Table of Contents

Preface .............................................................................................................................................xiii
Acknowledgment ..............................................................................................................................xviii

Section 1
Identity Formation and Political Potential of Social Media

Chapter 1
Turkish Youth’s (Re)Construction of their Political Identity in Social Media, before “Resistanbul” ... 1
Tüge T. Gülşen, Istanbul Bilgi University, Turkey

Chapter 2
Assemblages of Dissent: The Emergence of Online Identities during the Egyptian Revolution ....... 23
Katherine Bridgman, Florida State University, USA

Chapter 3
The Emergence of Politicized Collective Identity in Online News Commentaries as a Form of Social Capital ................................................................. 47
Nahla Nadeem, Cairo University, Egypt

Section 2
Celebrity, Identity, and Social Media

Chapter 4
Constructions of Banksy: Issues of Identity in the Age of Social Media ................................. 62
Cheri Lemieux Spiegel, Northern Virginia Community College, USA & Old Dominion University, USA
Chapter 5
Virtual World Avatar Branding ................................................................. 77
    Thomas J. Mowbray, The Ohio State University, USA

Section 3
Educators and Digital Media

Chapter 6
Going Digital: A Beginner’s Cautionary Tale ............................................ 96
    Elizabeth Hodges, Virginia Commonwealth University, USA

Chapter 7
Moving Mountains: Distributed Leadership and Cyberformance .................. 107
    Karen Keifer-Boyd, The Pennsylvania State University, USA
    Wanda B. Knight, The Pennsylvania State University, USA
    Aaron Knochel, State University of New York at New Paltz, USA
    Christine Liao, University of North Carolina Wilmington, USA
    Mary Elizabeth Meier, Mercyhurst University, USA
    Ryan Patton, Virginia Commonwealth University, USA
    Ryan Shin, University of Arizona, USA
    Robert W. Sweeny, Indiana University of Pennsylvania, USA

Chapter 8
Faculty Users on Facebook: What We Can Learn from Women Academics-Mothers’ Rhetorical
Methods for Visual Self-Presentation Online .................................................. 121
    Sarah Spangler, Old Dominion University, USA

Section 4
Social Values and Ethics in Online Gaming

Chapter 9
Friends and Rivals: Loyalty, Ethics, and Leadership in BioWare’s Dragon Age II ..................... 145
    Kristin M. S. Bezio, University of Richmond, USA

Chapter 10
Supporting Visibility and Resilience in Play: Gender-Supportive Online Gaming Communities as a
Model of Identity and Confidence Building in Play and Learning .......................... 170
    Gabriela T. Richard, University of Pennsylvania, USA
Section 5
Building and Sustaining Communities Online

Chapter 11
Internet Past Tense: Trolls, Sock-Puppets, and Good Joes in the Sandbox Newsgroup....................... 188
Joe Essid, University of Richmond, USA

Chapter 12
Firepups at the Lake: Ties that Bind Until They Don’t................................................................. 206
Dona J. Hickey, University of Richmond, USA

Section 6
Digital Spaces that Influence Socio-Political Discourse

Chapter 13
Digital is Dead: Techno-Seduction at the Colonial Difference,
from Zapatismo to Occupy Wall Street....................................................................................... 220
Santos Felipe Ramos, Independent Scholar, USA

Chapter 14
The Spaces Between Us ....................................................................................................................... 237
Mohanalakshmi Rajakumar, Virginia Commonwealth University in Qatar; Qatar

Related References ............................................................................................................................ 253
Compilation of References ................................................................................................................ 280
About the Contributors ...................................................................................................................... 295
Index.................................................................................................................................................... 300