Contents

Volume 1

Section I. Fundamental Concepts and Theories

This section serves as the foundation for this exhaustive reference source by addressing crucial theories essential to the understanding of social computing. Chapters found within this section provide a framework in which to position social computing within the field of information science and technology. Individual contributions provide overviews of computer-mediated communication, social networking, and social software. Within this introductory section, the reader can learn and choose from a compendium of expert research on the elemental theories underscoring the research and application of social computing.

Chapter 1.1. Social Influence and Human Interaction with Technology ............................................. 1
  Robert S Friedman, New Jersey Institute of Technology, USA
  Desiree M. Roberts, Rensselaer Polytechnic Institute, USA
  Jonathan D. Linton, Rensselaer Polytechnic Institute, USA

Chapter 1.2. Social and Human Elements of Information Security: A Case Study ......................... 21
  Mahil Carr, Institute for Development and Research in Banking Technology, India

Chapter 1.3. Computer-Mediated Communication Learning Environments: The Social Dimension.. 38
  Stefania Manca, Institute for Educational Technology, National Research Council, Italy

Chapter 1.4. Online Communities and Social Networking............................................................. 45
  Abhijit Roy, University of Scranton, USA

Chapter 1.5. IT and the Social Construction of Knowledge ............................................................ 55
  Elena Revilla, Instituto de Empresa, Spain
  José Sánchez-Alarcos, Quasar Aviation, Spain
Chapter 1.6. Social Learning Aspects of Knowledge Management ..................................................... 64
  Irena Ali, Department of Defence, Australia
  Leoni Warne, Department of Defence, Australia
  Celina Pascoe, Department of Defence, Australia

Chapter 1.7. Agents and Social Interaction: Insights from Social Psychology ............................. 74
  Joseph C. Bullington, Georgia Southern University, USA

Chapter 1.8. Cyber-Identities and Social Life in Cyberspace ..................................................... 92
  Eleni Berki, University of Tampere, Finland
  Mikko Jäkälä, University of Jyväskylä, Finland

Chapter 1.9. Establishing the Credibility of Social Web Applications ......................................... 105
  Pankaj Kamthan, Concordia University, Canada

Chapter 1.10. The Evolution and Influence of Social Presence Theory on Online Learning ........... 113
  Patrick R. Lowenthal, University of Colorado, Denver, USA

Chapter 1.11. Social Presence ..................................................................................................... 129
  Patrick R. Lowenthal, Regis University, USA

Chapter 1.12. Reconceptualising Information Literacy for the Web 2.0 Environment? ............... 137
  Sharon Markless, King’s College, London, UK
  David Streatfield, Information Management Associates, UK

Chapter 1.13. Social Networking ................................................................................................. 156
  Kevin Curran, University of Ulster, UK
  Paul O’Kane, University of Ulster, UK
  Ryan McGinley, University of Ulster, UK
  Owen Kelly, University of Ulster, UK

Chapter 1.14. Social Networks in Information Systems: Tools and Services ............................. 169
  Hernâni Borges de Freitas, IST/INESC-ID, Portugal
  Alexandre Barão, IST/INESC-ID, Portugal
  Alberto Rodrigues da Silva, IST/INESC-ID, Portugal

Chapter 1.15. Educational and Social Benefits of Social Network Sites: Applications to Human Services Education and Practice ................................................................. 188
  Christine Greenhow, University of Minnesota, USA
  Beth Robelia, University of Minnesota, USA

Chapter 1.16. Teens and Social Networking Services: An Overview ....................................... 210
  Maryann Mori, Evansville Vanderburgh Public Library, USA

Chapter 1.17. Social Networking and Personal Learning Environment ..................................... 238
  Antonio Fini, University of Florence, Italy
Chapter 1.18. Web 2.0 Social Networking Sites ................................................................. 248
  D. Sandy Staples, Queens University, Canada

Chapter 1.19. Mobile Social Networks: A New Locus of Innovation ........................................ 267
  Nina D. Ziv, New York University, USA

Chapter 1.20. Mobile Social Networks and Services ............................................................. 283
  Lee Humphreys, Cornell University, USA

Chapter 1.21. Mobile Social Web: Opportunities and Drawbacks ............................................ 294
  Thorsten Caus, Georg August University of Göttingen, Germany
  Stefan Christmann, Georg August University of Göttingen, Germany
  Svenja Hagenhoff, Georg August University of Göttingen, Germany

Chapter 1.22. Social Software (and Web 2.0) ........................................................................ 305
  Jürgen Dorn, Vienna University of Technology, Austria

Chapter 1.23. Self-Organization in Social Software for Learning ............................................. 312
  Jon Dron, Athabasca University, Canada

