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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.