Preface

The constantly changing landscape of social media and networking makes it challenging for experts and practitioners to stay informed of the field’s most up-to-date research. That is why Information Science Reference is pleased to offer this three-volume reference collection that will empower students, researchers, and academicians with a strong understanding of critical issues within social media and networking by providing both broad and detailed perspectives on cutting-edge theories and developments. This reference is designed to act as a single reference source on conceptual, methodological, technical, and managerial issues, as well as provide insight into emerging trends and future opportunities within the discipline.

Social Media and Networking: Concepts, Methodologies, Tools and Applications is organized into eight distinct sections that provide comprehensive coverage of important topics. The sections are:

1. Fundamental Concepts and Theories,
2. Development and Design Methodologies,
3. Tools and Technologies,
4. Utilization and Application,
5. Organizational and Social Implications,
6. Managerial Impact,
7. Critical Issues, and

The following paragraphs provide a summary of what to expect from this invaluable reference tool.

Section 1, Fundamental Concepts and Theories, serves as a foundation for this extensive reference tool by addressing crucial theories essential to the understanding of social media and networking. Introducing the book is “Privacy as a Right: History and International Recognition” by Despina Kiltidou, a great foundation laying the groundwork for the basic concepts and theories that will be discussed throughout the rest of the book. Another chapter of note is titled “Exploring the Concept of the ‘Social Media Campaign’” by Mary Francoli. The section concludes, and leads into the following portion of the book with a nice segue chapter, “Social Media in an Intercultural Writing Context: Creating Spaces for Student Negotiations,” by Ma Pilar Milagros García. Where Section 1 leaves off with fundamental concepts, Section 2 discusses architectures and frameworks in place for social media and networking.

Section 2, Development and Design Methodologies, presents in-depth coverage of the conceptual design and architecture of social media and networking. Opening the section is “Analytics and Performance Measurement Frameworks for Social Customer Relationship Management” by Anteneh Ayanso and Derek Visser. Through case studies, this section lays excellent groundwork for later sections that will get into present and future applications for social media and networking, including, of note: “Methods
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for Assessing 3D Virtual Worlds in Design Education” by Leman Figen Gül, Ning Gu, Mi Jeong Kim, and Xiangyu Wang. The section concludes with an excellent work by Sara Steffes Hansen, titled “Trendy Avatars and Their Hair: Studying a Symbolic Cultural Artifact with Multiple Qualitative Methods.”

Section 3, Tools and Technologies, presents extensive coverage of the various tools and technologies used in the implementation of social media and networking. This section begins where Section 2 left off, though this section describes more concrete tools at place in the modeling, planning, and applications of social media and networking. The first chapter, “A Review of Tools for Overcoming the Challenge of Monitoring of Social Media,” by Carlos Figueroa and Abraham Otero, lays a framework for the types of works that can be found in this section. The section is full of excellent chapters like this one, including such titles as “Web 2.0, ICT Infrastructure, and Training Provision for E-Government Readiness in Nigeria” by Oghogh Ikonmnwosa and “Privacy and Pervasive Surveillance: A Philosophical Analysis” by Alan Rubel. The section concludes with “How Social Media Tools Are Used in Research: A Case Study” by Anabela Mesquita, Ana Ramalho Correia, and Diana Aguiar Vieira. Where Section 3 described specific tools and technologies at the disposal of practitioners, Section 4 describes successes, failures, best practices, and different applications of the tools and frameworks discussed in previous sections.

