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## Generation Digital: Politics, Commerce and Childhood in the Age of the Internet

By Kathryn C. Montgomery

MIT Press Ltd. Hardback. Book Condition: new. BRAND NEW, Generation Digital: Politics, Commerce and Childhood in the Age of the Internet, Kathryn C. Montgomery, Children and teens today have integrated digital culture seamlessly into their lives. For most, using the Internet, playing videogames, downloading music onto an iPod, or multitasking with a cell phone is no more complicated than setting the toaster oven to "bake" or turning on the TV. In Generation Digital, media expert and activist Kathryn C. Montgomery examines the ways in which the new media landscape is changing the nature of childhood and adolescence and analyzes recent political debates that have shaped both policy and practice in digital culture. The media has pictured the so-called "digital generation" in contradictory ways: as bold trailblazers and innocent victims, as active creators of digital culture and passive targets of digital marketing. This, says Montgomery, reflects our ambivalent attitude toward both youth and technology. She charts a confluence of historical trends that made children and teens a particularly valuable target market during the early commercialization of the Internet and describes the consumer-group advocacy campaign that led to a law to protect children's privacy on the Internet. Montgomery recounts--as a participant and as...



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