Index

Note: The letter f following a page number denotes a figure; the letter t following a page number denotes a table.

ABS (anti-lock braking system), 14
ACMP (Association of Comics Magazine Publishes), 287–288
Adolescents
comic book reading and, 284, 283, 289
text messaging and (see Text messaging)
Advertising
air travel, 135–136, 139–140
car (see Automobile advertising)
African Americans
discrimination by airline companies, 126
interest in genealogical research, 162 philanthropy and, 85, 114n6
Airline companies
customer loyalty programs, 127
government contracts with, 125
price structure, 142–144, 151n37
Airline Deregulation Act, 132–134
Airline hijackings, domestic, 130
Airline travel, 121–156
businessmen and, 126
current information issues, 140–145
endogenous information-seeking factors, 3, 123t
e-ticketing and, 144
exogenous information-seeking factors, 3, 123t
growth in, 121, 129–130, 133
Internet as information source, 122–123
luxury vs. leisure, 137–138
from mid-1990s to present, 136–140, 147t
from 1920s–1941, 125–127, 146t
from 1945–1978, 128–132, 146t
from 1978 to mid-1990s, 132–136, 147t
passengers, information-seeking by, 121–122
security concerns, 136–137
Air travelers
business, 141
demographic profile of, 140–141
leisure, 141
as strategic buyers, 143
Altruism, 74–75
Alvord, Katie, 19
American Airlines, 127
American Cookery, 230
American Gambling Association, 209–210
American Red Cross, 102–103, 102t
American Temperance Society (ATS), 81
American Tract Society, 81
Andrews, Peter, 157
Anti-comics movement, 287–292
Anti-lock braking system (ABS), 14
Application programming interfaces (APIs), 259
Archie Comics, 285
ARNOVA (Association for Research on Nonprofit Organizations and Voluntary Action), 92
Aspray, William, 3, 4–5, 9–69, 277–303
Assembly line, 35
Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), 92
Association of Comics Magazine Publishers (ACMP), 287–288
Athletes, professional, 208–209
ATS (American Temperance Society), 81
Auburn Automobile Company, 30–31, 39–40. See also Cord automobile
Auto clubs, 43, 63n26
Automobile advertising
auto shows, 19, 28, 30, 31, 36, 38, 44, 51, 54, 59, 62n11
car buying and, 18–23, 60
of Cord automobile, 30–32, 33f–34f
in magazines, 19–23
in newspaper classified section, 54
Automobile dealerships. See Dealerships, automobile
Automobile manufacturers. See also specific automobile manufacturers
American, in early 1900s, 35
Big Three, 28, 39, 46, 51
body styles, 49
competition between, 37–39, 59–60
dealer system and, 24–26
defects and, 15
foreign competition, 46
interactive Web sites of, 29
introductions of new models, 44
national advertising and, 27–28
postwar, 45–52
prewar innovations, 37
technological innovations, 49–50
World War II and, 40–41
Automobiles. See Car buying; Cars
Auto shows, 19, 28, 30, 31, 36, 38, 44, 51, 54, 59, 62n11
Baseball, 189, 193, 194
Baseball Abstracts, 196
Baseball Prospectus, 204
Bates, Marcia, 335
Batman, 292
Baym, Nancy, 297–298
Benevolent Empire, 80
Better Business Bureau, 109
Bible, 157–158
Bill James Baseball Abstract, 201, 202, 203
Bjordahl, Hans, 298–299
Blogs
cook-through, 242
sports-related, 206–207
Bon Appétit, 233t
Books
comic (see Comic books)
genealogical, 168–169, 176
Boxing events, 191–192
Brace, Charles Loring, 94
Brin, Sergey, 97
Burkert, Herbert, 254
Bush, President George, 261–262
Business models, Internet effects on, 331
CAB (Civil Aeronautics Board), 132
Cantor, Eddie, 99
Car buying, 3, 9–69
advertising and (see Automobile advertising)
advertising role in, 18–23
dealership role in (see Dealerships, automobile)
exogenous forces, 60
financial issues, 16, 36–37, 58–59
financing options, 36–37, 58–59
foreign competition and, 46
historical issues, 10, 12f–13f
information issues, 11, 14–16, 12f–13f
information sources, 16–18, 17f, 54–57
Internet information and, 331
Internet tools for, 332
postwar issues, 51–54
prewar issues, 41–44
segmentation of market, 58
women and, 22–23
CarFax, 55
Car loans, 37
Carnegie, Andrew, 95
Car races, 44
Cars. See also specific makes/models
before 1945, 35–42
after 1945, 45–52
air-conditioned, 49
compact, 47
concept, 51
emission standards for, 48
environmentally friendly, 48
fuel-efficient, 49
manufacturers of (see Automobile
manufacturers)
ownership experience from
1917–1934, 41–42
postwar, 58
prewar, 57
purchasing (see Car buying)
safety features, 47–48, 50
steam-powered, 40–41
technical innovations, 57–58
Case, Steve, 97
Catholic Church records, 177
Celebrities, air travel and, 126
Cell phones
cooking-related tools on, 242
pay-as-you-go subscriptions, 309
short messaging service (see Text
messaging)
social consequences of, 316–317
sports score programs, 197
Center for Effective Philanthropy, 108
Certeau, Michel de, 333
CFC (Combined Federal Campaign), 91
Chadwick, Henry, 190
Chapman, Gary, 4, 249–274, 337
Charitable contributions
group affiliation and, 76
statistics on, 73–74
tax law and, 75
Charitable giving, 330
Charity, vs. philanthropy, 72
Charity Navigator, 109
Charity Organization Societies (COS), 89–90
CharityWatch, 109
Chatman, Elfreda, 332, 336
Chayko, Mary, 312–313
Chefs Line, 242–243
Cherrypicking concept (Bates), 335
Chevrolet, 9, 18, 22–24, 27, 38, 39,
45–46, 49, 52
Child, Julia, 242
Children, comic book reading and,
284, 283, 289
Chrysler, 21, 26, 28, 30, 39, 45, 49, 51,
64n32
Church of Jesus Christ of Latter-day
Saints, 159, 172
Citizen philanthropists, 94–98
Civic engagement, 271–272
Civil Aeronautics Board (CAB), 132
Civil War, American philanthropy and,
94, 85
Clarke, Sally, 31, 63n26
Clean Air Act (1970), 48
Clinton, President Bill, 261
Colonial America
government documents in, 252
religion and philanthropy in, 79–80,
111, 114n5
Combined Federal Campaign (CFC), 91
Comic Book Nation: The Transformation of Youth Culture in America (Wright), 277

