

---

## Name index

- Adar, Eytan, 221, 237  
Adbusters Media Foundation, 131–133, 239  
Aigrain, Philippe, 90  
Alexander, Bryan, 183, 194
- Barlow, John Perry, 34–35, 38–39, 40, 54  
Bahn, Christopher, 144  
Bau, David, 165  
Bezos, Jeff, 35–36, 46, 181  
Bigum, Chris, 57, 184, 188–189, 195, 200–204  
Black, Rebecca, 88, 120–122, 258  
Blackburn, Brandon, 135  
Blackmore, Susan, 214, 231  
Blair, Tony, 68, 130  
Blood, Rebecca, 139, 156  
Brodie, Richard, 214, 236  
Buckhead, 167  
Bush, George W., 45, 68, 167
- Caldwell, Roger, 31  
Ceglowski, Maciej, 173
- Certiport, 22–23  
Cheney, Dick, 147  
Cima, Alessandro, 77  
Coates, Tom, 85  
Cole, Michael, 2, 11, 65–66, 71  
Cope, Bill, 16–17, 74  
Crowther, Will, 127  
Curry, Adam, 175
- Dawkins, Richard, 128, 211–214  
Denski, Stan, 21  
Dewey, John, 260  
Dibbell, Julian, 156
- Educational Testing Service, 23  
Electronic Frontier Foundation, 34  
Eley, Steve, 151  
Eng, Lawrence, 125–126
- Feiss, Ellen, 223  
Ford, Paul, 151  
Franklin, Ursula, 235  
Freire, Paulo, 9

## 274 NAME INDEX

- Gaffney, Chuck, 135  
Gaily, Jamie Dee, 165–166  
Gallo, Jason, 166  
Garfield, Steve, 177  
Garrett, Jennifer, 157  
Gee, James Paul, 3, 10, 12–13, 17–18, 67, 70–72, 82, 87, 120–121, 124, 198, 213, 233, 236, 242, 256–257  
Gillmor, Dan, 137  
Gilster, Paul, 21–22  
Global Digital Literacy Council, 22–23  
Godwin, Mike, 238  
Godwin-Jones, Bob, 89  
Graff, Harvey, 11  
Green, Bill, 57  
Gunn, Tim, 171
- Halliday, Michael, 19  
Heath, Shirley Brice, 11  
Hirsch, E. D., 15  
Hirsh, Jesse, 90–91  
Hirst, Paul, 20  
Hoggart, Richard, 11  
Hsi, Sherry, 192–193
- Ikes, Harold, 130  
Ito, Mizuko, 53, 68, 126, 135–136, 182, 186
- Jarvis, Jeff, 161–162  
Jenkins, Henry, 109, 257  
Johnnycakesdepp, 111–112  
Johnson, Steven, 153–154, 161, 248–253, 257
- Kalantzis, Mary, 16–17, 73  
Kapor, Mitch, 83  
Kress, Gunther, 66–67
- Lam, Wan Shun Eva, 257  
Lanham, Richard, 21, 25  
Lasn, Kalle, 132  
Laura K, 168–171  
Leander, Kevin, 57–59, 257  
Lehmann, Evan, 91  
Lessig, Lawrence, 79–81, 106–108, 135, 140, 173, 257  
Lih, Andrew, 89, 90
- Malkin, Michelle, 159–160  
McBride, Kelly, 167  
McDonald, Ian, 116  
Mortensen, Torill, 138
- Naismith, Laura, 182, 184, 187–188, 189–190
- Negroponte, Nicholas, 32–33, 37
- O'Reilly, Tim, 41–44, 46, 48–49, 60, 61, 83, 84–85, 91, 93, 100, 116
- Papert, Seymour, 56  
Peretti, Jonah, 223–225, 243  
Perrone, Jane, 157  
Plotz, David, 86
- Rather, Dan, 159, 166–167  
Raymond, Eric, 91  
Read My Lips, 68, 218, 226  
Reynolds, Glenn, 145  
Reynolds, Tom, 157  
Rheingold, Howard, 181–182, 184, 185–187, 192  
Roschelle, Jeremy, 183–184
- Sanger, Larry, 90  
Schrage, Michael, 49–50, 201  
Schwartz, Peter, 94  
Scollon, Ron, 11  
Scollon, Suzanne, 11  
Scribner, Silvia, 2, 11, 65–66, 71  
Shirky, Clay, 159–160  
Sholle, David, 21  
Silver Excel Fox 86, 113–116  
Sites, Kevin, 172  
Spector, Robert, 35  
Stalder, Felix, 90–91  
Stone, Jennifer, 246–247  
Street, Brian, 11, 66
- TankerKC, 167  
Tezuko, Osamu, 118  
Thomas, Angela, 50–51, 151–152, 257  
Thorne, Steven, 197  
Tunbridge, Nat, 34
- Unsworth, Len, 257
- Wales, Jimmy, 89–90  
Walker, Jill, 151  
Watson, Andi, 165  
Webb, Robert K., 11  
Whybark, Mike, 130  
Wikimedia Foundation, 89  
Winer, Dave, 142, 144–145, 162, 164, 175  
Winters, Alexia, 122–124  
Wright, Micah, 134  
Wright, Tim, 150

