Kathryn Montgomery’s powerful new book, *Generation Digital: Politics, Commerce, and Childhood in the Age of the Internet*, explores the role of the Internet and digital media in young peoples’ lives. Written in an accessible narrative style, the book explains the nature and scope of the new media environment, the forces that are shaping it, and how it is influencing the behaviors, values, and expectations of today’s young people. Montgomery, a communications professor at American University, is not only a keen observer and researcher, but also a leading national policy advocate, whose personal accounts, case studies, and analyses in this book address some of the most important issues of concern to the public, including: Internet indecency, TV violence, sex education, music file-sharing, childhood obesity, and online privacy. *Generation Digital* is a vital tool for educators, parents, health professionals, and policy makers who seek to understand contemporary youth culture. Among the book’s highlights are:

- detailed descriptions of the variety of new digital media targeted at children, tweens, and teens -- showing how instant messaging, blogs, mobile devices, and social networking software are uniquely tailored to tap into such key developmental needs as identity exploration, personal expression, and autonomy.

- an exposé of the powerful interactive youth marketing machinery at the core of the new media, and the panoply of sophisticated techniques that advertisers deploy – on cell phones, in videogames, through MySpace profiles, etc. – to engage children and teenagers under the radar of parents.

- dramatic and detailed accounts of controversial inside-the-beltway “culture wars” over television and Internet content, and how they helped shape the policies and practices of today’s media.

- vivid profiles of online youth activist groups that are seizing the power of the Internet and other digital media to mobilize their peers, not only in electoral politics and issue campaigns, but also in battles over the future of the Internet itself.

- case histories of new-media social marketing campaigns -- such as the Kaiser Family Foundation’s partnership with MTV to educate youth about sexual health; and the anti-smoking Truth Campaign, which combines an arsenal of innovative media strategies to enlist young people in the fight against the tobacco industry.

- recommendations for public policy and research initiatives designed to ensure that digital media will become a positive force in the lives of young people.