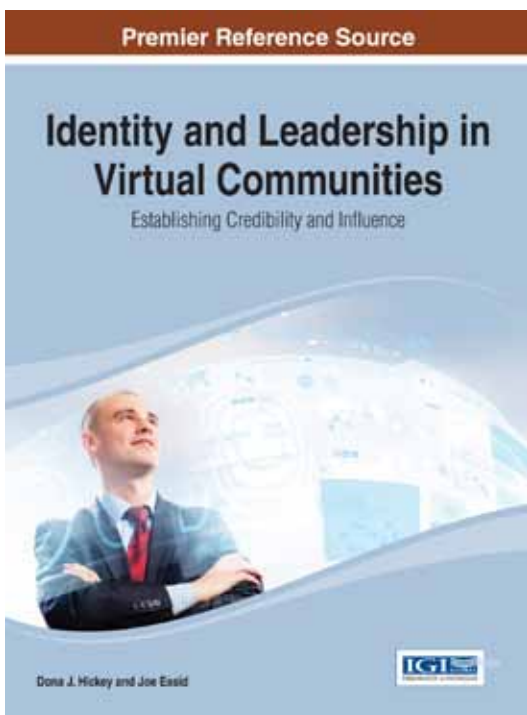


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Identity and Leadership in Virtual Communities: Establishing Credibility and Influence



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
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- 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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