

Endnotes

- 1 <www.bolt.com> (11 June 2001).
- 2 <www.bolt.com/info/advertising/advertising.asp> (19 July 2000).
- 3 Jane Mount, personal interview, 4 May 2000.
- 4 Stacy Lawrence, "Internet in Media Time," The Industry Standard, 1 May 2000, <www.thestandard.com/research/metrics/display/0,2799,14571,00.html> (21 Sept. 2000).
- 5 "Internet Appliances Challenging PC Dominance," CyberAtlas, 30 Nov. 2000, <http://cyberatlas.internet.com/big_picture/hardware/article/0,,5921_523221,00.html> (13 Dec. 2000).
- 6 Kipp Cheng, "Setting Their Sites on Generation 'Y,'" Media Week, 9 Aug. 1999: 46-48.
- 7 Newsbytes 10 Apr. 1999. Lee Rainie and Dan Paekel, More Online, Doing More (Washington, DC: Pew Internet & American Life Project, Feb. 2001). Note: The latest figures indicate that teens do not spend more time online than adults (303 vs. 728 minutes per month). "Although teens are early adopters and tend to experiment with new and innovative online products, winning their time and attention is becoming increasingly difficult.... Jupiter's analysts believe that the low Internet use by teens is attributed to teens' active schedules, with school and after-school activities; necessity of sharing online time at home with other family members; and the perception of the Internet largely as an entertainment and communication tool, not as a productivity tool." Jupiter Communication, "Teen Spend Less Than Half As Much Time Online As Adults," 12 Sept. 2000 <www.jup.com/company/pressrelease.jsp?doc+pr0009127> (10 May 2001). According to a recent study by the Pew Internet and American Life Project, teens far exceed adults in their use of instant messaging (74 percent of online teens as opposed to 44 percent of online adults), visits to chat rooms (55 percent to 26 percent), and playing or downloading games (66 percent to 34 percent). Amanda Lenhart, Lee Rainie, and Oliver Lewis, Teenage Life Online: The Rise of the Instant-Message Generation and the Internet's Impact on Friendship and Family Relationships (Washington, DC: Pew Internet and American Life Project, 2001), 37.
- 8 Austin Bunn, "The Rise of the Teen Guru," Brill's Content, July/Aug. 2000: 64-69, 123-129. Remarkably, the majority of teens and their parents are in agreement on this point: 64 percent of online teens claim to know more about the Internet than their parents, and 66 percent of parents agree. Amanda Lenhart, Lee Rainie, and Oliver Lewis, Teenage Life Online (Washington, DC: Pew Internet and American Life Project, 2001) 11.
- 9 According to a report released by Dataquest Inc. in 2000, 44 million people watched TV and surfed the Internet at the same time. That number was predicted to increase to 52 million in 2001. Terence Chea, "Rank of Telewebbers' Rising," Washington Post, 22 June 2000: E4.
- 10 "Look Who's Communicating," Family PC, Sept. 2000: 50.
- 11 Rochelle Sharp, "Teen Moguls: Internet-savvy Kids Are Turning Their Fun and Games Into Million-Dollar Businesses," Business Week, 29 May 2000: 108-118. Austin Bunn, "The Rise of the Teen Guru," Brill's Content, July/Aug. 2000: 64-69, 123-129.
- 12 "Forrester Technographics Finds That Young Consumers Are Internalizing Net Rules." 10 Aug. 1999. <www.forrester.com/ER/Press/Release/0,1769,158,FF.html> (17 Aug. 1999).
- 13 Susan Stellin, "This Web Site Rocks! (It's Turning a Profit)" New York Times, 3 Dec. 2000. <http://www.nytimes.com/2000/12/03/technology/03ALOY.html> (3 Dec. 2000).
- 14 James U. McNeal, The Kids Market: Myths and Realities (Ithaca, NY: Paramount Market Publishing, 1999).
- 15 Amy Aidman, "Advertising in the Schools," ERIC Digest, Dec. 1995, <http://ericecece.org/pubs/digests/1995/aidman95.html>.
