

A

Abbott Laboratories, 168–169
 abbottsgreed.com, 168, 177
 Active Worlds, 217
 Activism: social networking to increase, 71–72;
 storytelling necessary for, 252–254; using
 mobile phones to coordinate, 137–139.
See also Advocacy
 Advertising: blogging vs., 44; blogs and social
 networks used for, 250; incorporating text
 messaging, 133; on wiki pages, 174
 Advocacy: mapping used for, 194–195; mo-
 bile phones used for, 136, 141–142; social
 networks used for, 66–69; wikis used for,
 168–169. *See also* Activism
 Ahonen, Tomi, 246
 Aldworth, Rebecca, 62
 Alexa, 88n17
 Alexandra (activist), 253–254
 Allen, George, 97–99
 Alpert, Jed, 132
 American Apparel, 221
 American Cancer Society, Virtual Relay for
 Life, 227–228, 231
 American Life. *See* Pew Internet and Ameri-
 can Life surveys
 American Red Cross, 26, 140
 Amnesty International, 19–20, 47n14, 184
 Appalachian coal mining, 194–195
 Apple: Final Cut Pro software, 115; iPhone,
 155n27

Application programming interface (API),
 201
 Araujo, Gwen, 21, 25
 Arroyo, Gloria, 129–130, 141
 Asthma U.K., 134–135
 Augmented reality, 230
 Autism wiki, 167–168, 177
 Avatars, 216, 221, 226, 228–229, 230

B

Badges. *See* Widgets
 Balloons, on maps, 191
 Bandale, Monifa, 101
 BBC Radio, virtual music festival, 220, 229,
 237n6
 Bebo, 60, 75
 Bezos, Jeff, 211
 Bildt, Carl, 231
 BlackPlanet, 60
 Bloggers: community of, 43; managing rela-
 tions with, 28–29; reaching out to, 39–40
 Blogging software: choosing, 36–38; comment-
 approval system of, 37; features of, 30–36;
 hosted vs. installed, 38; need-based use
 of, 45; vendors of, 38
 Blogosphere, 15, 27, 47n4
 Blogrolls, 32
 Blogs, 10, 15–57; advantages of using,
 44–45, 52, 53; comments on, 33, 36, 37,
 41, 51, 52; control relinquished with, 43,

51–52, 255; criticism of, 46; evolution of, 55–57; forums vs., 40; how to begin using, 36; and mainstream media, 15–16, 21, 23, 47n4; on MySpace, 62; optimizing, for search engines, 38–39, 49n31; organizations using, 17–29, 250, 253–254, 255; overcoming objections to, 51–53; popularity of, 16, 17, 47n7; time required for, 41, 44, 52–53; tips for success with, 41–43; types of, 36–38; Web 2.0 concepts demonstrated by, 45–46. *See also* Microblogging
 Blue Ocean Institute, Fish Phone campaign, 136, 144–145
 Bono, 131–132, 148, 149, 153n9
 boyd, danah, 59, 87n1, 91
 Bulletins, MySpace, 63, 75
 Burns, Conrad, 121n4
 Bush, George W., 28, 101, 119

C

California Dance Network, 204, 205
 Calvin Klein, 221
 Campaigns, defined, 8. *See also* Political campaigns
 Campbell, Joseph, 126
 Care2, 71–72, 79, 80
 Causes, 70–71, 76, 255
 CBS Interactive, 170
 Chaikin, Andrew, 1–2
 Change.org, 70, 71, 72
 Channels, YouTube, 114
 Christianer, 60
 Church of the Customer Blog, 39
 Clinton, Hillary, 105–106, 117
 Closing the feedback loop, 20, 21
 Cloud tags, 107
 Club Penguin, 217, 228, 229
 Coca-Cola, 221
 Coldwell Banker, 221
 Colker, Jacob, 65–66
 Colman, Jonathon D., 68
 Comment blogging, 52

