

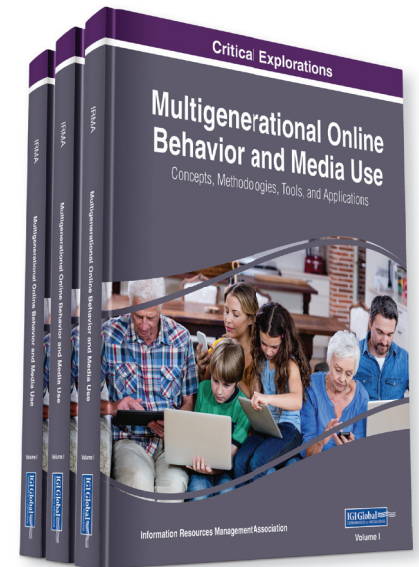
Multigenerational Online Behavior and Media Use: Concepts, Methodologies, Tools, and Applications

Information Resources Management Association (USA)

Description:

The rapid evolution of technology continuously changes the way people interact, work, and learn. By examining these advances from a sociological perspective, researchers can further understand the impact of cyberspace on human behavior, interaction, and cognition.

Multigenerational Online Behavior and Media Use: Concepts, Methodologies, Tools, and Applications is a vital reference source covering the impact of social networking platforms on a variety of relationships, including those between individuals, governments, citizens, businesses, and consumers. The publication also highlights the negative behavioral, physical, and mental effects of increased online usage and screen time such as mental health issues, internet addiction, and body image. Showcasing a range of topics including online dating, smartphone dependency, and cyberbullying, this multi-volume book is ideally designed for sociologists, psychologists, computer scientists, engineers, communication specialists, academicians, researchers, and graduate-level students seeking current research on media usage and its behavioral effects.



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Topics Covered:

- Cyber Effects
- Cyber Reasoning
- Cyberbullying
- Cyberstalking
- Digital Divide
- Mental Health
- Online Dating
- Online Social Networking
- Smartphone Dependency
- Social Media
- Stress and Internet Addiction
- Virtual Reality

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