

Guidebooks to Media Issues, Present and Future

Tim Dwyer, **Legal and Ethical Issues in the Media**, London: Palgrave Macmillan, 2012, 157 pp., £16.99 (paperback).

John Hartley, Jean Burgess, and Axel Bruns (Eds.), **A Companion to New Media Dynamics**, West Sussex: Wiley-Blackwell, 2013, 520 pp., \$200.95 (hardcover).

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Keeping up with the rapid changes in the media landscape can be daunting. It is not only about keeping pace with technological change, but all the changes that come with that: social, cultural, economic, legal. The books **Legal and Ethical Issues in the Media** and **A Companion to New Media Dynamics** are two excellent tools for professionals and scholars looking to get better acquainted with the pressing issues of the day and to begin thinking about the challenges that will face media thinkers and practitioners tomorrow.

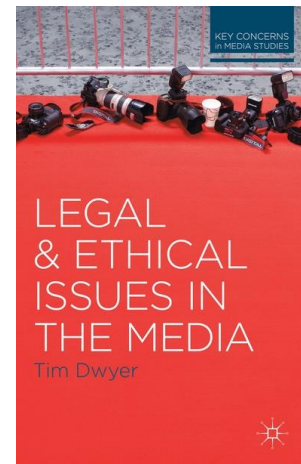
Legal and Ethical Issues in the Media by Tim Dwyer outlines some of the most critical issues in law and ethics that face media practitioners. Dwyer writes:

Media practitioners learning the ropes need to develop an understanding of a range of key concepts, frameworks and general legal literacies that are relevant to their roles as content creators. On one level this is simply a matter of self-protection, but on another it is about acquiring the confidence to create well-informed quality content for a media citizenry. (p. 2)

The book covers legal issues and the ethical foundations and implications of those issues, both as established in conventional media and as they are evolving in emerging media.

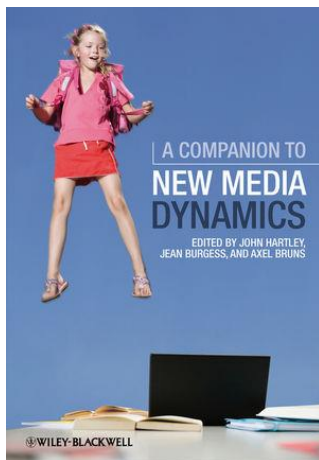
Dwyer begins in chapter 1 with a brief overview of a number of ethical systems from across the globe: virtue, deontological, Christian, utilitarian, Foucauldian, Confucian, and Buddhist. He proceeds, in chapter 2, to discuss four major legal systems—common law, civil law, socialist law, and Islamic law—before honing in on the specifics of the common law system, on which the book focuses, primarily in the context of the UK and Australia, with some examples from the United States. He spends some time going into detail on *sub judice* contempt, an issue within this law system in which journalists can be held in contempt of court for publishing information about a case during a prohibited phase. Thus, from the beginning, Dwyer establishes the book as a guide to media practitioners, particularly journalists.

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From there, the chapters go on to consider specific topics. Chapter 3 covers defamation and the protection of reputations, in which Dwyer discusses the trickiness of jurisdiction in the Internet age, and the shelf life of new (and here, specifically social) media. Chapter 4 examines problems with confidential information and privacy. In this chapter, Dwyer provides a brief overview of the historical origins of modern understandings of privacy, current privacy standards and practices in the UK and Australia, and the privacy dilemmas brought about by social media. Chapter 5 discusses intellectual property and modes of regulation, specifically safe harbor, copyright, and fair use. Dwyer concludes that emerging problems with intellectual property are not regulatory, but rather completely systemic. The final chapter takes up the issues of public law, policy, and the public interest. Here Dwyer provides a detailed discussion of the origin, and varying working definitions of, the concept of "public interest." Specifically of concern in this discussion is the question of media ownership and how the resolution of this question will affect Western democracies in the years to come.

Dwyer's dissection of these topics makes frequent use of real-world examples for each problem, taking events from the last 15 years in the UK and Australia to illustrate how these dilemmas often play out. This can sometimes make reading difficult for readers unfamiliar with current events in those countries, as these examples are often presented without context, under the assumption that the audience has been following the news. However, for those who have, these cases are useful for understanding the issues in question. He is also astute at projecting current problems into the future, drawing connections between historical patterns and emerging trends to speculate on how media practitioners may prepare themselves for future legal conflicts. At 148 pages not counting the index, the book is a relatively quick read, but densely packed and thoroughly researched. *Legal and Ethical Issues in the Media* is an excellent handbook for new journalists looking to acquaint themselves with the important legal questions of their field.



A Companion to New Media Dynamics, edited by John Hartley, Jean Burgess, and Axel Bruns, provides a thorough and multidisciplinary guide to issues raised by the development and use of new media. Notable in their approach is their positioning: Rather than focus on the *newness* of new media, the pieces in this collection concern themselves with the *dynamics* of new media.

