movement through the space in order to engage their individual interests. This paper investigates a number of compelling issues that arise from the growing function of new media technologies in Holocaust education institutions, combining empirical research conducted at the museums with analyses of concerns that users' freedoms may also enable greater exposure to denial and hate sites.

#### **Machinima online**

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Machinima has been a growing phenomenon for years. To understand its appeal we have to look "under the hood". Why is machinima still the somewhat underground art form with the eternal great potential? What drives this engine? This talk will trace machinima's roots back to a shared cultural practice that lives and thrives online. It argues that online networks play a crucial role in the creation and distribution of machinima and will exemplify how the form changed over time.

#### **Interpretation of Text and Storytelling: The Story of Formula As, a Print and Web-based Community**

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While there is a wealth of research dedicated to Internet-based communities, little is known about communities that are constituted via both print and online media. This paper examines the case of Formula As – a social environment constituted around a popular Romanian print and Web based publication. Brought together by a shared interest in the exchange of naturistic remedies information and involvement in humanitarian work, among other things, the members of the Formula As "family" display high levels of solidarity and trust. Advancing a conceptual model that combines community conditions with hermeneutics and narrative approaches this paper explores the story of this unique print and Internet based community.

#### **The taming of the new: how school and home cultures influence the internet use of young people in Australia**

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Given the growing importance of the Internet in young people's lives, this paper examines the culture of their Internet use in light of regulations placed on access in the home and school in an Australian context. Findings from Being Digital in School, Home and Community, a multimethod research project, funded by the Australian Research Council, examining the role of new digital technologies in young people's everyday lives, show that learning through play using the Internet is generally less constrained in the home environment than at school.

#### **Technological change and community radio: the impact of podcasting**

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Community radio is a non-commercial 'third-sector' of radio broadcasting commonly associated with notions of access, localism, and participatory structures. Following continued and rapid expansion of the sector since the 1970s, the advent of digital technologies (including terrestrial digital broadcasting and podcasting) provides both opportunities and challenges. This paper examines the adoption of podcasting by community radio stations, and considers the implications for the future operation of community radio and the role played by the sector.

#### **Playful Mediations of Biovalue: Social Networking, Advertising and Attention**

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This paper provides an overview of biovalue as an analytical concept and details a series of case studies which focus on the cultural mediation of biovalue through social networking sites, including blogs and selected YouTube



clips, which play off the conventions of fact and fiction. It concludes with the argument that these playful mediations of biovalue require as careful attention as those mediations sponsored by the National Institutes for Health in questioning contemporary (bio)values in a time of globalised (bio)mediation (Thacker, 2004, 2005).

### **Gaymer Communities: play and resistance in online worlds**

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This paper explores the emerging online subculture(s) of gay gamers within the context of heteronormative gaming culture. A virtual ethnographic analysis of these online communities reveals a range of player groups from apolitical chat forums to active protest communities. The Gaymer movement illustrates the potential for the Internet to function as an empowering medium, enabling resistant subcultures to form and maintain networks supporting their identity politics. This movement also reveals the potential for play, often framed as a non-productive, separate space removed from the real world and its consequences, to be used in a productive and political way.

### **The Production, Construction and Use of a Civic Website: The Case of Reklamsabotage.org**

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The paper presents results from a study, in which the producers of as well as the content and the users of reklamsabotage.org – a small, Swedish equivalence to adbusters.org – comprise the object of study. What kind of knowledge of the internet's civic potential can be brought from such an approach?

### **The Rhythm Of Everyday Life: A Preliminary Study on the Impact of Illegal Music Downloading (The case of Macau)**

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Illegal music downloading has been a sensitive issue for these recent years. However, whether this unethical behaviour be legally constitute into law is still an unsettled, yet

controversial issue. Many academic studies have shown that the majority of illegal music downloaders are seen to be men than women, as most women are perceived to behave negatively towards new technology. However, this study in Macau reveals interesting insights into the ways and intentions of women's illegal music downloading, and their strong desire and reliance which even affects their routine lives. Aside from reflecting how Chinese educated adult women (with Macau as an example) see technology, this paper also attempts to explain this hotly debated topic in a very different, yet positive manner.

### **Second Life, liberty & the pursuit of money: A political economy case study of a digital second world**

*Paradis, Tamara.* York University; [tparadis@yorku.ca](mailto:tparadis@yorku.ca)

What is the business that is the Second Life world? Using a blended political economy and cultural studies approach and informed by game studies literature, this paper explores and analyzes Linden Lab's business model. By arguing that Linden Lab is a media company that uses its members and players as an audience commodity, this paper questions the media hype surrounding Linden Lab's supposedly groundbreaking business model. Instead, it argues that Second Life is just another manifestation of existing tendencies and modes of traditional capitalism.

### **A Study on the Online Community Activity and Generalized Tolerance**

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The purpose of this study was to find out what attributes of the online community influence to membership and the intimacy, and explore the causality between online community activity and generalized tolerance.

This research has found that the people voluntarily participated their online community are likely to consider their online community members as friends and strengthen their intention of participation, and the off-line contact affects to the intimacy of online community members, and having opportunity to join the off-line contacts, people voluntarily participated heterogeneous online community have high level of tolerant attitude toward generalized other.

### **Factors Associated with Addiction to Online Games among University Students in South Korea**

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This paper examines factors associated with addiction to online games among university students in South Korea. The main factors examined include game genre, interest and expertise in the game, the number of games played, the amount of time spent playing, frequency of game sessions, and shyness. The data come from a survey conducted in June 2006 using a self-administered questionnaire with a sample of 174 students in two universities in Korea. Some of the findings from the preliminary analysis suggest that one of the important predictors for online game addiction is the player's interest in the interaction with other players.

### **Local Players in a Global Game: an Oral History of the Internet in Western Australia**

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In this paper I outline my ongoing research on the social history of the Internet in Western Australia, focusing particularly on the stories of the early developers and users of Internet services within this local context. There has been scant reflection on the early history of the Internet in Australia and few local histories of the Internet globally, although this is changing as new scholars take up the challenge. This paper seeks to add to the small, but growing collection of works in this area, and in particular highlight the importance and potential of oral histories as a means of presenting these stories.

### **Making Things Worse for Your Favorite Team?: Writing About Collegiate Sports Online**

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In the past ten years, fans of nearly every major college sports team have taken their passions online, many of them participating in lively message boards where they read and write about their favorite teams. This boom in writing and reading about their favorite college teams on publicly-available message boards has forced fans to grapple with their unusual relationship with the object of their fandom, given that they can arguably effect their favorite team's "recruiting" for the services of players.

This presentation shows fans writing and arguing about questions such as (1) how much power of their written communication has, (2) what degree of freedom of expression the message-board community should allow its members, and (3) what kind of discourse someone who is a "true fan" should engage in. Rather than an artificial rhetorical situation or a low-stakes context for written expression, these sports message boards are places where many in the writing public, take seriously writing and reading and its potential impacts.

### **Fanips: Fan Manipulations of the Visual**

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With the increasing capacity of the tools and competencies of the online fan, there has been a corresponding rise in fan works focusing on visual texts (such as images, fanvids, and fan films). Drawing on ideas of interpretive communities, this paper seeks to explore the motivations and effects of fans appropriating and reworking visual texts. To do this, this paper will focus on a particular group of fan image manipulations that crossover two or more visual texts in ways which challenge and subvert readings of the source material.

### **"Communicative community" model of online social groups**

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This presentation intends to be theoretically and empirically informative. Some criticism of the »networked individualism« paradigm and corresponding realities of social networking technology will be put forward. As a response, a »communicative community« model of online social groups will be presented and conceptualized. Empirical validity of this model will be assessed and also some other interesting results will be presented on a sample of approximately 4000 users of more than 60 slovenian web forums. And, lastly you don't see a slovenian every day. :)

### **Feudalizing the Internet: Enclosures and Erasures from Digital Rights Management to the Digital Divide**

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As new media production and social networking capabilities flourish within the so-called Web 2.0 to empower users and transform politics and everyday life, less visible structural changes threaten to foreclose the Internet's democratic possibilities. If recent negative trends continue, we argue, the Internet might become, in effect, a feudalized space—one that limits democratic potential while enriching a relative handful of corporate interests. By cataloguing current threats to a democratic Internet and closely examining the linkages between intersecting policy battles, this paper illuminates both what is at stake and what policy provisions should be implemented to prevent the feudalizing of the Internet.

### **Conversational fluids in cyberspace: Talking about play, work and relationships through different media in a digital photography community**

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Conversation Analysis traditionally focus on turn taking and conversational coherence. But how can talk develop in

digital media where several people discuss simultaneously various topics in one single window, responses are not close to the turns they reply to and the process continues over large periods of time and asynchronously? With the increasing quantity of digital media, many conversations are not restricted to one medium. Interactants may discuss one topic though different communication channels, even simultaneously. This paper intends to investigate these "conversational fluids". The results are based on a focus group conducted with the participants of a photography community.

### **KRFTWRK - Global Human Electricity**

*Prohaska, Rainer.* ; [prohaska@grundvier.com](mailto:prohaska@grundvier.com)

"KRFTWRK" = German word Kraftwerk (translated: "power plant"). The idea of "KRFTWRK" is to gain electric energy by muscle-power of human beings. "KRFTWRK" is a social-political statement and an ironic comment on current problems of humans in the USA and other industrial states. Such problems are waste of electricity, overweight and lack of fitness. The project wants to create a consciousness towards these topics with artistic measures in the fields of architecture, installation, net art and fine art. "KRFTWRK" consists of an artistic part in real space, a part happening in both spaces (virtually and real), and a virtual part.