- 16 James U. McNeal, The Kids Market: Myths and Realities (Ithaca, NY: Paramount Market Publishing, 1999) 10.

- 17** For a discussion of these and other First Amendment issues, see the Washington Internet Project's Free Speech page at < www.cybertelecom.org/cda/firsta.htm> (15 June 2001).
- 18** Center for Media Education, Youth Access to Alcohol and Tobacco Web Marketing: The Filtering and Rating Debate (Washington, DC: author, 1999). In December 2000, Congress passed an addendum to a spending package that requires schools and libraries receiving "e-rate" funds from the federal government to install Internet filtering software on their computers. David McGuire, "New Software Blocks Online Filtering Programs - Update," Newsbytes, 18 Dec. 2000, <www.newsbytes.com/news/00/159540.html> (10 July 2001).
- 19** Joseph Turow and Lilach Nir, The Internet and the Family 2000: The View from Parents, The View from Kids (Philadelphia, PA: The Annenberg Public Policy Center of University of Pennsylvania, May 2000).
- 20** See US Department of Commerce, Falling Through the Net: Toward Digital Inclusion: A Report on American's Access to Technology Tools (Washington, DC: Oct. 2000) <<http://search.ntia.doc.gov/pdf/fltn00.pdf>> (10 May 2001). The Urban Institute, E-Rate and the Digital Divide: A Preliminary Analysis From the Intergrated Studies of Educational Technology (Washington, DC: US Department of Education, 2000), <www.ed.gov/pffices/OUS/PES/erate_fr.pdf> (10 May 2001).
- 21** Ellen Wartella and Nancy Jennings, "Children and Computers: New Technology—Old Concerns," The Future of Children, Children and Computer Technology 10.2 (Fall/Winter 2000): 31.
- 22** Susan Harter, "Processes Underlying the Construction, Maintenance and Enhancement of the Self-concept in Children," Psychological Perspective on the Self 3 (1990).
- 23** J.J. Arnett, R.M. Larson, and D. Offer, "Beyond Effects: Adolescents as Active Media Users," Journal of Youth and Adolescence 24.5 (1995): 511-518.
- 24** Sherry Turkle, Life on the Screen: Identity in the Age of the Internet (New York: Touchstone, 1995) 10. See also: David Silver, "Communication, Community, Consumption: An Ethnographic Exploration of an Online City," in Virtual Publics: Policy and Community in an Electronic Age (New York: Columbia University Press, 2000).
- 25** Alvin Cooper and Leda Sportolari, "Romance in Cyberspace: Understanding Online Attraction," Journal of Sex Education and Therapy 22.1 (1997): 7-14.
- 26** Susannah R. Stern, "Adolescent Girls' Expression on Web Home Pages: Spirited, Sombre, and Self-Conscious Sites," Convergence 5.4 (Winter 1999): 22-41.
- 27** Roberta Furger, Does Jane Compute? Preserving Our Daughter's Place in the Cyber Revolution (New York: Warner Books, 1998).
- 28** M. Evard, "'So Please Stop, Thank You': Girls Online," in Wired Women, L. Cherny and R. Weise, eds. (Seattle: Seal Press, 1996).
- 29** J. Gray, "Understanding Online Peers: Sociocultural and Media Processes among Young Adolescent Students in the United States." Diss., Harvard University, 1999.
- 30** Robert Putnam, Bowling Alone: The Collapse and Revival of American Community (New York: Simon & Schuster, 2000)
- 31** Robert Putnam, Bowling Alone: The Collapse and Revival of American Community (New York: Simon & Schuster, 2000) 169.
