Table of Contents

Preface .................................................................................................................................................. xiii
Acknowledgment ...................................................................................................................................... xvii

Section 1
Gender and Computing in the Work Arena

Chapter 1
Gender and Anonymity in Virtual Teams: An Exploratory Study ......................................................... 1
  Elizabeth Koh, National University of Singapore, Singapore
  Na Liu, National University of Singapore, Singapore
  John Lim, National University of Singapore, Singapore

Chapter 2
Adopting ICT in the Mompreneurs Business: A Strategy for Growth? .............................................. 17
  Yvonne Costin, University of Limerick, Ireland

Chapter 3
Women in IT Careers: Investigating Support for Women in the Information Technology Workforce ........ 35
  Elaine K. Yakura, Michigan State University, USA
  Louise Soe, California State Polytechnic University, USA
  Ruth Guthrie, California State Polytechnic University, USA

Chapter 4
Gender Segregation and ICT: An Indo-British Comparison .................................................................. 50
  Sunrita Dhar-Bhattacharjee, University of Salford, UK
  Haifa Takkuri-Rizk, University of Salford, UK

Chapter 5
Gender and E-Marketing: The Role of Gender Differences in Online Purchasing Behaviors .............. 72
  Erkan Özdemir, Uludag University, Turkey
Chapter 6
Women in Information Communication Technologies .......................................................... 87
Olca Surgevil, Dokuz Eylul University, Turkey
Mustafa F. Özbilgin, Brunel University, UK & Université Paris-Dauphine, France

Chapter 7
The Impact of Gender in ICT Usage, Education and Career: Comparisons between Greece and Germany............................................................................................................. 98
Bernhard Ertl, Universität der Bundeswehr München, Germany
Kathrin Helling, Leopold-Franzens-Universität Innsbruck, Germany
Kathy Kikis-Papadakis, Institute for Applied Computational Mathematics, Greece

Chapter 8
The Effect of Gender on Associations between Driving Forces to Adopt ICT and Benefits Derived from that Adoption in Medical Practices in Australia................................................................. 120
Rob Macgregor, University of Wollongong, Australia
Peter Hyland, University of Wollongong, Australia
Charles Harvey, University of Wollongong, Australia

Section 2
Gender and Computing in Cyberspace

Chapter 9
The Not So Level Playing Field: Disability Identity and Gender Representation in Second Life........ 144
Abbe E. Forman, Temple University, USA
Paul M. A. Baker, Georgia Institute of Technology, USA
Jessica Pater, Georgia Institute of Technology, USA
Kel Smith, Anikto LLC, USA

Chapter 10
Overcoming the Segregation/Stereotyping Dilemma: Computer Mediated Communication for Business Women and Professionals ................................................................. 162
Natalie Anne Sappleton, Manchester Metropolitan University, UK

Chapter 11
Would Elizabeth Cady Stanton Blog? Women Bloggers, Politics, and Political Participation .......... 183
Antoinette Pole, Montclair State University, USA

Chapter 12
Gender Differences in Social Networking Presence Effects on Web-Based Impression Formation .......... 200
Leslie Jordan Albert, San Jose State University, USA
Timothy R. Hill, San Jose State University, USA
Shailaja Venkatsubramanyan, San Jose State University, USA
Section 3
Gender and eDating

Chapter 13
E-Dating: The Five Phases of Online Dating ....................................................... 222

Monica T. Whitty, Nottingham Trent University, UK

Chapter 14
How E-Daters Behave Online: Theory and Empirical Observations .................... 236

Celia Romm Livermore, Wayne State University, USA
Toni Somers, Wayne State University, USA
Kristina Setzekorn, Smith Barney, Inc., USA
Ashley Lynn-Grace King, Wayne State University, USA

Chapter 15
A Trination Analysis of Social Exchange Relationships in E-Dating .................... 257

Sudhir H. Kale, Bond University, Australia
Mark T. Spence, Bond University, Australia

Chapter 16
Online Matrimonial Sites and the Transformation of Arranged Marriage in India .......... 272

Nainika Seth, University of Alabama in Huntsville, USA
Ravi Patnayakuni, University of Alabama in Huntsville, USA

Compilation of References .................................................................................. 296

About the Contributors ....................................................................................... 332

Index .................................................................................................................. 340