Comments: on blogs, 33, 36, 37, 41, 51, 52; mapping applications permitting, 196; on media-sharing sites, 99, 100; on social networking sites, 60, 75, 82, 93–94. *See also* Conversations
 Common Shortcode Administration, 146
 CommonAction, 167
 Community blogging platform: defined, 23, 37; of Obama campaign, 23–24
 Community building: with photo-sharing site, 110–111; with wikis, 167–168
 Community United Against Violence (CUAV), 21, 23
 comScore Media Metrix, 25
 Conference proceedings, wikis for, 170
 Connectedness, with Web 2.0 technologies, 7, 245–246. *See also* Social aspect
 Content management systems (CMSs), 48n28
 Control, with blogs, 43, 51–52, 255; over mobile phones, 140, 150–151; with social networks, 82
 Conversations: blogs as medium for, 44, 52; on book's Web site, 12; on media-sharing sites, 99, 116, 124; in virtual worlds, 230; Web as medium for, 45–46, 255. *See also* Comments
 Cop Watch, 100–101
 Costs: to begin using Web 2.0 technologies, 251–252; of media-sharing sites, 99; of social networking, 78–79; of wiki software, 172
 Creative Commons: licensing, 118, 119; photo contest, 109
 Crowdsourcing, 180
 Cunningham, Ward, 163–164
 Cyworld, 60

D

Darfur, 5, 187–189, 199, 205, 256
 Dean, Howard, 91
Death and Life of Great American Cities, The (Jacobs), 95–96

Decision making, 212
 Del.icio.us, 69
 Dell, 221
 DeviantArt, 69
 Digg, 60, 66–69, 79, 88n19
 Discussion groups. *See* Forums
 Doppelganger, 217, 233
 Dutto, Matias Fernandez, 22

E

Earthwatch, 195–196
 Editing: blogs, 52; photos, 115; videos, 115, 116, 117; wikis, 172, 173, 177
 Edwards, John, 101, 140–141, 149–150
 Embedding: maps, 64, 200; on media-sharing sites, 113; on MySpace, 64
Envisioning Information (Tufte), 203
 Estrada, Joseph, 129, 130, 153n1
 Exley, Zack, 159

F

Facebook: Causes application of, 70–71, 76, 255; friends list, 74, 80, 93; Microsoft investment in, 86; origin and popularity of, 5, 85; as social networking platform, 76; used to recruit volunteers for political campaign, 66; users of, 5, 59–60; the wall of, 75
 Fans, wikis created by, 165–167
 Farrow, Mia, 223
 Feed-only blogs, 37
 Feedback, with blogging, 24, 25, 52, 53. *See also* Closing the feedback loop
 Feeds, 33
 Final Cut Pro software, 115
 Fish Phone campaign, Blue Ocean Institute, 136
 Flickr, 69; “groups,” 114; Oxfam International’s use of, 101–102, 110; photo contests using, 108–109; tag clouds popularized by, 107; used to build community, 110–111; as Web host, 111

Flogs/fake blogs, 19
 Folds, Ben, 220
 Folksonomy, 34, 107
 Ford, Jumpstart Ford photo contest, 109
 Forums, blogs vs., 40
 Franchot, Peter, 65–66
 Freecycle, 69
 Fried, Jason, 211
 Friend collecting, 65
 Friend whoring, 65
 Friending, 65, 80, 92–93
 Friends lists, 60, 63, 73–74, 93
 Friends of the Urban Forest, 226
 Friendster, 60, 65, 88n11
 Fundraising: blogs for, 25; social networking for, 69–71; text messaging for, 139–141; in virtual worlds, 227–228; widgets for, 35