- 32** A survey of 18–24 year-olds released before the 2000 election found that although young adults cared about the campaign issues, less than half (46 percent) planned on voting. Of those not certain they would vote, 58 percent believed that they can make more of a difference getting involved in their community rather than through voting. "It's clear that young people have strong opinions on the issues being debated in this campaign, but many of them don't see the election as the way to express those opinions or have an impact on public policy," said Vicky Rideout, vice president, Kaiser Family Foundation Kaiser Family. Kaiser Family Foundation, "Youth, Voting & The 2000 Election" (Menlo Park, CA: author, Sept. 2000). <www.kff.org/content/2000/3058/MTVElectoralSurvey.toplines.PDF> (13 Dec. 2000). For more information on the theorizing of

developmental processes involved in the learning of active citizenship see Jack M. McLeod “Media and Civic Socialization of Youth,” *Journal of Adolescent Health* 27.2 supplement (Aug. 2000): 45-51; Constance A. Flanagan and Lonnie R. Sherrod “Youth Political Development: An Introduction,” *Journal of Social Issues* 54.3 (1998): 447-456.

- 33** <www.rockthevote.org/mission.html> (20 June 2000).
- 34** Our analysis drew on a variety of sources, including trade publications, proprietary industry reports, attendance at industry conferences and trade shows, and interviews with media executives.
- 35** Karl Greenberg, “Search Patterns,” *Media Week*, 11 Sept. 2000: 72.
- 36** The Nielsen Net Rating’s List appeared in Neil Strother, “Hook Teens With Multiple Channels and Music,” *ZDNet*, 21 Jan. 2000 <www.zdnet.com/anchordesk/story/story_4378.html> (9 February 2000).
- 37** CME staff created the survey form, which was designed to evaluate the type of Web site; the form of advertising it used; its target audience; its content; and its privacy practices. CME based the survey form exploratory research conducted in the summer of 1999, focusing on the Web environment created for teenagers. We conducted a number of trial runs using a draft version of the survey form in early January and February 2000, after which final adjustments were made to the instrument. Although the numbers generated from the quantitative analysis may not be generalizable to the universe of teen sites on the Web, they can be helpful in providing a fairly reliable estimation of the proportion of sites that incorporate certain features such as e-mail, registration, data collection, etc.
- 38** We drew upon a wide range of sources for information to supplement what was gleaned by spending time on the sites. These sources included corporate or organizational materials provided by the Web site’s parent company or organization, both on and offline (e.g., media kits, press releases, and other promotional material); media and trade publications featuring articles on the Web sites under review; interviews and conversations with the producers of the Web sites or representatives of their parent company or organization.
- 39** Neil Strother, “Hook Teens With Multiple Channels and Music,” *ZDNet*, 21 Jan. 2000. <www.zdnet.com/anchordesk/story/story_4378.html> (9 Feb. 2000).
- 40** Between the months of May 2000 and July 2001, 538 Internet companies closed. Jon Swartz, “Webbys Go On Despite Dot-Bomb Threat,” *USA Today*, 18 July 2001 <www.newsbytes.com/news/01/168081.html> (20 July 2001).
- 41** Neil Strother, “Hook Teens With Multiple Channels and Music,” *ZDNet* 21 Jan. 2000, <www.zdnet.com/anchordesk/story/story_4378.html> (9 Feb. 2000).
- 42** “Media Metrix Top 50 US Web & Digital Media Properties for Jan. 2001” <www.mediametrix.com/data/thetop.jsp> (6 Mar. 2001). Not even Snowball was immune from the economic downturn that affected Internet advertising. In April 2001, the San Francisco-based company announced that it had cut 55 employees (or about a third of its workforce) in its offices in New York, Chicago, Los Angeles, and San Francisco. Bloomberg News, “Snowball Cuts 55 from Staff,” *CNET News.com* 17 Apr. 2001 <<http://news.cnet.com/news/0-1005-200-5644044.html>> (27 Apr. 2001).
- 43** Beth Cox, “Internet Profits—Not an Oxymoron,” *E-Commerce – Trends*, 5 June 2001, <http://ecommerce.internet.com/opinions/print/0,,3551_778841,00.html> (6 June 2001).
