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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. |