### **Knowledge Network analysis in Wikipedia: Nodes as opinion leaders**

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This paper study Wikipedia as a case study for a better understanding of the opinion leader's mechanisms in a virtual knowledge building community. We present a triangulation of methodological tools: (a) A mapping of the Wikipedia social network, based on crawling and modeling its database. This will allow us a better understanding of information flows and identify 'stars' (Nodes) in Wikipedia community. (b) A content analysis of Wikipedias' pages will help us characterize the activity of the leading participants.

(c) A questionnaire will allow us to understand the social aspects existing among the participants towards their opinion leaders.

**Fields of Play: Locating internet scholars as ‘players’ amongst other narratives of academic careers**

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Life-necessities, opportunities and serendipities taken together evoke a ‘field of play’ for new academics as they consider careers in internet scholarship (Rall 2006). This presentation considers four pathways to internet scholarship in contrast to other types of academic narratives. The academic biographical narrative becomes a venue well suited to ‘messing about’ – and it is this type of exploration that is required for the future of internet scholarship.

**Communities in Social Networks: A Case Study of Brazilian Fotologs**

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This paper presents a proposal of typology for virtual communities in Brazilian Fotologs. It is based on a field study of more than 5000 Fotologs and the structure and dynamics of its social networks. The work also presents a way to discuss virtual communities as a type of social network, based on social interaction and social capital.

**The democratic process and the democratic medium: The role of the Internet in initiative and referendum elections**

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The Internet has been heralded as a medium to transform democracy by giving citizens unprecedented opportunities to find and produce information. Considerable research has investigated the use of the Internet in various political situations – mostly involving candidates and elected officials. But the twenty-first century is likely to see the continued growth in the use of direct democracy – initiatives and

referendums. This paper explores the use of the Internet in direct democratic situations: how voters find, use and produce information to deliberate on public issues, and raises questions about technology's role in the evolution of democracy.

**‘Richard & Judy’s Book Club’ and ‘Canada Reads’: Readers, Books and Cultural Programming in a Digital Era**

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The presentation builds on scholarly interest in ‘The Oprah Effect’ to critique both UK (Richard & Judy’s Book Club) and Canadian (Canada Reads) broadcast book programming by evaluating the construction and negotiation of symbolic meanings of reading in a mediated culture. We question the role the Internet plays in the possibilities for reader participation at the local, national and international levels and interrogate the production of televised and radio broadcast book programming to demonstrate how mass reading events employ multiple media and engage in celebrity and game or competition culture while privileging the printed text.

**Creativity as criticality, and the online pursuit of global justice: Radical pedagogy at play**

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Activist websites are deliberate with an intended audience and purpose in mind. The content on activist websites is neither coincidental nor decorative. The focus here is on the conscientious blurring and blending of the capricious and the conventional frequently encountered on activist websites as a means for personal reflection, educative expression, raising public awareness, and/or building popular consciousness. By interrogating the interaction of the whimsical and predictable visibly ‘at play’ on activist websites this study seeks to shed light on some of the invisible libratory and radical pedagogies also ‘at play’ on activist websites that may now come into view.

**Deconstructing “Digital Literacy” in a Constructionist Computer Club for Kids: A Design-Based Research Study on the Interplay of Motivation, Interest, Inquiry, Construction and Digital Skills**

*Reynolds, Rebecca.* Syracuse University; [rbreynol@syr.edu](mailto:rbreynol@syr.edu)

Given the rapid expansion of children’s technology access and use, and technology’s application as a powerful tool for learning, children’s digital literacy development is an under-investigated program of research. This design-based research study investigates development of digital literacy across time in three young case study participants within a group of fourteen fourth, fifth and sixth-graders in a weekly, 2-hour volunteer after-school computer club, using developmental video case files as a data source. Factors addressed include technologies used by children, simulation activities engaged in, and Constructionist principles applied to facilitate participants’ motivation, interest in technology, and interest in a subject of their own choosing. The study investigates the interplays among these factors and various digital literacy and learning outcomes.

**Ludic, Social, Civic: Sorting virtual worlds for policy makers**

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Splitting virtual worlds into Ludic, Social and Civil the paper outlines key differences between each type of virtual world in order to provide a rudimentary conceptual tool that to help avoid one-size fits all judgments in public policy debate. Issues such as online identity are examined in order to illustrate key differences between types of virtual world. The concept of a Civic world is presented in order to clearly delineate between current virtual worlds and common assumptions about the mirroring of physical world policy inside virtual spaces and to identify where such a strategy may be relevant.

**The Librarian and Professor as Learners: Doing Participant Observation in Second Life**

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Brave or naive, but aware of the research, teaching and play potential, these neophyte Second Lifers plunged into teaching part of an employee communication course in world during the winter term, 2007. Using the analytical tools of observational protocols, and discourse analysis of rhetorical accounts found in student and teacher reaction logs, discussion transcripts and focus group interviews, the librarian and the professor had to situate themselves among the learners to explore power dynamics, cultural capital and competencies, and meaning making in a Second Life classroom.

**Putting Your Heart On[the]line: Why People Go Online Looking for Love**

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Would you go online to find your husband/wife or significant other? This paper reviews the existing research as to why and where people go online to find a romantic partner. It sets up a future study where actual couples and singles will be interviewed about their thoughts regarding the perceived benefits and/or risks of online dating.

**The Internet and civic engagement: How online news, political messaging and blog use matter for participation**

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This study measures Internet access in Colombia as well as the characteristic of users versus non users. We explore Internet uses and finally we relate certain use patterns (political messaging, online news consumption and political blog use) with civic and political participation in the offline realm. Overall, this paper provides evidence that online surveillance media use, online political messaging and blog use matter for offline civic and political engagement, and most importantly that in the context of a society in crisis these online practices may constitute an alternative venue that result in increased political participation.



### **Play with reality – a consequence upon information technology**

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It can be demonstrated that all of these ontological specificities on and of the Internet come from the use of information technologies. In this way the familiar playful characteristics of the regular activity on the Internet is also an unavoidable consequence upon use of information technologies. Moreover, the Internet itself is a sphere of a specific reality, a realm of the "homo ludens".

### **Trust and participation in Usenet health support communities**

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Despite the importance of trust in group environments, there is limited research examining the relationship of trust conditions to participation in online communities. Most studies that address online trust have been developed in the context of e-commerce. Trust is situational and more important in situations characterized by risk and interdependence. This paper describes a study that explored trust antecedents and participation in two Usenet health support communities. Although Usenet is not as prominent a space for online community development as it once was, its free-wheeling aggressive culture provides a context where the study of trust has salience.

### **Scholarly Web Archiving as a Research Method and Tool for Internet Researchers**

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As the Web has become a widely studied object of research, scholarly Web archiving has emerged as a Web-based form of inquiry enabling developmental and retrospective analyses of many kinds of online phenomena. In this paper, we analyze the current and potential uses of Web archiving as a tool for Internet researchers, specify the processes associated with scholarly Web archiving, and

address the associated technical, methodological and ethical challenges. We conclude with an examination of current Web archiving systems and opportunities available to Internet researchers.

### **Playing with Personal(ter)ities: The Importance of Profiling Play in Online Dating**

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Online dating is among the fastest growing technologically-mediated ways to meet, date, and marry in contemporary society. According to the Pew Internet and American Life Project, some thirty million Americans know someone who is in a long-term relationship or marriage that resulted from this "new" form of dating. My research focuses on the Canadian context, and more specifically, how young professionals in Vancouver pursue online dating as an aspect of their "always already" technologically-mediated lives. I explore the multifarious practices of my thirty research participants, and isolate one practice which I call "profiling play." Profiling play is here understood as one of the practices that online daters employ in order to grapple with the "best" ways to represent themselves with the sometimes-limited offerings regarding ways of "being" in their profile construction and in the world more generally. I understand this form of identity negotiation to be integral to the everyday practice of online dating and telling of the subjective identity formations that result from this amalgam of offline and online experiences in the daily lives of these individuals.

### **Literary sleuths online: e-research collaboration on the Pynchon Wiki**

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Wikis are rapidly becoming an important tool for online collaboration. This paper examines the Wiki devoted to Thomas Pynchon's 1086 page long novel 'Against the Day'(2006). Pynchon is one of America's most important post-war authors, but his novels are filled with references

to obscure topics. Several annotations to his previous novels have appeared in book form. This paper compares the Wiki for the novel with the book annotations in terms of depth and 'quality' of coverage (as with the debates comparing Wikipedia with Encyclopedia Britannica). The paper focuses, however, on the motivations of contributors and their evolving mechanisms of collaboration.

### **Internet Studies and e-Science: New Tools and Concepts for Research**

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This roundtable explores the intersection between Internet studies and e-Science; a dozen leading researchers active in both fields will address questions like:

- What conceptual perspectives guide investigations of the Internet and e-Science; how do these differ between disciplines and between approaches to scholarship?
- What methodologies and research techniques are appropriate for the study of the Internet and e-Science: Qualitative or quantitative; case study; surveys; usability and design Studies?
- What differences are there between the humanities, social sciences and natural science disciplines in the study of Internet phenomena and e-Science; what might these disciplinary cultures learn from each other?