Comic book publishers, 290

Comic books
fan culture of, 285–287
golden age of, 281–287
readership of, 283–285

Comic book shops, 294–297, 301, 302n4

Comics, reading, 4–5, 277–303
anti-comics movement, 287–292
in digital age, 297–300
endogenous forces, 301
exogenous forces, 301
webcomics, 298–300

Comics Code, 290–291, 301

Comics industry, direct market, 295

Comics Magazine Association of America (CMAA), 290–291

Comic strips, history of, 278–281

Common Sense (Paine), 253

Communications
online, 312–313
philanthropy and, 98–101
text messaging (see Text messaging)

Communities of practice, 336

Community Chest movement, 86, 91, 112

Comparison, in car buying, 15

Computers
computer reservation systems (CRS), 131, 134–135, 139, 150n18
genealogical research and, 170–176, 173t, 174t

Consumer movement, 59

Consumer Reports (Consumer Union Report), 10, 16–18, 43, 53, 61n5

Cookbooks, 229–231, 245n4

Cooking
down-home, 220–221
gourmet (see Gourmet cooking)
teaching, 227

Cooking classes, 235–236
Cook’s Illustrated, 232, 234, 233t

Cord automobile, 30–32, 33f–34f, 62nn16–20

Cortada, James W., 3–4, 157–184

COS (Charity Organization Societies), 89–90

CounterActive, 243

Courtship, 318

Craig’s List, 54

Creative capitalism, 97

Crime comic books, 286, 287, 288

Crime Does Not Pay, 288

Culinary serials, reading, 232, 234, 233t

Culinary technology, 243

Dating, 318

DC Comics, 282–283, 291

DC-3 airplane, 125–126

Dealerships, automobile
business models, 15
for Cord, 30–32, 33f–34f
high-pressure sales, 63–64n31
networks, 59
special role of, 24–30
“Death of distance,” 195

Dell Publishing Company, 267, 281–282, 288

Depression of 1930s. See Great Depression

Devine, Edward, 90

Diffusion theory, 335

“Digital divide,” 272

Digital media, 330

Digital restoration and preservation services, online, 167t

Dix, Dorothea, 94

DNA testing, for genealogical research, 179

Doctor Fun, 299
Donors, philanthropic
fatigue of, 106–107
protection from fraud, 108–109, 112–113
tax issues, 109–110

