Gender and Social Computing: Interactions, Differences and Relationships

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Despite continued public interest in issues relating to gender and computing, there exists a relative scarcity of texts on this topic.

Gender and Social Computing: Interactions, Differences and Relationships provides an overview of the major questions that researchers and practitioners are addressing, outlining possible future directions for theory development and empirical research on gender and computing. This comprehensive reference focuses on three areas of research on gender and computing: gender and computing in the work arena, gender and computing in cyberspace, and gender in eDating.

Topics Covered:
- Computer Mediated Communication for Business Women and Professionals
- Disability Identity and Gender Representation in Second Life
- eDating and Online Behavior
- Gender and Anonymity in Virtual Teams
- Gender and E-Marketing
- Gender Differences in Social Networking
- Gender Segregation and ICT
- The Impact of Gender on ICT Usage
- Women Bloggers, Politics, and Political Participation
- Women in IT Careers

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