Identity and Leadership in Virtual Communities: Establishing Credibility and Influence

Part of the Advances in Social Networking and Online Communities Book Series

Dona J. Hickey (University of Richmond, USA) and Joe Essid (University of Richmond, USA)

The presence and ubiquity of the internet continues to transform the way in which we identify ourselves and others both online and offline. The development of virtual communities permits users to create an online identity to interact with and influence one another in ways that vary greatly from face-to-face interaction.

Identity and Leadership in Virtual Communities: Establishing Credibility and Influence explores the notion of establishing an identity online, managing it like a brand, and using it with particular members of a community. Bringing together a range of voices exemplifying how participants in online communities influence one another, this book serves as an essential reference for academicians, researchers, students, and professionals, including bloggers, software designers, and entrepreneurs seeking to build and manage their engagement online.

Topics Covered:
- Virtual Worlds
- Blogging and Influence
- Leadership and Administration in Virtual Communities
- Newsgroups
- Performance Art
- Real and Invented Identities
- Social Media and Social Protest
- Trolls and Flaming

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Dona J. Hickey, Professor of English at the University of Richmond, teaches courses in rhetoric and composition and in modern and contemporary American literature. A native of Wisconsin, she earned her M.A. and Ph.D. at the University of Wisconsin-Milwaukee. She is the author of Developing a Written Voice (1993) and Figures of Thought for College Writers (1999) and co-editor (with Donna Reiss) of Learning Literature in an Era of Change: Innovations in Teaching (2000). Dona’s articles have appeared in a variety of chapbooks, journals, and collections, both in print and online. She created the WAC program at the University of Richmond in 1992 and served as senior associate dean of the School of Arts and Sciences, 2003-2011. Outside of the academy, she enjoys spending time with her granddaughter, Olivia, and riding their spoiled rotten Arabian pony, Ryder, at Four Seasons Horse Center in Chester, VA.

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Section 1: Identity Formation and Political Potential of Social Media

Chapter 1
Turkish Youth's (Re)Construction of their Political Identity in Social Media, before “Resistanbul”
Tüge T. Gülşen (Istanbul Bilgi University, Turkey)

Chapter 2
Assemblages of Dissent
Katharine Bridgman (Florida State University, USA)

Chapter 3
The Emergence of Politicized Collective Identity in Online News Commentaries as a Form of Social Capital
Nahla Nadeem ( Cairo University, Egypt)

Section 2: Celebrity, Identity, and Social Media

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Constructions of Banksy
Cheri Lemieux Spiegel (Northern Virginia Community College, USA & Old Dominion University, USA)

Chapter 5
Virtual World Avatar Branding
Thomas J. Mowbray (The Ohio State University, USA)

Section 3: Educators and Digital Media

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Going Digital
Elizabeth Hodges (Virginia Commonwealth University, USA)

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Moving Mountains
Karen Keifer-Boyd (The Pennsylvania State University, USA) Wanda B. Knight (The Pennsylvania State University, USA) Aaron Knochel (State University of New York at New Paltz, USA) Christine Liao (University of North Carolina Wilmington, USA) Mary Elizabeth Meier (Mercyhurst University, USA) Ryan Patton (Virginia Commonwealth University, USA) Ryan Shin (University of Arizona, USA) Robert W. Sweezy (Indiana University of Pennsylvania, USA)

Chapter 8
Faculty Users on Facebook
Sarah Spangler (Old Dominion University, USA)

Section 4: Social Values and Ethics in Online Gaming

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Kristin M. S. Bezio (University of Richmond, USA)

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Supporting Visibility and Resilience in Play
Gabriela T. Richard (University of Pennsylvania, USA)

Section 5: Building and Sustaining Communities Online

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Internet Past Tense
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Chapter 13
Digital is Dead
Santos Felipe Ramos (Independent Scholar, USA)

Chapter 14
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Mohanalakshmi Rajakumar (Virginia Commonwealth University in Qatar, Qatar)