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Adoption, Usage, and Global Impact of Broadband Technologies: Diffusion, Practice and Policy

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Broadband internet has the potential to profoundly impact science, business and society, while simultaneously transforming almost every aspect of everyday life. Because of broadband's increasingly prominent role and presence, it is both appropriate and timely to understand the deployment and adoption of broadband technologies worldwide.

Adoption, Usage, and Global Impact of Broadband Technologies: Diffusion, Practice and Policy contains a masterful synthesis of literature intended to enhance knowledge of broadband deployment, diffusion, adoption, usage and impact from the global perspective. Including chapters from researchers with varied geographical, educational and cultural backgrounds, this book helps the reader to understand the differences in the adoption of broadband in different countries and examine comparative policy issues at national and international levels.

Topics Covered:

- European Research and Education Networks
- The FCC's National Broadband Plan
- Evolution in Broadband Technology
- Broadband diffusion on VoD and TV markets
- Consumer Usage of Broadband Internet Services
- Social Network Websites as a Marketing Platform
- Information Communication Technology (ICT) for Rural Women's Life
- U.S. Rural-Urban Differences in Broadband Internet Adoption
- Strategies for Broadband Deployment
- Government Policy on Broadband Internet

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.
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Still in Pursuit of the Fast Lane:
Beneke Justin Henley (University of Cape Town, South Africa)

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Strategic Interaction under Asymmetric Regulation:
Howell Bronwyn (New Zealand Institute for the Study of Competition and Regulation & Victoria University of Wellington, New Zealand)

Chapter 3
Examining the Influence of Government Policy on Broadband Internet Access:
Fan Qiuyan (University of Western Sydney, Australia)

Chapter 4
The Federal Communication Commission’s National Broadband Plan
Meisel John B. (Southern Illinois University Edwardsville, USA)
Navin John C. (Southern Illinois University Edwardsville, USA)
Sullivan Timothy S. (Southern Illinois University Edwardsville, USA)

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Broadband and Structural Separation from the Perspective of Transaction Cost Economics
Fuke Hidenori (Komazawa University, Japan)

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Mobile Phones Like Any Other ICT?
Tsiatsou Paraptya (Swansea University, UK)

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The Effectiveness of Government Policies in Broadband Deployment:
Fife Elizabeth (University of Southern, USA)
Pereira Francis (University of Southern, USA)

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Best Practices and Strategies for Broadband Deployment:
Bounas Christos (University of Patras and Research Academic Computer Technology Institute, Greece)
Gkamas Apostolos (Research Academic Computer Technology Institute, Greece)
Tsianos Thrasyvoulos (Aristotle University of Thessaloniki, Greece)

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The Exemplary Research and Education Networks:
Mustafec Navonil (Swannea University, UK)
Taylor Simon J F (Brunel University, UK)

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Toward Understanding U.S. Rural-Urban Differences in Broadband Internet Adoption and Use
Sterbenz Peter (Economic Research Service, USDA, USA)
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Information Communication Technology (ICT) for Rural Women’s Life in Bangladeshi Villages
Ashraf Md. Mafiz (University of Dhaka, Bangladesh)
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Beneke Justin Henley (University of Cape Town, South Africa)

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Daidj Nabyla (Telecom Business School, France)
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Media Platform Competition:
Liu Yu-li (National Chengchi University, Taiwan)
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