



Mobilizing Generation 2.0

By Ben Rigby, Rock the Vote

Paperback. Book Condition: New. Not Signed; Use new media to attract and mobilize young people! Explore and examine the gamut of new media and the ways in which it can be used to recruit, organize, and mobilize young people--who represent the majority of new media users. Answer the questions: What is it? How is it being used? How does it work? How to get started? You'll get concise descriptions, screenshots, case studies, resources, and best practices in language that is easy for non-technical people to understand. You'll also gain a sense of the technology--without requiring any downloads, software or plug-ins. Includes a Foreword by Rock the Vote and contributions from Beth Kanter, Evan Williams, danah boyd, Fred Stutzman, Steve Grove, Jonah Sachs, Seth Godin, Zack Exley, Marty Kearns, Jason Fried, Mitch Kapor, and Katrin Verclas. Chapters cover Blogging, Social Networking, Video and Photo Sharing, Mobile Phones, Wikis, Maps, Virtual Worlds. book.



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