G

Gabriel, Peter, 231
 Gadgets. *See* Widgets
 Gather, 77
 GeoCities, 55–56
 Geocoding, 198
 Geographic Information Systems (GIS), 190, 193, 208n2
 Geotagging, 112–113, 198
 Giuliani, Rudolph, 18
 Gladwell, Malcolm, 79
 Global Kids, 222–224
 GM, 231
 Godin, Seth, 157
 Google: Android mobile phone operating system of, 151; Sky and Moon map models, 208; small teams at, 211; social networking platform launched by, 86; Street View mapping product, 207
 Google Earth: considerations before using, 189, 203; Darfur maps produced with, 187–188, 189; features of, 191, 200; future of, 207–208, 209n8; “Global Awareness”

program, 205; ILoveMountain' use of, 194, 195; inspiration for, 208n1
 Google Maps, 119, 189, 193, 196, 202
 Gorto's, Greenpeace campaign aimed at, 253–254
 Graef, Ailin, 215–216
 Greenpeace: Argentinian campaign, 137;
 save-the-whales campaign, 253–254, 255
 Group blogs, 37
 Groups: affinity, wikis of, 165–167; Flickr, 114
 Grove, Steve, 123

H

Habbo Hotel, 230
 Harry Potter wiki, 165, 166
 Hi5, 77
 Holocaust Museum, Darfur map, 187–189, 199
 Huffington, Arianna, 231
 Human Rights Watch, 28
 Humane Society of the United States, Sunny the Seal campaign, 61–65, 81, 87n9, 111
 Humor, on media-sharing sites, 117
 Hurricane Katrina, 140, 197
 Hyper-friending, 65
 Hyperlinks, 56

I

Idealist.org, 196
 Idealware.org, 38
 ILoveMountains, 194–195, 205
 Inbound links, 38–39
 Income: and access to healthy food, 190–192; of average Internet user, 25; and campaigns using mobile phones, 154n12
 Information: lack of, on Web 2.0 technologies, 3–4; maps for visualizing, 192–194
 Information design: and mapping, 203; and wikis, 173, 177–178
 Information sharing: with blogs, 45; with media-sharing sites, 113

Intelligent texting, 144–145, 147. *See also* Text messaging
 Interaction. *See* Conversations
 Interactive voice response (IVR) system, 144
 International Fund for Animal Welfare (IFAW): “Stop the Seal Hunt” initiative, 132–134; Whale Remix Contest, 142, 150
 Internet: connectedness via, 7; mobile phones for accessing, 131; politicians' use of, 91–94, 160–161; users of, 23, 25; virtual worlds for accessing, 230. *See also* Web

J

Jacobs, Jane, 95–96
 Jaiku, 29
 Jenkins, Henry, 223
 Jett, Quintin, 197
 Journals, Xanga, 75
 JumpCut.com, 115
 Jumpstart Ford photo contest, 109
 Jung, Karl, 126

K

Kaneva, 228
 Kanter, Beth, 51
 Kapor, Mitch, 241
 Kay, Alan, 243
 Kearns, Martin, 25, 183
 Keller, Bill, 231
 Kennedy, John F., 121
 Kennedy, Robert F., 185
 Keyword density, blogs, 38, 39
 Keywords, text-messaging campaigns using, 133
 KickApps, 81
 Kid Beyond, 1–2
 Kraay, Bradley, 71

L

Lamont, Ned, 102, 104, 119, 255
 LastFM, 169–170, 178

Layers, map, 188, 199
Le Guin, Ursula K., 252, 258n1
Legal considerations, media-sharing sites, 116
Levy, Josh, 80
Licensing, and media-sharing sites, 116, 118, 119
Lieberman, Joe, 104, 119, 121n7
Linden Labs, 236
LinkedIn, 78
LiveEarth, 29
Location-based services (LBS), 152
Lott, Trent, 15–16, 47n4

