## Table of Contents

**Foreword** ........................................................................................................................................... xv

**Preface** .................................................................................................................................................. xix

**Acknowledgment** .................................................................................................................................. xxiv

**Chapter 1**
Web 2.0 and Opportunities for Entrepreneurs: How Egyptian Entrepreneurs Perceive and Exploit Web 2.0 Technologies................................................................. 1

* Nahed Azab, American University in Cairo, Egypt  
  Nermine Khalifa, Arab Academy for Science and Technology, Egypt

**Chapter 2**
Designing and Implementing Online Collaboration Tools in West Africa ............ 33

* Caitlin M. Bentley, Royal Holloway University of London, UK

**Chapter 3**
The Conceptualization of a Research Model for the Measurement of e-Government 2.0 Readiness in the Developing Countries.............................. 61

* Yfantis Vasileios, University of the West of Scotland, UK  
  Abel Usoro, University of the West of Scotland, UK  
  Tseles Dimitrios, Technological Education Institute of Piraeus, Greece

**Chapter 4**
The Role of Web 2.0 in the Arab Spring................................................................. 76

* Robert A. Cropf, Saint Louis University, USA  
  Mamoun Benmamoun, Saint Louis University, USA  
  Morris Kalliny, Saint Louis University, USA
Chapter 5
Web 2.0 Goes Mobile: Motivations and Barriers of Mobile Social Networks Use in Spain

Carla Ruiz-Mafé, University of Valencia, Spain
Silvia Sanz-Blas, University of Valencia, Spain
José Martí-Parreño, European University of Madrid, Spain

Chapter 6
Computing Postgraduate Programmes in the UK and Brazil: Learning from Experience in Distance Education with Web 2.0 Support

Leonor Barroca, The Open University, UK
Itana M. S. Gimenes, Universidade Estadual de Maringá, Brazil

Chapter 7
Enterprise 2.0 Impact on Company Performance in Developing Countries

Jacques Bughin, McKinsey and Company, Belgium, ECARES, ULB, ECORE (UCL, ULB), Brussels & KUL, Belgium

Chapter 8
Toward Web 2.0 Integration in Indonesian Education: Challenges and Planning Strategies

Agus Mutohar, The University of Texas at Austin, USA
Joan E. Hughes, The University of Texas at Austin, USA

Chapter 9
Users’ Involvement in the Innovation Process through Web 2.0: A Framework for Involvement Analysis in a Brazilian Automotive Company

Sergio Ricardo Mazini, São Paulo State University, Brazil
José Alcides Gobbo, Jr., São Paulo State University, Brazil

Chapter 10
Facilitating the Egyptian Uprising: A Case Study of Facebook and Egypt’s April 6th Youth Movement

Mariam F. Alkazemi, University of Florida, USA
Brian J. Bowe, Michigan State University, USA
Robin Blom, Michigan State University, USA
Chapter 11
Technological Support for Online Communities Focusing on Music Creation: Adopting Collaboration, Flexibility, and Multiculturality from Brazilian Creativity Styles ................................................................. 283
  Marcelo S. Pimenta, Federal University of Rio Grande do Sul (UFRGS), Brazil
  Evandro M. Miletto, Federal Institute of Rio Grande do Sul (IFRS), Brazil
  Damián Keller, Federal University of Acre (UFAC), Brazil
  Luciano V. Flores, Federal University of Rio Grande do Sul (UFRGS), Brazil
  Guilherme G. Testa, Federal University of Rio Grande do Sul (UFRGS), Brazil

Chapter 12
Using Social Media Technology to Improve Collaboration: A Case Study of Micro-Blogging Adoption in a South African Financial Services Company .... 313
  Garron Stevenson, University of Cape Town, South Africa
  Jean-Paul Van Belle, University of Cape Town, South Africa

Chapter 13
Web 2.0 as a Foundation for Social Media Marketing: Global Perspectives and the Local Case of Croatia................................................................. 342
  Vedran Podobnik, University of Zagreb, Croatia
  Daniel Ackerman, iSTUDIO, Croatia
  Tomislav Grubisic, iSTUDIO, Croatia
  Ignac Lovrek, University of Zagreb, Croatia

Chapter 14
Virtual Collaborative Learning: Opportunities and Challenges of Web 2.0-Based E-Learning Arrangements for Developing Countries ..................... 380
  Wissam Tawileh, Technische Universität Dresden, Germany
  Helena Bukvova, Technische Universität Dresden, Germany
  Eric Schoop, Technische Universität Dresden, Germany

Chapter 15
The Use of Web 2.0 Technologies by Students from Developed and Developing Countries: A New Zealand Case Study ........................................ 411
  Nuddy Pillay, Manukau Institute of Technology, New Zealand
Chapter 16
Assessing E-Health in Africa: Web 2.0 Applications........................................ 442
  Alessia D’Andrea, IRPPS-CNR, Italy
  Fernando Ferri, IRPPS-CNR, Italy
  Patrizia Grifoni, IRPPS-CNR, Italy

Compilation of References .................................................................................. 468

About the Contributors ........................................................................................ 522

Index ..................................................................................................................... 534