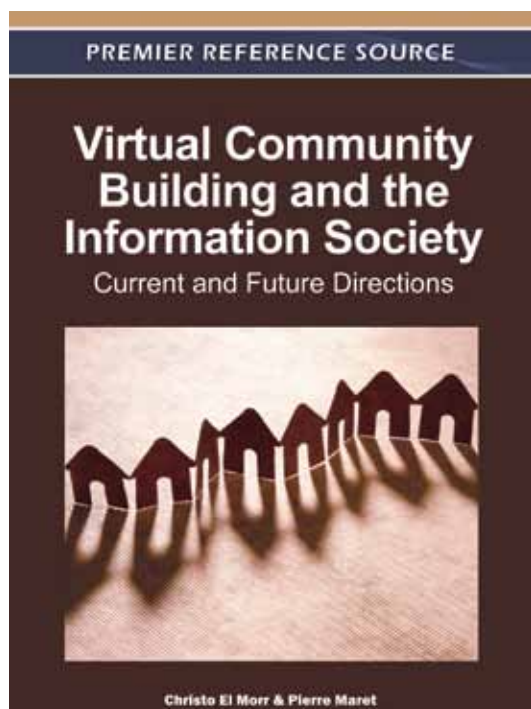


An Excellent Addition to Your Library!

Released: August 2011

Virtual Community Building and the Information Society: Current and Future Directions



Christo El Morr (York University, Canada)
and Pierre Maret (Université St. Etienne, France)

Emergent technologies, including ambient intelligence and pervasive computing, promise a considerable advance in the way people use virtual communities, and new, innovative applications are making virtual communities more dynamic and usable than ever.

Virtual Community Building and the Information Society: Current and Future Directions offers a holistic approach to virtual communities, providing relevant theoretical frameworks and presenting the latest empirical research on virtual technology, infrastructures, content modeling, knowledge modeling, content management, context awareness, mobility, security and trust. It also explores the social impact and applications of virtual communities, providing valuable insights for professionals, researchers, and managers in fields including information systems, computer science, knowledge management, software engineering, healthcare, business, information and communication sciences, education, and sociology who want to improve their understanding of the strategic role of virtual communities in the information society.

Topics Covered:

- Applications of Virtual Communities
- Social Impact of Virtual Communities
- Virtual Communities
- Virtual Communities and Multi-Agent Systems
- Virtual Communities and Trust
- Virtual Community Building
- Virtual Community Infrastructures
- Virtual Technologies and Ambient Intelligence
- Virtual Technologies and Content Modeling
- Virtual Technology

ISBN: 9781609608699; © 2012; 300 pp.

Print: US \$195.00 | Perpetual: US \$295.00 | Print + Perpetual: US \$390.00

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.

Christo El Morr received a PhD in Biomedical Engineering, Compiègne University of Technology-France, (1997). He is an adjunct Professor of Health Informatics at York University, Canada; and an Assistant Professor of information Systems at the American University of Kuwait, Kuwait. His research interests are cross-disciplinary in Virtual Communities, e-Health, e-Collaboration, PACS and Health Information Systems integration.

Section 1: Creating Virtual Communities

Chapter 1

Virtual Community Building and the Information Society:

El Morr Christo (American University of Kuwait, Kuwait)
Maret Pierre (Université de Lyon, France)
Dinca-Panaiteescu Mihaela (York University, Canada)
Rioux Marcia (York University, Canada)
Subercaze Julien (Université de Lyon, France)

Chapter 2

The Creation and Management of Online Brand Communities

Falcone Paola (University of Rome, Italy)

Chapter 3

Coordinating Nomadic Evaluation Practices by Supporting the Emergence of Virtual Communities

Laurent Marianne (Orange Labs, Telecom Bretagne, France)

Section 2: Monitoring Virtual Communities

Chapter 4

An Integrated Methodology to Detect the Evolution of Virtual Organizational Communities

De Maggio Marco (University of Salento (Lecce), Italy)
Grippa Francesca (University of Salento (Lecce), Italy)

Chapter 5

How e-Learning Experience Enhances the Social Presence in Community of Practice:

Bodea Constanta-Nicoleta (Academy of Economic Studies, Romania)
Mogos Radu Ioan (Academy of Economic Studies, Romania)
Dascalu Maria-Juliana (Academy of Economic Studies, Romania)

Chapter 6

Online Communities:

Jakob Linaa Jensen (University of Aarhus, Denmark)

Section 3: Stimulating Virtual Communities: Participation and Awareness

Chapter 7

Functionalities and Facets of Group Awareness in Collaborative Online Laboratories

Gravier Christophe (Université de Lyon, France)
Callaghan Michael (University of Ulster, UK)

Chapter 8

Towards a Participative Platform for Cultural Texts Translators

Bénel Aurélien (ICD/Tech-CICO Lab UTT, France)
Lacour Philippe (ENS, France & Marc Bloch Center, Germany)

Chapter 9

Virtual Communities in a Services Innovation Context:

Bugeaud Florie (University of Technology of Troyes, France)
Soulier Eddie (University of Technology of Troyes, France)

Section 4: Responsive Communities: Semantics, Identity and Governance

Chapter 10

Semantically Linking Virtual Communities

Akerkar Rajendra (Western Norway Research Institute, Norway)
Aaberge Terje (Western Norway Research Institute, Norway)

Chapter 11

Identification vs. Self-Verification in Virtual Communities (VC):

Kathy Ning Shen (University of Wollongong in Dubai, UAE)

Chapter 12

Freedom, Control, Security:

Hans Knahl Martin (University of Applied Sciences Furtwangen, Germany)
Cox Geoff (Aarhus University, Denmark)

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: _____