



387 Park Avenue South  
New York, NY 10016  
tel / 212 340-8100 • fax / 212-340-8115

The Perseus Books Group



FOR IMMEDIATE RELEASE

Pub. Date: September 2, 2008

Contact: Greg Houle • Publicity Manager  
212-340-8163 • greg.houle@perseusbooks.com

“From now on, any attempt to understand what it is like to grow up or to live one’s life in a digital world must begin with this outstanding, original synthesis.”

—Howard Gardner, author of *Five Minds for the Future* and *Multiple Intelligences*

## BORN DIGITAL

*Understanding the First Generation of Digital Natives*

John Palfrey and Urs Gasser

Perhaps you have seen them on the train in the morning, adjusting their iPods and texting with their preternaturally agile thumbs. Or perhaps one sits in the cubicle next to yours, cycling through a seemingly endless loop of news feeds, YouTube videos, cell phone calls, and work. Perhaps you have one living in your home, capable of reprogramming the wireless router and leaping insurmountable DVR instructions in a single, tech-savvy bound.

They are “digital natives,” the subject of John Palfrey and Urs Gasser’s new book **BORN DIGITAL: Understanding the First Generation of Digital Natives (Basic Books, \$25.95, September 2, 2008)**. In this insightful investigation into the world of the children and young adults who make up the first generation to grow up entirely in the digital age, Palfrey and Gasser shed light on the gap that separates these natives from older generations. Using original research and advancing new theories, **BORN DIGITAL** explores the essential issues and questions that have emerged as a result of recent developments shaping the digital world.

In **BORN DIGITAL**, Palfrey and Gasser examine some of the problems posed by the burgeoning Digital Age: Should parents be worried about the dangers of Internet addiction and exposure to pornography? How can we address issues of safety and privacy in an increasingly virtual world? Are teachers correct to be concerned about cut-and-paste culture decreasing

creativity? Palfrey and Gasser explore how the very changes that cause such frustration for older generations are actually allowing their children to achieve new heights in political activism, social involvement, creative collaboration, and entrepreneurship.

**BORN DIGITAL** is a hopeful and timely account that offers insightful discussion of the issues that have concerned so many parents, teachers, and employers in recent years. Filled with astute and fascinating observations on how digital natives think and interact in the world, **BORN DIGITAL** is a practical and comprehensive guide to the changes that are rapidly taking place in our increasingly digital world.

###

### **ABOUT THE AUTHORS:**

**John Palfrey** is Henry N. Ess III Librarian and Professor of Law and Vice Dean, Library and Information Services, at Harvard Law School. He is a faculty director of the Berkman Center for Internet & Society at Harvard University and also chairs the Internet Safety Technical Task Force, made up of leading Internet service companies and nonprofit groups focused on children's safety. He lives in Cambridge, Massachusetts.

**Urs Gasser** is Associate Professor of Law at the University of St. Gallen, an advisor to international technology companies on information law, and a faculty fellow of the Berkman Center for Internet & Society. He lives in St. Gallen, Switzerland.

### **BORN DIGITAL: Understanding the First Generation of Digital Natives**

John Palfrey and Urs Gasser  
Published by Basic Books  
Publication Date: September 2, 2008  
Hardcover / \$25.95 / 288 pages  
ISBN: 978-0-465-00515-4

---

### **PRAISE:**

“Ultimately, the book is an accessible survey of many of these as-yet-unsolved Internet dilemmas of our time and is well executed given the immense task of synthesizing the vast corpus of social science concerns relating to the Internet.”

—**Library Journal**

“Energetic, expert, and forward-looking, the authors serve as envoys between the generations... As old institutions crumble, there is a need for just this sort of enlightening, commonsensical, and positive guide to digital reality.”

—**Booklist**

“Born Digital offers an excellent primer on what it means to live digitally. It should be required reading for adults trying to understand the next generation.”

—**Nicholas Negroponte, author of *Being Digital***

“Digital technologies are changing our kids in ways we don't yet understand. This beautifully written book will set the framework for a field that will change that. It is required reading for parents, educators, and anyone who cares about the future.”

—**Lawrence Lessig, author of *Code and Free Culture***

“From now on, any attempt to understand what it is like to grow up or to live one's life in a digital world must begin with this outstanding, original synthesis.”

—**Howard Gardner, author of *Five Minds for the Future* and *Multiple Intelligences***