Earl, Harley, 20, 46, 51
eBay, 54–55
EC Comics, 286–287, 288–289, 290
Eckert, Penelope, 313
Economic downturns, 330
E-government evolution, 260–264
Emission standards, for automobiles, 48
Enlightenment, philosophy of, 252–253
Ensmenger, Nathan, 4, 185–216
Entrepreneurs
philanthropic, 94–95
social, 97–98
Environmental Protection Agency (EPA), 265–266
Equal Credit Opportunity Act, 63n29
Ethnic groups, participation in
family history, 166–167
Family Tree Maker, 166
Fan-Addict Club Bulletin, 287
Fan culture
in sports, 4, 187–189
Fantasy sports
baseball, 199
broadcasting companies and, 196–197
fans and, 187–188
football, 185–186
information gathering in, 201–203
Internet and, 197–198
players, information-gathering strategies for, 203–206
popularity of, 197–198
Rotisserie baseball, 199–201
statistics and, 196
Fantasy sports companies, 203
Federal Aid Highway Acts, 50
Federal Funding Accountability and Transparency Act of 2006, 265, 269
Federal Register, 255
Federal Trade Commission (FTC), 109
Feinberg, Lotte E., 257
Financing, automobile, 37–38, 58
Fine Cooking, 233t
Fisher’s concept of information grounds, 336
Flink, James, 26
FOIA. See Freedom of Information Act
Food cultures, regional, adoption of, 224–225
Food Network, 234
Food & Wine, 233t
Football, 185, 192
Ford, Henry, 10, 25, 35–36, 268
Ford Motor Company, 25–26, 57
Model A, 59
Model T, 10, 35, 36, 37, 38, 57, 58, 61n2
postwar era, 45–47, 49, 51
prewar era, 35–40
retail distribution practices, 29
Thunderbird, 20
Foreign cuisines, experiencing, 223–224
Foster’s theory of nonlinear information seeking, 334
Franklin, Benjamin, 93, 254
Free agency, 208–209
Freedom of Information Act (FOIA)
in Sweden, 253, 254
in United States, 254–258, 270–271, 329
FTC (Federal Trade Commission), 109
Fuel/gasoline, 48–49
availability, 48–49
consumption taxes, 48
higher-octane, 50
prices, car buying and, 14–15
Fundraising activities, 103, 105–106, 104t
differences in online giving, 107–108
donor fatigue and, 106–107
fraud potential, 108–109
professional, 91–92
social networking and, 107
Funnies, The, 282

