# Contents

*Foreword: Dreams of Fields: Possible Trajectories of Internet Studies*  
Steve Jones  
ix

*Introduction: Where Is Internet Studies?*  
David Silver  
1

## Part I Fielding the Field

1. The Historiography of Cyberculture  
   *Jonathan Sterne*  
   17

2. Cultural Difference, Theory, and Cyberculture Studies: A Case of Mutual Repulsion  
   *Lisa Nakamura*  
   29

3. How We Became Postdigital: From CyberStudies to Game Studies  
   *Espen Aarseth*  
   37

4. Internet Studies in Times of Terror  
   *David Silver and Alice Marwick*  
   47

5. Catching the Waves: Considering Cyberculture, Technoculture, and Electronic Consumption  
   *Wendy Robinson*  
   55

6. Cyberculture Studies: An Antidisciplinary Approach (version 3.0)  
   *McKenzie Wark*  
   68
PART II  Critical Approaches and Methods

7  Finding the Quality in Qualitative Research 79
   Nancy K. Baym

8  Web Sphere Analysis and Cybercultural Studies 88
   Kirsten Foot

9  Connecting the Selves: Computer-Mediated Identification Processes 97
   Heidi J. Figueroa Sarriera

10 The Structural Problems of the Internet for Cultural Policy 107
    Christian Sandvig

11 Cultural Considerations in Internet Policy and Design: A Case Study from Central Asia 119
    Beth E. Kolko

12 Bridging Cyberlife and Real Life: A Study of Online Communities in Hong Kong 129
    Anthony Fung

13 Overcoming Institutional Marginalization 140
    Blanca Gordo

14 The Vertical (Layered) Net: Interrogating the Conditions of Network Connectivity 159
    Greg Elmer

15 The Construction of Cybersocial Reality 168
    Stine Gotved

PART III  Cultural Difference in/and Cyberculture

16 E-scaping Boundaries: Bridging Cyberspace and Diaspora Studies through Nethnography 181
    Emily Noelle Ignacio

17 An Interdisciplinary Approach to the Study of Cybercultures 194
    Madhavi Mallapragada
An Action Research (AR) Manifesto for Cyberculture
Power to “Marginalized” Cultures of Difference 205
Bharat Mehra

Cyberstudies and the Politics of Visibility 216
David J. Phillips

Disaggregation, Technology, and Masculinity: Elements of Internet Research 228
Frank Schaap

Gender, Technology, and Visual Cyberculture: Virtually Women 243
Kate O’Riordan

PART IV Critical Histories of the Recent Past

How Digital Technology Found Utopian Ideology: Lessons from the First Hackers’ Conference 257
Fred Turner

Government.com: ICTs and Reforming Governance in Asia 270
Shanthi Kalathil

Dot-Coms and Cyberculture Studies: Amazon.com as a Case Study 279
Adrienne Massanari

Associating Independents: Business Relationships and the Culture of Independence in the Dot-Com Era 294
Gina Neff

About the Contributors 309
Index 315