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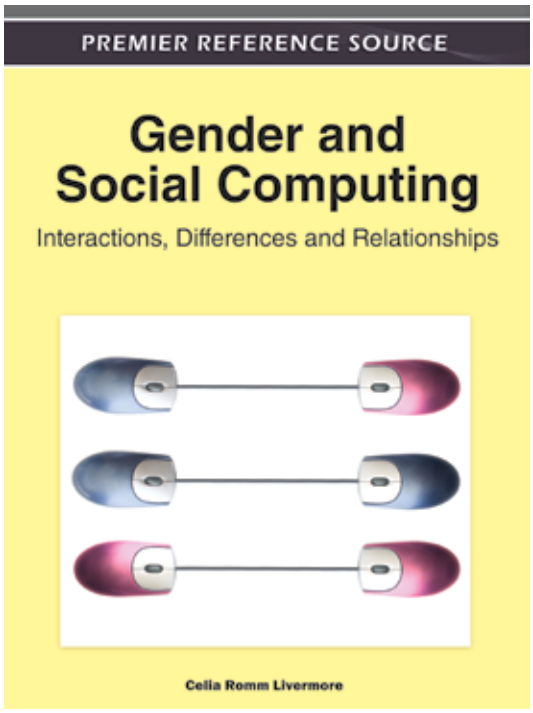
Gender and Social Computing: Interactions, Differences and Relationships



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Celia Romm Livermore (Wayne State University, USA)

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

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.

Celia Romm Livermore is professor at Wayne State University (Detroit, USA). She has published five books: *Virtual Politicking* (1999), *Electronic Commerce: A Global Perspective* (1998), *Doing Business on the Internet* (1999), *Self Service on the Internet* (2008) and *Social Networking and eDating* (2008). She also published over a hundred and fifty journal articles, chapters in collective volumes, and conference papers. Dr. Romm-Livermore received her PhD from the University of Toronto (Canada, 1979) and has been a lecturer, consultant, and visiting scholar in Israel, Japan, Germany, Canada, USA, and Australia. Her research interests and areas of publication over the years included: culture and its impact on implementation of information systems, politics and social aspects of virtual communities, virtual work, e-commerce, computer mediated communication, and IT/IS education. Dr. Romm Livermore's current research focuses on the social dynamics and politics of social networking communities. Dr. Romm Livermore's research was published in several journals, such as the *Harvard Business Review, Communications of the ACM, Information Management, Transactions on Information Systems, Human Relations, Organization Studies, Comparative Economic Studies, Studies in Popular Culture, The Computer Journal, Database Journal, Journal of Information Systems Management, The Information Society, Australian Journal of Information Systems, Asia Pacific Journal of Human Resources, The Journal of Higher Education, European Journal of Education, Interchange, Journal of Professional Services Marketing, Advances in Consumer Behavior, New Technology, Work, and Employment, Journal of Informatics Education and Research, Journal of Management Development, Information Technology and People*, and *International Journal of Information Systems*.

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