



Online Social Behavior

A Collection of 17 Scholarly Titles

There are many facets of online social practices, including, but not limited to, generational, gender, and cultural aspects. With the explosive growth of contemporary online social culture, a new and increasingly important area of study on online social behavior emerges.

The **Online Social Behavior** collection is a compelling reference compilation that supports research in the fields of sociology and computer science. This essential set of titles includes 17 scholarly texts focusing on cyber behavior, social computing, gender and technology, computer-mediated-communication, and human aspects of technology. These titles represent IGI Global's unique coverage of the impact and effective use of social technologies in online social behavior.



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Blogging in the Global Society: Cultural, Political and Geographical Aspects

Tatyana Dumova (Point Park University, USA), et al.
ISBN: 978-1-60960-744-9; © 2011; 415 pp.

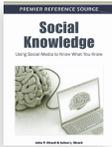
Provides a comprehensive view of blogging as a global practice and provides a cross-disciplinary analysis of the social, cultural, and political factors affecting blogging practices.



Gender and Social Computing: Interactions, Differences and Relationships

Celia Romm (Wayne State University, USA)
ISBN: 978-1-60960-759-3; © 2011; 386 pp.

Assembles original and innovative contributions in the area of KM and knowledge engineering applications for healthcare systems and clinical engineering applications.



Social Knowledge: Using Social Media to Know What You Know

John P. Girard (Minot State University, USA), et al.
ISBN: 978-1-60960-203-1; © 2011; 291 pp.

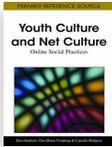
Aims to provide relevant theoretical frameworks, latest empirical research findings, and practitioners' best practices in social knowledge. It is written for professionals who want to improve their understanding of the strategic role of social knowledge in business, government, or non-profit sectors.



Interactive Media Use and Youth: Learning, Knowledge Exchange and Behavior

Elza Dunkels (Umea University, Sweden), et al.
ISBN: 978-1-60960-206-2; © 2011; 254 pp.

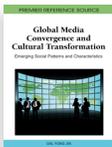
Provides a knowledge based on perspectives on quantitative and descriptive studies, what goes on in the contemporary media landscape, and pedagogical research on formal and non-formal learning strategies.



Youth Culture and Net Culture: Online Social Practices

Elza Dunkels (Umea University, Sweden), et al.
ISBN: 978-1-60960-209-3; © 2011; 380 pp.

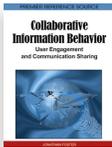
Aims to engage the complex relationship between technology and youth culture, while outlining the details of various online social activities. It focuses on generational aspects of online social practices, as well as other facets, such as gender and social class.



Global Media Convergence and Cultural Transformation: Emerging Social Patterns and Characteristics

Dal Yong Jin (Korean Advanced Institute of Science and Technology, Korea)
ISBN: 978-1-60960-037-2; © 2011; 396 pp.

Aims to engage the complex relationship between technology, culture, and socio-economic elements by exploring it in a transnational, yet contextually grounded, framework.



Collaborative Information Behavior: User Engagement and Communication Sharing

Jonathan Foster (University of Sheffield, UK)
ISBN: 978-1-61520-797-8; © 2010; 246 pp.

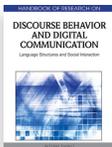
Provides empirical research findings, theoretical frameworks, and models relevant to the myriad aspects of collaborative information behavior.



Cases on Online Discussion and Interaction: Experiences and Outcomes

Leonard Shedletsky (University of Southern Maine, USA)
ISBN: 978-1-61520-863-0; © 2010; 412 pp.

Contains examples of online discussions in a variety of contexts and for a variety of purposes, allowing readers to understand what is likely to facilitate discussion online.



Handbook of Research on Discourse Behavior and Digital Communication: Language Structures and Social Interaction

Rotimi Taiwo (Obafemi Awolowo University, Nigeria)
ISBN: 978-1-61520-773-2; © 2010; 756 pp.

A compendium of scholarly works on discourse behavior in digital communication. The diverse, but related, disciplinary perspectives presented in it further establishes how modern communication technologies are shaping discourse and social interaction all over the world.



Interpersonal Relations and Social Patterns in Communication Technologies: Discourse Norms, Language Structures and Cultural Variables

Jung-ran Park (Drexel University, USA), et al.
ISBN: 978-1-61520-827-2; © 2010; 436 pp.

Describes the growing proliferation of CMC applications and the need for new perspectives, methods, and tools for research and practice.



Adolescent Online Social Communication and Behavior: Relationship Formation on the Internet

Robert Zheng (University of Utah, USA), et al.
ISBN: 978-1-60566-926-7; © 2010; 390 pp.

Identifies the role and function of shared contact behavior of youth on the Web. With expert international contributions, it provides a deep understanding of the various issues concerning adolescent Internet use.



Handbook of Research on Socio-Technical Design and Social Networking Systems (2 Vols.)

Brian Whitworth (Massey University (Albany), Auckland, NZ), et al.
ISBN: 978-1-60566-264-0; © 2009; 1034 pp.

Provides a summary of knowledge in this evolving multidisciplinary field, distinctive in its variety of international authors' perspectives, depth and breadth of scholarship, and combination of practical and theoretical views.



Social Software and Web 2.0 Technology Trends

P. Candace Deans (University of Richmond, USA)
ISBN: 978-1-60566-122-3; © 2009; 250 pp.

Provides an overview of current Web 2.0 technologies and their impact on organizations and educational institutions.



Social Networking Communities and E-Dating Services: Concepts and Implications

Celia Romm (Wayne State University), et al.
ISBN: 978-1-60566-104-9; © 2009; 424 pp.

Rectifies the absence of e-dating literature in the academic community by incorporating research from around the world, addressing aspects of e-dating and contributing toward the legitimization of e-dating.



Computer-Mediated Communication across Cultures: International Interactions in Online Environments

Kirk St. Amant (East Carolina University, USA), et al.
ISBN: 978-1-60960-833-0; © 2011; 381 pp.

Provides readers with the foundational knowledge needed to communicate safely and effectively with individuals from other countries and cultures via online media.



Computer-Mediated Relationships and Trust: Managerial and Organizational Effects

Linda L. Brennan (Mercer University, USA), et al.
ISBN: 978-1-59904-495-8; © 2008; 322 pp.

Provides a collection of leading research on trust within the context of computer-mediated relationships through review of the existent work on trust from multiple disciplines, and introduces trust in a third dimension.



Cultural Identity and New Communication Technologies: Political, Ethnic and Ideological Implications

D. Ndirangu Wachanga (University of Wisconsin-Whitewater, USA)
ISBN: 978-1-60960-591-9; © 2011; 350 pp.

Presents a careful blend of conceptual, theoretical, and applied research in NCTs. It examines content that places new communication technologies in a context that recognizes their seamless co-option into the designs of politics and culture.