Chapter 1.24. Living, Working, Teaching and Learning by Social Software ............................... 321
  Helen Keegan, University of Salford, UK
  Bernard Lisewski, University of Salford, UK

Chapter 1.25. Mailing Lists and Social Semantic Web .............................................................. 335
  Sergio Fernández, Fundación CTIC, Spain
  Diego Berrueta, Fundación CTIC, Spain
  Lian Shi, Fundación CTIC, Spain
  Jose E. Labra, University of Oviedo, Spain
  Patricia Ordóñez de Pablos, University of Oviedo, Spain

Chapter 1.26. Social Semantic Web and Semantic Web Services ............................................. 350
  Stelios Sfakianakis, ICS-FORTH, Greece

Chapter 1.27. Technological Social-ism .................................................................................. 369
  Judson Wright, Pump Orgin Computer Artist, USA

Section II. Development and Design Methodologies

This section provides in-depth coverage of conceptual architectures, frameworks and methodologies related to the design of social computing tools and technologies. Throughout these contributions, fundamental development methodologies are presented and discussed. From broad examinations to specific discussions of particular frameworks and infrastructures, the research found within this section spans the discipline while also offering detailed, specific discussions. Basic designs, as well as abstract developments, are explained within these chapters, and frameworks for designing successful e-learning environments, social search engines, and social software are examined.
Chapter 2.1. Distributed Learning Environments and Social Software: 
In Search for a Framework of Design
Sebastian Fiedler, Zentrum für Sozial Innovation – Centre for Social Innovation, Austria 
Kai Pata, Center of Educational Technology, Tallinn University, Estonia

Chapter 2.2. Pedagogical Responses to Social Software in Universities
Catherine McLoughlin, Australian Catholic University, Australia 
Mark J. W. Lee, Charles Sturt University, Australia

Chapter 2.3. Electronic Classroom, Electronic Community: Designing eLearning Environments to Foster Virtual Social Networks and Student Learning
Lisa Harris, RMIT University, Australia

Chapter 2.4. A Methodology for Integrating the Social Web Environment in Software Engineering Education
Pankaj Kamthan, Concordia University, Canada

Chapter 2.5. Ambient Pedagogies, Meaningful Learning and Social Software
Andrew Ravenscroft, London Metropolitan University, UK 
Musbah Sagar, London Metropolitan University, UK 
Enzian Baur, London Metropolitan University, UK 
Peter Oriogun, American University of Nigeria, Nigeria

Chapter 2.6. A Social Framework for Software Architectural Design
Manuel Kolp, Université Catholique de Louvain, Belgium 
Yves Wautelet, Université Catholique de Louvain, Belgium

Chapter 2.7. From Pragmatism to Interaction Design: A Sociotechnical Design Space
Anders I. Mørch, University of Oslo, Norway

Chapter 2.8. The ‘Social Experience Factory’ and the Fabrics of Collaboration in Virtual Communities of Practice
Demosthenes Akoumianakis, Technological Education Institution of Crete, Greece

Chapter 2.9. Information Systems Development: Understanding User Participation as a Social Network
Angela Mattia, Virginia Commonwealth University, USA 
Heinz Roland Weistroffer, Virginia Commonwealth University, USA

Chapter 2.10. A Framework for Integrating the Social Web Environment in Pattern Engineering
Pankaj Kamthan, Concordia University, Canada
Volume II

Chapter 2.11. A Framework Describing the Relationships among Social Technologies and Social Capital Formation in Electronic Entrepreneurial Networking ........................................... 587

Kelly Burke, University of Hawaii at Hilo, USA
Jerry M. Calton, University of Hawaii at Hilo, USA

Chapter 2.12. Towards Learning ‘Self’ and Emotional Knowledge in Social and Cultural Human-Agent Interactions.................................................................................................................. 602

Wan Ching Ho, University of Hertfordshire, UK
Sibylle Enz, Otto-Friedrich-Universitaet Bamberg, Germany
Kerstin Dautenhahn, University of Hertfordshire, UK
Carsten Zoll, Otto-Friedrich-Universitaet Bamberg, Germany
Meiyii Lim, Heriot-Watt University, UK
Scott Watson, University of Hertfordshire, UK

Chapter 2.13. Social Navigation and Local Folksonomies: Technical and Design Considerations for a Mobile Information System................................................................. 622

Mark Bilandzic, Technische Universität München, Germany
Marcus Foth, Queensland University of Technology, Australia


Leandro Pupo Natale, Universidade Presbiteriana Mackenzie, Brasil
Ismar Frango Silveira, Universidade Presbiteriana Mackenzie, Brasil
Wagner Luiz Zucchi, Universidade de Sao Paulo, Brasil
Pollyana Notargiacomo Mustaro, Universidade Presbiteriana Mackenzie, Brasil

