About the Contributors

**Francesca Comunello** (PhD, Sapienza University of Rome, Italy) is Assistant professor of Sociology of Culture and Communication at the Department of Communication and Social Research, Sapienza University of Rome (Italy), where she teaches Internet studies. She is also Member of the Teaching College Board for the PhD Course in Communication at the same Department. Her research focuses on the intersections between digital technology and society: namely, network theories, digitally-mediated social relations, social media and social network sites, digital interactive television, and the digital divide. Her work has been presented at national and international conferences. She has authored two books and several book chapters, and co-edited three books.

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**Romana Andò** is Assistant Professor of Sociology of Culture and Communication at the Department of Communication and Social Research, Sapienza University of Rome (Italy), where she teaches Audience Studies. Her research focuses on media audiences, following the cultural studies approach, with a specific focus on: audiences’ practices; media use and consumption; and the phenomenon of fandom, understood as a privileged point of view on new forms of engagement in the age of the convergence culture. Recently, she has examined the practices of the audiences in social media environments.

**Martin Berg** is a senior Lecturer in Sociology at Halmstad University but is currently appointed as senior Researcher at the strategic web agency Good Old, where he leads a three year research project investigating online sociability and social network sites with financial support from The Bank of Sweden Tercentenary Foundation. Martin Berg received his PhD from Lund University in 2008. His award winning doctoral thesis “The fabricated self: self-reflexive gender play and queer social psychology” established a theoretical framework based on the tensions between Judith Butler and George H. Mead, while using an analysis of self-presentations and diaries of cross-dressers on the web-community cruisercom as an empirical foundation.

**Shannon Bichard** is an Associate Professor of Advertising in the College of Mass Communications at Texas Tech University. Her research interests focus on public opinion and consumer behavior with an emphasis on online communication and political engagement. Her research has appeared in journals such as *Journalism & Mass Communication Quarterly*, *Journal of Computer-Mediated Communication*, and *Health Communication*. She teaches courses in media planning, advertising campaigns, as well as graduate level classes on integrated campaigns and public opinion.
Robert Bruno (PhD, Purdue University) is a Lecturer of Communication at Purdue University. His research examines the social and cognitive effects of emerging communication technologies.

Paul Emerson Teusner is a recent PhD graduate from the School of Media and Communication at RMIT University in Melbourne, Australia. The title of his thesis is *Emerging church bloggers in Australia: Prophets, priests and rulers in God’s virtual world*. At present he is teaching in RMIT’s Master’s of Communication program on Media Technologies, and is conducting research on young people’s relationships with mobile media devices and how they influence how young people talk about friendships, family, work and career, and spirituality. He lives in the countryside with his two children, where he also works as a social worker, managing youth programs for child offenders in the justice system.

Thomas J. Johnson (PhD University of Washington, 1989) is the Amon G. Carter Jr. Centennial Professor in the School of Journalism at University of Texas at Austin. Johnson has studied the role of the media in each election since 1984. Beginning with the 1992 election he began studying the role of new media (and how people used such media). Much of Johnson’s work has focused on the credibility of the Internet and its components, but he has also examined uses and gratifications of the Internet and its components, selective exposure and the Internet, the degree to which the Internet has served as a substitute for traditional media, the agenda-building role of the media, and how factors influence journalistic frames. Johnson has authored or co-edited three books. Johnson has 50 refereed journal articles published or in press, 19 book chapters, and more than 100 papers at international, national, and regional conferences.

Barbara K. Kaye (PhD, Florida State University, 1994) is Professor in the School of Journalism & Electronic Media, University of Tennessee at Knoxville. Research interests include media effects, consumer uses of new communication technologies, and the influence of the Web, blogs, and social media on political attitudes and media use. She also studies the uses and effects of profanity on television programs. She has co-authored three textbooks: *Electronic Media: Then, Now, and Later*; *Just A Click Away: Advertising on the Internet*; and *The World Wide Web: A Mass Communication Perspective*. She has published over 30 articles in such journals as *Journalism & Mass Communication Quarterly*, *Journal of Broadcasting & Electronic Media*, and *Harvard International Journal of Press/Politics*. Additionally, she has written 11 scholarly books chapters and more than 50 conference papers. She as taught abroad in Italy and Austria, and was named a NATPE (National Association of Television Program Executives) fellow in 2000.