- 44** Jupiter Media Metrix, “AOL-Time Warner Accounts for One Third of all Time Spent Online, Reports Jupiter Media Metrix,” 27 Feb. 2001 <www.us.mediametrix.com/press/releases/20010227.jsp> (6 Mar. 2001).
- 45** Site observations based on a visit to <www.mtv.com> on 19 July 2001; “MTVi is Number One Online Music Entertainment Network; Sonicnet.com Named Best Online Music Site,” 25 July 2000 <http://mtvigroup.com/press_release_search_detail.asp?id=194&search=%2E> (3 August 2000).
- 46** Promotional materials provided by Snowball.com.

- 47** <www.snowball.com/advertise.html> (20 July 2001).
- 48** <www.smartgirl.com/pages/corporate/home.html> (14 Mar. 2001).
- 49** <www.smargirl.com/pages/speak.html> (20 July 2000).
- 50** Susan Stellan, "This Web Site Rocks! (It's Turning a Profit)," New York Times, 3 Dec. 2000.
- 51** Christopher Stern, "Napster Sign Deal to Offer Music From Record Giants," Washington Post, 6 June 2001: E1.
- 52** Susan Kuchinskas, "What's in a Game (Demographics of Computer Gaming)" Brandweek, 10 May 1999.
- 53** Since it was impossible to select a representative sample of teen Web sites for our survey, the results were not intended to serve as definitive indicators but rather as a rough approximation of the distribution of various features, content, practices.
- 54** Originally owned by Delia's, gURL.com was sold to Primedia, Inc., on 30 May 2001. James Covert, "'Delia's Up 15%; Beats 1Q Views, Lends Visibility,'" Dow Jones Newswires, 6 June 2001, <<http://interactive.wsj.com/archive/retrieve.cgi?id=BT-CO-20010606-004494.djm>> (7 June 2001).
- 55** Observations based on a visit to <www.gurl.com> on 17 May 2001.
- 56** <www.gurl.com/where/grants/story.html> (17 May 2001).
- 57** <http://www.gurl.com/where/grants/carolyn_debate_project/index.html> (17 May 2001).
- 58** Observations based on a visit to <www.ign.com> on 17 May 2001.
- 59** Matthew Mirapaul, "Music Videos Enter the Digital Age," New York Times, 21 Aug. 2000.
- 60** MTV.com's Webeo pages can be found at <<http://www.mtv.com/sendme.tin?page=/mtv/tubescan/vma00/>> (24 May 2001).
- 61** Lee Gomes, "Free Tunes for Everyone! MP3 Music Moves into High-school Mainstream," Wall Street Journal, 15 June 1999: B1.
- 62** Matt Krantz, "Online Music on Countdown to Blastoff," USA Today 14 July 2000.
- 63** While listening to music online is equally popular among both boys and girls (with 59 percent participating), boys (60 percent) are much more likely than girls (47 percent) actually to download MP3 files. Amanda Lenhart, Lee Rainie, and Oliver Lewis, Teenage Life Online (Washington, DC: Pew Internet and American Life Project, 2001) 38.
- 64** "Eyes for Your Ears," Wired, Oct. 1999.
- 65** Lee Gomes, "Free tunes for everyone! MP3 music moves into high-school mainstream," Wall Street Journal 15 June 1999: B1.
- 66** "MP3 Rocks the Web," Wired <<http://www.wired.com/news/mp3>> (24 Mar. 2001).
- 67** Hane C. Lee, "AOL TW – Rising Pop Star," Industry Standard, 9 Mar. 2001 <<http://www.thestandard.com/article/display/0,1151,22754,00.html>> (24 Mar. 2001).
- 68** R. Larson, "Secrets in the Bedroom: Adolescents' Private Use of Media," Journal of Youth and Adolescence 24.5 (1995): 535-51; See also K. Roe, "Adolescents' Use of Socially Disvalued Media: Towards a Theory of Media Delinquency," Journal of Youth and Adolescence 24.5 (1995): 617-32.