Chapter 2.15. DemonD: A Social Search Engine Built Upon the Actor-Network Theory .............. 652

Charles Delalonde, EDF R&D, France
Eddie Soulier, Université de Technologie de Troyes, France


Sören Auer, University of Pennsylvania, USA & Institut für Informatik, Universität Leipzig, Germany

Section III. Tools and Technologies

This section presents extensive coverage of the tools and specific technologies that change the way we interact with and respond to our environments. These chapters contain in-depth analyses of the use and development of innumerable devices and also provide insight into new and upcoming technologies, theories, and instruments that will soon be commonplace. Within these rigorously researched chapters, readers are presented with examples of specific tools, such as social television, wikis, mobile photo galleries, and personal digital libraries. In addition, the successful implementation and resulting impact of these various tools and technologies are discussed within this collection of chapters.
Chapter 3.1. A Modern Socio-Technical View on ERP-Systems ....................................................... 693
Jos Benders, Tilburg University, The Netherlands, & Radboud University Nijmegen, The Netherlands
Ronald Batenburg, Utrecht University, The Netherlands
Paul Hoeken, Radboud University Nijmegen, The Netherlands
Roel Schouteten, Radboud University Nijmegen, The Netherlands

Chapter 3.2. Social Shaping of Technologies for Community Development: Redeployment of Information Communication Technologies among the Kelabit in Bario of the Kelabit Highlands ..................................................................................................................... 705
Poline Bala, University Malaysia Sarawak, Malaysia

Chapter 3.3. In Search of Social Television ........................................................................................ 719
Gunnar Harboe, Motorola, USA

Chapter 3.4. Asynchronous Communication: Fostering Social Interaction with CollaboraTV .......... 732
Brian Amento, AT&T Labs – Research, USA
Chris Harrison, Carnegie Melon University, USA
Mukesh Nathan, University of Minnesota, USA
Loren Terveen, University of Minnesota, USA

Chapter 3.5. Examining the Roles of Mobility in Social TV .............................................................. 752
Konstantinos Chorianopoulos, Ionian University, Greece

Chapter 3.6. From 2BeOn Results to New Media Challenges for Social (i)TV ................................. 762
Jorge Ferraz Abreu, University of Aveiro, Portugal
Pedro Almeida, University of Aveiro, Portugal

Chapter 3.7. Evaluating the Effectiveness of Social Visualization Within Virtual Communities ...... 783
Diana Schimke, University of Regensburg, Germany
Heidrun Stoeger, University of Regensburg, Germany
Albert Ziegler, Ulm University, Germany

Susan O’Donnell, National Research Council, Canada
Heather Molyneaux, National Research Council, Canada
Kerri Gibson, National Research Council, Canada

Chapter 3.9. The Hybrid Course: Facilitating Learning through Social Interaction Technologies .... 816
Lorraine D. Jackson, California Polytechnic State University, USA
Joe Grimes, California Polytechnic State University, USA
Chapter 3.10. The Use of Social Interaction Technologies in E-Portfolios
Lina Pelliccione, Curtin University of Technology, Australia
Catherine Pocknee, Swinburne University of Technology, Australia
Julie Mulvany, Swinburne University of Technology, Australia

Chapter 3.11. EduOntoWiki Project for Supporting Social, Educational, and Knowledge Construction Processes with Semantic Web Paradigm
Corrado Petrucco, University of Padua, Italy

Chapter 3.12. Course Management Meets Social Networking in Moodle
Matt Crosslin, University of Texas at Arlington’s Center for Distance Education, USA

Chapter 3.13. Personal Digital Libraries
Juan C. Lavariega, Tecnológico de Monterrey, Mexico
Lorena G. Gomez, Tecnológico de Monterrey, Mexico
Martha Sordia-Salinas, Tecnológico de Monterrey, Mexico
David A. Garza-Salazar, Tecnológico de Monterrey, Mexico

Chapter 3.14. Knowledge Media Tools to Foster Social Learning
Alexandra Okada, The Open University, UK
Simon Buckingham Shum, The Open University, UK
Michelle Bachler, The Open University, UK
Eleftheria Tomadaki, The Open University, UK
Peter Scott, The Open University, UK
Alex Little, The Open University, UK
Marc Eisenstadt, The Open University, UK

Chapter 3.15. Using Notification Systems to Create Social Places for Online Learning
James M. Laffey, University of Missouri-Columbia, USA
Christopher J. Amelung, Yale University, USA