M

Makena Technologies, 233
Mapbuilder, 202
Mapmaking services, 201
Mapping providers, 201–202
Maps, 11, 187–207; components of, 188, 191, 208n2; concepts used in preparing, 198–200; embeddable, 64, 200; future of, 206–208, 209n8; Holocaust Museum's, of Darfur, 187–189, 199; how to begin using, 200–202; organizations using, 189–198; software for creating, 187–188, 189–190, 191, 200, 202, 207–208; tips for success with, 202–206
Mapserver, 202
March of Dimes, photo contest, 109
Market research: comments as free, 52; using blogs to conduct, 25–27
Marketing, maps, 205
Marshall, Josh, 183
Mashups, 119
McLachlan, Sarah, 64
McQuillan, Dan, 20
Media: broadcast, digital interaction vs., 91–94; embedded, 64
Media, mainstream: and blogs, 15–16, 21, 23, 47n4, 254; and media-sharing sites, 97–99, 101–102, 103, 254; and virtual worlds, 220–221, 224–225; Web 2.0 technologies as alternative to, 254–255

Media-sharing sites, 11, 97–127; conversations on, 99, 116, 124; features of, 99, 107, 112–113; future of, 119–121; how to begin using, 113–116; legal considerations with, 116, 118, 119; list of, 114; organizations using, 100–112; storytelling on, 125–127; tips for success with, 116–119; users of, 99–100, 121n5; as Web hosts, 111. *See also* Flickr; YouTube
MediaWiki, 172
Meetups, 225–226
Message boards. *See* Forums
Messaging, in virtual worlds, 230. *See also* Text messaging
Microblogging, 29, 56–57
Microsoft: investment in Facebook, 86; mapping software, 190, 191, 200, 208; Photosynth software, 120
Millennials, Generation: characteristics of members of, 5–6; defined, 4
Miller, George, 106, 108, 117, 255
Mixi, 60
Mobile blogs (moblogs), 37–38
Mobile phone modems, 147
Mobile phones, 11, 129–155; companies with control over, 140, 150–151; and future of media sharing, 119–120; how to begin using, 145–147; organizations using, 131–143; ownership of, 130–131, 142; political movements using, 129–130, 153n1; and privacy, 135–136, 142–143, 147, 152, 154n23, 155n24; ringtones for, 129–130, 141–142, 145, 150; structuring campaigns using, 143–145; tips for success with, 147–150; vendors of, 145; as Web 2.0 technology, 13n8; as Web browsers, 131, 151–153, 155nn27, 28. *See also* Text messaging
Mobile Voter, 2
Modems, mobile phone, 147
Modules. *See* Widgets
Money. *See* Costs
Moore, Allan, 246
MTV: and Darfur Is Dying game, 256; virtual locations, 217, 224–225, 228, 233

Multiuser blogs, 37
 MuslimSpace, 60
 MySpace: bulletins on, 63, 75; commenting on, 75; cost of using, 79; friend collecting on, 65, 80; Humane Society's use of, 61–65, 87n9; politicians' use of, 66, 93; popularity of, 57, 60, 85; profile page on, 73; and YouTube, 99, 111

N

National Aeronautics and Space Administration (NASA), 29, 200
 National Basketball Association, 231
 National Oceanic and Atmospheric Administration (NOAA), 222, 223
 National Youth Rights Association, 166–167
 Nature Conservancy: photo contest, 108–109, 112, 114–115; social networking by, 68
 Network of friends. *See* Friends lists
 Networked publics, 92–94
 New Organizing Institute (NOI), 27
 New Orleans, 70, 197
 New York City Coalition Against Hunger (NYCCA), 191–192, 203
 NewAssignment.Net, 183
 Newsom, Gavin, 29, 231
 Ning.com, 81
 Nixon, Richard, 121
 Nonprofit Commons, 215, 216, 217, 233, 234
 Nonprofits: overcoming objections to blogging by, 51–53; storytelling by, 125–127; value of book to, 3–4; Web 2.0 technologies and, 241–242, 245–247

O

Obama, Barack, 23–24, 142
 Online communities, 92–94
 Online maps. *See* Maps
 Open Social, 86
 Opt-in requirement, text-messaging campaigns, 141, 148, 154n23, 157–158

Organizational design, 211–213
 Orkut, 60
 Overlays, mapping, 199
 Oxfam International, 101–102, 103, 109–110, 118

