## Journal of American Folklore

## IOURNAL OF THE AMERICAN FOLKLORE SOCIETY

SUMMER 2015

NUMBER 509

VOLUME 128

A	ARTICLES	
Introduction to the Special Issue: Why Digita	al Network Hybridity	
Is the New Normal (Hey! Check This Stu		247
"Surfing the Tube" for Latin American Song:		
The Blessings (and Curses) of YouTube	John H. McDowell	260
Indigenous Voices on the Web: Folksonomie	S	
and Endangered Languages	Coppélie Cocq	273
Faux Your Entertainment: Amazon.com Prod	duct Reviews	
as a Locus of Digital Performance	Trevor J. Blank	286
What Bronies See When They Brohoof: Que	ering Animation	
on the Dark and Evil Internet	BILL ELLIS	298
Caveat Lector: Fake News as Folklore	Russell Frank	315
Tall, Dark, and Loathsome: The Emergence of	of a Legend Cycle	
in the Digital Age	Andrew Peck	333
C	BITUARY	
Alessandro Falassi (1945–2014)	Luisa Del Giudice	349
F	RACTICE	
Training Community-Engaged Culture Worl	sers	
at a Public University  John Fenn, Douglas Blandy, T. J. Arnold, Johanna Lorbach, Stephanie Moore,		
	Jay Shepherd, and Lauren Silberman	351
Information about Contributors		369

Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, beyond copying permitted by sections 107 or 108 of the U.S. Copyright Law, is granted by the American Folklore Society to users who register with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the per-copy base fee of \$0.50 plus \$0.10 per article page is paid directly to CCC, 27 Congress St., Salem, MA 01970. The fee code for users of the Transactional Reporting Service is 0021-8715/93\$0.50 + .10. Persons wishing to photocopy articles for classroom use are free to do so. Those wishing to reproduce an article for any other purpose (general distribution, advertising or promotional purposes, creating new collective works, or resale) must obtain permission from the American Folklore Society, unless the article's copyright line reads otherwise. Forms and rates are available from the Champaign, Illinois office.

ISSN 0021-8715, E-ISSN 1535-1882

Copyright © 2015 by the Board of Trustees of the University of Illinois

Published quarterly by the University of Illinois Press, 1325 S. Oak Street, Champaign, IL 61820-6903. Printed in the U.S.A. Periodicals postage paid at Champaign, Illinois, and additional mailing offices. POSTMASTER: Send address changes to the American Folklore Society, Mershon Center, Ohio State University, 1501 Neil Avenue, Columbus, OH 43201-2602, USA.

Articles, commentaries, notes, and inquiries should be addressed to the editors. Before submitting manuscripts, authors should read "Information for Contributors" on the inside back cover.

Materials for review should be sent to the appropriate review editor.

AFS annual dues: full member, \$110; independent or retired, \$85; new professional, \$70; partner, student, or household income less than \$25,000, \$40; Sustainer, \$150; Sponsor, \$250; Benefactor, \$500; life, \$1,500. Members receive the quarterly *JAF*, and \$21 of their dues are allocated for it. Institutional subscriptions to *JAF* are \$143 (print or electronic only) or \$180 (print and electronic). Add \$10 for postage to Canada or Mexico and \$35 for all other non-U.S. locations. Books in the Society's series, the Publications of the American Folklore Society, are available to members at a special discount. Single copies of ordinary issues of the *Journal* are \$15 for members and \$25 for nonmembers.

American Folklore Society individual members should address their inquiries regarding membership, subscriptions, changes of address, back issues, and other Society matters to American Folklore Society, 1501 Neil Avenue, Columbus, OH 43201; cashman.11@osu.edu. Institutional subscribers to the *Journal* should address their inquiries about subscriptions, changes of address, back issues, and other business matters to Journals Circulation Manager, University of Illinois Press, 1325 South Oak Street, Champaign, IL 61820; journals@uillinois.edu.

Requests for permission to reprint material published in the *Journal* before 2003 should be directed to the American Folklore Society, 1501 Neil Avenue, Columbus, OH 43201; lloyd.100@osu.edu. Requests for permission to reprint material published in the *Journal* from 2003 to the present should be directed to Rights and Permissions Manager, University of Illinois Press, 1325 South Oak Street, Champaign, IL 61820; journals@uillinois.edu. For advertising inquiries, please contact Alexa Colella, Journals Marketing Manager, University of Illinois Press, 1325 S. Oak Street, Champaign, IL 61820 (217-244-0381; acolella@uillinois.edu). The journal is available in microfilm from NA Publishing Inc, 4750 Venture Drive, Suite 400, P.O. Box 998, Ann Arbor, MI 48106-0998; info@napubco.com. Out-of-print back issues are available in photo-offset reproductions from Periodicals Service Company, 11 Main Street, Germantown, NY 12526; psc@periodicals.com.

JAF is indexed or abstracted in: Abstracts in Anthropology, Academic Abstracts\*, Academic Index\*, American Bibliography of Slavic and East European Studies, America: History and Life\*, Annual Bibliography of English Language and Literature, Anthropological Index, Anthropological Literature\*, Arts & Humanities Citation Index\*, Bibliographie Linguistique/Linguistic Bibliography, Book Review Index\*, Chicano Index\*, Children's Book Review Index, Current Contents\*, Historical Abstracts\*, Humanities Index\*, History Source\*, Index to Book Reviews in the Humanities, MagazineIndex\*, International Bibliography of Book Reviews of Scholarly Literature on the Humanities and Social Sciences, International Bibliography of Periodical Literature on the Humanities and Social Sciences for the Social Sciences and Humanities, Social Science Source\*, Social Science Citation Index\*, Sociological Abstracts\*, Western Historical Quarterly, and Women's Studies Abstracts. (\*Denotes on-line databases or CD-ROM format available.)