- 69** Wendy Bouds, "Cashing In on Youth: Kids Today Boast Big Cloak With Marketers," Wall Street Journal, 9 Aug. 2000. <<http://interactive.wsj.com/archive/retrieve.cgi?id=SB965780205752171839.djm>> (9 Aug. 2000).
- 70** "drDrew.com Assembles High Powered Management Team," press release, 15 Feb. 2000.
- 71** <<http://www.drdrew.com/about/drdrew.html>> (17 May 2001).
- 72** Observations based on a visit to <www.drdrew.com> on 17 May 2001; <<http://www.drdrew.com/publish/health/A2304.html>> (17 May 2001). <<http://www.drdrew.com/publish/faq/F191.html>> (17 May 2001). <http://www.drdrew.com/?r=%2Fflounge%2Fboard%2Fshow_thread.html%3Fthread_id%3D3336> (17 May 2001).

- 73** <www.voxy.com/sections/sos/index_f.htm> (17 May 2001). In addition, in February 2001, the site launched a new interactive show, called “JenXX,” starring “Friends” actress Jennifer Aniston. A percentage of the sponsorship money will go to the Rape Treatment Center in Santa Monica and to the Lili Claire/UNLV Vocational Training Center. “Voxy Launches New Show With Aniston,” Zap2it.com, 31 Jan. 2001 <<http://tv.zap2it.com/news/newsdaily/html?15225>> (9 July 2001).
- 74** Of the commercial sites surveyed, 9 (11.1 percent) contained content related to volunteering.
- 75** Observations based on a visit to <www.react.com> on 17 May 2001.
- 76** Laurence Steinberg, *Adolescence* 3rd ed. (New York: McGraw-Hill, 1993).
- 77** “Kids’ Future Looks Wired,” *Youth Market ALERT*, July 1999: 8.
- 78** “Building the Web Site that Every Kid Wants,” *Selling to Kids*, 5 Apr. 2000: 3.
- 79** Other activities in which a majority of online teens participate include looking for information on hobbies (69 percent), getting news (68 percent), playing or downloading a game (66 percent), researching a product or service before buying it (66 percent), listening to music online (59 percent), visiting a chat room (55 percent), and downloading music files (53 percent). Amanda Lenhart, Lee Rainie, and Oliver Lewis, *Teenage Life Online* (Washington, DC: Pew Internet and American Life Project, 2001) 6.
- 80** Amanda Lenhart, Lee Rainie, and Oliver Lewis, *Teenage Life Online* (Washington, DC: Pew Internet and American Life Project, 2001) 13.
- 81** AOL’s AIM service offers the insertion of 16 distinct graphical faces into messages, each with an associated emotion or thought: “smile, frown, wink, sticking out tongue, oh oh, kissy face, yelling, big grin, put your money where your mouth is, foot in mouth, embarrassed. angel, hmmm, crying, my lips are sealed, and Joe Cool.” AOL Instant Messenger (SM) for Macintosh, Version 4.1.1068 (2000).
- 82** Louise Rosen, “Why IM Matters so Much,” *Upside Today*, 19 Sept. 2000 <www.upside.com/texis/mvm/print-it?id=39c289380&t=1> (8 Mar. 2001).
- 83** <www.headbone.com> (15 May 2001).
- 84** <www.youngbiz.com/e-mail_sign_up/signup_form.php3> (1 Nov. 2000).
- 85** Erin Kelly, “This is One Virus You Want to Spread,” *Fortune* 27 Nov. 2000.
- 86** “ExtendMedia Partners with Big Ticket Television to Develop Interactive Viral Marketing Campaign for Irreverent New Comedy Series, Gary & Mike,” 19 Dec. 2000 <www.extendmedia.com> (25 Apr. 2001).
- 87** Snowball.com, “Corporate Background Sheet,” Snowball.com press packet.
- 88** <www.headbone.com/match/profiles/automatch.b.html> (9 May 2001). Much less decorous is the tongue-in-cheek description of the SparkMatch service (part of the iTurf network): “SparkMatch is founded on the idea that the Internet is the ideal medium for people to seize their own genitals and steer themselves towards each other. Independent research indicates that SparkMatch is already the leading method for old, glistening men to meet even older men pretending to be glistening children, online.” <www.thespark.com/aboutus/> (9 May 2001).