Chapter 3.16. Social Aspects of Mobile Technologies on Web Tourism Trend
Fernando Ferri, IRPPS-CNR, Rome, Italy
Patrizia Grifoni, IRPPS-CNR, Rome, Italy
Tiziana Guzzo, IRPPS-CNR, Rome, Italy

Chapter 3.17. Cityware: Urban Computing to Bridge Online and Real-World Social Networks
Vassilis Kostakos, University of Bath, UK
Eamonn O’Neill, University of Bath, UK

Chapter 3.18. Improving the User Experience of a Mobile Photo Gallery by Supporting Social Interaction
Elina Vartiainen, Nokia Research Center, Finland
Section IV. Utilization and Application

This section introduces and discusses the utilization and application of social computing technologies. These particular selections highlight, among other topics, the many applications of social networking technology, social software, and social marketing strategies. Contributions included in this section provide coverage of the ways in which technology increasingly becomes part of our daily lives as it enables the creation of new forms of interaction among individuals and across organizations.

Chapter 4.1. Social Networking, Adult Learning Success and Moodle.............................................. 980
Margaret Martinez, The Training Place, Inc, USA
Sheila Jagannathan, World Bank Institute in Washington DC, USA

Chapter 4.2. Use of Social Software in Education: A Multiple Intelligences Perspective ............. 993
Filiz Kalelioglu, Baskent University, Turkey
Yasemin Gulbahar, Baskent University, Turkey

Chapter 4.3. Using the Social Web for Collaborations in Software Engineering Education......... 1012
Pankaj Kamthan, Concordia University, Canada

Chapter 4.4. Exploring the Role of Social Software in Higher Education ................................. 1030
Yoni Ryan, Australian Catholic University, Australia
Robert Fitzgerald, University of Canberra, Australia

Chapter 4.5. Using Social Software for Teaching and Learning in Higher Education ............... 1045
Petros Lameras, South East European Research Centre, Research Centre
of the University of Sheffield and CITY College, Greece
Iraklis Paraskakis, South East European Research Centre, Greece & Research Centre
of the University of Sheffield and CITY College, Greece
Philipa Levy, University of Sheffield, UK
Chapter 4.6. Social Networking Sites and Critical Language Learning .................................................. 1061
  Andy Halvorsen, Nagoya University of Commerce & Business, Japan

Chapter 4.7. Creative Waves: Exploring Emerging Online Cultures, Social Networking and Creative Collaboration through e-Learning to Offer Visual Campaigns for Local Kenyan Health Needs ................................................................. 1083
  Andy Polaine, The University of New South Wales, Australia
  Rick Bennett, The University of New South Wales, Australia

Chapter 4.8. Using Social Networking to Enhance Sense of Community in E-Learning Courses ................ 1096
  Steve Chi-Yin Yuen, The University of Southern Mississippi, USA
  Harrison Hao Yang, State University of New York at Oswego, USA

  Paula Roush, London South Bank University, UK
  Ruth Brown, London South Bank University, UK

Chapter 4.10. Technosocial Space: Connecting People and Places .......................................................... 1139
  Anne Sofie Laegran, Norwegian University of Science and Technology, Norway,
  & Research Centre for Social Sciences, Edinburgh, UK

Chapter 4.11. Social/Human Dimensions of Web Services: Communication Errors and Cultural Aspects. The Case of VRL-KCiP NoE .......................................................... 1155
  Anca Draghici, Politehnica University of Timisoara, Romania
  Diana Barglazan, Politehnica University of Timisoara, Romania
  Myriam Lewkowicz, Université de Technologie de Troyes, France
  Gila Molcho, Israel Institute of Technology, Israel

Volume III

Chapter 4.12. Social Software Use in Public Libraries ........................................................................... 1174
  June Abbas, University of Oklahoma, USA

Chapter 4.13. Social Computing: Implications for E-Government .......................................................... 1185
  Rhoda C. Joseph, The Pennsylvania State University Harrisburg, USA
  Jose Esteves, Instituto de Empresa Business School, Spain

Chapter 4.14. Designing for Disaster: Social Software Use in Times of Crisis ..................................... 1197
  Liza Potts, Old Dominion University, USA

Chapter 4.15. Student Use of Social Media: University Policy and Response ...................................... 1211
  Tamara L. Wandel, University of Evansville, USA
Chapter 4.16. Social Marketing in Healthcare

Manuel W. Mah, University of Calgary, Canada

Chapter 4.17. Social Software for Customer Knowledge Management

Zuopeng (Justin) Zhang, State University of New York at Plattsburgh, USA

Chapter 4.18. Social Networking Behind Student Lines in Japan

Steve McCarty, Osaka Jogakuin College, Japan

Chapter 4.19. WEB 2.0, Social Marketing Strategies and Distribution Channels for City Destinations: Enhancing the Participatory Role of Travelers and Exploiting their Collective Intelligence

