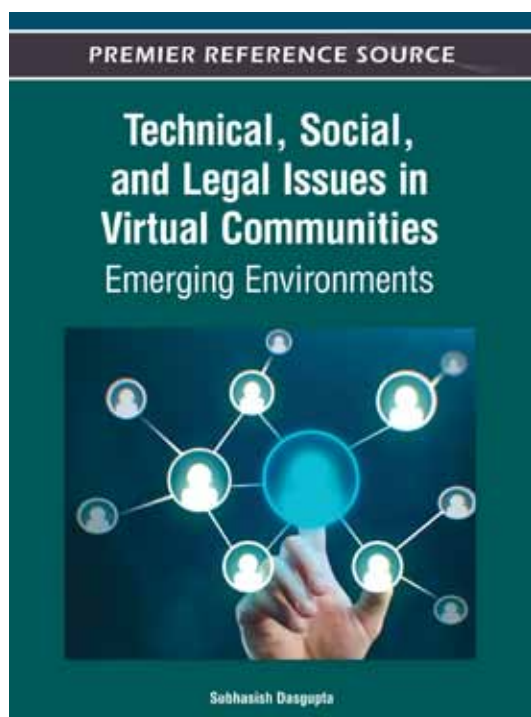


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Technical, Social, and Legal Issues in Virtual Communities: Emerging Environments



Subhasish Dasgupta
(George Washington University, USA)

Websites such as Twitter, Facebook, LinkedIn, and Google+ have enabled users to create virtual communities for social networking and communities of practice. Because of the ever-evolving environment in social networking, there has been much opportunity for new areas of research. Research in virtual communities and social networking has taken different forms with much focus on the software and hardware of the program and the design of the site and its interface and usability. There is also great emphasis on the research behind discovering new opportunities in virtual worlds, as well as the social and behavioral issues related to trust and online culture.

Technical, Social and Legal Issues in Virtual Communities: Emerging Environments examines a variety of issues related to virtual communities and social networking, addressing issues related to team identification, leader-member issues, social networking for education, participation in social networks, and other issues directly related to this eclectic field of study. This publication provides comprehensive coverage and understanding of the social, cultural, organizational, human, and cognitive issues related to the virtual communities and social networking. Readers will find that this book encompasses an overall body of knowledge regarding participation of individuals, groups and organizations in virtual communities and networks, by providing an outlet for scholarly research in the area.

Topics Covered:

- Business models in social networks
- Customization of e-Services
- Gender differences in social networking
- Geographic information networks
- Job searching and social networking
- Massive multi-player online role playing
- Online social networking
- Use and participation in virtual social networks
- Video blogging
- Youth interaction with social networking

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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.

Subhasish Dasgupta is an associate professor of information systems in the School of Business, George Washington University. Dasgupta received his PhD from Baruch College, The City University of New York (CUNY). He received both his MBA and BS from the University of Calcutta (India). He has published his research in refereed journals such as Decision Support Systems, the European Journal of Information System, the Journal of Global Information Management, the Electronic Markets Journal, and the Simulation and Gaming Journal. Dasgupta has published two edited books, Internet and Intranet Technologies in Organizations and Encyclopedia of Virtual Communities and Technologies. He has also presented his research in major regional, national, and international conferences.

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