### **"Suicide Machine" Seekers: Playing Suicidal Identity Online**

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Cyberspace sprouts myriads of socially-concealed discussions such as suicide or self-injury (SI). Despite a privileged view of online self-destructive (SD) discourses as harmful "agitators," this paper describes what types of SD information are actually available on the Net. Focusing on the burgeoning online self-narratives, the typology developed in this paper distinguishes monological and dialogical SD discourses and explores the implications of acting-out of vulnerability by the writers themselves. In so doing, Net

group suicides that have occurred in Japan since 2003 are analyzed as an example in which egoistic acting-out encouraged individuals to take lethal actions while interactions were essentially neglected.

### **Government Policy Towards Open Standards: A Case Study on the Massachusetts Policy**

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Massachusetts is a leader in open standards. In 2004 Massachusetts announced it would switch over its public electronic documents to an open standard format. Our case study examines the struggles, controversies, and successes of the Massachusetts policy. It is an epic tale and one that is casually known to most internet policy scholars. Our case study not only details the development of the policy, but also links it to a larger literature around regulation and the adoption of technologies by government. The result is a set of lessons for all governments that are considering policies that encourage or favor open standards.

### **The curious incident of the people at the mall: How flashmobs came to be banned in India**

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Most of us live our lives as cyborgs, straddling the 'online' and 'offline' worlds, blurring the boundaries between the two by constantly reproducing the way in which we navigate through and make meaning of our selves and the spaces that we occupy. However, cyberspatial aesthetics, when they get translated into physical practices, often enter into realms of criminality and illegality. In telling the story of flashmobs in India, this session hopes to explore the processes and conditions by which we get re-created as potentially illegal subjects - criminals, as the globalised nation states engage with these new digital technologies.

**Did you get the one about Bill Gates in heaven?  
Computers and the Internet in online humor**

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The paper provides a first overview and typology of topics, formats, and targets of online humor about computers and the Internet. A combined quantitative-qualitative analysis of 300 online verbal and visual comic texts yielded a three-category typology: humor on computer-based technologies and their (frustrating) attributes; humor about Internet (mis)users; and humor dealing with “compupeople” – metaphoric and physical comic hydrides between computers and humans. The analysis of these subsets draws on theoretical work on humor, as well as on recent scholarship on the Internet and its perceptions.

**Let's keep in touch: Managing social relationships after a residential move**

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Though social relationships are naturally stable, certain events can trigger a change in one's relational communication patterns. We focus on one such event, a residential move, and suggest that the communication patterns used to maintain old personal relationships in the prior location differ from those used to build new personal relationships in the current location. We conducted a longitudinal survey of recent movers from shortly after the residential move and again 1 and 2 years later. Using data from over 2000 relationships we explore changes in communication patterns for both pre- and post-move relationships over the course of 2 years.

**Virtual Rituals: Structural Ritualization Theory and Massive Multiplayer On-line Role-playing Games**

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Special Collective events and Rituals are important to strengthening commitment to a community. The world of MMORPGs has their own unique collective events and rituals that help build the community that players play in. A recent theoretical frame work known as “structural ritualization theory” provides a set of formal definitions for rituals that allow the impact of special events on emotional states and commitment to a group in special collective events to be measured. This presentation will present data that demonstrates how the collective events that players take part in while on-line (i.e., in MMORPGs) create an emotional intensity that builds commitment to the virtual community they play in.

**Give us back our diaries! A story on how an online community responded to a software redesign**

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By telling the story of how an online community responded to a software redesign, it is shown how a seemingly small alteration in the software environment of an online community had a great social impact on the community. The empirical case highlights the often-unpredictable social outcomes of design decisions and it is argued that the relationship between technological features and social interaction must not be overlooked when caring for the development of an online community.

**Orkut: a catalysis for the Brazilian internaut**

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This paper presents two perspectives on the success and role of Orkut, the social networking site operated by Google that is wildly popular in Brazil, in relation to the impact of the technology in the lives of the user. The first and foremost is that a significant percentage of Orkut users are relative newcomers to the Internet and that Orkut provides

a simple, immersive experience that allows users with a low level of internet literacy to gradually integrate the internet into their lives with a minimum of expertise and training. The second dominant function of Orkut in the Brazilian context is as a multiplier in the relative density of both on-line and offline social networks.

#### **Operating System Communities: Brands and Fans**

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Although for many of us the computer operating system is presented as the basic, most fundamentally mundane aspect of our computing experience. However, many computer users have developed specific ‘brand-communities’ surrounding the Apple Mac OSX and GNU/Open-Source Linux operating systems. The research aims to highlight how within these brand communities, the seemingly mundane topic of computer operating systems sparks levels of fandom often associated with sporting teams, television shows, musicians and teen idols.

#### **Accelerating Bodies: Heading For a Politics of Navigation**

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This paper is a feminist intervention in the field/s of cyber-geography, with a particular focus on navigational practices in computer games. If masculine (but not necessarily male) cyber-subjectivity typically has been about disembodiment, placelessness, and navigational control, and the feminist response typically about embodiment, groundedness, and accountability, there is an urgent need to rethink what is meant by being grounded. As important as it is to show how bodies and locations are not miraculously dissolved in gaming, it seems equally important to keep moving. One strategy is a feminist politics of navigation based on the principle of bodily acceleration.

#### **Mobile Technology and Spatial Discourses: Location-aware, Internet-enabled Mobiles as Heterotopic Interfaces**

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Location-aware, Internet-enabled mobile technologies (locative media) offer new possibilities for how users interact with each other and engage the space around them. These technologies, not yet widely used, are also primarily social technologies. This paper considers the social and spatial implications of locative media, with a primary focus on two types: digital annotation and hybrid reality games. By applying Foucault’s theory of heterotopias, the author considers how new locative media enact heterotopias in new ways. The paper elaborates on the power of locative-media-as-heterotopic-interface and how this provides users the ability to renegotiate social and spatial networks.

#### **‘Role-playing alone doesn’t make any sense’: Exploring identity and community among role-players in the Massively Multiplayer Online Game Star Wars Galaxies™.**

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This paper is based on a chapter of my PhD dissertation that focuses on identity and community as practiced and understood by role-players within the Massively Multiplayer Online Game (MMOG) Star Wars Galaxies™. My research was a virtual ethnography composed of participant observation, online interviews and textual analysis.

In this paper I will be focusing particularly on the issues relating to identity construction and how players create virtual identities for various purposes and maintain them through the practice of role-playing and dialogue with the rest of the community.

#### **Exploring and negotiating femininity: Young women’s production of style in a Swedish internet community.**

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Previous studies have pointed at the girls’ room’s importance for girls identity work, in that it has provided a space for girls to experiment with styles and roles. The “internet generation” is no different in this aspect. The difference rather lies in where the identity work is done - what used to be performed in privacy now takes place in public, online.

This paper deals with how teenage girls play with styles and roles in their personal profile sites of a Swedish internet community. The method used is qualitative content analysis of 5 strategically chosen personal profile sites.

#### **We are Legion Vancouver: City as Instrument - Myspace Play and Mixed Reality Living**

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*Newall, Amanda.* Lancaster Institute for Contemporary Arts (Lancaster University) [amanda.newall@gmail.com](mailto:amanda.newall@gmail.com)

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*Barnes, Matthew.* Private Consultant and Technologist [matthew.barnes@cogitatus.net](mailto:matthew.barnes@cogitatus.net)

We are Legion is an exciting project that seeks to experiment with and demonstrate the dynamics of contemporary mixed reality living. A central concern of our project is to engage Canadian and international audiences (via the online component) in a playful and productive response to the imbrication of virtual dimensions into real world geocultural spaces. We seek to explore what a playful approach to individual and collective identity production might result in both artistically, theoretically and importantly socio-politically.

#### **Predicting Internet Use with Opposing Theoretical Schools**

*Tang, Tang.* Ohio University; [tt923505@ohio.edu](mailto:tt923505@ohio.edu)

What predict Internet use? This study established a model to predict Internet usage by combining two opposing theoretical schools in audience research. Moreover, this study provided additional implementation of "displacement effects."

#### **The Urban Blogosphere: Gaming the Sacred Text in the New Middle Media Class**

*Tatum, Clifford.* Department of Communication, University of Washington; [clifford@u.washington.edu](mailto:clifford@u.washington.edu)

Within the confluence of urban growth, economic uncertainty, and the diffusion of web 2.0 applications there is an emerging urban blogosphere that is increasingly challeng-

ing the rules of urban development. Using the city of Seattle as a case study, and from the vantage point of participant observer, I examine the role of middle media applications, primarily blogging, in Seattle's rapid urban development. In particular I use both online and offline methods to participate in community, city government, and citizen discourse as means of data gathering.

#### **South Korean and Japanese Politicians Online: Comparing Political Cultures Through Political Websites**

*Tkach-Kawasaki, Leslie.* University of Tsukuba;

[tkach@japan.email.ne.jp](mailto:tkach@japan.email.ne.jp)

*Woo Park, Han.* YeungNam University [hanpark@ynu.ac.kr](mailto:hanpark@ynu.ac.kr)

Our investigation of South Korean and Japanese politician websites compares not only the information and communications opportunities available on politician websites but also how they are using other new-media techniques through their websites. Hyperlink structures, blogs, and the use of video clips on politician websites offer new ways for politicians to promote and sustain an ongoing relationship with the public. Our analysis reveals that while certain website features are common to all politician websites, other website content varies considerably depending on the political culture and environment.