Marianna Sigala, University of the Aegean, Greece

Chapter 4.20. Marketing for Children Using Social Interaction Technologies

Ruth E. Brown, The University of Nebraska - Lincoln, USA

Section V. Organizational and Social Implications

This section includes a wide range of research pertaining to the individual and organizational impact of social computing tools and technologies. Chapters included in this section analyze the usability of social software, the creation of social relationships in virtual communities, and social networking in educational settings. The inquiries and methods presented in this section offer insight into the implications of ubiquitous and pervasive computing at both an individual and organizational level, while also emphasizing potential areas of study within the discipline.

Chapter 5.1. Managing Organizational Knowledge in the Age of Social Computing

V. P. Kochikar, Infosys Technologies Ltd., India

Chapter 5.2. Social Software for Bottom-Up Knowledge Networking and Community Building

Mohamed Amine Chatti, RWTH Aachen University, Germany
Matthias Jarke, RWTH Aachen University, Germany

Chapter 5.3. The Essence of Organizational Knowledge: A Social Epistemology Perspective

Fei Gao, East China University of Science and Technology Business School, China

Chapter 5.4. Social Identities, Group Formation, and the Analysis of Online Communities

Jillianne R. Code, Simon Fraser University, Canada
Nicholas E. Zaparyniuk, Simon Fraser University, Canada

Chapter 5.5. Enhanced Interaction in Mixed Social Environments

James Oliverio, Digital Worlds Institute, University of Florida, USA
Dennis Beck, Digital Worlds Institute, University of Florida, USA
Chapter 5.6. The Usability of Social Software ......................................................... 1378
  Lorna Uden, Staffordshire University, UK
  Alan Eardley, Staffordshire University, UK

Chapter 5.7. Social Impact of Collaborative Services to Maintain Electronic...
  Business Relationships................................................................................... 1389
  Stefan Klink, Universität Karlsruhe (TH) – Research University, Germany
  Peter Weiß, FZI Research Center for Information Technology, Germany

Chapter 5.8. The Use of Social Media by Nonprofit Organizations; An Examination
  from the Diffusion of Innovations Perspective ............................................. 1420
  Richard D. Waters, North Carolina State University, USA

Chapter 5.9. Situating Social Identity through Language Convergence in Online Groups ...... 1433
  Scott L. Crabill, Oakland University, USA

Chapter 5.10. Building Social Relationships in a Virtual Community of Gamers ............ 1445
  Shafiz Affendi Mohd Yusof, Universiti Utara Malaysia, Malaysia

Chapter 5.11. Situational Awareness in Collaborative Work Environments..................... 1454
  Olga Kulyk, University of Twente, The Netherlands
  Betsy van Dijk, University of Twente, The Netherlands
  Paul van der Vet, University of Twente, The Netherlands
  Anton Nijholt, University of Twente, The Netherlands
  Gerrit van der Veer, Open University, The Netherlands

Chapter 5.12. Developing Social Skills through an On-Line Learning Environment:
  A Qualitative Study....................................................................................... 1470
  Niki Phillips, Hellenic Open University, Greece and Bank of Cyprus, Greece
  Marianthi Karatza, Bank of Cyprus, Greece
  Argiris Tzikopoulos, Agricultural University of Athens, Greece

Chapter 5.13. Social Networking and Schools: Early Responses and Implications for Practice .... 1489
  Chris Abbott, Reader in e-Inclusion, King’s College London, UK
  William Alder, Sixth Form Student, Trinity School, UK

Chapter 5.14. Peer Learning and Social Interactions in an Asynchronous
  Learning Environment................................................................................. 1498
  Angela T. Ragusa, Charles Sturt University, Australia

Chapter 5.15. Harnessing Web 2.0 for Context-Aware Learning: The Impact
  of Social Tagging System on Knowledge Adaption .................................... 1511
  Wai-Tat Fu, University of Illinois at Urbana-Champaign, USA
  Thomas Kannappallil, University of Illinois at Urbana-Champaign, USA
Chapter 5.16. Entering the Virtual Teachers’ Lounge: Social Connectedness among Professional Educators in Virtual Environments ................................................................. 1527
Randall Dunn, Liberty University, USA

Chapter 5.17. Trust Modeling in a Virtual Organization Using Social Network Metrics .......... 1544
Grzegorz Kołaczek, Wrocław University of Technology, Poland

Chapter 5.18. Trust in Social Networking: Definitions from a Global, Cultural Viewpoint .......... 1555
Max Kennedy, University of Kentucky, USA
Toru Sakaguchi, Northern Kentucky University, USA

