The Hyperlinked Society
The Hyperlinked Society: Questioning Connections in the Digital Age

Joseph Turow and Lokman Tsui, Editors
Contents

JOSEPH TUROW Introduction: On Not Taking the Hyperlink for Granted 1

PART 1. Hyperlinks and the Organization of Attention

JAMES G. WEBSTER Structuring a Marketplace of Attention 23
ALEXANDER HALAVAIS The Hyperlink as Organizing Principle 39
PHILIP M. NAPOLI Hyperlinking and the Forces of “Massification” 56
LOKMAN TSUI The Hyperlink in Newspapers and Blogs 70
ESZTER HARGITTAI The Role of Expertise in Navigating Links of Influence 85
SETH FINKELSTEIN Google, Links, and Popularity versus Authority 104

PART 2. Hyperlinks and the Business of Media

MARTIN NISENHOLTZ The Hyperlinked News Organization 125
TOM HEapos How Hyperlinks Ought to Change the Advertising Business 137
STACEY LYNN SCHULMAN Hyperlinks and Marketing Insight 145
ERIC PICARD Hyperlinking and Advertising Strategy 159
MARC A. SMITH From Hyperlinks to Hyperties 165
PART 3. Hyperlinks, the Individual and the Social

**DAVID WEINBERGER**  The Morality of Links  181

**STEEFAN G. VERHULST**  Linked Geographies: Maps as Mediators of Reality  191

**JEREMY W. CRAMPTON**  Will Peasants Map? Hyperlinks, Map Mashups, and the Future of Information  206

**LADA A. ADAMIC**  The Social Hyperlink  227

**MARKUS PRIOR**  Are Hyperlinks “Weak Ties”?  250

**MATTHEW HINDMAN**  What Is the Online Public Sphere Good For?  268

Selected Bibliography  289

About the Authors  305

Index  311