---

## Subject index

- affinity spaces, 68, 82, 87, 121, 128, 214, 220, 229, 231, 235–236, 241–242, 252, 257
- All Your Base Are Belong to Us meme, 218, 220, 221, 223, 227, 243
- AMV (Anime Music Video), 80, 135–136
- anime, 117–127
- artistic style, 118
  - fans (see 'otaku'), 119
  - fan subs/digisubs, 120
  - popular topics and themes of, 113
- atoms and bits 32–33, 37–40
- attention
- and memes, 240–242
  - and power laws, 159
  - in the blogosphere, 159–160
  - long tail of the web, 160–161
- attention economy, 240
- automation
- first phase, 36–37, 181
  - second phase, 36–37, 181
- Australian Children's Literacy National Projects, 14
- Australian Language and Literacy Policy (1991), 14
- Badger, Badger, Badger meme, 218, 232
- Batgirl Livejournal meme, 215–216
- Bert is Evil meme, 218, 220, 228–229
- beta readings, (in fan fiction) 86–87
- Black People Love Us meme, 218, 225, 238, 243
- blogging, 82–85, Ch 5
- aesthetics of, 141, 157–158
  - audioblogging, 172–173
  - cultural dimensions of, 142–145
  - definition of, 138–139
  - history of, 138–139
  - mobile blogging, 194–195
  - participatory practice, 158–172
  - point of view, 156–157
  - purposes, 139, 154–156
- syndication 84–85
- tools for participation, 162–165

## 276 SUBJECT INDEX

- types of, 139, 142–154
- blogs, Ch 5
  - and fan art, 124–127
  - and fan fiction, 120–121
  - and Project Runway, 168–172
  - fictional blogs, 150–152
  - hybrid blogs, 153–154
  - journaling, 149–153
  - links with commentary, 142–145
  - meta-blog services, 146–148
  - photoblogging, 149, 172
  - quality of, 154–158
- Bonsai Kitten meme, 218, 228, 232, 240
- 
- censorship, 38–39
- on the internet, 39
- collective intelligence, 45–47
- 'cool', 241–242
- cultural action, 9–19
  - transformative, 9
- culture jamming, 131–133
  - Adbusters, 131–133
  - as antiwar posters, 134
- cyberspace, 31–34, 40, 53–54, 79, 194, 215
- 
- dialectic, 29
- digital divide, 184–187
- digital epistemologies, 242–244
- digital remix, Ch 4
  - and copyright, 106
  - as writing, 106–109
- discourses
  - and co-ordinations, 70–72
  - and powerful literacy, 18
  - membership of, 70–73
  - participation in, 70–73
- D/discourse, 12
- Dog Poop Girl meme, 218, 230, 237
- 
- Ellen Feiss meme, 218, 223, 232
- Every Time You Masterbate God Kills a Kitten meme, 218, 232
- 
- fan art, 124–127
- fanfiction, 86–88, 120–127, 256–257
  - and affinity spaces, 87
  - and peer review, 88, 112, 116–117
  - as remix, 109–117
- fan practices, Ch 4
  - and literacy education, 126–127
- examples of, 124–125
- fan art, 124–127
- fan manga, 117–127
- fan anime, 117–127
- Flickr.com, 97–100
  - and folksonomy, 100
  - and tagging, 100
  - as Web 2.0, 98
- Flying Spaghetti Monster meme, 218, 232, 238
- folksonomy, 47–48, 100–101
- friendship networks, 187
- 
- genre theory, 19
- Girl A/Nevada-tan meme, 218, 229
- 
- identity/identities, 121
  - identity work, 121–124
  - in games, 121
  - projective identities, 121
- illiteracy, 7–10
- i-mode, Ch 6
- insiders (or 'natives'), Ch 2
  - insider mindset, 34–35, 53–57
- internet safety, 38–39, 60, 240–241
- 
- Jib Jab's This Land Is My Land meme, 218, 232
- 
- knowledge consumers (schools as), 200–201
- knowledge producers (schools as), 201–204
- 'knowledge producing schools', 188, 200–204, 255
  - typical learning products of, 202–203
- 
- learning, Ch 6, Ch 8
  - affinity spaces and, 87, 121
  - and new literacies, Ch 8
  - as mobile, 187–188
  - criteria for decisions to use mobile technologies in, 199–200
  - in a museum, 192–194
  - MOOP (interactive learning project), 191–192
  - principles for i-mode pedagogy, 195–199
  - using mobile technologies, Ch 6
  - vignettes of, 204–208
- learning principles for using mobile technologies, 195–199
- critical learning, 198–199
- efficacious learning, 196
- integrated learning, 197
- productive appropriation and extension, 198
- 
- literacy, Ch 1
  - and economic development, 8
  - as an educational ideal, 8
  - as an 'industry,' 13–14
  - as a research focus, 14

