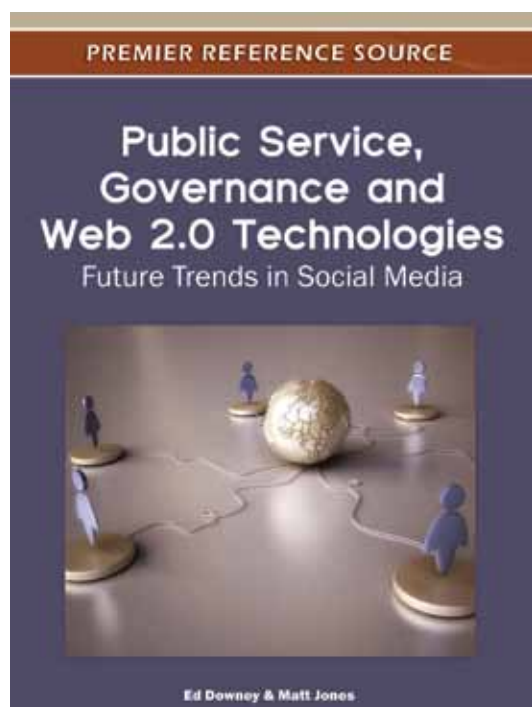


# An Excellent Addition to Your Library!

Released: January 2012

## Public Service, Governance and Web 2.0 Technologies: Future Trends in Social Media



Ed Downey (State University of New York, College at Brockport, USA)  
and Matthew A. Jones (Portland State University, USA)

Web 2.0 can create value for political processes by decreasing costs and increasing opportunities for civic engagement, and, as a result, will likely affect the future of governance.

**Public Service, Governance and Web 2.0 Technologies: Future Trends in Social Media** investigates the effects of Web technologies and social media on interaction and the political process. Researchers, government administrators, and policymakers will benefit from the book's examination of e-governance in an increasingly complex and interdependent world. Readers will learn to use Web technologies to address local and global problems and improve systems of governance, social equity, economic activity, sustainability, service delivery, transparency, and the ethical and legal dimensions of public service.

### Topics Covered:

- Citizen Mobilization
- Citizen Participation
- E-Governance
- Public Administration and Social Media
- Public Management
- Public Service and Social Media
- Social Media
- Social Problem-Solving
- Web 2.0 and Social Interaction
- Web 2.0 Technologies and Public Service

ISBN: 9781466600713; © 2012; 369 pp.

Print: US \$190.00 | Perpetual: US \$285.00 | Print + Perpetual: US \$380.00

**Market:** This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

**Ed Downey** is an Associate Professor in the Department of Public Administration at The College at Brockport, State University of New York. He holds a Doctorate in Public Administration from the University at Albany, State University of New York and has private sector experience in Human Resources and as the CEO of a software firm in the health care industry. His primary teaching and research interests are in the areas of productivity improvement and computer applications in organizations and he has worked under grants from the Ford Foundation and Brookings Institution. Ed recently edited a book entitled *E-Government Website Development: Future Trends and Strategic Models* with Carl D. Ekstrom and Matthew A. Jones.



www.igi-global.com

Publishing Academic Excellence  
at the Pace of Technology Since 1988

## Section 1: Social Media and Public Service: What is the Definition and Potential of Web 2.0?

### Chapter 1

*Communication and Collaboration in a Web 2.0 World*

Wigand F. Dianne Lux (University of Arkansas at Little Rock, USA)

### Chapter 2

*Social Media and Voter Participation*

Kraner Mariah (Portland State University, USA)

### Chapter 3

*Social Media vs. the Public Sector:*

Fyfe Toby (University of Ottawa, Canada)

Crookall Paul (Trent University, Canada)

## Section 2: Current Practice: How is Web 2.0 Used?

### Chapter 4

*Measuring the Impact of Social Media use in the Public Sector*

Mergel Inez (Syracuse University, USA)

### Chapter 5

*US Cities and Social Networking:*

Northrop Alana (California State University Fullerton, USA)

### Chapter 6

*Local Governments and Social Networking:*

Merwin Gerald A. (Valdosta State University, USA)

McDonald J. Scott (University of Texas El Paso, USA)

Merwin Keith A. (Merwin & Associates, USA)

McDonald Maureen (WDE Consulting, USA)

Bennett John R. (Valdosta State University, USA)

### Chapter 7

*eGovernance2.0:*

Misuraca Gianluca (European Commission & Joint Research Centre, Institute for Prospective Technological Studies, Spain)

### Chapter 8

*Assessment of Web 2.0 Applications Employed by Human Resource Departments in U.S. Cities*

McDonald Maureen (WDE Consulting, USA)

McDonald J. Scott (University of Texas El Paso, USA)

Merwin Gerald A. (Valdosta State University, USA)

Merwin Keith A. (Merwin & Associates, USA)

Richardson Mathew (University of Texas El Paso, USA)

### Chapter 9

*Using Web 2.0 as a Community Policing Strategy:*

Jones Matthew A. (Portland State University, USA)

de Guzman Melchor C. (SUNY Brockport, USA)

Kumar Korní Swaroop (SUNY Brockport, USA)

### Chapter 10

*Using Web 2.0 to Reconceptualize E-Government:*

Sadeghi Leila (Kean University, USA)

Ressler Steve (GovLoop, USA)

Krzmarzick Andrew (GovLoop, USA)

### Chapter 11

*WikiLeaks and the Changing Forms of Information Politics in the "Network Society"*

Sreedharan Chindu (Bournemouth University, UK)

Thorsen Einar (Bournemouth University, UK)

Allan Stuart (Bournemouth University, UK)

### Chapter 12

*Open Source, Crowdsourcing, and Public Engagement*

Liu Helen K. (University of Hong Kong, China)

## Section 3: Continuing Issue: Where is Web 2.0 Headed?

### Chapter 13

*Web 2.0 and Government Transformation:*

Glasco Jon E. (Glasco Clark Associates, Spain)

### Chapter 14

*Web 2.0:*

Isaias Pedro (Portuguese Open University, Portugal)

Pifano Sara (Information Society Research Lab, Portugal)

Miranda Paula (Polytechnic Institute of Setúbal, Portugal)

### Chapter 15

*From E-Government to E-Governance:*

Kloby Kathryn (Monmouth University, USA)

### Chapter 16

*Social Media and Web 2.0 for Rethinking E-Government Maturity Models*

Kim B. Joon (Indiana University-Purdue University Fort Wayne, USA)

Robinson Savannah (Indiana University-Purdue University Fort Wayne, USA)

### Chapter 17

*The Paradox of the Interactive Web in the U.S. Public Sector*

Mergel Ines A. (Syracuse University, USA)

Schweik Charles M. (University of Massachusetts, USA)

## 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: \_\_\_\_\_