

Online Communities as Agents of Change and Social Movements

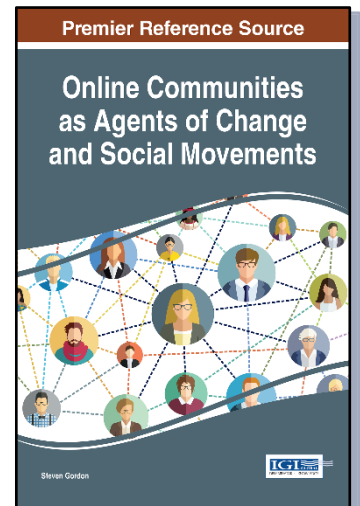
Part of the Advances in Social Networking and Online Communities Book Series

Steven Gordon (Babson College, USA)

Description:

The growing presence of social media and computer use has caused significant changes to community engagement. With the ubiquity of these technologies, there is increasing engagement in social and political policies and changes.

Online Communities as Agents of Change and Social Movements is a pivotal reference source for the latest research on relevant theoretical and practical frameworks regarding online communities and social media as agents of social and political change. Featuring extensive coverage on relevant areas such as computer use, online engagement, and collective action, this publication is an ideal resource for researchers, academics, practitioners, and students in the fields of social psychology, social network analysis, media studies, information systems, and political science.



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Topics Covered:

- Advocacy
- Collective Action
- Forum Use
- Fundraising
- Online Engagement
- Social Media
- Social Movement Organizations

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Dr. Gordon is a Professor at Babson College in the Technology Information and Operations Management Division. He has been published widely in the academic press and is the editor of three text books and two research anthologies. He serves on the Advisory Board of the International Journal of e-Politics and the Journal of Information Technology Case and Application Research, where he was previously Editor-in-Chief. Before arriving at Babson, Dr. Gordon founded and served as president of Beta Principles, Inc., a developer and marketer of accounting software and reseller of computer hardware. He has also consulted to the airline industry at Simat, Helliesen & Eichner, Inc (now SH&E). He holds a Ph.D. in Transportation Systems from the Massachusetts Institute of Technology.