P

Paglen, Trevor, 183–184
 Pasik, Adam, 231
 People: how technology used by, 250–251; online organizing centering on, 252–254
 Permalinks, 32
 Permission politicking, 157–158
 Personal publishing, 55–57
 Petitions: media sharing sites for, 109–110; text-messaging for, 132–134
 Pew Internet and American Life surveys: on blogging, 16, 23; on Internet use, 23; on teen use of social networking sites, 59; on youth use of media-sharing sites, 99–100, 121n5
 Philippines, mobile phones used in political movements, 129–130, 141, 153n1
 Photo blogs (plogs), 37
 Photo contests, 108–109, 112, 114–115
 Photo-sharing sites. *See* Flickr; Media-sharing sites
 Photobucket, 111
 Photos: editing, 115; Web hosting, 111, 122n11
 Photosynth software, 120
 Picnik.com, 115
 Pingbacks, 32
 Pins, on maps, 191
 Pit Bull Rescue Central, 71
 Placemarks, on maps, 191
 Planet Hazard, 192–193
 Political campaigns: blogging used by, 17–19, 23–24; Internet potential unrecognized by, 91–94, 160–161; media-sharing sites used by, 97–99, 100, 101, 102, 104–106, 108, 121n4; opting in to, 157–158; social networking used by, 65–66; text-messaging used by, 129–130, 137–139,

153n1; unsuccessful techniques employed by, 159–160; value of book to, 3–4; virtual headquarters of, 231; and YouTube, 97–99, 102, 104, 105–106, 108, 121n4, 123–124.

See also names of individual candidates

Pontiac, 220, 231

PortlandMaps, 193–194

Posts, defined, 17

Premium short messaging service (PSMS), 139–140

Privacy: and mapping, 207; and mobile phones, 135–136, 142–143, 147, 152, 154n23, 155n24; and social networking site comments, 75

Private messaging systems, social networking sites, 60, 75. *See also* Text messaging

Profile pages, 60, 73

Public commenting systems: of blogs, 33, 36, 51; of media-sharing sites, 99, 100; of social networking sites, 60, 75

Public Interest Research Groups (PIRGs), 138

Publishing: personal, 55–57; Web, 48n28.

See also Blogging; Wikis

Q

QQ, 60

R

Real life (RL), 217, 237nn1, 12

Reality, augmented, 230. *See also* Virtual life (VL)

Recruitment: mapping for, 195–196; social networking for, 61–66, 247; text messaging for, 131–132, 153n9

Red Light Center, 230

Reebok, 221

ReformBallot.org, 196–197, 206

Resources. *See* Costs; Time

Ringtones, mobile phone, 129–130, 141–142, 145, 150

Robo-calls, 160

Rock the Vote, xi–xii, xvii–xix, 5, 8

Roh Moo-hyun, 138

Romney, Mitt, “Five Brothers” blog, 17–19, 24, 43

RootsCamp, 225–226

Rosen, Jay, 183

Rushkoff, Douglass, 181

S

Sachs, Jonah, 125

San Francisco Department of Public Health, SexInfo campaign, 135–136, 149, 150, 154n12, 155n24

Santorum, Rick, 28

Santry, Nathan, 253, 254, 255

Save the Children, “Yak Shack” campaign, 226, 227

SayNow.com, 144

Scola, Nancy, 219

Seal hunting, 61–65, 87n9, 132–134

Search engines, optimizing blogging for, 38–39, 49n31

Sears, 221

Second Life: American Cancer Society Virtual Relay for Life in, 227–228, 231; BBC Radio music festival in, 220, 229, 237n6; educational experiences in, 221–222, 223, 231; exploring, 232; facts about, 216, 217–218, 231; features of, 228, 229, 230; how to obtain, 219; media attention to locations in, 220–221; meetups in, 225–226; Nonprofit Commons in, 215, 216, 217, 233, 234; Roots Camp in, 225; Teen, 222–224

