Useful Web Resources for Each Chapter

Chapter 1

This is a playlist on YouTube devoted to Marshall McLuhan:
http://www.youtube.com/watch?v=6ll5NOfycKQ&playnext=1&list=PLFE3C8B7AEB2F4D6E&feature=results_main

Here are some videos made by the cultural anthropologist Michael Wesch:

Web2.0. The machine is us/ing
us:  http://www.youtube.com/watch?v=6gmP4nk0EOE&feature=channel

A vision of students today:
http://www.youtube.com/watch?v=dGCJ46vyR9o&feature=channel

An anthropological introduction to YouTube.
http://www.youtube.com/watch?v=TPAO-lZ4_hU&feature=channel

Chapter 3

Here is the colour version of Figure 3.1:
http://www.flickr.com/photos/yarret/477977551/

Chapter 4

This is Ruby’s ‘funny teacher saying foul language’ video. (The English starts at 1:23): http://youtu.be/xAl6lZdDGmo

Here are usage statistics of content languages for websites. It is updated daily:
http://w3techs.com/technologies/overview/content_language/all

Surveys of internet use

There are regular surveys of internet use in the United States carried out by PEW, at:

In Britain the national communications regulator Ofcom carries out regular surveys such as: http://www.knowthenet.org.uk/articles/ofcom-reveals-uk%E2%80%99s-internet-habits

Also in Britain, the Oxford Internet Institute carries out surveys and has published a broad report called Next Generation Users: The Internet in Britain which can be downloaded here: http://microsites.oii.ox.ac.uk/oxis/publications

Chapter 5

‘Drawing a line in the noodles’ is on the Language Log blog: http://languagelog.ldc.upenn.edu/nll/?p=3366

Chapter 6

Flickr photos tagged with ‘me’ can be found here: http://www.flickr.com/photos/tags/me/

Chapter 7

The Flickr photo ‘Maoxuewang’ by Tinn Tian: http://www.flickr.com/photos/touke/1359553985/

The Flickr photo ‘look at me in the eye…’ by nadiobolis: http://www.flickr.com/photos/nadiobolis/460544898/

The Flickr photo ‘handwritting’ by cjpanda: http://www.flickr.com/photos/cjpanda/26462420/

Chapter 8

Here is the original newspaper article about the essay written in text message language: http://www.telegraph.co.uk/news/uknews/1423572/Girl-writes-English-essay-in-phone-text-shorthand.html

Chapter 9

Here are two of many groups devoted to taking a photo a day for a year:
Chapter 10

Here is the original photo of Abraham Lincoln, U.S. President, looking at a photo album with his son, Tad Lincoln, Feb. 9, 1864 on the Library of Congress Flickr photo site: http://www.flickr.com/photos/library_of_congress/3253743092/.

Chapter 13

Photos of offline presence of internet language:
http://www.flickr.com/photos/onofflineproject/