Technical, Social, and Legal Issues in Virtual Communities: Emerging Environments

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Websites such as Twitter, Facebook, LinkedIn, and Google+ have enabled users to create virtual communities for social networking and communities of practice. Because of the ever-evolving environment in social networking, there has been much opportunity for new areas of research. Research in virtual communities and social networking has taken different forms with much focus on the software and hardware of the program and the design of the site and its interface and usability. There is also great emphasis on the research behind discovering new opportunities in virtual worlds, as well as the social and behavioral issues related to trust and online culture.

Technical, Social and Legal Issues in Virtual Communities: Emerging Environments examines a variety of issues related to virtual communities and social networking, addressing issues related to team identification, leader-member issues, social networking for education, participation in social networks, and other issues directly related to this eclectic field of study. This publication provides comprehensive coverage and understanding of the social, cultural, organizational, human, and cognitive issues related to the virtual communities and social networking. Readers will find that this book encompasses an overall body of knowledge regarding participation of individuals, groups and organizations in virtual communities and networks, by providing an outlet for scholarly research in the area.

Topics Covered:

• Business models in social networks
• Customization of e-Services
• Gender differences in social networking
• Geographic information networks
• Job searching and social networking
• Massive multi-player online role playing
• Online social networking
• Use and participation in virtual social networks
• Video blogging
• Youth interaction with social networking

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.
Section 1: Social Aspects of Virtual Communities and Social Networks

Chapter 1
Use and Participation in Virtual Social Networks:
Pagani Margherita (Bocconi University, Italy)
Hofacker Charles (Florida State University, USA)

Chapter 2
Effects of Computer Self Efficacy on the Use and Adoption of Online Social Networking
Mew Lionel (George Washington University; American University, USA)
Money William H. (George Washington University, USA)

Chapter 3
Team Identification, Team Performance and Leader-Member Exchange Relationships in Virtual Groups:
Eveleth Daniel M. (University of Idaho, USA)
Eveleth Alex B. (Western Washington University, USA)

Chapter 4
Geographic Information Networks in American Indian Governments and Communities
Palmer Mark H. (University of Missouri-Columbia, USA)
Hanney Jack (University of Missouri-Columbia, USA)

Chapter 5
Understanding the Video Bloggers’ Community
Warmbrodt John (Consultant, USA)
Zichová Adéla (City University London, UK)

Chapter 6
Analysis of Students' Engagement and Activities in a Virtual Learning Community:
Daniel Ben K. (University of Saskatchewan, Canada)
Schwier Richard A. (University of Saskatchewan, Canada)

Chapter 7
Social Identity in Facebook Community Life
Zhang Shaoke (Pennsylvania State University, USA)
Jiang Hao (Pennsylvania State University, USA)
Carroll John M. (Pennsylvania State University, USA)

Section 2: Business Applications of Social Networks

Chapter 8
The Role of Virtual Communities in the Customization of e-Services
Karakostas Bill (City University London, UK)
Kardaras Dimitris (Athens University of Economics and Business, Greece)

Chapter 9
Explaining Job Searching Through Social Networking Sites:
Suki Norazah Mohd (Universiti Malaysia Sabah, Malaysia)
Ramayah T. (Universiti Sains Malaysia (USM), Malaysia)
Ming Michelle Kow Pei (Universiti Sains Malaysia (USM), Malaysia)

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Should Employees Accept Their Boss’s Facebook ‘Friend’ Request?
Karl Katherine (University of Tennessee Chattanooga, USA)
Peluchette Joy (University of Southern Indiana, USA)
Schlagel Christopher (Otto-von-Guericke-University Magdeburg, Germany)

Chapter 11
Business Models for On-Line Social Networks:
Rana Omer (Cardiff University, UK)
Caton Simon (Karlsruhe Institute of Technology, Germany)

Chapter 12
Occupational Networking as a Form of Professional Identification:
Voutsina Katetina (London School of Economics and Political Science, UK)

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Tracing Community Life across Virtual Settlements
Akoumanakis Demosthenes (Technological Education Institution of Crete, Greece)

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The Impact of Social Networking Websites on the Education of Youth
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Narayan P. B. Shankar (Pondicherry University, Puducherry, India)

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Computational Trust in SocialWeb
Zolfaghar Kiyana (K.N.Toosi University of Technology, Iran)
Aghaie Abdollah (K.N.Toosi University of Technology, Iran)

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Impact of Social Networking on College Students
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Velayutham Chandrasekharan (Anna University, India)

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Managing Collaborative Research Networks:
Dimitrova Dimitrina (York University, Canada)
Koku Emmanuel (Drexel University, USA)

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Some Research Challenges for Studies of Virtual Communities Using On-Line Tells
Kimble Chris (Euromed Management, Université Montpellier II, France)