Semantic Web, 256–257

SexInfo campaign, San Francisco Department of Public Health, 135–136, 149, 150, 154n12, 155n24

Sharing options, media-sharing sites, 113

Short messaging system (SMS), 130

Shortcodes, 12n1; defined, 132; keywords in, 133; prepaid phone services prohibiting texting to, 154n12; reserving, 146

Sidarth, S. R., 97–99

Single-user blogs, 37

- Skocpol, Theda, 246–247
- Smith, Gregory J., 110–111
- Snow Crash* (Stephenson), 208n1, 216
- Social aggregators, 86
- Social aspect: of future technologies, 242–243; mapping applications with, 196, 204; of media-sharing sites, 99, 100; of social networking sites, 57, 60, 92, 95–96; of virtual worlds, 218
- Social networking platforms, 76, 86
- Social networking sites, 10–11, 59–96; building your own, 80–81; challenges of using, 85; diversity of, 60, 69, 77–78; failure to understand potential of, 91–94, 250; features of, 60, 72–76; future of, 86, 242–243; how to begin using, 76–77; misperception about, 60; organizations using, 60–72; as social spaces, 57, 60, 92, 95–96; time required for, 82–83; tips for success with, 78–85; users of, 59–60; widgets on, 63, 64, 76–77. *See also* Wikis
- Software: augmented reality, 230; blogging, 30–38, 45; hosted vs. installed, 38, 175; mapping, 187–188, 189–190, 191, 200, 202, 207–208; media-sharing, 115, 126; open-source, 202, 234, 236, 241–242; virtual world, 219, 233, 234–235, 236; Web 2.0, 7; wiki, 171–175, 178
- Soria, Oscar, 137
- South by Southwest, 29
- Spam: comment, on blogs, 37, 41; mobile phone, 147, 151; on wikis, 166, 175, 176, 177, 178
- Standard blogs, 36–37, 38
- Star Wars wiki, 165, 166
- Starbucks, 109–110
- Starwood Hotels, 220
- Stephenson, Neal, 208n1, 216
- Stop Dog Fighting Now, 71
- Stop Genocide Now, 123
- Storytelling, 125–127, 202–203, 252–254
- Strategic planning, 213
- Student Global AIDS Campaign (SGAC), 168–169, 180, 255
- StumbleUpon, 69, 78
- Stutzman, Fred, 95
- Sun Microsystems, 221
- Support Breast Cancer Research, 71
- SurveyMonkey.com, 76
- Sweden, virtual diplomatic relations, 231
- ## T
- Tagging: on blogs, 34, 39, 42; as feature of Web 2.0 technologies, 34; on media-sharing sites, 107, 112, 114–115. *See also* Geotagging
- Tags: cloud, 107; defined, 34
- TalkingPointsMemo.com, 183
- Technology: Millennials' familiarity with, 8; social features in, 242–243; understanding how people use, 250–251. *See also* Web 2.0 technologies
- Teen Second Life, 222–224
- Television. *See* Media, mainstream
- Tester, Jon, 5, 121n4
- Text aggregators, 146–147
- Text alerts, 144
- Text messages: clearly written, 149–150; defined, 130; timely, 149, 155n25
- Text messaging: as campaign element, 8; companies exerting control over, 140, 150–151; to encourage voter registration, 1–2, 12n1, 138–139; growth of, 130; how to begin using, 145–147; opt-in requirement for, 141, 148, 154n23, 157–158; options for structuring, 143–145; organizations using, 131–143; popularity of, 11; shortcodes, 12n1, 132, 133, 146, 154n12; tips on success with, 147–150. *See also* Mobile phones
- Text to voice, 144
- Text to voice broadcast, 144
- Texting, intelligent, 144–145, 147. *See also* Text messaging
- Thompson, A. C., 183
- Thurmond, Strom, 15
- Time: to begin using Web 2.0 technologies, 251–252; for blogging, 41, 44, 52–53; for social networking, 82–83; for wikis, 176