Gaines, William, 288–289, 290
Gallaudet, Thomas, 94
Gambling, on sports, 209–210
Garrison, William Lloyd, 94
Gasoline. See Fuel/gasoline
Gastronomy, reading, 231–232
Gates Foundation, 96–97
GDS (global distribution systems), 150n18
Gender, comic book reading and, 284–285
Genealogical guides, 168–169
Genealogical research, 3–4, 157–184
after arrival of computers and Internet, 170–176, 173t, 174t
Bible and, 157–158
data not on Internet, 177–178, 178t
endogenous factors, 160–161
exogenous factors, 161
family history and, 157–159
information needs, 163–167
information sources, 163–167, 164t, 165t
Internet tools for, 332
misinformation, spread of, 176–177
motivations for pursuing, 160–163
before personal computers, 167–170
profile of persons engaged in research on, 159–160
using DNA testing, 179
Web sites, 159
Genealogical societies, 168
General Motors (GM), 10, 18–21, 26, 27, 35, 38–39, 45–46, 51
General Motors Acceptance Corporation (GMAC), 37, 58, 62n15
Geodata.gov portal, 265–266
Geospatial One-Stop, 261–262
Girard, Stephen, 94
Girl Scouts, 105–106
Giving and Volunteering in the United States 2001, 73
Gleason, Lev, 288
Global distribution systems (GDS), 150n18
Global System for Mobile Communication (GSM), 308, 309
GM (General Motors), 10, 18–21, 26, 27, 35, 38–39, 45–46, 51
GMAC (General Motors Acceptance Corporation), 37, 58, 62n15
Goggin, Gerard, 309
Good Housekeeping, 232
Goods and services, purchase of. See Airline travel; Car buying
Google Inc.
philanthropy and, 97
search engine, using to locate recipes, 240
Gourmet cooking, 4, 217–248
consulting projects, 226–227
culinary serials, reading, 232, 234, 233t
eating out as a study activity, 223
experiencing foreign cuisines, 223–224
expressing culinary expertise, 222t, 226, 228
having “foodie” friends and, 225–226
as hobby, 218–221
launching a cooking episode, 222t, 236–237, 241
as lifestyle activity, 221, 223, 222t, 226
online forums, 227–228
reading cookbooks on, 229–231
reading gastronomy, 231–232
recipe searches, 237–240, 239t
resources, 229
staying informed/inspired, 222t, 228–229, 236
teaching, 227
visiting ethnic neighborhoods/markets, 225
Gourmet lifestyle, living, 228, 243–244
Gourmet magazine, 219, 231, 232, 233t, 245n2
Government, 249–274
agencies, adoption of information access rules, 259–260
citizen interaction with, 265–267
data portals, 261–263
evolution of e-government, 260–264
geographic data, 261–262
informed citizens and, 252–254
interactive Web-based tools for, 261–264
Internet and, 250–251
intervention for economic crisis, 86–88
online user-generated content and, 251
provider vs. user perspectives, 337
public access to (see Public information)
public support for access to, 271–272
regulations, 47–48, 329
secrecy, national security and, 254
sensitive, withholding of, 249–250
transparency, 257–259, 272
Graphic novels, 297
Great Awakening, the, 79
Great Depression
airline travel and, 125
car sales and, 21, 31, 41, 58
large philanthropic gifts during, 99
philanthropy and, 85–88
GSM (Global System for Mobile Communication), 308, 309
GuideStar, 107, 108
Habitus concept, 333
Harper, Richard, 314, 317
Harper’s Bazaar, 232
Hartel, Jenna, 4, 217–248, 336–337
Hayes, Barbara M., 3, 5, 71–119, 305–328
HealthReform.gov, 268–269
Hearst, Randolph, 278
Hendrickson, Robert, 290
