

1. Record Nr.	UNINA9910452358903321
Autore	Montgomery Kathryn C.
Titolo	Generation digital : politics, commerce, and childhood in the age of the internet // Kathryn C. Montgomery
Pubbl/distr/stampa	Cambridge, MA, : MIT Press, c2007
ISBN	1-282-09881-0 9780262280129 9781429492393 0-262-28012-4 1-4294-9239-2
Descrizione fisica	1 online resource (364 p.)
Disciplina	303.48/330830973
Soggetti	Mass media and children Mass media and teenagers Digital media - Social aspects Internet and children Internet and teenagers Internet - Social aspects Technology and children Technology and youth Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. [227]-320) and index.
Nota di contenuto	At the center of a cultural storm -- Digital kids -- A V-chip for the Internet -- Web of deception -- Born to be wired -- Social marketing in the new millennium -- Peer-to-peer politics -- The legacy of the digital generation.
Sommario/riassunto	The role that children and youth play in the emerging digital media culture-as consumers targeted by marketing campaigns, as creators of their own digital culture, and as political participants.