Contents

Steven Levy
   Introduction  1

Kevin Berger
   The Artist as Mad Scientist  8
   /Salon/

Jeff Howe
   The Rise of Crowdsourcing  29
   /Wired/

Emily Nussbaum
   Mothers Anonymous  43
   /New York Magazine/

The Onion
   iTunes to Sell You Your Home Videos
   for $1.99 Each  66
   /Onion/

Kevin Kelly
   Scan This Book  69
   /New York Times Magazine/

Clive Thompson
   A Head for Detail  94
   /Fast Company/

Jeffrey M. O'Brien
   You’re Sooooooooooo Predictable  115
   /Fortune Magazine/
Joshua Davis
Say Hello to Stanley 127
/Wired/

Philip Smith
The Worst Date Ever for an Apple Tech 142
/Fixyourthinking.com/

Justin McElroy
Defend Ironton 157
/Escapist/

Preston Lerner
This Is a Bike. Trust Us. 164
/Los Angeles Times/

John Seabrook
Game Master 177
/New Yorker/

Jeffrey R. Young
A Berkeley Engineer Searches for the “Truth” about the Twin Towers 208
/Chronicle of Higher Education/

Kiera Butler
Listen to This 218
/Columbia Journalism Review/

Larry O’Brien
Top 10 Things I’ve Learned about Computers from the Movies and Any Episode of 24 228
/Knowing.net/

Farhad Manjoo
The Corporate Toll on the Internet 230
/Salon/
Julian Dibbell
Dragon Slayers or Tax Evaders  248
/Legal Affairs/

Adam L. Penenberg
Revenge of the Nerds  255
/Fast Company/

Katharine Mieszkowski
“I Make $1.45 a Week and I Love It”  267
/Salon/

John Gruber
Good Journalism  277
/Daringfireball.net/

Paul Boutin
You Are What You Search  287
/Slate/

Aaron Swartz
A Non-Programmer’s Apology  291
/Raw Thought/

Matt Gaffney
The Ultimate Crossword Smackdown  298
/Slate/

Lori Gottlieb
How Do I Love Thee?  304
/Atlantic Monthly/

Jaron Lanier
Digital Maoism: The Hazards of the New Online Collectivism  331
/Edge/

Ben McGrath
It Should Happen to You  349
/New Yorker/