

Contents

<i>Acknowledgements</i>	<i>vi</i>
Introduction	1
1 Worlds Collide: The Meeting of Mass Media and Anthropology	21
2 Anthropologists Embrace the Media in Earnest	39
3 The Alliance of Cultural and Media Studies with Ethnography	60
4 Ethnography in the Digital Age: The Internet and Virtual Worlds	79
5 Digital Intimacies: Mobile Cultures and Social Media	100
6 Anthropologists Making Media	119
7 Divided by a Common Language: More on Ethnography	137
Conclusion	154
References	159
Index	172