- 89** On the other hand, privacy concerns remain paramount in the online context, and the extent to which a teen’s search for companionship remains a more-or-less private matter is raised by the notice that appears on Bolt’s “Honey Search” service: “We reserve the right to reprint any profile text (along with the Bolt member name of the person who posted it) from the honey search on the site, elsewhere on the Web or in any other medium (such as in a magazine, in a Bolt television commercial, etc.)” <www.bolt.com/aaps/search/honey/HoneyRules.html> (9 May 2001).
- 90** S. Silberman, “We’re Teen, We’re Queer, and We’ve Got e-mail,” in *Composing Cyberspace: Identity, Community and Knowledge in the Electronic Age*, R. Holton, ed. (Boston: McGraw Hill, 1998) 119.

- 91** The Rating Spot, <www.ratingspot.com/index.html>, maintains a listing of such photo-review sites.
- 92** “Teens who go online every day are enthusiastic about expressing themselves online, with 48 percent saying they visit sites where they can express their opinion about something, compared to 31 percent of teens who go online less often.” Amanda Lenhart, Lee Rainie, and Oliver Lewis, *Teenage Life Online* (Washington, DC: Pew Internet and American Life Project, 2001) 43.
- 93** “How do I become a member?” <www.smartgirl.com/pages/getting.html> (19 July 2001).
- 94** Over 95 percent of the content of Bolt.com is user generated, with “some minimal guidance and control exercised by programers.” Bolt.com FAQ- Corporate Press Packet; Philip Connors, “...Entertain the Teens,” *Wall Street Journal Interactive Edition*, 6 Dec. 1999.
- 95** Amanda Lenhart, Lee Rainie, and Oliver Lewis, *Teenage Life Online* (Washington, DC: Pew Internet and American Life Project, 2001) 43.
- 96** <<http://angelfire.lycos.com/doc/guides/celebrity1.html>> (9 May 2001). Although the Angelfire service is free, users are compelled to carry ads, which are inserted by Angelfire programmers, on their sites.
- 97** Jane Brown, “Teenage Room Culture: Where Media and Identities Intersect,” *Communication Research* 21.6 (1994): 813-827.
- 98** Chandler, “Personal Home Pages and the Construction of Identities on the Web.” <www.aber.ac.uk/~dgc/Webident.html> (10 Dec. 1999).
- 99** Susannah R. Stern, “Adolescent Girls’ Expression on Web Home Pages: Spirited, Sombre and Self-Conscious Sites,” *Convergence* 5.4 (1999): 22-41.
- 100** Candy H’s journals are archived at <my.teen.com/cgi-bin/journals/journal_story.pl?editors_ID=547&archives=true> (22 May 2001).
- 101** J.J. Arnett, R.M. Larson, and D. Offer, “Beyond Effects: Adolescents as Active Media Users,” *Journal of Youth and Adolescence* 24.5 (1995): 511-518; R. Larson, “Secrets in the Bedroom: Adolescents’ Private Use of Media,” *Journal of Youth and Adolescence* 24.5 (1995): 535-51; J. Steele and J. Brown, “Adolescent Room Culture: Studying Media in the Context of Everyday Life,” *Journal of Youth and Adolescence* 24.5 (1995): 551-576.
- 102** Sherry Turkle, *Life On the Screen: Identity in the Age of the Internet* (New York: Touchstone, 1995).
- 103** Silberman, for example, explained how homosexual teenagers found particular comfort in discussing their emerging identities in online gay communities without worrying about such real-life repercussions as discrimination or harassment. S. Silberman, “We’re Teen, We’re Queer, and We’ve Got e-mail,” in *Composing Cyberspace: Identity, Community and Knowledge in the Electronic Age*, R. Holeyton, ed. (Boston: McGraw Hill, 1998).