Chapter 5.19. Individual Differences in Social Networking Site Adoption ................................. 1569
Harsha Gangadharbatla, University of Oregon, USA

Chapter 5.20. The Impact of Individual Differences on Social Communication Pattern in Online Learning .......................................................... 1587
Robert Z. Zheng, University of Utah, USA
Jill A. Flygare, University of Utah, USA
Laura B. Dahl, University of Utah, USA
Richard R. Hoffman, University of Utah, USA

Section VI. Managerial Impact
This section presents contemporary coverage of the managerial implications of social computing. Particular contributions address the importance of guarding corporate data from social engineering attacks and explore a professional social network system. The managerial research provided in this section allows executives, practitioners, and researchers to gain a better sense of how social computing can impact and inform practices and behavior.

Chapter 6.1. Exploring a Professional Social Network System to Support Learning in the Workplace .................................................................................................................. 1610
Anthony “Skip” Basiel, Middlesex University – IWBL, UK
Paul Coyne, Emerald Group Publishing Ltd, UK

Chapter 6.2. Managing Relationships in Virtual Team Socialization ........................................ 1626
Shawn D. Long, University of North Carolina at Charlotte, USA
Gaelle Picherit-Duthler, Zayed University, UAE
Kirk W. Duthler, Petroleum Institute, UAE

Chapter 6.3. Guarding Corporate Data from Social Engineering Attacks ................................. 1636
Christopher M. Botelho, Baylor Health, USA
Joseph A. Cazier, Appalachian State University, USA
Chapter 6.4. Social Interaction Technologies; A Case Study of Guanxi and Women Managers’ Careers in Information Technology in China

Jiehua Huang, Guangzhou University, China
and Lappeenranta University of Technology, Finland
Iiris Aaltio, University of Jyväskylä, Finland

Chapter 6.5. The Potential of Enterprise Social Software in Integrating Exploitative and Explorative Knowledge Strategies

Dimitris Bibikas, South East European Research Centre, Greece & Research Centre of the University of Sheffield and CITY College, Greece
Iraklis Paraskakis, South East European Research Center, Greece & Research Centre of the University of Sheffield and CITY College, Greece
Alexandros G. Psychogios, CITY College, affiliated Institution of the University of Sheffield, Greece
Ana C. Vasconcelos, The University of Sheffield Regent Court, UK

Chapter 6.6. Interrelationships Between Professional Virtual Communities and Social Networks, and the Importance of Virtual Communities in Creating and Sharing Knowledge

Fernando Garrigos, Universitat Jaume I, Spain

Section VII. Critical Issues

This section addresses conceptual and theoretical issues related to the field of social computing. Within these chapters, the reader is presented with analysis of the most current and relevant conceptual inquiries within this growing field of study. Particular chapters discuss ethical issues in social networking, security concerns that arise when individuals share personal data in social networks, and reducing social engineering impact. Overall, contributions within this section ask unique, often theoretical questions related to the study of social computing and, more often than not, conclude that solutions are both numerous and contradictory.

Chapter 7.1. Cyberspace’s Ethical and Social Challenges in Knowledge Society

Maria Ranieri, University of Florence, Italy

Chapter 7.2. Security and Privacy in Social Networks

Barbara Carminati, Università degli Studi dell’Insubria, Italy
Elena Ferrari, Università degli Studi dell’Insubria, Italy
Andrea Perego, Università degli Studi dell’Insubria, Italy

Chapter 7.3. Social and Legal Dimensions of Online Pornography

Yasmin Ibrahim, University of Brighton, UK

Chapter 7.4. Social Networking Site: Opportunities and Security Challenges

Tom S. Chan, Southern New Hampshire University, USA

Chapter 7.5. Emerging Cybercrime Variants in the Socio-Technical Space

Wilson Huang, Valdosta State University, USA
Shun-Yung Kevin Wang, Florida State University, USA
Chapter 7.6. A New Approach to Reducing Social Engineering Impact ........................................ 1754

Ghita Kouadri Mostefaoui, Oxford University Computing Laboratory, UK
Patrick Brézillon, LIP6, Paris 6, France

Volume IV

Chapter 7.7. Effects of Digital Convergence on Social Engineering Attack Channels .............. 1764

Bogdan Hoanca, University of Alaska Anchorage, USA
Kenrick Mock, University of Alaska Anchorage, USA

Chapter 7.8. On the Effectiveness of Social Tagging for Resource Discovery ..................... 1778