#### **From Bronzers to Bloggers: Patterns in development of online social groups.**

*Tuszynski, Stephanie.* Theatre and Film, University of Toledo; [Stephanie.Tuszynski@utoledo.edu](mailto:Stephanie.Tuszynski@utoledo.edu)

Different online groups come together around different interests and pursuits, and they come together in very different formats. While certain common stages are starting to emerge from comparisons of the existing case studies, those groups are often similar either in purpose or in functionality. However, in June of 2006 a political convention in the US resulted in commentary that is remarkably similar to the responses of a different group in February of 1998. A comparison provides evidence that a pattern of development in online groups may be emerging which may apply far more widely than previously thought.



### **Let's Play Chess Online: Ethnographic and Qualitative Study of the International Chess Club**

*Undrahbuyan, Baasanjav.* Michigan Technological University; [bu322000@ohio.edu](mailto:bu322000@ohio.edu)

Ancient strategic games with well established offline identities like chess migrated to the Internet at its very earlier stage and have been dramatically transforming their offline identities. There are around 300 chess sites including various portals and search engines like MSN Gaming Zone, Yahoo Games and free internet chess servers. Despite the immense presence of these online chess communities, little scholarly research has been conducted studying how chess players communicate, play and work on the conduit of the Internet.

### **The Role of Search Engines in Web Navigation**

*Van Couvering, Elizabeth.* Media & Communications Department, London School of Economics; [e.j.van-couvering@lse.ac.uk](mailto:e.j.van-couvering@lse.ac.uk)

Many studies deal with navigation within individual websites, but comparatively few address online behavior holistically across a range of websites and tools. This paper synthesizes a range of empirical studies of searching and browsing behavior, drawing from three main sources of data: user tracking studies, task-based studies, and log-mining studies. In particular, the paper examines the role of search engines in web navigation. Many scholars have argued that search engine results are flawed or biased. But does this mean that the public's whole access to the Internet is somehow fundamentally compromised, or is it merely an inconvenience?

### **Authorship, Intention, and Orientations: How Bloggers and Their Readers Create Participatory Opportunity**

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The political blogosphere can be conceptualized as an interaction between the intentions of the bloggers and the orientations of their visitors. Building in this conception, we contend that the certain interactions between bloggers and readers can produce opportunities for political engagement through blog communities. Political engagement – including such sub-concepts as political discussion and political participation – has traditionally been measured by examining offline behaviors, such as face-to-face conversation, campaign volunteering, voting, etc. This study expands on this notion by looking at how bloggers and blog readers interact to create not only conventional opportunities for political engagement, but opportunities to engage in political action in online contexts as well. We further examine how those participation pathways may fuel one another.

### **Top Trumps or Trivial Pursuit? Political Engagement in Age of Web 2.0**

*Virkar, Shefali.* Oxford Internet Institute, University of Oxford; [shefali.virkar@oii.ox.ac.uk](mailto:shefali.virkar@oii.ox.ac.uk)

As a result of growing recognition amongst those who play the political game that traditional tools and processes of political engagement are not always appropriate for reaching out to the ever-increasing number of citizens who spend large parts of their lives online, web-based technologies used extensively in consumer and leisure contexts are now generating interest in political circles. This paper showcases instances of the innovative use of such technologies to involve citizens in policy processes in countries across the European Union, attempting to capture their use as technologies which can create new communities, empower citizens and reform existing power structures.

### **Presenting face on MySpace: Girls, identity and the Internet**

*Wagner, Lisa.* Ohio University; [lw345404@ohio.edu](mailto:lw345404@ohio.edu)

Social networking sites like MySpace.com and Facebook are under attack. Parents, educators, and officials are fear-

ful for their most popular users, adolescents. These adults fear that adolescents are posting too much personal information that could get into the hands of wrongful users. However, scholarly research contradicts this fear by noting that adolescents benefit in terms of identity work and experimentation on the Internet. This paper combines guided-tour conversations with adolescent girl MySpace users and textual analysis to illustrate the ways in which girls are using the Internet to play with their personal sense of identity and public presentation of self.

### **Why Academics Blog and What this Means for Scholarly Communication: A Survey of Academic Bloggers**

*Walejko, Gina.* Media Technology and Society; Northwestern University; [g-walejko@northwestern.edu](mailto:g-walejko@northwestern.edu)

Some Internet researchers have started to study blogs. Yet, a number of academics utilize this new medium as more than a topic of research inquiry, taking time out of their own schedules to maintain blogs. This paper examines why some scholars blog, uncovering its perceived benefits and drawbacks. Using a novel methodological technique, I develop a list of nearly 1500 academic bloggers. I employ a survey that uncovers the demographics, blog usage patterns, goals and scholarly output of academic bloggers. This study theorizes the motivations of academic bloggers, concluding with a discussion of blogs' significance to research publication.

### **Factors Influencing Web Interactivity in Online Political Campaigns**

*Wang, Kevin.* University of Minnesota, Twin Cities; [wangx908@umn.edu](mailto:wangx908@umn.edu)

*Lee, Hyung Min.* University of Minnesota, Twin Cities [leex2882@umn.edu](mailto:leex2882@umn.edu)

This study explores the extent to which demographic variables such as the candidate's personal attributes and the voter's characteristics may influence the level of interactivity on political campaign Web sites. Using the 2006 House election as a case study, the authors content-analyzed the level of interactivity of 167 campaign Web sites and the results are tested against a set of candidate attributes and district demographic variables. Findings suggest that can-

didate's incumbency status, party affiliation, and the district's Internet penetration rate has a significant impact on the level of Web interactivity. Data gathered by this study sheds lights on the current state of online political campaigns and also contributes to the ongoing debate over the impact of the Internet on politics.

### **Blogging PhD process: foregrounding the pedagogy**

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How do we learn to do research, to become researchers, to develop academic identities? Experience of traditional supervisor-student relationships and membership of research teams continue to be the commonest mechanisms for the development of new academics/researchers, but they are largely unexamined processes. In this paper we will examine some theoretical underpinnings of the development of academic identity and also present some data from a supervisor who uses blogs with her PhD students and from a PhD project that asks to what extent blogging can support the development of academic identity.

### **"Postcards – Postsecrets in the Digital Age"**

*Wheaton, Hilary.* University of Western Australia; [fluffylittlebunny@gmail.com](mailto:fluffylittlebunny@gmail.com)

Postsecrets of The Digital Age

### **DO YOU HAVE A SECRET TO SHARE?**

If so, I urge you to participate and become a cultural citizen of the digital world by producing your very own Postsecret. What, I hear you ask, is a Postsecret? Imagine a Postcard – transformed into the digital age – allowing you to confess your greatest sin or guiltiest pleasure without ever identifying who you are. Participate, produce, re-mediate, view, and indulge – in the creative culture that is Postsecret. Witness this transformation of a 20th Century cultural product, into the digital cultural citizen's work of art and identity, and let me be your guide.

### **You Can GET IT ON eBay: Selling Gender and Sexuality Stereotypes through the Interface**

*White, Michele.* Tulane University;  
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eBay promises that "you can get it on eBay" and that its interface fulfills all desires, delivers any object, and acknowledges numerous consumer identities while promoting stereotyped gender positions and heteronormative relationships. eBay uses the term "it" to stand in for every object and reference sexual activity. My close analysis of the site and jewelry listings and deployment of feminist media studies, critical considerations of buying, and literature on the ways gender and sexuality norms are deployed in Internet settings suggest how eBay limits what "it" means and renders normative identities and desires.

### **Personality Characteristics of Online Daters**

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This paper examines demographic and psychological variables which influence individuals' preferences for online dating as a means of finding partners. Individuals who scored high on shyness were more likely to have tried online dating and were more likely to rate online dating as a form of dating they would use in the future. Older individuals were more likely to have tried online dating and were more likely to want to use it as a method of dating in the future. In concluding, we argue that shy individuals might find it easier to 'play' at love through online dating sites.

### **"It's Complicated: Speaking like a Facebook Queen"**

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Is it ok to "poke" someone? How do you know if she REALLY likes you? Isn't it awful? – They broke up and he didn't even know it....Facebook is the new "site" of relationship culture for young adults in the United States. It is more than a place to meet someone. The language, action,

and ideology of the site is seeping into the everyday "talk" young Americans use to engage in close personal relationships. This paper reports the results of a multi-site survey revealing the connections between Facebook and relationships – detailing how Facebook "talk" authorizes relationships, establishes relationship intensity, and directs beliefs about appropriate relationship behavior.

### **Putting Your Heart On[the]line: Why People Go Online Looking for Love**

*Wolfe, Kristin.* Duquesne University Dep. of Communication; [wolfek857@duq.edu](mailto:wolfek857@duq.edu)

This paper examines the previously conducted research on online dating to set up a prospective study on why people would date online or why they would never think of doing so.