Timeliness, of text messages, 149, 155n25
Tipping Point, The (Gladwell), 79
 Toyota, 231
 Trackbacks, 32
 Training, blogs for, 27
 Transformers wiki, 165–166
 Tufte, Edward R., 203
 Tutu, Desmond, 231
 Twitter, 29, 56–57

U

UC Davis, Schizophrenia House virtual presence, 222
 United States Holocaust Memorial Museum.
See Holocaust Museum

V

Verclas, Katrin, 245
 Verizon, 151
 Video blogs (vlogs), 37
 Video games: virtual worlds vs., 228; wikis for fans of, 165
 Video-sharing sites. *See* Media-sharing sites; YouTube
 Videos: editing, 115, 116, 117; Web hosting, 111, 122n11
 Virtual Earth 3D, 200, 208661
 Virtual Laguna Beach, 217, 224, 228, 233
 Virtual life (VL), 217, 237n1, 12
 Virtual worlds, 12, 215–243; avatars in, 216, 221, 226, 228–229, 230; characteristics of, 218; functioning of, 228–230; future of, 235–236, 242; how to begin using, 231–233; organizations inhabiting, 219–228; residents of, 218–219, 228; software for, 219, 233, 234–235, 236; tips for success with, 233–235. *See also* Second Life
 Volunteers: recruiting, 61–66, 131–132, 153n9, 195–196, 247; social networks of, 183–185
 Voter registration, text-messaging campaign to encourage, 1–2, 12n1, 138–139. *See also* Rock the Vote

Voting, by Millennials, 5

W

Wall, the, Facebook, 75
 Web: as conversational medium, 45–46; as platform, 8; as social medium, 57; storytelling on, 125–127. *See also* Internet
 Web browsers, mobile phones as, 151–153, 155nn27, 28
 Web hosts: for blogging software, 38; media-sharing sites as, 111; for wiki software, 175
 Web publishing, 48n28. *See also* Blogging; Wikis
 Web site, for book, 12
 Web 2.0 era, trends and attributes of, 7–8
 Web 2.0 movement: concepts underpinning, 45–46; defined, 6–7; future of, 257–258
 Web 2.0 technologies: common features of, 33–36; connectedness with, 7, 245–246; defined, 6, 13n8; factors for successful use of, 250–255; future, 256–257; how to begin using, 251–252; lack of information on, 3–4; nonprofits and, 241–242, 245–247
 Webb, James, 5, 97–99
 Whale hunting, 142, 150, 253–254, 255
 White board, Bebo, 75
 Whitman, Meg, 231
 Whyville, 217
 Widgets: in blogs, 34–36; defined, 34, 64; on media-sharing sites, 112; on social networking sites, 63, 64, 76–77
 Wiki gardeners, 166, 170, 176, 178
 Wikipedia, 163, 164, 172, 175, 179, 181n7, 208
 Wikis, 11, 163–181; advantages of, 180–181; components of, 171, 172, 173, 174; criticisms of, 178–180; how to begin using, 171–175; mapping used with, 196–197; organizations using, 164–170; software for, 171–175, 178; tips for success with, 176–178; and volunteers, 183–185
 WikiWikiWeb, 163–164
 Williams, Evan, 30, 55

Wired Online, 29
Wireless carriers/operators, 140, 150–151
Wookiepedia, 165, 166
Working Assets, 138, 139
World Wind, NASA, 200

X

Xanga, 60, 75

Y

Yahoo!, mapping software, 190, 191, 200

Yelp, 69

YouthRights.net, 166–167

YouTube, 69; “channels” on, 114; distribution rights, 116; and MySpace, 99, 111; Oxfam International’s use of, 101–102, 103, 109–110, 118; political campaigns using, 97–99, 102, 104, 105–106, 108, 121n4; political content on, 123–124; upload form, 112–113; as Web host, 111

Z

Zoom levels, mapping, 199