Table of Contents

Preface .................................................................................................................................................. xvi

Section 1
Social Aspects of Virtual Communities and Social Networks

Chapter 1
Use and Participation in Virtual Social Networks: A Theoretical Model ................................. 1
  Margherita Pagani, Bocconi University, Italy
  Charles Hofacker, Florida State University, USA

Chapter 2
Effects of Computer Self Efficacy on the Use and Adoption of Online Social Networking ...... 19
  Lionel Mew, George Washington University; American University, USA
  William H. Money, George Washington University, USA

Chapter 3
Team Identification, Team Performance and Leader-Member Exchange Relationships in Virtual Groups: Findings from Massive Multi-Player Online Role Play Games ......................................................... 36
  Daniel M. Eveleth, University of Idaho, USA
  Alex B. Eveleth, Western Washington University, USA

Chapter 4
Geographic Information Networks in American Indian Governments and Communities ........... 52
  Mark H. Palmer, University of Missouri-Columbia, USA
  Jack Hanney, University of Missouri-Columbia, USA

Chapter 5
Understanding the Video Bloggers’ Community ............................................................................. 63
  John Warmbrodt, Consultant, USA
  Hong Sheng, Missouri University of Science and Technology, USA
  Richard Hall, Missouri University of Science and Technology, USA
  Jinwei Cao, University of Delaware, USA
Chapter 6
Analysis of Students’ Engagement and Activities in a Virtual Learning Community: A Social Network Methodology

Ben K. Daniel, University of Saskatchewan, Canada
Richard A. Schwier, University of Saskatchewan, Canada

Chapter 7
Social Identity in Facebook Community Life

Shaoke Zhang, Pennsylvania State University, USA
Hao Jiang, Pennsylvania State University, USA
John M. Carroll, Pennsylvania State University, USA

Section 2
Business Applications of Social Networks

Chapter 8
The Role of Virtual Communities in the Customization of E-Services

Bill Karakostas, City University London, UK
Dimitris Kardaras, Athens University of Economics and Business, Greece
Adéla Zichová, City University London, UK

Chapter 9
Explaining Job Searching Through Social Networking Sites: A Structural Equation Model Approach

Norazah Mohd Suki, Universiti Malaysia Sabah, Malaysia
T. Ramayah, Universiti Sains Malaysia (USM), Malaysia
Michelle Kow Pei Ming, Universiti Sains Malaysia (USM), Malaysia

Chapter 10
Should Employees Accept Their Boss’s Facebook ‘Friend’ Request? Examining Gender and Cultural Differences

Katherine Karl, University of Tennessee, Chattanooga, USA
Joy Peluchette, University of Southern Indiana, USA
Christopher Schlaegel, Otto-von-Guericke-University, Magdeburg, Germany

Chapter 11
Business Models for On-Line Social Networks: Challenges and Opportunities

Omer Rana, Cardiff University, UK
Simon Caton, Karlsruhe Institute of Technology, Germany
Chapter 12
Occupational Networking as a Form of Professional Identification: The Case of Highly-Skilled IT Contractors

Katerina Voutsina, London School of Economics and Political Science, UK

Section 3
Cross Cultural and International Studies

Chapter 13
Tracing Community Life across Virtual Settlements

Demosthenes Akoumianakis, Technological Education Institution of Crete, Greece

Chapter 14
The Impact of Social Networking Websites on the Education of Youth

Sunitha Kuppuswamy, Anna University Chennai, Chennai, India
P. B. Shankar Narayan, Pondicherry University, Puducherry, India

Chapter 15
A Cross-Cultural Examination of Student Attitudes and Gender Differences in Facebook Profile Content

Katherine Karl, University of Tennessee Chattanooga, USA
Joy Peluchette, University of Southern Indiana, USA
Christopher Schlagel, Otto-von-Guericke-University Magdeburg, Germany

Chapter 16
Networking Identities: Geographies of Interaction and Computer Mediated Communication

Lhoussain Simour, Sidi Mohamed Ben Abdellah University, Morocco

Chapter 17
Computational Trust in SocialWeb: Concepts, Elements, and Implications

Kiyana Zolfaghar, K.N.Toosi University of Technology, Iran
Abdollah Aghaie, K.N.Toosi University of Technology, Iran

Chapter 18
Impact of Social Networking on College Students: A Comparative Study in India and the Netherlands

Rajalakshmi Kanagavel, Anna University, India
Chandrasekharan Velayutham, Anna University, India

Chapter 19
Managing Collaborative Research Networks: The Dual Life of a Virtual Community of Practice

Dimitrina Dimitrova, York University, Canada
Emmanuel Koku, Drexel University, USA
Chapter 20
Some Research Challenges for Studies of Virtual Communities Using On-Line Tells

Chris Kimble, Euromed Management, Université Montpellier II, France

Compilation of References

About the Contributors

Index