This is not an easy task to take on, but the editors move the reader through this challenge skillfully, organizing the book into three clear parts. Part 1, "Approaches and Antecedents," grounds readers in the history and theory, from a variety of disciplinary perspectives, they will need to understand the context of discussions on "new media." In chapter 1, "Media Studies and New Media Studies," Sean Cubitt provides an introductory but thorough overview of media studies over the last few decades, with a focus on political economy and aesthetics.

This chapter is particularly useful as a literature review, with 5 pages of citations for an 11-page chapter. Following this is Willard McCarty's chapter, "The Future of Digital Humanities is a Matter of Words," which examines the present and future trajectory of the digital humanities field. Chapter 3, "Media Dynamics and the Lessons of History" by Thomas Pettitt, is a meditation on and critique of the interruption-restoration hypothesis of media history, with particular attention to the "Gutenberg Parenthesis." The author urges researchers in the field to move beyond these linear media theories and instead consider boundaryless frameworks. Peter Swirski's "Literature and Culture in the Age of the New Media" argues against the prominent narrative that the book as a media form is dying, citing a thriving traditional publishing industry as well as emerging forms of narrative consumption: Storytelling is not dead, Swirski says, because people are storytellers by nature.

Chapter 5, "The Economics of New Media" by John Quiggin, continues this move into new media by approaching it from an economic angle. Quiggin briefly covers many issues of particular interest to this approach—the value of information, advertising in a networked environment, collaboration and intellectual property—before advocating for a more thorough theorization of the interplay of economics and new media. In chapter 6, "The End of Audiences?" Sonia Livingstone and Ranjana Das do not answer their titular question so much as assert that the question itself is what matters, particularly in a new media environment where reception itself is being so radically redefined. Grant Blank and William H. Dutton's chapter, "The Emergence of Next-Generation Internet Users," follows with a discussion of issues of access and use via an analysis of survey data gathered as part of the longitudinal Oxford Internet Survey. They conclude that, while access is increasing, the distinction between behaviors of use are not determined solely by age, but also by factors such as unemployment and income, underlining the importance of access in technological literacy. The final chapter for this section, chapter 8, "National Web Studies" by Richard Rogers, Esther Weltevrede, Erik Borra, and Sabine Niederer, proposes an approach to Internet research that "enables the study of the current conditions of a web space demarcated along national lines" (p. 142), using Iran as a case study.

Part 2 goes from broader considerations of new media theory and history into more specific areas: agency, mobility, enterprise, search, network, and surveillance. In chapter 9 in the "Agency" subsection, Zizi Papacharissi and Emily Easton's chapter "In the Habitus of the New" applies the Bourdieuan concept of habitus to understand the interplay of behaviors and affordances in new media. They argue that such a habitus allows for unique expressions of agency, but also emphasizes the importance of fluency. Andrew Lih's chapter, "Long Live Wikipedia?" discusses the present predicament the massively influential online encyclopedia finds itself in. Lih suggests that Wikipedia's future may lie in expanding beyond the traditional encyclopedic activities into more journalistic endeavors like recording folk knowledge.

The following section, "Mobility," begins with chapter 11, by Gerard Goggin, titled "Changing Media with Mobiles," in which he posits that mobile technology has become so central that it has moved past being just a technology and has become its own media genre, mobile media. Chapter 12, "Make Room for the Wii" by Ben Aslinger, considers the evolution of the game console via mobility, and the co-evolution of domestic gaming spaces and transnational, cross-device flows of game products with it.

Charles Leadbeater's chapter on "Improvers, Entertainers, Shockers, and Makers" opens the "Enterprise" section. Here he identifies three conventional genres of cultural entrepreneur—improvers, entertainers, and shockers—and argues that new media have "brought back to life at mass scale another way to engage with culture, a new category: makers" (p. 221). Chapter 14, "The Dynamics of Digital Multisided Media Markets: How Media Organizations Learn from the IT Industries How to Engage with an Active Audience" by Patrik Wikström, discusses how digital media has changed advertising from a two-sided structure to a many-sided structure and how the advertising industry would do well to learn from the IT industry, with its many years of dealing with such a structure.

The "Search" section opens with "Search and Networked Attention," by Alexander Halavais, about the role search engines play in the shaping of our knowledge. Halavais suggests that it is not just that we're making machines better at reading our world (through natural language processing, etc.), but that we're making our world easier to be read by machines, a tension that deserves critical consideration. Pelle Snickars follows, in chapter 16, with "Against Search: Toward A New Computational Logic of Media Accessibility," in which he notes the emerging alternatives to search—tagging, folksonomies, social tagging—and advocates for their further development, keeping in mind that data are political, and thus so are methods for their parsing.

The next section is titled "Network." Chapter 17, Indrek Ibrus' "Evolutionary Dynamics of the Mobile Web," considers the development of mobile technologies through an evolutionary approach, and so is able to examine the history, trajectory, divergences and convergences of these technologies and networks. Following him, in chapter 18, "Pseudonyms and the Rise of the Real-Name Web," Bernie Hogan examines the historical tensions in the study of identity and how those tensions have taken the form of the debates between anonymity, pseudonymity, and "real identities."

