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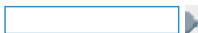
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The Hyperlinked Society
Questioning Connections in the Digital Age

Joseph Turow and Lokman Tsui, Editors

Investigates the multi-faceted nature of hyperlinks and their consequences for commerce, communication, and civic discourse in the world of digital media

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This pathbreaking collection of essays will be valuable to anyone interested in the now taken for granted connections that structure communication, commerce, and civic discourse in the world of digital media.

"This collection provides a broad and deep examination of the social, political, and economic implications of the evolving, web-based media environment. *The Hyperlinked Society* will be a very useful contribution to the scholarly debate about the role of the internet in modern society, and especially about the interaction between the internet and other media systems in modern society."
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Cover image: This graph from Lada Adamic's chapter depicts the link structure of political blogs in the United States. The shapes reflect the blogs, and the colors of the shapes reflect political orientation—red for conservative blogs, blue for liberal ones. The size of each blog reflects the number of blogs that link to it.

Joseph Turow is Robert Lewis Shayon Professor at the Annenberg School for Communication, University of Pennsylvania. He was named a Distinguished Scholar by the National Communication Association and a Fellow of the International Communication Association in 2010. He has authored eight books, edited five, and written more than 100 articles on mass media industries. His books include *Niche Envy: Marketing Discrimination in the Digital Age* and *Breaking up America: Advertisers and the New Media World*.

Lokman Tsui is a doctoral candidate at the Annenberg School for Communication, University of Pennsylvania. His research interests center on new media and global communication.

Praise / Awards

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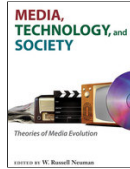View Options

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