

Anne Hornsby's *Surfing the Net for Community*

Mechanisms of Regulation in Electronic Gatherings

1. Defining rules of conduct
2. Communicating and clarifying rules of conduct
3. Enforcing rules of conduct

Mechanisms of Integration in Electronic Gatherings

1. Celebrating rituals
2. Engaging in gift exchange
3. Building “communities of memory”

“My hypothesis is that (a) technological advances (such as computer science and telecommunication systems, including the creation of the Net) are contributing to the consolidation of a new international division of labor and (b) technological advances are also contributing to changes in the collective consciousness—brand new ways of thinking and feeling about the relationship between humans and machines are also appearing. Together, these changes suggest the emergence of a new type of society—a cyborg society.” (p. 86)