Section 4, Utilization and Application, describes how the broad range of social media and networking efforts has been utilized and offers insight on and important lessons for their applications and impact. The first chapter in the section is titled “The Use of Social Media in the Networking Strategy of Higher Education Institutions: The Polish Experience” written by Tomasz Domarński and Michał Sędkowski. Section 4 includes the widest range of topics because it describes case studies, research, methodologies, frameworks, architectures, theory, analysis, and guides for implementation. The breadth of topics covered in the chapter is also reflected in the diversity of its authors, from countries all over the globe. Some chapters to note include: “Amplification and Virtual Back-Patting: The Rationalities of Social Media Uses in the Nina Larsson Web Campaign” by Jakob Svensson and “Social Media as a Tool for Nonprofit Advocacy and Civic Engagement: A Case Study of Blue Star Families” by David Chapman, Katrina Miller-Stevens, John C. Morris, and Brendan O’Hallare. Section 4 concludes with an excellent view of a case study in technology implementation and use, “Relationship between Social Media and Political Parties: The Case of Turkey” by Kamil Demirhan.

Section 5, Organizational and Social Implications, includes chapters discussing the organizational and social impact of social media and networking. The section opens with “Turkish Youth’s (Re)Construction of their Political Identity in Social Media, before ‘Resistanbul’” by Tüge T. Gülşen. Where Section 4 focused on the broad, many applications of social media and networking technology, this section focuses exclusively on how these technologies affect human lives, either through the way they interact with each other, or through how they affect behavioral/workplace situations. Other interesting chapters of note include “Facebook and the Societal Aspects of Formal Learning: Optional, Peripheral, or Essential” by Carolyn Woodley and Petrina Dorrington, and “Considerations for Online English Language Learning: The Use of Facebook in Formal and Informal Settings in Higher Education” by Evriklea Dogoriti and Jenny Pange. The section concludes with a fascinating study of a new development in social media and networking, in “Social Media for Knowledge Workers” written by İkbâl Maulana.

Section 6, Managerial Impact, presents focused coverage of social media and networking in a managerial perspective. This section serves as a vital resource for developers who want to utilize the latest research to bolster the capabilities and functionalities of their processes. The section begins with “Leadership in the Age of Social Media: The “Social Media Uprisings” and Implications for Global Business Leadership” by Janel Smith. The chapters in this section offer unmistakable value to managers
looking to implement new strategies that work at larger bureaucratic levels. The section concludes with “Teaching Students about Online Professionalism: Enhancing Student Employability through Social Media” by Thomas Lancaster. Where Section 6 leaves off, section seven picks up with a focus on some of the more content-theoretical material of this compendium.

Section 7, Critical Issues, presents coverage of academic and research perspectives on social media and networking tools and applications. The section begins with “Social Media Usage and Adoption: Are People Ready?,” by Line L. Olsen and Tor W. Andreassen. Chapters in this section will look into theoretical approaches and offer alternatives to curtail questions on the subject of social media and networking. The section concludes with “Social Media Marketing in Emerging Economies: Case Study of Three Indian Firms” by Madhupa Bakshi and Prashant Mishra.

Section 8, Emerging Trends, highlights areas for future research within the field of social media and networking, opening with “Marketing in an Interactive World: The Evolving Nature of Communication Processes Using Social Media” by Sheila Sasser, Mark Kilgour, and Linda D. Hollebeek. Section 8 contains chapters that look at what might happen in the coming years that can extend the already staggering amount of applications for social media and networking. The final chapter of the book looks at an emerging field within social media and networking, in the excellent contribution, “The Potential of Political Changes in the Information Age: The Political Challenges Sphere of Saudi Arabia through Citizen Activism” by Anas Alahmed.

Although the primary organization of the contents in this multi-volume work is based on its eight sections, offering a progression of coverage of the important concepts, methodologies, technologies, applications, social issues, and emerging trends, the reader can also identify specific contents by utilizing the extensive indexing system listed at the end of each volume. As a comprehensive collection of research on the latest findings related to using technology to providing various services, Social Media and Networking: Concepts, Methodologies, Tools and Applications, provides researchers, administrators and all audiences with a complete understanding of the development of applications and concepts in social media and networking. Given the vast number of issues concerning usage, failure, success, policies, strategies, and applications of social media and networking in countries around the world, Social Media and Networking: Concepts, Methodologies, Tools and Applications addresses the demand for a resource that encompasses the most pertinent research in technologies being employed to globally bolster the knowledge and applications of social media and networking.