Higdon, Hal, 9
Highway system, 40, 50
HIV/AIDS philanthropy, 100–101, 114n8
Hogan’s Alley (Outcault), 278
Hollway, W., 337
Hoover, President Herbert, 86
Horror comics, 286, 289
Horseless Age magazine, 43, 59
Howe, Samuel Gridley, 94
Hulk, the, 292–293
IdeaStorm, 267
“Impure altruism,” 74–75
Income, of professional athletes, 208
Independent sector, 71, 113n1
Information exchange, 336
Information horizon, 334
Information interchange, 337
Information-seeking behavior for everyday activities, 1–2 (see also under specific activities)
exogenous forces, 329–330
methodological considerations, 332–337
Information sources, 332–333
Infrastructure, for American driving, 40, 50
Instant messaging, vs. text messaging, 311–312
Institutional ethnography, 334
Internal Revenue Service (IRS), tax issues for donors, 109–110
International Society for Third Sector Research (ISTR), 92
Internet
airline industry and, 136–140
air travel and, 148n2
car buying, 54–55
civic engagement and, 271
data mining searches, 175
“digital divide” and, 272
effect on information seeking, 330–332
in everyday life, 5–6
everyday-life literature and, 55–56
food- and cooking-themed Web sites, 235
fundraising on, 100–101
genealogical research and, 170–176, 173t, 174t, 178–179
government information and, 250–251
government transparency and, 258–359
information, quality/authenticity of, 142
as information source for car buying, 19
philanthropy and, 88, 113
price scamming operations, 143–144
recipe searches, 237
sports and, 195–196, 210
user-generated content, 264
Web sites, for car buying, 28–29
IRS (Internal Revenue Service), tax issues for donors, 109–110
ISTR (International Society for Third Sector Research), 92
Jefferson, Thomas, 253
Jenkins, Henry, 297
Jets, 131–132
John D. Rockefeller Foundation, 95–96
Johnson, Lyndon B., 255
Kasesniemi, Eija-Liisa, 311–312, 316
Kefauver committee, 289–290
Language, of text messaging, 310–313
Larousse Gastronomique, 231–232
Laursen, Ditte, 313
Learning to Give, 110–111
Lee, Stan, 292–294
Levitz, Paul, 297
Liberty Bonds, 86
Libraries, genealogical research and, 168–169
Library of Congress, 254–255
Life activities, 221
Life cycle, in car buying, 15
Life in the Round theory (Chatman), 336
Lifeworlds concept (Chatman), 77, 88
Lindbergh, Charles, 125
Lindeman, Eduard C., 96
Ling, Rich, 316–317
Little, Rachel D., 3, 121–156
LIVESTRONG Foundation, 106
Living Cookbook, 243
Lofton, Kenny, 208
Longoria, Arturo, 5, 305–328
“Long Tail” of philanthropy, 98, 114n7
Loyalty, of sports fans, 187, 208–209
Madison, James, 253
Magazines. See also specific magazines
advertising on air travel, 127, 131
auto/car enthusiast, 43, 53, 61nn6, 7, 63n25
car advertising in, 18, 20–24, 53–54
gourmet cooking, 219, 232, 234, 233t
Official Aviation Guide of the Airways (OAG), 131, 134, 150n19
Official Baseball Register, 196
Okrent, Daniel, 199
OMB (Office of Management and Budget), 269–270
Omidyar, Pierre, 97
Omidyar-Tufts Microfinance Fund, 97
O’Neil, Shaquille, 208
Online forums, for gourmet cooks, 227–228
Online shopping, for airline fares, 141–142
OPEC (Organization of Petroleum Exporting Countries), 48–49
Open government approach, 267–268
Organization of Petroleum Exporting Countries (OPEC), 48–49
Orman, Suze, 110
Otto, Jameson, 185–216
Outcault, Richard Felton, 278–279

