Table of Contents

Foreword ............................................................................................................................................ xiv
Preface ................................................................................................................................................ xvi

Section I
Social Networking Communities

Chapter I
Individual Differences in Social Networking Site Adoption ............................................................. 1
Harsha Gangadharbatla, University of Oregon, USA

Chapter II
Unraveling the Taste Fabric of Social Networks ............................................................................... 18
Hugo Liu, The Media Laboratory, USA
Pattie Maes, The Media Laboratory, USA
Glorianna Davenport, The Media Laboratory, USA

Chapter III
Mobile Social Networks: A New Locus of Innovation ..................................................................... 44
Nina D. Ziv, New York University, USA

Chapter IV
Increasing Capital Revenue in Social Networking Communities:
Building Social and Economic Relationships through Avatars and Characters................................. 60
Jonathan Bishop, Glamorgan Blended Learning Ltd. & The GTi Suite & Valleys Innovation
Centre & Navigation Park & Abercynon, UK

Chapter V
Collective Solitude and Social Networks in World of Warcraft ......................................................... 78
Nicolas Ducheneaut, Palo Alto Research Center, USA
Nicholas Yee, Palo Alto Research Center, USA
Chapter VI
Collaboration Challenges in Community Telecommunication Networks ........................................ 101
Sylvie Albert, Laurentian University, Canada
Rolland LeBrausseur, Laurentian University, Canada

Chapter VII
The Impact of the Internet on Political Activism: Evidence from Europe ........................................ 123
Pippa Norris, Harvard University, USA

Chapter VIII
Toward Improved Community-Supporting Systems Design: A Study of Professional Community Activity .................................................................................................................. 142
Malte Geib, University of St. Gallen, Switzerland
Christian Braun, University of St. Gallen, Switzerland
Lutz Kolbe, University of St. Gallen, Switzerland
Walter Brenner, University of St. Gallen, Switzerland

Chapter IX
Teens and Social Networking Services: An Overview ........................................................................ 160
Maryann Mori, Evansville Vanderburgh Public Library, USA

Section II
Social Networking Sites for Teenagers and Young Adults

Chapter X
Student Use of Social Media: University Policy and Response .......................................................... 189
Tamara L. Wandel, University of Evansville, USA

Chapter XI
Facebook Follies: Who Suffers the Most? ........................................................................................ 212
Katherine Karl, Marshall University, USA
Joy Peluchette, University of Southern Indiana, USA

Chapter XII
Trust in Social Networking: Definitions from a Global, Cultural Viewpoint .................................. 225
Max Kennedy, University of Kentucky, USA
Toru Sakaguchi, Northern Kentucky University, USA

Chapter XIII
Virtuality and Reality: What Happens When the Two Collide? .................................................... 239
Celia Romm-Livermore, Wayne State University, USA
Gail Livermore, Spin Master Ltd., Canada
Section III
E-Dating Services

Chapter XIV
Segmentation Practices of e-Dating ................................................................. 253
  Linda Jane Coleman, Salem State College, USA
  Nisreen Bahnan, Salem State College, USA

Chapter XV
Understanding and Facilitating the Development of Social Networks in Online Dating
Communities: A Case Study and Model ........................................................... 266
  Jonathan Bishop, Glamorgan Blended Learning Ltd. & The Gti Suite & Valleys Innovation
  Centre & Navigation Park & Abercynon, UK

Chapter XVI
E-Dating: The Five Phases on Online Dating ..................................................... 278
  Monica T. Whitty, Nottingham Trent University, UK

Chapter XVII
How E-Daters Behave Online: Theory and Empirical Observations .................... 292
  Celia Romm-Livermore, Wayne State University, USA
  Toni Somers, Wayne State University, USA
  Kristina Setzekorn, Smith Barney, Inc., USA
  Ashley Lynn-Grace King, Wayne State University, USA

Chapter XVIII
A Trination Analysis of Social Exchange Relationships in E-Dating ..................... 314
  Sudhir H. Kale, Bond University, Australia
  Mark T. Spence, Bond University, Australia

Chapter XIX
Online Matrimonial Sites and the Transformation of Arranged Marriage in India ........ 329
  Nainika Seth, University of Alabama in Huntsville, USA
  Ravi Patnayakuni, University of Alabama in Huntsville, USA

Compilation of References ................................................................................. 353

About the Contributors ....................................................................................... 392

Index ................................................................................................................ 397