Preface

The constantly changing landscape of Politics and Social Activism 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 Politics and Social Activism 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.

*Politics and Social Activism: Concepts, Methodologies, Tools and Applications* is organized into six distinct sections that provide comprehensive coverage of important topics. The sections are:

1. Fundamental Concepts and Theories;
2. Tools and Technologies;
3. Cases and Applications;
4. Organizational and Social Implications;
5. Issues and Challenges; 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 Politics and Social Activism. Introducing the book is *The Internet, National Citizenship, and the "Sovereignty Paradox": Asylum-Seeking Migrants’ Political Agency and “Technologized” Citizenship* by Amadu Wurie Khan; 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 in Section 1 is titled *Sentiment Analysis, Social Media, and Public Administration* by Daniel José Silva Oliveira, Paulo Henrique de Souza Bermejo, and Pamela Aparecida dos Santos. Section 1 concludes, and leads into the following portion of the book with a nice segue chapter, *The Strategic Planning Process of Social Media Advertising in the Context of Integrated Marketing Communication* by Füsun Topsümer and Dincer Yarkin.

Section 2, “Tools and Technologies,” presents extensive coverage of the various tools and technologies used in the implementation of Politics and Social Activism. Section 3 begins where Section 2 left off, though this section describes more concrete tools at place in the modeling, planning, and applications of Politics and Social Activism. The first chapter, *Towards a Successful E-Government Implementation* by Mehdi Sagheb-Tehrani, lays a framework for the types of works that can be found in this section.
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Section 3 is full of excellent chapters like this one, including such titles as *IT and Collaborative Community Services: The Roles of the Public Library, Local Government, and Nonprofit Entity Partnerships* by Natalie Greene Taylor, Ursula Gorham, Paul T. Jaeger, and John Carlo Bertot. The section concludes with *Smartphone-Based Digital Government Model: The Case of the Beyac Masa (White Table) App in Turkey* by Ronan de Kervenoael and Egemem Sekeralp. Where Section 3 described specific tools and technologies at the disposal of practitioners, Section 4 describes the use and applications of the tools and frameworks discussed in previous sections.

Section 3, “Cases and Application,” describes how the broad range of Politics and Social Activism efforts has been utilized and offers insight on and important lessons for their applications and impact. The first chapter in the section is titled *Evaluating E-Government* written by Fotini Patsioura. This section 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: *Adoption of Social Media Services: The Case of Local Government Organizations in Australia* by Mohd Hisham Mohd Sharif, Indrit Troshani, and Robyn Davidson and *Transformation in Daytime Television Programs in Turkey since 2000* by Ece Karadogan Doruk to name a few. The section concludes with *Exploring Consumer Empowerment in Consumption Communities Based in Social Media* by Imene Ben Yahia and Lilia El Ferci, a great transition chapter into the next section.

Section 4, “Organizational and Social Implications,” includes chapters discussing the organizational and social impact of Politics and Social Activism. The section opens with *E-Government Transparency and Citizen Engagement Increasing Accountability* by Deborah S. Carstens, Stephen Kies, and Randy Stockman. Where Section 4 focused on the broad, many applications of Politics and Social Activism 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 *Identity, Citizenship, and Moral Constructs from the Virtual Self* by Stewart Martin and *Frienemies: Assessing the Interactions between Native American Tribes and the U.S. Government in Homeland Security and Emergency Management Policy* by Leigh R. Anderson. The section concludes with *The Impact of Perceived Organizational Politics on Work Attitudes: The Moderating Role of Leader-Member-Exchange Quality* by Prerna Chhetri, Nikhat Afshan, and Srabasti Chatterjee.

Section 5, “Issues and Challenges,” presents coverage of academic and research perspectives on Politics and Social Activism tools and applications. The section begins with *Shaping Digital Democracy in the United States: My.barackobama.com and Participatory Democracy* by Rachel Baarda and Rocci Luppincini. Chapters in this section will look into theoretical approaches and offer alternatives to crucial questions on the subject of Politics and Social Activism. The section concludes with *The Opportunities and Challenges of using Email for Political Communication in Authoritarian States: A Case of Zimbabwe’s Media Monitoring Project* by Sam Takavarasha, Jr. and Eldred Masunungure.

Section 6, “Emerging Trends,” highlights areas for future research within the field of Politics and Social Activism, opening with *Government 2.0: Innovation for E-Democracy* by Malgorzata Pankowska. This section contains chapters that look at what might happen in the coming years that can extend the already staggering amount of applications for Politics and Social Activism. The final chapter of the book looks at an emerging field within Politics and Social Activism, in the excellent contribution, *Consulting the British Public in the Digital Age: Technological Innovation and Internet Addiction in the Web 2.0 Era* by Shefali Virkar.
Although the primary organization of the contents in this multi-volume work is based on its six 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, Politics and Social Activism: Concepts, Methodologies, Tools and Applications, provides researchers, administrators and all audiences with a complete understanding of the development of applications and concepts in Politics and Social Activism. Given the vast number of issues concerning usage, failure, success, policies, strategies, and applications of Politics and Social Activism in countries around the world, Politics and Social Activism: 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 Politics and Social Activism.