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With the rapid development of Internet technology and wireless network, this generation continues to usher in technological advances (Tsai, Shen & Chiang, 2013). Social networks and related technologies (such as mobile technology, blogs, and smartphones) have continued to gain in importance in modern people’s lives and workplaces (Cook & Pachler, 2012). For example, social networking services (SNSs) have become a central, virtually unavoidable medium for social interactions (Gosling, Augustine, Vazire, Holtzman & Gaddis, 2011). Moreover, the rapid diffusion of mobile technology devices such as smartphones and tablets has had a significant impact on society, bringing about important changes in the ways of our world (Nedungadi & Raman, 2012). From an academic perspective, very little is yet known about the phenomena involved in the relationship of SNSs, mobile technology, and social interaction (Merchant, 2011; Pimmer, Linxen & Grönhiel, 2012). In this regard, Dr. Anabela Mesquita collected 12 chapters and edited this book titled “Human Behavior, Psychology, and Social Interaction in the Digital Era” to provide researchers and readers state-of-the-art findings in these fields.

Dr. Mesquita is a professor at the Institute of Administration and Accountancy (ISCAP)/Polytechnic School of Porto (IPP), Portugal. She is also the Editor-in-Chief of International Journal of Technology and Human Interaction, which is an academic journal indexed by EI-Compendex. In addition, Dr. Mesquita has published numerous papers in various international journals and conferences. She also serves as one of Organizing Committee Chairs of The Third International Conference on E-Technologies and Business on the Web (EBW2015) that will be held at the ESG Management School, Paris, France in 2015. Moreover, Dr. Mesquita is an Associate Editor of the Information Resources Management Journal and referee for the Journal of Cases of Information Technology. She has also been evaluator and reviewer for European commission projects.

Focusing on academic work, empirical study, and best practices, Dr. Mesquita’s book, Human Behavior, Psychology, and Social Interaction in the Digital Era, is definite asset as a resource of knowledge for anyone interested in the fields of information systems and networks, SNSs, mobile technology, multitasking, and cybercrime.

With the research findings, knowledge, experience, creativity and innovative applications of technologies presented in this book, readers may be inspired and find the potential and creative applications. It is expected that researchers, educators, students, IT managers, and government healthcare agencies could benefit from Human Behavior, Psychology, and Social Interaction in the Digital Era.

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REFERENCES


