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

Kirk St. Amant (East Carolina University, USA) and Sigrid Kelsey (Louisiana State University, USA)

Over one billion people access the Internet worldwide, and new problems of language, security, and culture accompany this new excess in access.

Computer-Mediated Communication across Cultures: International Interactions in Online Environments provides readers with the foundational knowledge needed to communicate safely and effectively with individuals from other countries and cultures via online media. Through a closer examination of the expanded global access to the Web, this book discusses the use and design of cross-cultural digital media and the future of the field for executives, marketers, researchers, educators, and the average user.

Topics Covered:
- Culture in Online Communication
- E-Marketing to the Global Community
- Expanding Education to Underserved Areas Online
- Global Digital Divide
- Global Standards for Online Discourse
- Globalization of Online Environments
- Growth of Global Online Access
- Language in Online Communication
- Law and Policy for International Internet Access
- Markets, Economics, and International E-Commerce
- The Future of Global Cyberspace

Kirk St. Amant is an Associate Professor of Technical and Professional Communication in the Department of English at East Carolina University. He has a background in anthropology, international government, and technical communication, and his research interests include intercultural exchanges via online media and international outsourcing. He has taught online and conventional courses in technical and professional communication and in intercultural communication for Texas Tech University, Mercer University, and James Madison University. He has also taught courses in e-commerce, distance education, and business communication in Ukraine as a part of the USAID-sponsored Consortium for the Enhancement of Ukrainian Management Education (CEUME).
Section 1: The Changing Nature of Relationships: Who is Interacting and How to They Interact?

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Culture-Laden Social Engagement: Choi Sejung Marina (University of Texas, USA), Chu Shu-Chuan (DePaul University, USA), Kim Yoojung (University of Texas, USA)

Chapter 2

e-Matchmaker, e-Matchmaker, Make Me a Match: Krishnan Archana (University of Connecticut, USA)

Chapter 3

Playing “Nice”?: Jacobs Melinda (Level Up Media, The Netherlands)

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Social Information Processing Theory (SIPT): Olaniran Bolanle A. (Texas Tech University, USA), Rodriguez Natasha (Texas Tech University, USA), Williams Indi M. (Arizona State University, USA)

Chapter 5

Filtering Online Content in China: Lee Jyh-An (National Chengchi University, Taiwan)

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Culture, Online Technology and Computer-Mediated Technical Documentation: Hermeking Marc (Ludwig-Maximilians University, Germany)

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Communicating in the Age of Web 2.0: Tunc Tanfer Emin (Hacettepe University, Turkey), Oguz Esin Sultan (Hacettepe University, Turkey)

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Removing Through Asynchronous Time and Space: Yang Ping (Denison University, USA)

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Cultural Differences in Social Media Usage and Beliefs and Attitudes towards Advertising on Social Media: Kamal Sara (American University in Dubai, UAE), Chu Shu-Chuan (DePaul University, USA)

Section 2: The Emerging Trends in Representation: Who May Participate and How Do Individuals Present Themselves?

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Discursive Manipulation Strategies in Virtual Scams in Global Contexts: Taiwo Rotimi (Obafemi Awolowo University, Nigeria)

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Studying Online Communication Features on International and Cross-Cultural Web Pages Using Wosphere Analysis Methodology: Stamat Kathryn (State University of New York College at Oneonta), Guzman Indira (Tulane University, USA), Thoryk Dennis (Onondaga Community College, USA)

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Minimizing Cultural Differences Using Ontology-Based Information Retrieval System: Yi Myongho (Texas Woman’s University, USA)

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