The final section of part 2, "Surveillance," begins with chapter 19, "New Media and Changing Perceptions of Surveillance," by Anders Albrechtslund. In it he proposes a new approach to privacy theory in the digital age: "participatory surveillance." This approach, he argues, does not replace prior approaches, but broadens them to include "the potentially empowering characteristics that appear when surveillance is part of social practices" (p. 319). Chapter 20, "Lessons of the Leak: WikiLeaks, Julian Assange, and the Changing Landscape of Media and Politics" by Christoph Bieber, considers the influence that high-profile leaks have had on the relationship between digital media and political systems, using WikiLeaks as a case study to examine this growing power.

Part 3, titled "Forms, Platforms, and Practices," takes the theories and topics covered in the previous two sections and uses them to explore three major communicatory domains with regards to new media: culture and identity; politics, participation, and citizenship; and knowledge and new generations. The first section, "Culture and Identity," begins with chapter 21, "Cybersexuality and Online Culture" by Feona Attwood, which is a thorough review of recent research examining sexual practices and behaviors online. Following her with chapter 22, "Microcelebrity and the Branded Self," Theresa M. Senft complicates broader understandings of self-branding to suggest that individuals are embracing the positive aspects of the practice. Senft does point out, however, that there are still some serious ethical issues—interaction, consent, the construction of identity and worth—that must be considered. Alice E. Marwick, in her chapter

"Online Identity," draws on theories of identity from diverse fields, and their criticisms, in order to introduce some of the major issues in online identity production. In chapter 24, "Practices of Networked Identity," Jan-Hinrik Schmidt discusses various aspects of the specific concept of networked identity, exploring how networked media add layers to the typical personal and social identity cues people have long depended on.

The following section, "Politics, Participation, and Citizenship," begins with chapter 25, "The Internet and the Opening Up of Political Space," by Stephen Coleman. In it, Coleman examines how the Internet's approach to democratic citizenship differs from broadcast's, suggesting that digital citizenship adopts many of the broader behavioral changes seen online, like fluid definitions of fundamental concepts, a repudiation of institutional logic, and playfulness. Cherian George's chapter, "The Internet as a Platform for Civil Disobedience," follows with a case study of Singapore's online insurgents and their use of digital technologies as "political jiu-jitsu" to use the state's instruments of power against itself. Chapter 27, "Parody, Performativity, and Play: The Reinvigoration of Citizenship through Political Satire" by Jeffrey P. Jones, looks at the rise of satiric and parodic content on the Internet and what such performative and playful content means for political engagement and citizenship practices. Tarleton Gillespie writes, in chapter 28, "The Politics of 'Platforms,'" about the discursive work done by some media companies, YouTube in particular, when they situate themselves as a "platform." Such a positioning allows these companies to address users, advertisers, and media partners with the same face, and suggests both activity and passivity. Axel Bruns ends the section with his chapter "From Homepages to Network Profiles: Balancing Personal and Social Identity," in which he traces the history of the World Wide Web as a means of presenting and sharing information. He identifies a pattern of oscillation between standardization and individualism, and suggests that given our current phase of standardization via services like Twitter and Facebook, we can expect to see a push toward greater diversity in the near future.

The book ends with the section "Knowledge and New Generations." In chapter 30, "The New Media Toolkit," Mark Pesce argues that the rapid urbanization of humanity requires a new set of approaches to media. Basile Zimmerman's chapter, "Materiality, Description, and Comparison as Tools for Cultural Difference Analysis," advocates for the consideration of materiality and specificity in the study of new media, using an example from the Chinese Internet to illustrate this approach. Chapter 32, "Learning from Network Dysfunctionality: Accidents, Enterprise, and Small Worlds of Infection" by Tony D. Sampson and Jussi Parikka, suggests that much can be learned from network dysfunctionality, specifically referring to how the logic of viral marketing coincides with the logic of spam and viruses. In chapter 33, "Young People Online," Lelia Green and Danielle Brady present a brief history of the development of online social networking, as well as the attendant concerns regarding children's use of these services, and discusses the EU Kids Online II project in relation to these concerns. Finally, Kate Crawford and Penelope Robinson, in "Beyond Generations and New Media," argue that a focus on the media behaviors of different generations glosses over important ethnic, economic, and cultural differences between cohorts. The authors suggest instead "networks of association" as a more meaningful approach to present and future study of new media behavior.

Given the breadth of topics, this book is an excellent source either for topic-specific research for the reader looking for information about a particular technology, practice, or issue, or for a deeper understanding of the field as a whole and how these different subjects interweave and interact. Furthermore, the variety of approaches is similarly instructive; some chapters provide deep histories of a topic, while others present compelling new theoretical approaches, while still others consider case studies using on-the-ground research from around the world. The structure of the book makes the organization of ideas clear, but the diversity keeps it compelling throughout its many chapters. Overall, *A Companion to New Media Dynamics* is informative both in the richness of its chapters and the depth of its references, and would be a valuable addition to any professor's syllabus or scholar's library.