- as social practice, 65–66
- critical literacy, 14
- cultural literacy, 14–15
- definition of, 64
- digital literacy, 21–23
- information literacy, 20
- media literacy, 20–21
- multiliteracies, 14, 16–17, 26
- powerful literacy, 13–14, 17–18
- technoliteracy, 14
- three dimensional literacy, 14–16
- literacy crisis, 10
- L/literacy, 233–236
- literacy education, 9, 31
  - and memes, 233–244
- Lost Frog (Hopkin Green Frog) meme, 68, 129–131, 218, 227, 230
- machinima, 76–77
  - manga, 26–27, 117–127
    - and fan art, 124–127
    - and fanfiction, 120–124
    - drawing styles, 118–119
    - fan manga, 120–127
    - fans (otaku), 118
    - Japan, 117
  - mediacasting, 172–177
- memes/meme-ing, 128, 131, 165–166, Ch 7
  - analyzing memes, 218–220
  - anomalous juxtaposition, 228–229
  - literacy education, 233–244
    - characteristics of, 213–215
      - fecundity, 214, 217
      - fidelity, 213–214, 217
      - longevity, 215, 217
    - definitions of, 211–213
      - biological definitions of, 212
      - psychological definitions of, 212
      - sociological definitions of, 212
    - electronic networks, 213
    - ethical considerations of, 236–238
    - humour, 221–225
    - internet memes, 215–216
    - intertextuality, 226–227
    - memetics, 210–211
    - meta-knowledge and, 240–242
    - typology of, 230–232
  - meta-blog services, 146–148
    - aggregators, 146–148
    - blog-specific search engines, 147–148
    - indices, 148
  - meta-knowledge, and using the internet, 240–242
  - mindsets, Ch 2
    - digital literacy mindsets, 243
    - divergent mindsets, 33–37, 53–57
    - 'fridge door' mindset, 201
    - Mindset 1 vs Mindset 2, 34, 38
    - Insider (or 'native'), 34–35, 53–54
    - Newcomer (or 'immigrant'), 34–35, 53–54
  - mobile digital technologies, Ch 6, 189–191
  - Mobile Net, Ch 6, 181
  - mobile phones, 182–184
  - 'modding,' 77
  - multiliteracies, 14, 16–17, 26
  - multitasking, 51–52, 57–60
- New Literacy Studies, 23–24
- 'new' literacies, 24–27, 60–62
  - defined, Ch 3
    - and 'new ethos stuff,' 82–93
    - and 'new technical stuff,' 73–82
  - paradigm and peripheral cases, 93–94
  - newcomer (or 'immigrant') mindset, 34–35, 53–57
- news filters, 145
- Nigerian letter scam, 215–216, 241
- Nike Sweatshop Shoes meme, 218, 223–225
- Numa Numa Dance meme, 218, 228, 230, 237
- Oolong the Rabbit meme, 218, 230, 234
- otaku, 118, 120, 126, 135–136
  - and digisub anime, 120
  - and future of literacy, 136
- permalinks, 85
- photoshopping, 127–134
  - and affinities, 129–131
  - as fun, 127–131
  - as memes, 128–131
  - as politics, 131–134
- podcasting, 72, 74–76, 172–176, 185, 187
- popular culture (see also AMV, anime, blogging/blogs, fanfiction, manga)
- cognitive challenge, 248–250
- literacy and, 248–253
- recent changes in, 248–254
- teacher education and, 254–259
- praxis, 9–10
  - of reflection and action, 10
- Read My Lips (Bush-Blair love song) meme, 68, 218, 231
- reading, Ch 1, esp. 7–8
- relationships
  - and information, 49–50
  - relationship revolution, 49–50
- remix, 80–82, Ch 4
  - and recorded music, 105–106

## 278 SUBJECT INDEX

- as AMV, 135–136
- as anime, 117–127
- as fan art, 125–126
- as fanfiction 109–117
- as manga, 117–127
- as photoshopping images, 127–134
- as politics, 131–134
- as writing, 106–109
- digital remix, 80–82
- role-playing games, 121–122
  - and identity play, 121–122
- scenario planning, 94–97
- school-community relationships, 203–204
- search engines, 147, 164, 166, 216, 241
- 'smart mobs', 181, 185, 192
- space
  - and copyright, 79–82
- as cyberspace, 31–33, 37–40
  - fracturing of space, 31–32, 53
  - perspectives on, 50–52
  - physical space, 31–32, 37–40, 56
- Star Wars Kid meme, 218, 220, 226–227, 237
- syndication, 84–85, 164, 175
  - RSS feeds, 75, 84–85, 164
- tags/tagging, 47–48, 98–99, 100, 147
  - and folksonomy, 47–48, 100
- Tourist of Death meme, 218, 228, 232
- The Tron Guy meme, 218, 232
- value
  - competing paradigms of, 40
- videocasts, 173, 176–177
- Web 1.0, 41–50
- Web 2.0, 41–50
  - as business model, 41
  - and mindsets, 41–50
  - and trust, 45–46
- weblogging (see blogging)
- wikis, 89
- Wikipedia, 89–93
  - as Web 2.0, 91–92
- wireless computing, 182–184
  - in classrooms, 57–60
- writing with cameras, 203
- zines, 13, 27