Table of Contents

Preface ................................................................................................................................................ xix

Acknowledgment .................................................................................................................................... xxii

Section 1

Electronic Educational Discourse: Developments in Theory, Methods, and Applications

Chapter 1
Bridging the Gap: 21ST Century Media Meets Theoretical Pedagogical Literacy Practices.............. 1
  Divonna M. Stebick, Gettysburg College, USA
  Mary L. Paxton, Shippensburg University, USA

Chapter 2
Analysis of Constructivist, Network-Based Discourses: Concepts, Prospects, and Illustrations........ 19
  Faculty of Economics Management, HUB, Brussels, Belgium
  I. E. Holliday, Aston Brain Centre, Aston University, Aston Triangle, Birmingham, UK

Chapter 3
Understanding Online Discourse Strategies for Knowledge Building Through Social Network Analysis .................................................................................................................. 42
  Stefania Cucchiara, University of Bari, Italy
  M. Beatrice Ligorio, University of Bari, Italy
  Nobuko Fujita, University of Windsor, Canada

Chapter 4
Inter-Animation Between Utterances in Collaborative Chat Conversations ................................... 63
  Traian Rebedea, University Politehnica of Bucharest, Romania
  Stefan Trausan-Matu, University Politehnica of Bucharest, Romania
  Costin Chiru, University Politehnica of Bucharest, Romania
Chapter 5
Using Multimodal Discourse Analysis to Identify Patterns of Problem Solving Processes in a Computer-Supported Collaborative Environment ................................................................. 94
Shannon Kennedy-Clark, Australian Catholic University, Australia
Kate Thompson, University of Sydney, Australia

Chapter 6
Studying the Suitability of Discourse Analysis Methods for Emotion Detection and Interpretation in Computer-Mediated Educational Discourse ................................................................. 119
Thanasis Daradoumis, Open University of Catalonia, Spain & University of Aegean, Greece
Marta María Arguedas Lafuente, Open University of Catalonia, Spain

Chapter 7
Social Networks and Creative Writing in EFL .................................................................................. 144
Reima Al-Jarf, King Saud University, Riyadh, Saudi Arabia

Chapter 8
Second Language Learners’ Spoken Discourse: Practice and Corrective Feedback Through Automatic Speech Recognition ........................................................................................................... 169
Catia Cucchiarini, Radboud University, The Netherlands
Helmer Strik, Radboud University, The Netherlands

Section 2
Electronic Discourse Analysis: Innovations in Theory, Methods, and Applications in Research on Society and Culture

Chapter 9
Critical Electronic Discourse Analysis: Social and Cultural Research in the Electronic Age........... 191
Bob Hodge, University of Western Sydney, Australia

Chapter 10
Writing to Meet Your Match: Rhetoric and Self-Presentation for Four Online Daters ...................... 210
Christyne Berzsenyi, Pennsylvania State University (Wilkes-Barre), USA

Chapter 11
Engaging in Scientific Controversies in Science Blogs: The Expression of Allegiance and Ideological Commitment .................................................................................................................... 235
María-José Luzón, University of Zaragoza, Spain

Chapter 12
Interactive Advertising: Displays of Identity and Stance on YouTube ................................................ 260
Patricia Mayes, University of Wisconsin – Milwaukee, USA
Chapter 13
Statistical Discourse Analysis: Testing Educational Hypotheses with Large Datasets of Electronic Discourse ................................................................. 285
  Ming Ming Chiu, University at Buffalo, State University of New York, USA
  Gaowei Chen, University of Pittsburgh, USA

Chapter 14
Analyzing Blending Social and Mass Media Audiences Through the Lens of Computer-Mediated Discourse ............................................................... 304
  Asta Zelenkauskaite, Drexel University, USA

Chapter 15
Reflections of Professional Practice: Using Electronic Discourse Analysis Networks (EDANs) to Examine Embedded Business Emails ......................................................... 327
  Julio Gimenez, The University of Nottingham, UK

Chapter 16
Computer-Aided Deductive Critical Discourse Analysis of a Case Study from Mauritius with ATLAS-ti 6.2 .............................................................. 346
  Komalsingh Rambaree, University of Gävle, Sweden

Section 3
Future Trends: Emergent Methods for the New Media

Chapter 17
Conversation Analysis and Electronic Interactions: Methodological, Analytic and Technical Considerations ............................................................. 370
  Joanne Meredith, Loughborough University, UK
  Jonathan Potter, Loughborough University, UK

Chapter 18
Positioning Goes to Work: Computer-Aided Identification of Stance Shifts and Semantic Themes in Electronic Discourse Analysis ............................................ 394
  Boyd Davis, University of North Carolina – Charlotte, USA
  Peyton Mason, Next-Generation Marketing Insights, USA

Chapter 19
Textuality on the Web: A Focus on Argumentative Text Types .......................... 414
  Chiara Degano, Università degli Studi di Milano, Italy