### **Reading Service Set Identifiers (SSIDs): Marking and Locating for Public and Private Wireless Spaces**

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*Clement, Andrew.* Faculty of Information Studies, University of Toronto [andrew.clement@utoronto.ca](mailto:andrew.clement@utoronto.ca)

WiFi Networks are everywhere, from the home, to the small local organization, up to city-wide projects. Even in these networks of vastly different scale, Service Set Identifiers (SSIDs) are a common feature of them all. However, in a vast sea of SSIDs, also known as network names, it can be difficult to navigate your way through as a user, or stake your claim or signal your intentions as an owner or provider. Our paper will examine empirical data on SSID use in North America in order to understand how SSIDs are used to mark public and private space.

**A Cross-Cultural Study of Consumer Adoption of Massively Multiplayer Online Role-playing Games (MMORPG) in U.S. and Taiwan**

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This study explores cultural factors leading to the adoption of Massively Multiplayer Online Role-playing Games (MMORPG) in among players in the U.S. and Taiwan.

**"I Like to Know the Person Who is Going to Kill Me": Groups, Gatherings and Gaming**

*Young, Bryan-Mitchell*. Indiana University, Department of communication and Culture; [bryyoung@indiana.edu](mailto:bryyoung@indiana.edu)

This paper will take an ethnographic look at this group of videogame players and examine the ways in which this group has used technology to create a community. This combination of online and offline communities not only offers an alternative vision of computer-mediated communities but also defies the stereotype of videogame players as anti-social loners. This group uses computers to create an embodied social community that does not fit the stereotype of gamers and is not easily categorized. What is community? How is it organized? Are online and offline fundamentally different? These are questions this paper will explore.

**Text Messaging via Interactive Television: Gender, Abbreviation, and Expression**

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*Herring, Susan*. School of Library and Information Science, Indiana University, Bloomington [herring@indiana.edu](mailto:herring@indiana.edu)

This study investigates the convergence of two media in Italy: SMS (Short Message Service) and interactive television (iTV). Previous research has characterized computer-mediated communication, including SMS, as a universal phenomenon conditioned by the constraints of CMC media (e.g., Crystal, 2001). Preliminary results reveal gender differences in Italian iTV SMS. Females abbreviate more, suggesting a strategy of economy. In contrast, while males use

many shortenings, they also lengthen their messages. These findings indicate that writing peculiarities in Italian iTV SMS are not strictly determined by constraints on the medium, but rather are used strategically in gendered ways.

**Digital Games: Cultural Globalization and Chinese Gaming**

*Zhou, Quan*. <http://www.uwtc.washington.edu>;  
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This study addresses the Chinese game play under the climate of cultural globalization. The paper analyzes what digital games bring to China, especially young Chinese players, how does Chinese government and players respond, and the connection between game play and societal dimensions. Buying and playing digital games is not the same as shopping at Wal-Mart. The study advocates that digital games are cultural carriers, political medium, and economic mirrors. It demonstrates the uniqueness of Chinese gaming as a combined effect of its own society and the imported globalization.

# Panels - Sorted by Title

## **Before and After the Internet: Playing with Analogues, Parallels, and Convergences**

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*Monberg, John.* Department of Writing, Rhetoric and American Cultures, Michigan State University  
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*Cornish, Sabryna.* Department of Communication, Northern Illinois University [sabrynac@uic.edu](mailto:sabrynac@uic.edu)

In the late 19th century, the phonograph became the first electrical media technology to cross the divide between public space and the domestic sphere. The entrance of the phonograph into the late Victorian home was highly negotiated. Strikingly similar discourses accompanied the personal computer as it moved into domestic space during the last three decades of the 20th century. This paper interrogates the significance of the popular discursive similarities between these two communication technologies.

*"It Can Sing Like Caruso... And Calculate Like Einstein": Domesticating New Media Technologies*  
*Holly Kruse*

*Questioning the History of Containerization, Questioning the Future of RFID*  
*John Monberg*

*Is the Internet God? Playing with the convergence of technology*  
*Sabryna Cornish*

## **Behind the scenes: methods for studying genres, content and structure of blogs**

*Kouper, Inna.* School of Library and Information Science, Indiana University; [inkouper@indiana.edu](mailto:inkouper@indiana.edu)

*Scheidt, Lois Ann.* School of Library and Information Science, Indiana University [lscheidt@indiana.edu](mailto:lscheidt@indiana.edu)

Developing methodologies for studying blogs is a thorny process. Incorporating the multimedia nature of blogs, becoming a participant observer of blogs and evaluating the benefits and weaknesses of quantitative or qualitative re-

search are among the questions that need to be addressed. This panel will address these and other questions in attempt to generate a discussion about challenges of using particular methods in blog research. The focus of the panel is blog as text, image, network and practice. In their presentations panelists will cover such methods as ethnography, discourse analysis, social network analysis and content analysis.

*Ethnography as a method for blog studies*  
*Inna Kouper*

*Blogging as a Discursive Practice*  
*Lewis Goodings*  
*Department of Human Sciences, Loughborough University, UK*

*Methodological Considerations When Studying Weblogs Via Social Networks*  
*Elijah Wright, Indiana University Bloomington*

*Researching photoblogs: The challenge of working with visual data*

*Eric T. Meyer, Noriko Hara and Howard Rosenbaum*  
*School of Library and Information Science, Indiana University, Bloomington*

## **Copyright in the 21st Century: The Consequences of Techno-Cultural Strategies for Regulating the Consumer**

*Postigo, Hector.* University of Utah Department of Communication; [hector.postigo@gmail.com](mailto:hector.postigo@gmail.com)

*Eschenfelder, Kristin.* School of Library & Information Studies, University of Wisconsin – Madison  
[eschenfelder@wisc.edu](mailto:eschenfelder@wisc.edu)

*Burk, Dan.* University of Minnesota Law School  
[burkx006@umn.edu](mailto:burkx006@umn.edu)

*Gillespie, Tarleton.* Cornell University Department of Communication [tlg28@cornell.edu](mailto:tlg28@cornell.edu)

This panel investigates strategies currently used by intellectual property owners to enforce and protect their works in a digital environment. The past 15 years have seen a



surge in the implementation of technological systems to control access to and use of works coupled with increased public education programs to discourage certain uses of works. This strategy may have profound consequences for cultural consumption: reconfiguring what it means to be a consumer in modern societies, impacting core principles in intellectual property law (such as liability for infringement), affecting scholarly use of content, and inciting a social movement to counter the perceived incursions on fair use and consumer rights.

*Use Restrictions Present in Licensed Scholarly Resources*  
Kristin Eschenfelder

*Learning to Consume New Media: Presumptions about media, technology, and participation in industry-sponsored anti-piracy campaigns*  
Tarleton Gillespie

*Constructing Resistance in the Digital Rights Movements: Frame capture and politicizing participatory culture*  
Hector Postigo

### **Critical Perspectives on Web 2.0: Surveillance, Discipline, Labor**

Zimmer, Michael. Information Society Project - Yale;  
[michael.zimmer@nyu.edu](mailto:michael.zimmer@nyu.edu)

Anders Albrechtslund (Aalborg University)

Michael Zimmer (Information Society Project - Yale)

Bilge Yesil (Sabanci University)

Søren Mørk Petersen (IT University of Copenhagen)

Kylie Jarrett (University of South Australia)

Respondent: David Silver (University of San Francisco)

Web 2.0 represents a (playful) blurring of the boundaries between Web users and producers, consumption and participation, authority and amateurism, play and work, data and the network, reality and virtuality. Websites such as Flickr, Wikipedia, del.icio.us, MySpace, and YouTube are all part of this second-generation Internet phenomenon. While Web 2.0 infrastructures have been eagerly adopted as sites of re-democratization, empowerment, and open content, this panel will provide much-needed critical perspectives of Web 2.0, exploring the surveillance, disciplinary, and labor implications of emerging Web 2.0 infrastructures from a

variety of disciplinary and geographic perspectives.

*Surveillance as social play*  
Anders Albrechtslund

*Search 2.0: Web 2.0, personal information flows, and the drive for the perfect search engine*  
Michael Zimmer

*Captured on camera phones, circulated on websites: Exploring new modes of visual documentation*  
Bilge Yesil

*Loser driven Innovation: Lessons from history*  
Søren Mørk Petersen

*Interactivity is evil! A critical investigation of participatory media*  
Kylie Jarrett

### **Disaggregating the Infospace: Understanding Web Formats**

Elmer, Greg. Ryerson University, Communication and Culture; [gelmer@ryerson.ca](mailto:gelmer@ryerson.ca)

The papers on this panel argue that critical internet scholarship and research requires disaggregating the content, language, and code from the internet's many platforms. Moreover, disaggregation takes aim at the powerful techniques and technologies that continue to portalize – and subsequently rank, or otherwise discriminate – content and services on the net. Disaggregation is, in part, a strategy for reverse engineering the internet, in large part because the means by which the internet is structured and formatted for lay users (through various interfaces, search engines, operating systems, and platforms) is dominated by proprietorial (corporate) or secret (governmental) algorithms. Such patronizing forms of censorship, preferred placement, and one stop info-shopping portalization, all skew – or increasingly enclose – political, creative, and subversive forms of internet networking and communication. These papers, conversely, strip away the foundations of the net – the interfaces, platforms, and opera.