Jenny Kennedy is a PhD candidate in the Media Studies Department of the Humanities, Arts and Social Sciences Faculty at Swinburne University of Technology, Melbourne, Australia. Her research considers the intersection of online and offline, both in topic focus and methodological approach. Specifically, she analyses identity performance in spaces of converged social interactions, which she terms as networked spaces. Her work addresses the tensions of online/offline distinctions across three tiers - individuals, interface, and industry - to identify the relationship between the specificities of communication technologies, the embodied social experience, and the socio/economic framework in which they are situated.
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Bernadette Kneidinger has been working since 2008 as a Scientific Assistant in the Department of Communication at the University of Vienna and wrote her dissertation about “national identity construction in the network society.” She graduated in communication science and sociology and specialized in media sociology. Her research activities are focused on empirical communication research in the fields of national identity construction, online communication, and the social web. In addition to her research activities, she teaches communication research courses at the Department of Communication of the University of Vienna. She has published a book and several papers about social interaction forms in social network sites.

Alessandro Lovari studies the relationships between public administrations, media and citizens, in particular focusing on the role of communication and digital technologies. His research interests embrace the characteristics of Web 2.0 and social media and their impact on organizations and citizens’ communication behaviours; he also studies public and university communication. In 2011, he received a PhD in Communication Studies from the Department of Communication and Social Research at Sapienza University of Rome, Italy. Previously he has been a visiting scholar at Purdue University, Department of Communication (USA) and an intern at Stony Brook University Office for Technology Licensing and Industrial Relations (USA). Currently he works at the University of Siena Department of Communication (Italy) where he collaborates in the teaching activities of undergraduate and graduate programs. He is on the board of the Italian University Communicators Association (AICUN).

Alberto Marinelli is Full Professor, Sociology of Cultural and Communicative Processes, in the Department of Communication and Social Research at Sapienza University of Rome. He is Course Coordinator for the MS in Cultural Industries and Digital Communication and Member of the Teaching College Board for the PhD Course in Communication. He is Scientist responsible for the Laboratory of Multimedia Communication and member of the Scientific Committee of the CATTID Research Center (Sapienza University of Rome); his research activities are focused on the technological and relational dimensions of interactive communication systems. He is the author and/or editor of several books and papers, including Le reti della comunicazione politica: Tra televisioni e social network (with E. Cioni), Connessioni: Nuovi media, nuove relazioni sociali.

Sorin Adam Matei (PhD, University of Southern California) is Associate Professor of Communication at Purdue University. His research focuses on the social effects of collaborative communication technologies and in designing and studying communication technologies that facilitate the interaction between geographic and virtual spaces. He is the creator of Visible Effort (http://veffort.us), a visualization and self-moderation tool for Mediawiki, and of the ubiquitous publishing platforms Visible Past (http://visiblepast.net), and Ubimark (http://ubimark.com).

Miriam J. Metzger (PhD, Annenberg School for Communication, University of Southern California) is Associate Professor in the Department of Communication at the University of California, Santa Barbara. Her most recent work has examined how information technology alters our understandings of trust in the new media environment, with a specific focus on the credibility of information available on the Internet; and on how trust intersects with privacy and disclosure in online social networks. Prior work has examined media effects generally, the impact of media on public opinion, and the theoretical and regulatory changes brought about by new media technologies.
Mario Morcellini is Full Professor of Sociology of Communication. He is the Dean of the Department of Communication and Social Research, Sapienza University of Rome (Italy), and he has formerly served as the Dean of the Faculty of Communication at the same university. He has also been the Director of several Master’s Degrees. He is also the President of the National Conference of the Deans of the Faculties of Communication (Italy) and a Council member of CUN (National University Council, Italian Ministry of University). He is the President of the Teaching College Board for the PhD Course in Communication, Sapienza University of Rome. He has obtained research grants from several public and private institutions. He has authored, edited, or co-edited several books and journal articles. His research has examined the mass media system (with a special focus on television and journalism) and its intersections with digital media; the process of socialization in the age of mass- and digital media; young people’s cultural consumptions; the Italian school and university system; media education processes.

Lorenza Parisi studies the interactions between social relations and digital technologies. In her PhD thesis (“Where 2.0”), she explores the impact of digital media on place experience and urban space. She also studies the new trends of political participation based on digital media. In 2011, she received a PhD in Communication Studies from the Department of Communication and social research at the University of Rome La Sapienza. Previously she was a visiting student at HIIT (Helsinki Institute for Information Technology) and at MIT Media Lab (Boston, Mass.). She currently has a research grant from the “Polo Universitario di Colle Val d’Elsa (Italy),” where she is working at the development of the social network “Panmind” (https://panmind.org/).

