Establishing and Evaluating Digital Ethos and Online Credibility

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Acknowledgment

Section 1
Evaluating and Gathering Research

This section offers a variety of methods for evaluating and conducting online research, focusing on the problems involved in finding trustworthy information. The chapters in this section focus on evaluating scientific arguments, connecting with information experts, cultivating a beneficial digital ethos in research documents, and evaluating what is often hidden—how websites use our data for research purposes.

Chapter 1
Telling the Quants from the Quacks: Evaluating Statistical Arguments in Debates Online

†††††Candice Lanius, Rensselaer Polytechnic Institute, USA

Chapter 2
No Shortcuts to Credibility Evaluation: The Importance of Expertise and Information Science

†††††Jill R. Kavanaugh, Center on Media and Child Health at Boston Children’s Hospital, USA

†††††Bartlomiej A. Lenart, University of Alberta, Canada
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Knockin’ on Digital Doors: Dealing With Online [Dis]Credit in an Era of Digital Scientific Inquiry

Rosalina Pisco Costa, University of Évora, Portugal

Chapter 4


Estee Beck, The University of Texas at Arlington, USA

Section 2

Evaluating Digital Ethos and Online Credibility in Medical Contexts

Because the number of people who desire access to health information continues to grow (and the amount of health information available to those people continues to grow as well), this section offers advice for assessing the credibility of online health information. Considering that many people around the world lack access to adequate health care but can easily access online health information, this section offers a range of advice that is very important for a wide audience to consider.

Chapter 5

Ethos in E-Health: From Informational to Interactive Websites

Abigail Bakke, Minnesota State University, Mankato, USA

Chapter 6

Adopting a Parasocial Connection to Overcome Professional Kakoethos in Online Health Information

Andrew W. Cole, Waukesha County Technical College, USA

Thomas A. Salek, University of Wisconsin-Milwaukee, USA

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The Social Determinants in the Process of Credibility Assessment and the Influence of Topic Areas

††††† Lluïsa Llamero, Ramon Llull University, Spain

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Credible to Whom?: The Curse of the Echo Chamber

††††† Nathan Rodriguez, University of Wisconsin-Stevens Point, USA

Section 3

Addressing Anonymity in Digital Realms

Much advice on evaluating online information hinges on determining the author of a source, then making judgments about the credibility of that author’s credentials. However, a vast amount of the digital information we encounter has no discernible author, much less an author whose background and credentials are readily available for evaluation. This section examines the benefits and drawbacks of anonymity with regard to establishing digital credibility, and it offers strategies for assessing information on sites where anonymity reigns.

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Ethos Construction, Identification, and Authenticity in the Discourses of AWSA: The Arab Women’s Solidarity Association International

††††† Samaa Gamie, Lincoln University, USA

Chapter 10

Credibility and Crisis in Pseudonymous Communities

††††† Sarah Lefkowith, University of Oxford, United Kingdom

Chapter 11

"Don't Tell Us You're Handsome...Post Your Great Photo and Let It Stand": Creating and Enforcing Credibility in Online Dating

††††† Shana Kopaczewski, Indiana State University, USA
Chapter 12

Revenge of Cecil the Lion: Credibility in Third-Party Review Sites

†††††Alison N. Novak, Rowan University, USA

Section 4

Reconciling Individual and Group Ethos

This section examines the different impacts that individual ethos can have on how we access, assess, share, and build online information. The chapters in this section all focus on different digital sites and genres, but each one sheds light on the importance of negotiating the relationship between individual and group ethos by illustrating the specific benefits and drawbacks of acknowledging—or effacing—individual ethos in different contexts.

Chapter 13

Surf’s Up: Communicative Aspects of Online Trust-Building Among Couchsurfing Hosts

†††††Maura Cherney, University of Wisconsin-Milwaukee, USA
†††††Daniel Cochese Davis, Illinois State University, USA
†††††Sandra Metts, Illinois State University, USA

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Modal Ethos: Scumbag Steve and the Establishing of Ethos in Memetic Agents

†††††Jonathan S. Carter, University of Nebraska-Lincoln, USA

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The Rise of the Modern Sports Article: Examining the Factors That Can Influence the Credibility of Online Sports News

†††††Sean Sadri, Old Dominion University, USA
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Breastfeeding, Authority, and Genre: Women’s Ethos in Wikipedia and Blogs

†††††Allison A. Lukowski, Christian Brothers University, USA
†††††Erika M. Sparby, Northern Illinois University, USA

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About the Contributors

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