- 104** Howard Rheingold, *The Virtual Community: Homesteading on the Electronic Frontier* (Reading, MA: Addison-Wesley, 1993).
- 105** Howard Rheingold, *The Virtual Community: Homesteading on the Electronic Frontier* (Reading, MA: Addison-Wesley, 1993). See also, Marc Smith and Peter Kollock, eds., *Communities in Cyberspace* (New York: Routledge, 1999); Lynn Cherny, *Conversation and Community: Chat in a Virtual World* (Stanford, CA: CSLI Publications, 1999); Carla Surrat, *Net Life: Internet Citizens and Their Communities* (Commack, NY: Nova Science, 1998).
- 106** Promotional materials provided by Snowball.com.
- 107** Corporate Fact Sheet—Snowball Press Packet; <www.ign.com> (3 Aug. 2000).
- 108** See John Hagel and Arthur Armstrong, *Net Gain: Expanding Markets Through Virtual Communities* (Boston: Harvard Business School Press, 1997). Howard Rheingold, “Community Development in the Cybersociety of the Future,” in *Web Studies: Rewiring Media Studies for the Digital Age*, David Gauntlett, ed. (New York: Oxford University Press, 2000), 170-178.

- 109** Gil McWilliam, “Building Stronger Brands through Online Communities,” Sloan Management Review (Spring 2000).
- 110** Gil McWilliam, “Building Stronger Brands through Online Communities,” Sloan Management Review (Spring 2000).
- 111** Digital Kids: Marketing to the Postmodern Kid, San Francisco, CA, 7 June 1999. That kind of brand loyalty was one of the reasons that Youthstream Media networks acquired Teen.com in 2000. “Teen.com is a vibrant brand in the teen market, and will act as a bridge to YouthStream’s leading college Web sites,” explained James Lucchesi, Youthstream’s president and CEO. “Today’s teens are the college students of tomorrow, forming life-long brand loyalties at their most impressionable age.” <www.teen.com/pr/backgroundhistory.html> (14 Mar. 2001).
- 112** <www.covergirl.com/club/index.shtml> (9 May 2001)
- 113** <www.us.playstation.com/> (12 May 2001).
- 114** Gil McWilliam, “Building Stronger Brands Through Online Communities,” Sloan Management Review (Spring 2000) <www.findarticles.com/cf_0/m4385/3_41/62280556/print.jhtml> (9 July 2001).
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- 116** Amanda Lenhart, Lee Rainie, and Oliver Lewis, Teenage Life Online (Washington, DC: Pew Internet and American Life Project, 2001) 18.
- 117** Joseph Turow and Lilach Nir, The Internet and the Family 2000: The View from Parents, The View from Kids (Washington, D.C.: Annenberg Public Policy Center at the University of Pennsylvania, May 2000) <http://www.appenn.org/finalrepor_fam.pdf> (14 Dec. 2000).
- 118** <www.teen.com/mediakit/trendsteam.html> (9 May 2001) The questionnaire included the following items:
 First Name, E-mail address, Date of Birth, State/Province/Country you live in?
 What grade are you in?
 How many kids in your grade at your school?
 What or who is your favorite music artist or band?
 If you received a \$100 gift certificate to a store, which one would you want it to be?
 What is your favorite movie of all time?
 What is your favorite thing to do?
 How many hours per week, approximately, do you spend online?
 What activities and/or sports do you participate in?
 What is your favorite subject in school?
 If you could meet a famous person (past or present), who would it be and why?
 Where have you lived other than where you live now?
 What do you think is the top concern for teens today?
 If you could do anything when you get older what would it be?
 What’s your favorite TV show?
 Who do you think is a good role model for teens today? Why?
 Who do you think is a bad role model for teens today? Why?
 What’s your favorite thing about Teen.com?
- 119** <www.teen.com/mediakit/trendsteam.html> (19 July 2001).
