Table of Contents

Foreword .................................................................................................................................................. xv
Preface ................................................................................................................................................... xvii
Acknowledgment .................................................................................................................................. xxii

Section 1
Exploring Online Multimedia

Chapter 1
The Evolution of the (Hidden) Web and its Hidden Data............................................................ 1
 Manuel Álvarez Díaz, University of A Coruña, Spain
 Victor Manuel Prieto Álvarez, University of A Coruña, Spain
 Fidel Cacheda Seijo, University of A Coruña, Spain

Chapter 2
Creating Extended-Form Eventgraphs from Social Media Using Publicly Available Software Tools 31
 Shalin Hai-Jew, Kansas State University, USA

Chapter 3
Eavesdropping on Narrowcast Self-talk and Microchats on Twitter ........................................ 106
 Shalin Hai-Jew, Kansas State University, USA

Section 2
Theories, Models, and Practices for Multimedia Design and Deployment

Chapter 4
Leveraging the Design and Development of Multimedia Presentations for Learners .................. 149
 Lijia Lin, East China Normal University, China
 Amy Leh, California State University San Bernardino, USA
 Jackie Hee Young Kim, Armstrong State University, USA
 Danilo M. Baylen, University of West Georgia, USA
Chapter 5
Audio for Multi-Media Presentations in E-Learning ................................................................. 164
   Hattie Wiley, National Weather Service, USA

Chapter 6
Use of Video to Enhance Education ........................................................................................... 189
   Brent A. Anders, Kansas University, USA

Section 3
Enhanced Technological Tools for Multimedia Designs

Chapter 7
Static Text-Based Data Visualizations: An Overview and a Sampler ........................................ 203
   Shalin Hai-Jew, Kansas State University, USA

Chapter 8
Using Microsites as Live Presentation Platforms (with Three Embedded Real-World Cases) .... 303
   Shalin Hai-Jew, Kansas State University, USA

Section 4
Considering Human Needs in Multimedia Presentations

Chapter 9
Promoting Engagement with Online Presentations ........................................................................ 322
   Amy Gaimaro, St. John’s University, USA

Chapter 10
Evaluation of Situations Causing Split of Attention in Multimedia Learning Environments via
   Eye-Tracking Method ................................................................................................................. 337
   Duygu Mutlu-Bayraktar, Istanbul University, Turkey
   Servet Bayram, Marmara University, Turkey

Section 5
Digital Visualizations for Learning and Knowing

Chapter 11
Conducting Semantic-Based Network Analyses from Social Media Data: Extracted Insights about
   the Data Leakage Movement ....................................................................................................... 369
   Shalin Hai-Jew, Kansas State University, USA

Chapter 12
Grounding Cyber: Querying Social Media Platforms, the Web, and Internet for Geolocational
   Information ..................................................................................................................................... 428
   Shalin Hai-Jew, Kansas State University, USA
Section 6
Real-World Cases in Innovative Multimedia Applications

Chapter 13
Rolling NVivo 10 out to a University’s Research Community: Live Trainings and a Semantic Web-Friendly E-Book

Shalin Hai-Jew, Kansas State University, USA

Compilation of References

About the Contributors

Index