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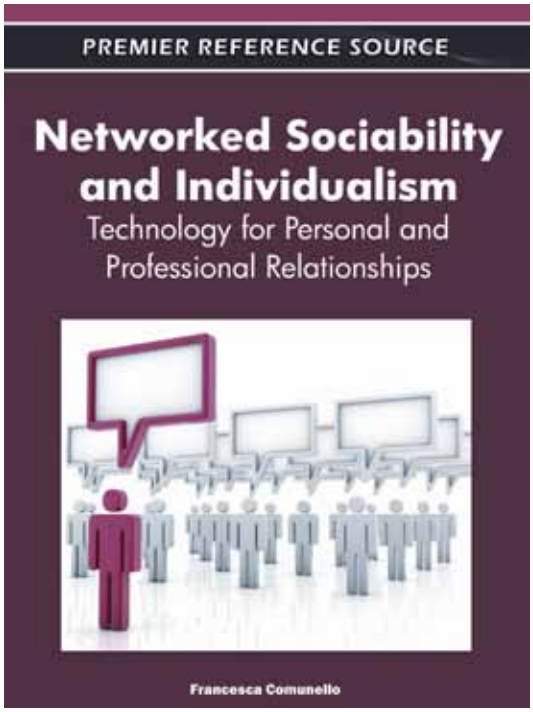
Networked Sociability and Individualism: Technology for Personal and Professional Relationships



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Francesca Comunello (Sapienza Università di Roma, Italy)

The recent popularity of Social Network Sites (SNS) shows that there is a growing interest in articulating, making visible, and managing personal or professional relationships through technology-enabled environments.

Networked Sociability and Individualism: Technology for Personal and Professional Relationships provides a multidisciplinary framework for analyzing the new forms of sociability enabled by digital media and networks. This book focuses on a variety of social media and computer-mediated communication environments with the aim of identifying and understanding different types of social behavior and identity expression.

Topics Covered:

- Computer-Mediated Communication
- Mobile Social Networking
- Networked Individualism
- Networked Sociability
- New Media Literacy
- Participatory Culture
- Social Media and Privacy
- Social Network Sites
- Web 2.0

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.

Francesca Comunello (PhD, Sapienza University of Rome, Italy) is Assistant professor of Sociology of Culture and Communication at the Department of Communication and Social Research, Sapienza University of Rome (Italy), where she teaches Internet studies. She is also Member of the Teaching College Board for the PhD Course in Communication at the same Department. Her research focuses on the intersections between digital technology and society: namely, network theories, digitally-mediated social relations, social media and social network sites, digital interactive television, and the digital divide. Her work has been presented at national and international conferences. She has authored two books and several book chapters, and co-edited three books.

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