*The Power of Mapping in the Construction of Publics*  
Zach Devereaux and Peter Ryan (Ryerson University)

*Mixed Semiotics and the Case of Amazon.com*  
Ganaele Langlois (York University):

*YouTube and Canada in Afghanistan.*  
Fenwick McKelvey (Ryerson University)

*Comparing poverty coverage on web-based news sites to print coverage*  
Joanna Redden (Ryerson University)

### **Game Studies: Technology/Code/Culture**

Van Buren, Cassandra. Communication, Univ. of Utah;  
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Massie, Keith. University of Utah, Dept of Communication  
[massiekr@yahoo.com](mailto:massiekr@yahoo.com)

O'Donnell, Casey. Rensselaer Polytechnic Institute  
[caseyodonnell@gmail.com](mailto:caseyodonnell@gmail.com)

Postigo, Hector. University of Utah Department of Communication  
[H.R.Postigo@utah.edu](mailto:H.R.Postigo@utah.edu)

This panel addresses research questions in current game studies pertaining to game technologies, code, and culture. Topics include Microsoft as a market force shaping the release and adoption of the Nintendo Wii; an investigation combining rhetoric, phenomenology, and quantitative methods to question how the EverQuest gamespace shapes identity/world construction; fan-developer interactions and the ways in which configurations of ownership interfere with the creative growth of game industries; how World of Warcraft players enact complex systems of norms, stratification, and control through technological productions; and an analysis of MMO machinima as post-human cultural practice.

*Race, Sex, and a Perpetually (Re)constructing World: EverQuest and Representation*  
Keith Massie

*The Wii-volution will not be Televised: The XNA-cution of a Business Model*  
Casey O'Donnell

*Video Game Appropriation through Modifications: Attitudes Concerning Intellectual Property among Fans and Modders.*

Hector Postigo

*Devices of Our Own Making: Control, Structure, and Law from the Bottom Up*

T.L. Taylor

*I am the camera: MMO machinima, posthuman agency, and textures of emergent culture*

Cassandra Van Buren

### **How We Got to Where We're Going: New Technology in Historical Perspective**

Brewin, Mark. Faculty of Communication, The University of Tulsa; [mark-brewin@utulsa.edu](mailto:mark-brewin@utulsa.edu)

The panel's goal is to use the history of communication technologies to help think through more recent technological changes in communication media. We intend to do this by taking an instance of a relatively recent technology—personal computer, computerized voting, blogs, webcasting—and either making a comparison to, or developing a historical evolution from, an earlier form—type-writer, mechanical voting machines, federalist political sheets, radio d.j.s. By viewing the modern form in light of the historical technology or practice, we hope to provide a critical perspective on what these recent changes have meant, or will mean, for our lives.

*"Webcasting's Impact on the Role of the Radio Disk Jockey: An Institutional Analysis"*  
David Park, Lake Forest College

*"Performing Democracy across Time and Space: Internet Voting and the History of Machine-assisted Polling in the United States"*  
Jennifer Ruth Horner, The Annenberg School for Communication, University of Pennsylvania

*"Freeing the World From Pen-Slavery: The Typewriter as New Office Technology"*  
Joli Jensen, The University of Tulsa

*"Battling for the soul of the Republic: journalistic parallels between the federalist party press and bloggers"*

Mark Brewin

#### **Internet and the cultures of sexuality**

Paasonen, Susanna. Digital Culture, University of Jyväskylä; [susanna.paasonen@campus.jyu.fi](mailto:susanna.paasonen@campus.jyu.fi)

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Mowlabocus, Sharif. Media and Film, University of Sussex [sjm23@sussex.ac.uk](mailto:sjm23@sussex.ac.uk)

Senft , Theresa M. Senft . Media Studies, University of East London, UK [t.senft@uel.ac.uk](mailto:t.senft@uel.ac.uk)

This panel on cultures of sexuality presents four case studies investigating cybersex experiences, queer performativity, teen girls and sexual displays, and the notion of media specificity in studies of online porn. Rather than focusing either on the transgressive potential or novelty of such practices, or on their predictable or repetitive features, the presenters analyze sexual discourses and practices in context, accounting for both continuities and transformations in online technologies and user cultures.

*Playing in Fantasyland"? Cybersex, Gender and Play*  
Feona Attwood

*Meet, Beat and Retreat: Queer Politics and the Performance of Masculinity in the Cyber-Cottage*  
Sharif Mowlabocus

*Mapping the Lolita economy: Young women, commerce and sexual expression on the Web*  
Theresa M. Senft

*Netporn, media specificity and the problem of the mainstream*  
Susanna Paaosnen

#### **Internet Regulation: Comparative U.S. and Canadian Approaches**

Howard, Philip. Communication, University of Washington; [pnhoward@u.washington.edu](mailto:pnhoward@u.washington.edu)

This panel will consider the differing political economic and social-cultural contexts in which internet regulation in the U.S. and Canada has been designed, developed, and diffused in the last decade. To illustrate these differences, panelists will consider a wide range of recent issues in internet regulation, including access (measures of the digital divide and broadband deployment); network neutrality; community and municipal Wifi; robots.txt files, an internet standard developed in parallel with the deployment of the first automated search engine indexing robots,; and digital identity constructions employing biometric and encryption techniques for handling authentication across physical and digital media.

*Closing the Digital Divide in the US and Canada, 1995-2005*

Dr. Philip N. Howard

*Robots.txt: The Politics of Search Engine Exclusion*

Greg Elmer

Director, Infoscape Research Lab  
Ryerson University

*Alternative Infrastructure*

Christian Sandvig

Assistant Professor, Speech Communication  
University of Illinois at Urbana-Champaign

*Managing One's Identity On- and Off-line*

Andrew Clement

University of Toronto  
Faculty of Information Studies

#### **Learning and Play in Virtual Environments: Interdisciplinary Perspectives part 1**

Hunsinger, Jeremy. : [jhuns@vt.edu](mailto:jhuns@vt.edu)

This is the first panel of two dealing with the topic of Learning and Play in Virtual Environments. The panels center on questions of learning, pedagogy and construction in virtual

environments. They deal broadly with issues of alternatives to the normal systems of cultural reproduction of class, society, and subcultures. The work represented in these papers deals with wikis, second life, and in general terms all deal with the ideas surrounding constructivist interventions in the production of learning environments in the world and the relations and construction of learners to their environments.

*Constituting Digital Institutions for Learning: A Comparative Study of Information Institutionalization in Second Life*  
Jeremy Hunsinger

*Ritual Learning and Playful MUVES*  
Ken Hillis

*Playing Mash-Up: Open Access Children's Music for Early Learning Environments at Songchild.org*  
Dr. Jason Nolan, School of Early Childhood Education, Ryerson University  
Danny Bakan, School of Early Childhood Education, Ryerson University

*Creating Transitional Spaces in Virtual Places: Learning in Second Life*  
Joe Sanchez

**Learning and Play in Virtual Environments: Interdisciplinary Perspectives part 2**  
Halavais, Alexander

This is the second panel of two dealing with the topic of Learning and Play in Virtual Environments. The panels center on questions of information organization, learning, pedagogy and construction in virtual environments. They deal broadly with issues of alternatives to the normal systems of cultural reproduction of class, society, and subcultures. The work represented in these papers deals with second life, and in general terms all deal with the ideas surrounding constructivist interventions in the production of learning environments in the world and the relations and construction of learners to their environments.

Learning to find: Second Life as an environment for social, geographical, and keyword-based search and discovery

Alexander Halavais

*Learning to Play and Playing to Learn: Deconstructing Avatar-Designer's Activities in Second Life's Virtual Sandboxes*  
Shaowen Bardzell

*"Let's Play School!": The Value of Ludic Role Shifting in Second Life Education*  
Sarah "Intellagirl" Robbins

*Modding the Metaverse; The Pedagogy of Participation*  
Tracy Kennedy, Joanna Robinson, & Gerry Sinclair

**Mediating Play: Perspectives on Playful Language in Online Discourse**

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Iorio, Josh. Department of Linguistics, University of Texas at Austin [joshiorio@mail.utexas.edu](mailto:joshiorio@mail.utexas.edu)

Lou, Jia Jackie. Department of Linguistics, Georgetown University [jl297@georgetown.edu](mailto:jl297@georgetown.edu)

Markman, Kris M.. Department of Communication, University of Memphis [krism@alumni.utexas.net](mailto:krism@alumni.utexas.net)

Oshima, Sae. Department of Communication Studies, University of Texas at Austin [saeoshima@mail.utexas.edu](mailto:saeoshima@mail.utexas.edu)

The internet has often been hailed as a new and different space for language use. Language's relation to play is two-fold: play is mediated by language and facilitated by discourse; play also mediates language use, where perceptions of playfulness or seriousness influence discourse. Moreover, what may seem like "playful" language may be interpreted with great seriousness, and what are otherwise serious situations may be injected with playfulness via linguistic means. This panel explores a range of languages and linguistic cues, playful and serious environments, pragmatic functions, and social evaluations, in order to rethink how linguistic creativity functions online.