Rebekah A. Pure is a PhD candidate in the Department of Communication at the University of California, Santa Barbara. She works under Professor Miriam J. Metzger, studying issues of social interaction, privacy, reputation, aggression, and credibility in the digital age. She earned her BA in Speech Communication from the University of Illinois at Urbana-Champaign in 2007, and her MA in Communication from the University of California, Santa Barbara in 2010.

Geraldina Roberti, since 2008, has been Assistant Professor of General Sociology at the Department of History and Comparative Methodologies at the University of L’Aquila, where she teaches Sociology of Ethical Consumption. In 2003, she obtained her PhD in Communication at the Department of Sociology and Communication, Sapienza University of Rome, with a dissertation on: “Young people after 2000: cultures, styles, and media consumptions.” Her research is focused on the study of young people identity; cultural consumptions; media audiences; TV and movie language analysis; mass communications theory and application. Among her works are Multigiornalismi. La nuova informazione nell’età di Internet, Milano, Guerini e associati, 2001 (with M. Morcellini) and Mediamente giovani. Percorsi, stili e consumi culturali, Bulzoni, Roma, 2005.

Anna Lisa Tota is Full Professor of Sociology of Culture and Communication at the University of Rome III, where she teaches Sociology of Communication, Artistic Communication, and Public Communication. Since 2000 she is Invited Professor at the Faculty of Communication Sciences at the University of Lugano (Switzerland). Since 2008 she has been a Guest Professor at the University of St. Gallen (Switzerland). Since 2000 she is an expert evaluator for the European Commission. She is member of the International Advisory Board of the journal Cultural Sociology (SAGE) and member of the
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Editorial Board of the European Journal of Cultural Studies (SAGE). She was Vice-Chair (1999-2001) and Chair (2001-2003) of the Research Network “Sociology of the Arts” of the European Sociological Association. She was Vice-Chair (2005-2007) and is now Chair of the Research Network Sociology of Culture (2009-2011) of the European Sociological Association.

Sonja Utz is an Assistant Professor at the Communication Science Department at VU University Amsterdam. She received her PhD in psychology 1999 from Catholic University of Eichstaett, Germany. Her research focuses on impression formation on social network sites, the effects of social network site use on interpersonal relationships, privacy and trust in Web 2.0, online reputation management, and crisis communication via social media. Her work has been published in major scientific journals, among others in Journal of Computer Mediated Communication, New media & Society, and Communication Research. She also co-edited the book “Mediated interpersonal communication.”

Christo Wilson is currently a third year PhD student in the Computer Science Department, U. C. Santa Barbara working under Professor Ben Y. Zhao. He completed his M.S. (’06-’07) and B.S. (’02-’06) in Computer Science at UCSB. He is currently supported by a Dean’s Fellowship from UCSB, and was the previous recipient of a Distinguished Graduate Researcher Fellowship from UCSB. His research focuses on emergent topics pertaining to online social networks, including measurement studies, systems engineering, security, and privacy.

José María Zavala Pérez holds a Bachelor’s degree in Sociology (2004, Universidad del País Vasco) with a specialization in politics and society in the contemporary world and a Diploma of Advanced Studies (DEA) with a focus on contemporary problems in the information society (2008, Instituto Universitario Ortega y Gasset – UCM). He is currently PhD candidate at the Universidad Complutense de Madrid and expert at the Living in Surveillance Societies (LiSS) COST research programme.

Ben Y. Zhao is currently an Associate Professor at the Computer Science Department, U. C. Santa Barbara, and a visiting Professor at KAIST. He completed his M.S. and PhD degrees in Computer Science at U.C. Berkeley (2000, 2004), and his B.S. from Yale University (1997). He is a recipient of the National Science Foundation’s CAREER award, MIT Technology Review’s TR-35 Award (Young Innovators Under 35), and ComputerWorld Magazine’s Top 40 Technology Innovators award. His research spans areas of security and privacy, networked and distributed systems, wireless networks, and data-intensive computing. Most recently, he has spent most of his time measuring, analyzing, and modeling online social networks, as well as studying systems issues in dynamic spectrum access networks.

Weiwu Zhang is an Assistant Professor of Public Relations in the College of Mass Communications at Texas Tech University. He is past President of the Midwest Association for Public Opinion Research (MAPOR) (2011). He has published in diverse areas of public opinion, mass communication, and public relations. His current research interests include new media and politics, framing and public relations, media relations, and strategic political communication.