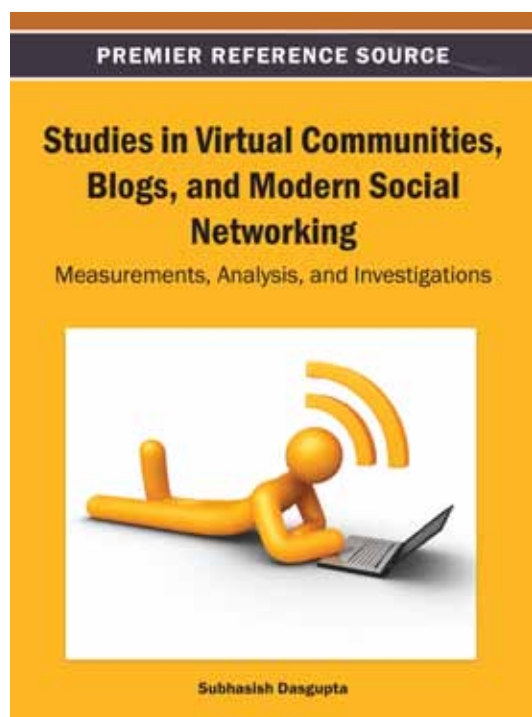


An Excellent Addition to Your Library!

Released: May 2013

Studies in Virtual Communities, Blogs, and Modern Social Networking: Measurements, Analysis, and Investigations



Subhasish Dasgupta
(George Washington University, USA)

Social networks are a nearly universal element of modern, information-driven societies, one that presents many opportunities and advantages—and challenges and hazards—for organizations as well as individuals.

Studies in Virtual Communities, Blogs, and Modern Social Networking: Measurements, Analysis, and Investigations provides a cross-cultural perspective of social networking, including ethical considerations and business implications. Readers will find a detailed treatment of technical, social, and legal issues inherent in online virtual communities, exploring methods of effectively implementing the latest social tools in their everyday practices, both professional and personal, in the interest of improved security and sustainability in digital collaborative environments.

Topics Covered:

- Blogs
- Digital Collaboration
- E-Commerce
- Internet Ethics
- Internet Marketing
- Social Computing
- Social Networking
- Virtual Communities

ISBN: 9781466640221; © 2013; 336 pp.

Print: US \$175.00 | Perpetual: US \$265.00 | Print + Perpetual: US \$350.00

Pre-pub Discount:*

Print: US \$165.00 | Perpetual: US \$250.00

* Pre-pub price is good through one month after publication date.

Market: This premier publication is essential for all academic and research library reference collections.

It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

Subhasish Dasgupta is an associate professor of information systems in the School of Business, George Washington University. Dasgupta received his PhD from Baruch College, The City University of New York (CUNY). He received both his MBA and BS from the University of Calcutta (India). He has published his research in refereed journals such as *Decision Support Systems*, the *European Journal of Information System*, the *Journal of Global Information Management*, the *Electronic Markets Journal*, and the *Simulation and Gaming Journal*. Dasgupta has published two edited books, *Internet and Intranet Technologies in Organizations* and *Encyclopedia of Virtual Communities and Technologies*. He has also presented his research in major regional, national, and international conferences.



www.igi-global.com

Publishing Academic Excellence
at the Pace of Technology Since 1988

Chapter 1

Innovation Contests:

Bullinger Angelika C. (University of Erlangen-Nuremberg, Germany)
Moeslein Kathrin (University of Erlangen-Nuremberg, Germany)

Chapter 2

Peer-to-Peer Service Quality in Virtual Communities

Valtakoski Aku (Aalto University School of Science, Finland)
Peltonen Juhana (Aalto University School of Science, Finland)
Laine Mikko O. J. (Aalto University School of Science, Finland)

Chapter 3

Unfolding the Diminishing Image Control in Online Self Presentation:

Lin Chien-nai (National Taiwan University, Taiwan)
Lin Yu-Tzu (National Taiwan University, Taiwan)
Hsieh Ching-Cha (National Taiwan University, Taiwan)

Chapter 4

Enterprise 2.0 Management Challenges

Patten Karen P. (University of South Carolina, USA)
Keane Lynn B. (University of South Carolina, USA)

Chapter 5

Understanding Users' Continuance of Facebook:

Hsu Chia-Lin (National Taiwan University of Science and Technology, Taiwan)
Wu Cou-Chen (National Taiwan University of Science and Technology, Taiwan)

Chapter 6

Evolution of Trust and Formation of Preference Clusters in Distributed Networked Structure

Karmakar Purnendu (Indian Institute of Technology Kharagpur, India)
Roy Rajarshi (Indian Institute of Technology Kharagpur, India)

Chapter 7

Social Shopping Development and Perspectives

Wang Chingning (National Sun Yat-Sen University, Taiwan)

Chapter 8

Impact of Blogs on Sales Revenue:

Zhang Guoying (Midwestern State University, USA)
Dubinsky Alan J. (Midwestern State University, CALIMT Learning and Innovation Research Center, USA & Purdue University, USA)
Tan Yong (University of Washington, USA)

Chapter 9

A Comparative Study of Clustering Algorithms

Al Falahi Kanna (United Arab Emirates University-Al Ain, UAE)
Harous Saad (United Arab Emirates University-Al Ain, UAE)
Atif Yacine (United Arab Emirates University-Al Ain, UAE)

Chapter 10

Identifying Opinion Leaders for Marketing by Analyzing Online Social Networks

Momtaz Niyoosha Jafari (K. N. Toosi University of Technology, Iran)
Aghaie Abdollah (K. N. Toosi University of Technology, Iran)
Alizadeh Somayeh (K. N. Toosi University of Technology, Iran)

Chapter 11

Blog Influence Index:

Shiratuuddin Norshuhada (Universiti Utara Malaysia, Malaysia)
Hassan Shahizan (Universiti Utara Malaysia, Malaysia)
Hashim Nor Laily (Universiti Utara Malaysia, Malaysia)
Sakdan Mohd Fo'ad (Universiti Utara Malaysia, Malaysia)
Sajat Mohd Samsu (Universiti Utara Malaysia, Malaysia)

Chapter 12

Analyzing Persian Social Networks:

Esmaili Leila (University of Qom, Iran)
Nasiri Mahdi (Iran University of Science and Technology, Iran)
Minaei-Bidgolli Behrouz (Iran University of Science and Technology, Iran)

Chapter 13

Action Research in Virtual Communities:

Boaduo Nana Adu-Pipim (Department of Continuing Professional Teacher Development, Walter Sisulu University, Mthatha Campus, Mthatha, Eastern Cape, South Africa, & Centre for Development Support, University of the Free State-Bloemfontein Campus, Bloemfontein, Free State, South Africa)

Chapter 14

Enhancing the Trust of Members in Online Social Networks:

Vannoy Sandra A. (Department of Computer Information Systems, Walker College of Business, Appalachian State University, Boone, NC, USA)
Medlin B. Dawn (Department of Computer Information Systems, Walker College of Business, Appalachian State University, Boone, NC, USA)
Chen Charlie C. (Department of Computer Information Systems, Walker College of Business, Appalachian State University, Boone, NC, USA)

Chapter 15

Virtual Research Conferences:

Malik Kamna (U21Global Graduate School, Singapore, Singapore)

Chapter 16

Retaining and Exploring Digital Traces:

Akoumianakis Demosthenes (Department of Applied Information Technology & Multimedia, Technological Education Institution of Crete, Heraklion, Crete, Greece)
Milolidakis Giannis (Department of Applied Information Technology & Multimedia, Technological Education Institution of Crete, Heraklion, Crete, Greece)
Vlachakis George (Department of Applied Information Technology & Multimedia, Technological Education Institution of Crete, Heraklion, Crete, Greece)
Karadimitriou Nikolas (Department of Applied Information Technology & Multimedia, Technological Education Institution of Crete, Heraklion, Crete, Greece)
Küstakis Giorgos (Department of Applied Information Technology & Multimedia, Technological Education Institution of Crete, Heraklion, Crete, Greece)

Order Your Copy Today!

Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Country: _____

Tel: _____

Fax: _____

E-mail: _____

☐ Enclosed is check payable to IGI Global in
US Dollars, drawn on a US-based bank

☐ Credit Card ☐ Mastercard ☐ Visa ☐ Am. Express

3 or 4 Digit Security Code: _____

Name on Card: _____

Account #: _____

Expiration Date: _____