Dion Hoe-Lian Goh, Nanyang Technological University, Singapore
Khasfariyati Razikin, Nanyang Technological University, Singapore
Alton Y. K. Chua, Nanyang Technological University, Singapore
Chei Sian Lee, Nanyang Technological University, Singapore
Schubert Foo, Nanyang Technological University, Singapore
Jin-Cheon Na, Nanyang Technological University, Singapore
Yin-Leng Theng, Nanyang Technological University, Singapore

Chapter 7.9. Representing and Sharing Tagging Data Using the Social Semantic Cloud of Tags ................................................................. 1788

Hak-Lae Kim, National University of Ireland, Galway, Ireland
John G. Breslin, National University of Ireland, Galway, Ireland
Stefan Decker, National University of Ireland, Galway, Ireland
Hong-Gee Kim, Seoul National University, South Korea

Chapter 7.10. Anomaly Detection for Inferring Social Structure ...................................... 1797

Lisa Friedland, University of Massachusetts Amherst, USA

Chapter 7.11. Emerging Online Democracy: The Dynamics of Formal and Informal Control in Digitally Mediated Social Structures ................................................................. 1804

Todd Kelshaw, Montclair State University, USA
Christine A. Lemesianou, Montclair State University, USA

Chapter 7.12. Agent Cognitive Capabilities and Orders of Social Emergence ...................... 1817

Christopher Goldspink, Incept Labs, Australia
Robert Kay, Incept Labs Australia, & University of Technology, Sydney, Australia

Chapter 7.13. Social and Distributed Cognition in Collaborative Learning Contexts .............. 1838

Jeffrey Mok, Miyazaki International College, Japan

Chapter 7.14. Social Networking Sites (SNS) and the ‘Narcissistic Turn’: The Politics of Self-Exposure ........................................................................................................... 1855

Yasmin Ibrahim, University of Brighton, UK
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.15</td>
<td>Audience Replies to Character Blogs as Parasocial Relationships</td>
<td>James D. Robinson, University of Dayton, USA Robert R. Agne, Auburn University, USA</td>
<td>1869</td>
</tr>
<tr>
<td>7.16</td>
<td>The Generative Potential of Appreciative Inquiry as an Essential Social Dimension of the Semantic Web</td>
<td>Kam Hou Vat, Faculty of Science and Technology, University of Macau, Macau</td>
<td>1882</td>
</tr>
<tr>
<td>7.17</td>
<td>The Emergence of Agency in Online Social Networks</td>
<td>Jillianne R. Code, Simon Fraser University, Canada Nicholas E. Zaparyniuk, Simon Fraser University, Canada</td>
<td>1906</td>
</tr>
<tr>
<td>7.18</td>
<td>Two Informational Complexity Measures in Social Networks and Agent Communities</td>
<td>António Jorge Filipe Fonseca, ISCTE, Portugal</td>
<td>1923</td>
</tr>
<tr>
<td>7.19</td>
<td>Social Self-Regulation in Computer Mediated Communities: The Case of Wikipedia</td>
<td>Christopher Goldspink, University of Surrey, UK</td>
<td>1932</td>
</tr>
<tr>
<td>7.20</td>
<td>Social Network Structures for Explicit, Tacit and Potential Knowledge</td>
<td>Anssi Smedlund, Helsinki University of Technology, Finland and Tokyo Institute of Technology, Japan</td>
<td>1947</td>
</tr>
<tr>
<td>7.21</td>
<td>Motif Analysis and the Periodic Structural Changes in an Organizational Email-Based Social Network</td>
<td>Krzysztof Juszczyszyn, Wrocław University of Technology, Poland Katarzyna Musiał, Wrocław University of Technology, Poland</td>
<td>1957</td>
</tr>
<tr>
<td>7.22</td>
<td>“Social Potential” Models for Modeling Traffic and Transportation</td>
<td>Rex Oleson, University of Central Florida, USA D J Kaup, University of Central Florida, USA Thomas L Clarke, University of Central Florida, USA Linda C Malone, University of Central Florida, USA Ladislau Boloni, University of Central Florida, USA</td>
<td>1969</td>
</tr>
<tr>
<td>7.24</td>
<td>Providing Mobile Multimodal Social Services Using a Grid Architecture</td>
<td>Stefania Pierro, Engineering IT, Italy Massimo Magaldi, Engineering IT, Italy Gian Luca Supino, Engineering IT, Italy Luca Bevilacqua, Engineering IT, Italy Vladimiro Scotto di Carlo, Engineering IT, Italy Roberto Russo, Engineering IT, Italy Luigi Romano, Engineering IT, Italy</td>
<td>2005</td>
</tr>
</tbody>
</table>
Section VIII. Emerging Trends

This section highlights research potential within the field of social computing while exploring uncharted areas of study for the advancement of the discipline. Chapters within this section discuss social bookmarking, the emergence of virtual social networks, and new trends in educational social software. These contributions, which conclude this exhaustive, multi-volume set, provide emerging trends and suggestions for future research within this rapidly expanding discipline.