*Keeping in touch through metadiscourse: Bilingual Bengalis' 'scraps' on Orkut*  
Anupam Das, Indiana University, Bloomington

*The serious side of play: Language attitudes in an online role-playing game*

Josh Iorio

*Pragmatic play? Some possible functions of English emoticons and Japanese kaomoji in computer-mediated discourse*

Kris M. Markman

Sae Oshima

*The multiple layers of playfulness of an English morpheme in online Chinese text*

Jia Jackie Lou

*On Netspeak's destruction of English: Locating language ideologies in online discourse*

Lauren Squires

### **Player Culture and Gameplay Expectations: Shifting Norms and Expectations**

Consalvo, Mia. School of Telecommunications/Ohio University; [mconsalvo@gmail.com](mailto:mconsalvo@gmail.com)

This panel investigates the emergent nature of gameplay and player culture, including how players integrate elements from wider popular culture into the game experience; how players form communities and relate to others; how players create goals for themselves in games; how they respond to 'the grind;' and how all of that work spills over into artifacts they create to help other players, which are increasingly commodified by larger and larger corporations. The central argument this panel makes is that games can only be understood by studying how actual players use games and in those processes warp, alter, problematize and enhance their gameplay experiences in a dynamic, situated way.

*Roundhouse kicks and melting faces: Chuck Norris and World of Warcraft player culture*

Nathan Dutton, Ohio U

*Serious business: An ethnographic study of guild life in World of Warcraft*

Keith Cormier, U of Utah

*When play becomes work*

Roger Altizer, U of Utah

*The six-process gameplay model: A proposal for examining meaning and gameplay*

Todd Harper, Ohio U

*Who owns this FAQ? Fan content and media ownership*

Mia Consalvo

### **Playing a Good Game: Ethical and Methodological Issues for Researching Massively Multiplayer Online Games**

McKee, Heidi. Miami University, English Department;

[mckeeha@muohio.edu](mailto:mckeeha@muohio.edu)

Porter, Jim. Michigan State University, Dept of Writing, Rhetoric, and American Cultures [porterj8@msu.edu](mailto:porterj8@msu.edu)

Alexander, Phil. Miami University, English Department

[bickelph@muohio.edu](mailto:bickelph@muohio.edu)

In this presentation we three presenters will focus on various ethical and methodological aspects of studying MMOGs. We will begin by providing a synthesis and analysis of methodological approaches used and ethical issues encountered by MMOG researchers. We will then propose heuristics for researchers to consider when planning and conducting MMOG studies. Topics that will be addressed include how researchers might consider: (1) issues of authorship (and the use guidelines that studying authors and texts implies) and issues of research participants (and the use guidelines that working with human subjects implies); (2) issues of what constitutes "consent" in community groups; (3) issues of public-private information; (4) issues of the protection and articulation of participants' "real" and "virtual" gaming identities; and (5) the relationships among various spaces and communication modes that occur in and around MMOGs. We will close by applying these heuristics to a study of one particularly MMOG, City of Heroes.

*Well Played: Synthesizing and Analyzing Studies of MMOGs*

Heidi McKee



*Game Preparation: Heuristics for Planning and Conducting Research Studies of MMOGs*

*Jim Porter*

*OMW [on my way]: Ethical and Methodological Issues Encountered in a Participant-Observation, Ethnographic Study of City of Heroes*

*Phil Alexander*

### **Regulating Virtual Worlds**

*Goldman, Eric.* Santa Clara University School of Law; [egoldman@gmail.com](mailto:egoldman@gmail.com)

As virtual worlds grow in popularity, they raise increasingly higher-stakes legal issues. This panel will examine the legal regulation of virtual worlds—should they be regulated, and if so, how?

*Rules of Play: Games, Laws, and Contracts*  
*Greg Lastowka*

*Who Owns an Avatar? Assessing Claims of Copyright Ownership in Virtual Worlds*  
*Tyler Ochoa*

*Shaky Virtual Worlds EULAs and User Investment Decisions*  
*Eric Goldman*

*Anarchy, State, and Project Entropia: On the Inevitability of Law in Virtual Worlds*  
*James Grimmelmann*

### **Religion at play on the Net and in the world: Identity, community and authority online**

*Teusner, Paul.* School of Applied Communications, RMIT University; [paul.teusner@rmit.edu.au](mailto:paul.teusner@rmit.edu.au)

*Campbell, Heidi.* Department of Communications, Texas A&M University [heidic@tamu.edu](mailto:heidic@tamu.edu)

*Lovheim, Mia.* Sigtuna Foundation/Church of Sweden  
[mia.lovheim@comhem.se](mailto:mia.lovheim@comhem.se)

*Bittarello, Maria Beatrice.* Stirling University  
[m.b.bittarello@stir.ac.uk](mailto:m.b.bittarello@stir.ac.uk)

This panel explores the notion of “playing” or performing religious identity online, through participation in online communities and ritual activities. Specifically, its presenters will discuss the interaction between online and offline religious participation in the construction of religious identity for users of religious Internet. Specifically, the following questions will be explored: • What are the social and cultural conditions that impact on participation in online religious community and the performance of online religious identity? • To what extent is the construction of religious identity online a social process, a reflexive activity incorporating tools and information from both online and offline sources? • How may online religion influence offline religious practice, not just in worship and ritual, but in the structures of authority and power in religious institutions?

*Christianity 2.0: a new religion for a new web*  
*Paul Teusner*

*Playing with Authority: How Bloggers Construct Faith and Frame Religious Authority Online*  
*Heidi Campbell*

*Rethinking Cyberreligion? Teens, religion and the internet in Sweden.*  
*Mia Lövheim*

*Polytheists of the New Millennium on Yahoo 360*  
*Maria Beatrice Bittarello*

### **Self-Presentation, Interaction, and Connection: Emerging Patterns in Online Communities**

*Baker, Andrea.* Ohio University; [bakera@ohiou.edu](mailto:bakera@ohiou.edu)

This panel of researchers from communications, sociology and information and computer science provides an in-depth look at what goes on inside of a wide range of online communities. Studying a popular online video game, a social networking site, and a rock and roll fan group, the researchers look at how people present themselves to others in the community, how they develop norms about public identity and interpersonal communication and how they choose friends within the community. The authors provide insight into the dynamics of movement between offline and online worlds.

*The Virtualized Other: Presentation of Identity on Facebook.com*

Mark D. Johns, Communication Studies, Luther College

*"What are friends for?": An exploration of impression formation, online/offline communication, and relationship development and formation among Facebook users.*

Nicole Ellison, Charles Steinfield and Cliff Lampe  
Telecommunication, Information Studies, and Media,  
Michigan State University

*'It's Only Rock 'n Roll': Connections Within an Online Fan Community*

Andrea J. Baker, Sociology, Ohio University

*Crossing Boundaries of Social Class in World of Warcraft*

Bonnie Nardi, Information and Computer Sciences  
University of California, Irvine.

**Stages of blog research: designing methodologies, constructing samples, and dealing with human subjects issues**

Scheidt, Lois Ann. School of Library and Information Science at Indiana University Bloomington USA;

[lscheidt@indiana.edu](mailto:lscheidt@indiana.edu)

Kouper, Inna. School of Library and Information Science at Indiana University Bloomington USA [inkouper@indiana.edu](mailto:inkouper@indiana.edu)

The sheer quantity of blogs available online often obscure the issues researchers face when building methodologies to investigate their research questions. This panel presents papers from four blog researchers who will discuss their experience: building samples from specific blogging populations, looking at how researchers must redesign their methodology when online tools for blog population identification are no longer available, building a blog sample that leads from the bloggers online presence to interviews with the writer behind the site, and discussing the ethical issues of studying videoblogs under existing U.S. human subjects rules.

*Researching individual and communal identity among religious blogs*

Paul Teusner

*Purposeful Keyword Searching: Using Available Tools to Build an Archive of Adolescent Blogs*

Lois Ann Scheidt

*Constructing a purposive interview sample of bloggers*

David Brake, London School of Economics

*Collecting Data and Losing Control: How Studying Video Blogging is Changing Human Subjects Frameworks*

Patricia G. Lange, Annenberg Center for Communication

*Methodological implications of ethical issues: studying young Irish bloggers*

Cathy Fowley, School of Applied Languages and Intercultural Studies, Dublin City University

**Symbolic Frontiers: the impact of the internet on geographical borders**

Fragoso, Suely. Unisinos; [suelyfragoso@uol.com.br](mailto:suelyfragoso@uol.com.br)

This panel brings together four researchers based in different teaching and research institutions and that originate from two distinct, but convergent, areas of knowledge – Geography and Communications. The interests of the panel members converge a) in the perception of the importance of 'traditional' geography (physical, political, economic, social) to the configuration and understanding of the symbolic space provided by the Internet and b) around the specifics of the internet in South America. The approaches of the four participants are complementary, making this session an opportunity for internet scholars from different fields to share their perceptions of how and why the internet does not imply the erasure of geographical frontiers.

*Do search engines globalize?*

Alexander Halavais

*The Maintenance and Reworking of Nation-State Boundaries Online.*

Darren Purcell

*Defining Cores and Peripheries in Cyberspace: towards a cybercartography of South American cities*

Stanley Brunn

What we give and what you get  
Suely Fragoso

### **The Internet Goes to College**

Kibby, Marjorie. [marj.kibby@newcastle.edu.au](mailto:marj.kibby@newcastle.edu.au)

Course management systems, learning object repositories, content aggregators and agents, immersive environments, and a wealth of computer mediated communication tools are just some of the teaching and learning aids that have emerged from Internet technologies. These tools can be used to facilitate traditional teaching/learning strategies, or to provide completely new ways to teach and learn. However the research into whether the internet has simply enabled a more efficient delivery of traditional pedagogy, or whether network technologies are assisting at the birth of pedagogy for the future is just beginning to emerge.

