Table of Contents

Foreword .............................................................................................................................................. xv

Preface ................................................................................................................................................ xvii

Chapter 1  
Social Media in Higher Education: Examining Privacy Concerns among Faculty and Students ........ 1  
Laura Aymerich-Franch, GRISS, Image, Sound, and Synthesis Research Group, Spain

Chapter 2  
Social Media and Alcohol Use: Adverse Impact of Facebook and Twitter on College Students......... 25  
Gulzar H. Shah, Jiann-Ping Hsu College of Public Health, USA  
Moya L. Alfonso, Jiann-Ping Hsu College of Public Health, USA  
Nina Jolani, National Association of County and City Health Officials (NACCHO), USA

Chapter 3  
Face to Face(book): Users’ Traits and Motivations and Effects of Facebook Use on Well-Being...... 45  
Daniela Crisan, Tilburg University, The Netherlands

Chapter 4  
Information Security and Privacy in Social Media: The Threat Landscape................................. 73  
Hemamali Tennakoon, Kingston University, UK

Chapter 5  
Abuse of the Social Media Brain: Implications for Media Producers and Educators ...................... 102  
Fritz Kohle, University of Edinburgh, UK  
Sony Jalarajan Raj, MacEwan University, Canada

Chapter 6  
Social Networking: A Retrospective into the Trust Formation and Threats................................. 118  
Vladlena Benson, Kingston Business School, Kingston University, UK
Chapter 7
Reflections on the Impact of Social Technologies on Lecturers in a Pathway Institution .......... 131
  Donna M Velliaris, Eynesbury Institute of Business and Technology, Australia
  Craig R Willis, Eynesbury Institute of Business and Technology, Australia
  Paul B Breen, Greenwich School of Management, UK

Chapter 8
Facebook and Moodle as Classroom Extensions: Integrating Digital Technologies in the Curriculum ............................................................................................................................................ 155
  Nuria Pons Vilardell Camas, Federal University of Paraná, Brazil
  Neli Maria Mengalli, Catholic University of São Paulo, Brazil
  Maysa Brun Bueno, Catholic University of Dom Bosco, Brazil
  Renata Aquino Ribeiro, Federal University of Ceará, Brazil
  Monica Mandaji, Paulista University of São Paulo, Brazil

Chapter 9
Measuring the Social Impact: How Social Media Affects Higher Education Institutions .......... 174
  Vladlena Benson, Kingston Business School, Kingston University, UK
  Stephanie Morgan, Kingston Business School, Kingston University, UK

Chapter 10
The Prevalence, Effects, and Reactions to Use of Short Message Services in University Settings in South West Nigeria ......................................................................................................................... 192
  Amos A. Alao, Covenant University, Nigeria
  Taiwo O. Abioye, Covenant University, Nigeria
  Kikelomo I. Evbuoma, Covenant University, Nigeria

Chapter 11
The Role of Social Media in Creating and Maintaining Social Networks Including its Impact on Enhancing Competitive Positioning within the Education Sector ................................................................. 212
  Adam Raman, Kingston University, UK

Chapter 12
The Impact of Social Media on Cultural Tourism ................................................................................................................................. 231
  Evangelia Marinakou, Royal University for Women, Bahrain
  Charalampos Giousmpasoglou, Bahrain Polytechnic, Bahrain
  Vasileios Paliktzoglou, University of Eastern Finland – Joensuu, Finland

Chapter 13
Business Networks and Public Procurement in Turkey .......................................................................................................................... 249
  Tuba Bircan, Bahçeşehir University, Turkey
  Esra Çeviker-Gürakar, Okan University, Turkey
Chapter 14
New Social Media Agendas for Teaching and Learning in Libraries .................................................. 268
Michelle Kowalsky, Rowan University, USA
Bruce Whitham, Rowan University, USA

Chapter 15
Educational Edifices Need a Mobile Strategy to Fully Engage in Learning Activities ...................... 284
Sharon L. Burton, American Meridian University, USA
Hamil R. Harris, Washington Post, USA
Darrell Norman Burrell, Florida Institute of Technology, USA
Kim L. Brown-Jackson, National Graduate School of Quality Management, USA
Dustin Bessette, National Graduate School of Quality Management, USA
Rondalynne McClintock, Claremont Graduate University, USA
Shanel Lu, National Graduate School of Quality Management, USA
Yoshino W. White, Management Consultant, USA

Compilation of References ................................................................................................................... 310

About the Contributors ....................................................................................................................... 350

Index .................................................................................................................................................. 361