

Establishing and Evaluating Digital Ethos and Online Credibility

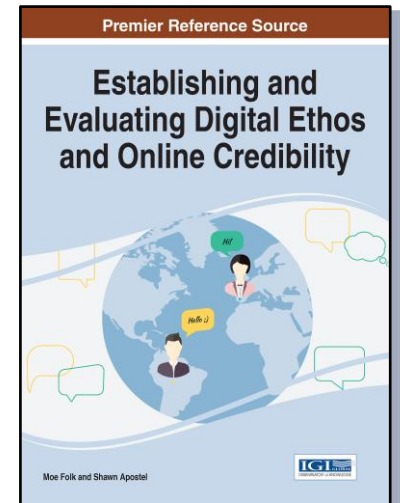
Part of the Advances in Linguistics and Communication Studies Book Series

Moe Folk (Kutztown University of Pennsylvania, USA) and Shawn Apostel (Bellarmine University, USA)

Description:

With the wealth of information that you can find on the internet today, it is easy to find answers and details quickly by entering a simple query into a search engine. While this easy access to information is convenient, it is often difficult to separate fallacy from reality when dealing with digital sources.

Establishing and Evaluating Digital Ethos and Online Credibility features strategies and insight on how to determine the reliability of internet sources. Highlights case studies and best practices on establishing protocols when utilizing digital sources for research.



Readers:

This publication is a critical reference source for academics, students, information literacy specialists, journalists, researchers, web designers, and writing instructors.

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Topics Covered:

- E-Health
- Interactive Websites
- Memetic Agents
- Online Dating
- Online Debates
- Surveillance and Privacy
- Third-Party Review Sites

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Moe Folk is an Assistant Professor of Multimodal Composition and Digital Rhetoric at Kutztown University of Pennsylvania, where he teaches a variety of undergraduate and graduate courses in the English Department. His research centers on issues of ethos in digital realms, particularly concerning the relationship that multimodal style has with defining contemporary notions of ethos, and teaching writing with new composing technologies and multiple modes. His previous publications include an article about visual representation in Mediascape and co-authored pieces with Shawn Apostel that appeared in *Computers and Composition Online* and the *Handbook of Research on Computer-Mediated Composition* by IGI Global. His recent work has appeared in *Kairos PraxisWiki* and the *Sweetland Digital Rhetoric Collaborative*; book chapters on using Google Maps to teach writing, assessing the affordances of multimodal style, and using visual rhetoric to produce and teach graphic novels are forthcoming. His creative work has appeared in *Pank* and *New Letters*.

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