# Table of Contents

Foreword ............................................................................................................................................ xvii
Preface .................................................................................................................................................. xx
Acknowledgment ........................................................................................................................... xxv

**Section 1**  
Evaluating and Gathering Research

Chapter 1  
Telling the Quants from the Quacks: Evaluating Statistical Arguments in Debates Online........... 1  
* Candice Lanius, Rensselaer Polytechnic Institute, USA

Chapter 2  
No Shortcuts to Credibility Evaluation: The Importance of Expertise and Information Literacy ...... 22  
* Jill R. Kavanaugh, Center on Media and Child Health at Boston Children’s Hospital, USA  
  * Bartlomiej A. Lenart, University of Alberta, Canada

Chapter 3  
Knockin’ on Digital Doors: Dealing with Online [Dis]Credit in an Era of Digital Scientific Inquiry .......................................................................................................................... 46  
* Rosalina Pisco Costa, University of Évora, Portugal

Chapter 4  
* Estee Beck, The University of Texas at Arlington, USA

**Section 2**  
Evaluating Digital Ethos and Online Credibility in Medical Contexts

Chapter 5  
Ethos in E-Health: From Informational to Interactive Websites.................................................. 85  
* Abigail Bakke, Minnesota State University, USA
Chapter 6
Adopting a Parasocial Connection to Overcome Professional Kakoethos in Online Health Information
Andrew W. Cole, Waukesha County Technical College, USA
Thomas A. Salek, University of Wisconsin-Stevens Point, USA

Chapter 7
The Social Determinants in the Process of Credibility Assessment and the Influence of Topic Areas
Lluïsa Llamero, Blanquerna-Ramon Llull University, Spain

Chapter 8
Credible to Whom? The Curse of the Echo Chamber
Nathan Rodriguez, University of Wisconsin – Stevens Point, USA

Section 3
Addressing Anonymity in Digital Realms

Chapter 9
Ethos Construction, Identification, and Authenticity in the Discourses of AWSA: The Arab Women’s Solidarity Association International
Samaa Gamie, Lincoln University, USA

Chapter 10
Credibility and Crisis in Pseudonymous Communities
Sarah Lefkowith, University of Oxford, UK

Chapter 11
“Don’t Tell Us You’re Handsome.....Post Your Great Photo and Let It Stand”: Creating and Enforcing Credibility in Online Dating
Shana Kopaczewski, Indiana State University, USA

Chapter 12
Revenge of Cecil the Lion: Credibility in Third-Party Review Sites
Alison N. Novak, Rowan University, USA

Section 4
Reconciling Individual and Group Ethos

Chapter 13
Surf’s Up: Communicative Aspects of Online Trust-Building among Couchsurfing Hosts
Maura Cherney, University of Wisconsin – Milwaukee, USA
Daniel Cochece Davis, Illinois State University, USA
Sandra Metts, Illinois State University, USA
Chapter 14
Modal Ethos: Scumbag Steve and the Establishing of Ethos in Memetic Agents................................. 291
   Jonathan S. Carter, University of Nebraska – Lincoln, USA

Chapter 15
The Rise of the Modern Sports Article: Examining the Factors that Can Influence the Credibility of Online Sports News .................................................................................................................. 309
   Sean R. Sadri, Old Dominion University, USA

Chapter 16
Breastfeeding, Authority, and Genre: Women’s Ethos in Wikipedia and Blogs.................................. 329
   Alison A. Lukowski, Christian Brothers University, USA
   Erika M. Sparby, Northern Illinois University, USA

Compilation of References .......................................................................................................................... 348

About the Contributors ............................................................................................................................. 393

Index.......................................................................................................................................................... 396