- 120** Bruce Horovitz, “Marketing ‘Where Girls Live’: Where’s the Key to the Teen Mind?” USA Today, 17 May 1999: A1.
- 121** Quoted in, Stuart Elliot, “Advertising: Stalking the Next Demographic, Good Old Grey Opens a Stand-alone Unit to Pursue Generation Y,” New York Times, 8 July 1999: B6.
- 122** “Building the Web Site That Every Kid Wants,” Selling to Kids, 5 Apr. 2000: 3.
- 123** Joe Nickell, “Teen Scene Maker,” Business 2.0, Mar. 2000: 108

- 124** Bolt also moved into the offline publishing world, with the release *Tagbook: The Bolt Book of Questions and Answers* (Pittsburgh: Three Rivers Press, 2001), based on the polls that Bolt members regularly conduct.
- 125** Philip Connors, "...Entertain the Teens," *Wall Street Journal*, 6 Dec. 1999.
- 126** <www.smartgirl.com/pages/explanations/privacy.html> (20 July 2000).
- 127** <www.smartgirl.com/pages/speak.html> (20 July 2000).
- 128** <www.smartgirl.com/pages/getting.html> (20 July 20).
- 129** Bolt Inc., "Ford and Bolt Align for Strategic Partnership to Reach The Next Generation," press release, 19 Nov. 1999.
- 130** In Feb. 2000, drDrew.com offered new users, over the age of 16, free condoms in return for registering with the sites. "drDrew.com to Distribute 1 Million Free Condoms via the Internet," press release, 7 Feb. 2000.
- 131** <www.thirsty.com/common/register/registerhome/1,2362,,00.html> (31 Oct. 2000).
- 132** <www.epic.org/privacy/debate_resources.html#glossary> (23 July 2001).
- 133** <www.privacyfoundation.org/resources/glossary.asp#cookie,3rdparty> (23 July 2001).
- 134** <www.privacyfoundation.org/resources/webbug.asp#1> (23 July 2001).
- 135** Don Peppers and M. Rogers, *Enterprise One to One: Tools for Competing in the Interactive Age* (New York: Double Day, 1999) 6.
- 136** See Cliff Allen, et al., *One-to-One Web Marketing: Building a Relationship Marketing Strategy One Customer at a Time* (New York: Wiley, 2001). Frederick Newell, *New Rules of Marketing: How to Use One-to-One Relationship Marketing to be the Leader in Your Industry* (New York: McGraw-Hill, 1997). Cliff Allen, et al., *Internet World Guide to One-to-One Web Marketing* (New York: Wiley, 1998).
- 137** <www.amazon.com/exec/obidos/tg/browse/_/560726/ref+pd_fr_hlp/07-5216081-7025367> (19 July 2001).
- 138** <www.bolt.com/apps/reg/privacy/default.asp?tabs=2> (14 Nov. 2000).
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Studying the Teen Demographic: “Explorers,” “Visibles,” and “Isolators”

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- 14 "Dawson's Creek Scoop," no. 100, 19 Sept. 2000 <www.dawsonscreek.com/newsletter/100.html> (14 Dec. 2000). On the day of the airing of episode #419, "Late" (the episode in which the necklace reappears), the Dawson's Creek weekly newsletter contained the following announcement: "It's back!!! It's back!!! After a long absence, the famed Dawson's Necklace makes its return to an all new episode of Dawson's Creek. Just to remind you... The Dawson's Boutique is the only place you can purchase this EXCLUSIVE REPLICA, so be sure to get one for you and a friend (and a friend's friend perhaps). EXCLUSIVE is our middle name @ http://www.spe.sony.com/store/dawsonindex.html." "Dawson's Creek Scoop," no. 130, 24 Apr. 2001. <www.dawsonscreek.com/newsletter/130.html> (24 July 2001).
- 15 <www.dawsonsdesktop.com> (4 Oct. 1999).
- 16 Alex Frangos, "Between Shows: For Fans of 'Dawson's Creek,' the Angst Never Stops," Wall Street Journal, 26 Mar. 2001.

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