Chapter 8.1. Pedagogical Mashup: Gen Y, Social Media, and Learning in the Digital Age .......... 2023
Derek E. Baird, Yahoo!, Inc., USA
Mercedes Fisher, Milwaukee Applied Technical College, USA

Chapter 8.2. Legal Issues Associated with Emerging Social Interaction Technologies ............ 2045
Robert D. Sprague, University of Wyoming, USA

Chapter 8.3. Public Intimacy and the New Face (Book) of Surveillance:
The Role of Social Media in Shaping Contemporary Dataveillance ........................................... 2057
Lemi Baruh, Kadir Has University, Turkey
Levent Soysal, Kadir Has University, Turkey

Chapter 8.4. Analysis of Content Popularity in Social Bookmarking Systems ..................... 2069
Symeon Papadopoulos, Aristotle University of Thessaloniki, Greece Informatics & Telematics Institute, Thermi, Thessaloniki, Greece
Fotis Menemenis, Informatics & Telematics Institute, Thermi, Thessaloniki, Greece
Athena Vakali, Aristotle University of Thessaloniki, Greece
Ioannis Kompatsiaris, Informatics & Telematics Institute, Thermi, Thessaloniki, Greece

Chapter 8.5. Conceptualizing Codes of Conduct in Social Networking Communities .............. 2096
Ann Dutton Ewbank, Arizona State University, USA
Adam G. Kay, Dartmouth College, USA
Teresa S. Foulger, Arizona State University, USA
Heather L. Carter, Arizona State University, USA

Chapter 8.6. Modeling Cognitive Agents for Social Systems and a Simulation in Urban Dynamics ................................................................. 2113
Yu Zhang, Trinity University, USA
Mark Lewis, Trinity University, USA
Christine Drennon, Trinity University, USA
Michael Pellon, Trinity University, USA
Phil Coleman, Trinity University, USA
Jason Leezer, Trinity University, USA

Chapter 8.7. Embedding an Ecology Notion in the Social Production of Urban Space ............ 2134
Helen Klaebe, Queensland University of Technology, Australia
Barbara Adkins, Queensland University of Technology, Australia
Marcus Foth, Queensland University of Technology, Australia
Greg Hearn, Queensland University of Technology, Australia
Chapter 8.8. Affective Goal and Task Selection for Social Robots .......................................................... 2150
Matthias Scheutz, Indiana University, USA
Paul Schermerhorn, Indiana University, USA

Chapter 8.9. Using Ambient Social Reminders to Stay in Touch with Friends................................. 2164
Ross Shannon, University College Dublin, Ireland
Eugene Kenny, University College Dublin, Ireland
Aaron Quigley, University College Dublin, Ireland

Chapter 8.10. Leveraging Semantic Technologies Towards Social Ambient Intelligence ............ 2172
Adrien Joly, Alcatel-Lucent Bell Labs, France, & Université de Lyon, LIRIS / INSA, France
Pierre Maret, Université de Lyon, France, & Université de Saint Etienne, France
Fabien Bataille, Alcatel-Lucent Bell Labs, France

Chapter 8.11. Virtual Social Networks: Toward A Research Agenda............................................. 2198
Sunanda Sangwan, Nanyang Technological University, Singapore
Judy A Siguaw, Cornell-Nanyang Institute, Singapore

Chapter 8.12. Situated Evaluation of Socio-Technical Systems......................................................... 2211
Bertram C. Bruce, University of Illinois at Urbana-Champaign, USA
Andee Rubin, TERC, USA
Junghyun An, University of Illinois at Urbana-Champaign, USA

Chapter 8.13. Online Virtual Communities as a New Form of Social Relations:
Elements for the Analysis ...................................................................................................................... 2226
Almudena Moreno Minguez, Universidad de Valladolid, Spain
Carolina Suárez Hernán, IE Universidad, Spain

Guy Merchant, Sheffield Hallam University, UK

Chapter 8.15. Metacognition on the Educational Social Software: New Challenges
and Opportunities................................................................................................................................. 2252
Margarida Romero, Université de Toulouse, France & Universitat Autònoma de Barcelona, Spain

Chapter 8.16. Digital Energy: Clustering Micro Grids for Social Networking................................. 2263
Mikhail Simonov, Politecnico di Milano, Italy, & ISMB, Italy
Marco Mussetta, Politecnico di Milano, Italy, & Politecnico di Torino, Italy
Riccardo Zich, Politecnico di Milano, Italy