Page, Larry, 97
Paine, Thomas, 253
Patriotism, informational effects, 330
Penny Arcade, 299
Philanthropic organizations
number of, 101–102
tax issues, 109–110
Web interactivity and, 102–103, 102t, 104t
Philanthropy, 3, 71–119, 330
vs. charity, 72
citizen philanthropists, 94–98
communications media, 98–101
definition of, 112
depression and, 83–88
differences in online giving, 107–108
donor fatigue, 106–107
endogenous factors, 3
in everyday life, 71–74
historical forces, 77–88
information overload and, 102–103
Internet tools and, 331
large-scale, 95–96
motives for, 74–77
professionalization of, 89–92
reformers and citizen philanthropists, 93–98
relationship building and, 103, 105–106
religion and, 78–83
“scientific,” 90, 95–96
as “third sector,” 71
value, educating children on, 110–111
war and, 83–88
Web-enabled approaches, 102–103, 102t, 104t
Pick 5 for the Environment site, 266
Pierce, Lyman L., 86
Planned obsolescence strategy, 20, 39, 58
Polio, fundraising efforts for, 99–100
Poor Richard’s Almanac, 93
Principle of Least Effort, 336
Public information, 249–275
Freedom of Information act and,
254–258
informed citizens and, 252–254
interactive Web-based tools for,
261–264
national security and, 256–257
post-FOIA era, 258–260
promotion of transparency, collaboration, and participation,
267–270
requests for, 255–256
support for access to, 271–272
Publishers, of comic books, 282–283, 287–288
Pulitzer, Joseph, 278
 PvP, 299
Race/ethnicity, information seeking
and, 332
Radio
car advertising, 23–24
fundraising efforts and, 99
as information source for car
buying, 19
sports coverage, 191–193
Reader response theory, 333
Reading
comics (see Comics, reading)
cookbooks, 229–231
of graphic novels, 297
webcomics, 298–300
Reagan, Ronald, 192
Real, Michael, 195
Recipes, 245n5
adapting/changing of, 240–241
asking friends/families for, 240
googling for, 240
home-based collections, 237–238
Internet searches for, 237
online databases, 238–240, 239t
traditional forms, 241
“Reciprocal altruism,” 75
Red Cross, 86
Religion, philanthropy and, 78–83,
112, 330
Restaurants
fast food, 51
gourmet, eating at, 223
Revolutionary War, American
philanthropy and, 85
Richmond, Mary, 90
Rockefeller, John D., 95, 102
Rogers, Everett, 335
Romance comics, 284–285
Roosevelt, Franklin Delano, 87,
99
Roots (Haley), 162
Rotisserie baseball, fantasy,
199–201
Royer, George, 4–5, 277–303
SABR (Society for American Baseball
Research), 204
Safety features, automobile, 14, 37, 47
Saturday Evening Post, The, 17f, 31, 36,
43, 52, 53, 56
Saveur, 233t
Savolainen, Reijo, 333, 335
Scholarship, on everyday life, 5–6
Search strategies, theories of, 334–335
Second Great Awakening, the, 79
Seduction of the Innocent, The
(Wertham), 289
September 11, 2001, air travel and,
136–138
Sheen, Fulton John, 82
Situated learning, 336
Slater Fund, 96
Sloan, Alfred, 38–39, 51
Small world concept, 336
Smog, 48
Social entrepreneurship, 97–98
Social networking sites, 331
Social positioning theory, 337
Social workers, early, 90
Society for American Baseball Research
(SABR), 204
Sociology of Families (Newman and
Grauerholz), 317–318
Software for genealogical research,
165t, 166, 171–172
Sonnenwald, Diane, 334
Spider-Man, 292–293, 298
Sports
American identity and, 187
gambling and, 209–210
Internet and, 195–196
message boards/blogs, 206–207
newspaper coverage of, 189–191
as social currency, 187–188
Sports Blog Nation, 207
Sports fans, 4, 187–189
Sports video games, 188
Stanford, Leland, 95
Stark-Smith, Gesse, 5, 305–328
Steam-powered cars, 40–41
Stebbins, Robert, 336
Stevenson, Matthew, 9
Strat-O-Matic baseball, 198
Super Bowl, 209
Superheros, in comics, 282–283, 284–285, 292
Superman, 292
Sweden, freedom of information law, 253, 254
Syndication, of comic strips, 280
Tabletop baseball, 198
Tax law, charitable contributions and, 75
Taylor, Alex S., 314
Teenagers. See Adolescents
Telenor, 308
Television shows, 329–330
car advertising on, 19, 24, 62n9
from Crystal Cathedral, 81
food and cooking information on, 234–235
football viewership, 185
fundraising efforts and, 100
informational effects, 329–330
philanthropy and, 88
sports coverage, 193–194, 210
Terrorists, 330
Text messaging, 5, 305–328
behavior of texters, 307, 310–316
calling party pays billing system, 309–310
criticisms of, 306, 314–315
dangers of, 307
etiquette of, 313–314
in Europe, 309–310
functions of, 307, 316–319
history of, 307, 308–310
vs. instant messaging, 311–312
language of, 310–313
popularity of, 306
social implications of, 319–324
social interactions and, 317–318
of sports scores/statistics, 197
Text speak, 310–313
Theories of information-seeking, 333–334
Theory of information poverty, 332
Thurlow, Chrispin, 311, 312, 316
Train travel
with air travel, 129
vs. air travel, 126–127
Travel agents, 122, 131, 134–136, 138, 150n29, 151nn30, 31
Trosby, Finn, 308–309
Turkle, Sherry, 314–315
Twitter, 242, 263, 264, 266, 270
Txting: The Gr8 Db8 (Crystal), 312
United States Geological Survey (USGS), 265
United Way (United Fund), 91–92, 112
USAspending.gov, 270
U.S. Census, 158, 172
U.S. Department of Defense, 265
USGS (United States Geological Survey), 265
U.S. Postal Service, 125, 254
Vanderbilt, Cornelius, 95
Video games, sports-related, 188
Volunteerism, decline in, 103, 105–106
Walker, Sam, 202
War. See also World War I; World War II
genealogical research and, 161–162
informational effects, 330
Ward & Hill Associated fundraising firm, 91
Webcomics, 298–300
Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers (Jones), 267
Web 2.0 information tools, 265–267
Web material, fan-generated, 298
Web sites. See also specific Web sites
air travel-related, 142
food- and cooking-themed, 235
genealogical, 159, 165t, 163, 174–175
gourmet cooking, 239t
government, 249–250
online fantasy sports, 202
sports-related, 203–205
with sports simulations, 198
travel-related, 136, 138, 139, 144–145
White House, 263–264
Wertham, Frederick, 289
Whitefield, George, 79
WhiteHouse.gov, 263–264
Williams, Cecilia D., 3, 121–156
Women
air travel and, 130, 149, 148
comic book shops and, 295–296
volunteer activities of, 80
Wonder Woman, 296
World Vision, 107
World War I
fundraising efforts, 86
newspaper sports coverage after, 190
World War II
air travel and, 128
automobile manufacturers and, 40–41
fundraising efforts, 87
soldiers, comic book reading and, 284
WP4 (Working Party 4), 308
Wright, Frank Lloyd, 29

Yahoo! Sports Web site, 200, 202
The Yellow Kid (Outcalt), 278–280
YMCA, 86
Yost, Jeffrey R., 3, 121–156
Young Romance, 285
YouTube, 263, 264

Zipf, George, 336