Contents

Introduction 7

1. User-Generated Content: An Overview 10
   John Lanchester

2. User-Generated Content Can Be Useful to Mainstream Media 21
   Deloitte

3. Wikipedia’s Accuracy Is Comparable to Britannica 27
   Daniel Terdiman

4. Wikipedia Is a Flawed Reference Tool 31
   John Seigenthaler

5. Blogging Is Important to Journalism 35
   J. D. Lasica

6. Blogging Is Not Journalism 47
   Horst Prillinger

7. Social Networking Connects People 57
   Cade Metz

8. Social Networking Is Problematic 67
   Molly Wood

9. Viral Videos Will Revolutionize Entertainment 72
   Adrian McCoy

10. Many Viral Videos Infringe Copyright Laws 77
    Scott D. Marrs and John W. Lynd

11. Podcasting Is a Powerful Medium 86
    Dave Slusher

12. User-Generated Content Threatens Advertising 91
    Andrew Keen