*Web-based teaching: pedagogy versus pragmatism.*  
Marjorie Kibby

*Structuring the Online Learning Experience: New and Old Pedagogy in Blackboard's e-Learning Platforms*  
Stephanie Coopman

*Critical Pedagogy at online/offline intersections: Radically Nuancing Distance Ed.*  
Radhika Gajjala

### **The Internet's Spill Over Effects in Asia and the Middle East**

Wheeler, Deborah. Political Science/United States Naval Academy; [dwheeler@usna.edu](mailto:dwheeler@usna.edu)  
Hofheinz, Albrecht. University of Oslo, Prof. of Arabic  
[albrecht.hofheinz@ikos.uio.no](mailto:albrecht.hofheinz@ikos.uio.no)

This panel provides non-western case studies on the development and impact of the Internet in Asia and the Middle East. It attempts to isolate cultural differences and patterns which characterize Internet use in both regions. The panel features authors conducting original research using mainly ethnographic methods to study the regional spill over effects of the Internet.

Crashing the Bab: Web Activists and Political Change in Egypt

David Faris  
Department of Political Science, University of Pennsylvania

*Containing the Internet's spillover effects in the Asian home: Perspectives from China, South Korea and Singapore*

Sun Sun LIM

Assistant Professor, Communications and New Media Programme

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*Personality trait and risky gaming in cyber space: Sensation Seeking as a predictor of online gambling*

Byungho PARK, Communications and New Media Programme, National University of Singapore

NG, Chien Hao, Communications and New Media Programme, National University of Singapore

*A study on Korean UGC users' Motives and Gratifications*  
Sohye Lim, Jinhie Lee, Hyeyoung Yang, Hanjin Lee, & Yangsoo Choi

*"Ripe for Revolution? The Internet's Spill-Over Effects in the Arab World"*

Deborah L. Wheeler

### **Those Persistent Boundaries**

Enteen, Jillana. Gender Studies, Northwestern University;  
[j-enteen@northwestern.edu](mailto:j-enteen@northwestern.edu)

This session considers how internet practices increasingly intersect with and re-inscribe local environments, noting the confluence of offline and online boundaries as they pertain to specific groups that might be labeled "minorities," even within minority-centered discourses. Rather than postulate how identity might shift in new ways, we offer concrete considerations based on specific populations: gay men or lesbians outside the dominant "queer regime", subaltern labor in the face of womens' empowerment discourses, the indigenous peoples' mediated participation in online publicity. Each of these categories disrupts the notion that the internet affects time and space equally for all of its contributors.

Moderator: Jillana Enteen

Gay Bangkok Online  
Jillana Enteen

*Discursive Practices of Women's Empowerment Online:  
Veiling the Subaltern*  
Radhika Gajjala  
School of Communication Studies  
Bowling Green State University

*Precarious Play: Queer Virtualities and the Politics of Mis/  
Recognition*  
Mary Bryson and Lori MacIntosh, University of British Co-  
lumbia

*Kichwa Sarayacu on the internet: Reinscribing the bound-  
ary between indigenous and western.*  
Ryan T. Mahon, MSW  
American University  
Department of Anthropology

**Virtual communities, Blogs, and MMORPG's – Online  
Play among Adolescents and Youth**

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communities, blogs, and MMORPG. Why do youth join  
virtual communities and what do they write about in their  
blogs? What are some factors associated with addiction to  
MMORPG's and how can we design environments to com-  
bat this addiction? Attend our panel to find out the answers  
to these and other questions about online play!

*Virtual communities and lying: Perspectives of Czech ado-  
lescents and young adults*  
Konecny, S. & Smahel, D.

*Connecting the real to the virtual: Blogging Among Teens*  
Kaveri Subrahmanyam

*MMORPG playing of youths and adolescents: addiction  
and its factors*  
Smahel, D., Blinka, L. & Ledabyl, O.

*Shang Hwa Hsu, Ming-Hui Wen, and Muh-Cherng Wu*  
Department of Industrial Engineering and Management,  
National Chiao Tung University  
Hsinchu, Taiwan

How do today's youth play online? What are they looking  
for in different online environments? In this panel we pre-  
sent reserach on different online forums including virtual

# Reviewers

Greg Adamson  
Matt Allen  
Lois Ann Scheidt  
Yaron Ariel  
Maria Bakardjieva  
Paul Baker  
Naomi Baron  
Karine Barzilai-Nahon  
Ian Bogost  
Danah Boyd  
Axel Bruns  
Wayne Buente  
Adilson Cabral  
Juel Chouinard  
Sabryna Cornish  
Andrew Cox  
Daniel Cunliffe  
Michael Dahan  
Nathan Dutton  
Vince Dziekan  
Nicole Ellison  
Jillana Enteen  
Charles Ess  
Seong Eun Cho  
Marcus Foth  
Suely Frago  
Gerhard Fuchs  
Radhika Gajjala  
Hornero Gil de Zuniga  
Gerard Goggin  
Scott Golder  
Stine Gotved  
Sara Grimes  
Gretchen Haas  
Alex Halavais  
Richard Hall  
Todd Harper  
Caroline Haythornthwaite  
Chheng Hong Ho  
Baden Hughes  
Jeremy Hunsinger  
Mark Johns  
Steve Jones  
Lori Kendall  
Tracy Kennedy

Marj Kibby  
Inna Kouper  
Holly Kruse  
Nadia Kutscher  
Elaine Lally  
Joyce Lamerichs  
Tama Leaver  
Beatrice Ligorio  
Jakob Linaa  
Wainer Lusoli  
Michael Mage  
Kris Markman  
Jonathan Marshall  
Anna Martinson  
Uwe Matzat  
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Julio Meneses Naranjo  
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Avi Noy  
Kate O'Riordan  
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Denise Rall  
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Leslie Regan Shade  
Ren Reynolds  
Rivka Ribak  
Karen Riggs  
Gilbert Rodman  
Hernando Rojas  
Dana Salter  
Irina Shklovski  
Chee Siang Ang  
Eugenia Siapera  
Paola Spadaro

Amanda Spink  
Lauren Squires  
Doreen Starke-Meyerring  
Susannah Stern  
Sharon Stoerger  
Fay Sudweeks  
Jenny Sunden  
Jamie Switzer  
Luca Tateo  
Leslie Tkach-Kawasaki  
Stephanie Tuszynski  
Cassandra Van Buren  
Shenja van der Graaf  
Billie Walker-Schmucker  
Mary-Helen Ward  
Carolyn Wei  
Monica Whitty  
Magdalena Wojcieszak  
Han Woo Park  
Kenneth Yang  
Quan Zhou  
Nils Zurawski



# AOIR Executive

## Current

President Matthew Allen  
Vice-President Charles Ess  
Treasurer Monica Murero  
Secretary Irene Berkowitz (on leave - Sabryna Cornish A/g)  
Past President Nancy Baym  
Grad Student Ted Coopman  
Open Seats Caroline Haythornthwaite, Kate O'Riordan, Randy Kluver  
Technical Managers Alex Halavais and Holly Kruse

## New

President Charles Ess  
Vice-President Mia Consalvo  
Treasurer Monica Murero  
Secretary Sabryna Cornish  
Past President Matthew Allen  
Grad Student Åsa Rosenberg  
Open Seats Axel Bruns, Heidi Campbell, Marcus Foth  
Technical Managers Alex Halavais and Holly Kruse

## Agenda

Wednesday October 17	7:00 pm	Meeting over Dinner (Outgoing Executive)	Location TBA
Thursday October 18	12:00 pm	Lunch for Outgoing Executive	HC 1500
Saturday October 20	6:00 pm	Meeting of Incoming Executive	HC 1500
Saturday October 20	7:00 pm	Meeting over Dinner (Incoming Executive)	Location TBA



## Vancouver

**Date:** Friday 19th October

**Venue:** Nyet! Can we get a local venue to host? A local micro-brew or winery as sponsor? Nerds drink lots.

**Who's Helping Out:** **Add your name to the list if you can help out - the more the better! Even if you're a visitor (eg. AOIR people), you can contribute.**

- Jean Hébert - jean.h at clicknoise dot net
- Phillip Jeffrey - phillip.j at ece dot ubc dot ca

### What it is:

People with a shared interest in open content and free culture in Vancouver (and the AOIR crew, too, of course).

### What it could be:

- A cocktail party
- **DJ Ryan Fantastic** has confirmed he will spin, and hopefully rig up some sort of chiptune mechanism! More DJs TBA
- **PIE THROWING EVENT!!!!**
  - This will be a fundraiser. I'm encouraging any and all tech (or political) luminaries to come forward and volunteer to take it in the face for people who don't usually get pie. Proceeds will either benefit homeless/hungry youth in Vancouver, and/or the [iCommons](#) initiative. We can organize a pledge drive pretty easily for something like this. Anyone know anyone besides me who'll collect pledges and take a pie or two (or ten) in the face? Invite them to our party! I want us to throw 50 Pies at this thing.
- Interactive 8bit/chiptune music?
- Lightning talks (just for fun - there are some silly party games we can build around these)
- Suggest something!

### Who's coming?

Details at <http://50parties.wikia.com/wiki/Vancouver>



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