About the Contributors

**Monica Pătruţ** is Senior Lecturer in Political Science. Her domains of research are political communication and computer science applied in social and political sciences. She is member of the editorial advisory board of *BRAND: Broad Research in Accounting, Negotiation, and Distribution*. She published several academic books on applying computer science in educational, social and political topics, and papers in international journals like *Public Relations Review* and *Journal of Media Research*.

**Bogdan Pătruţ** is Associate Professor in Computer Science at “Vasile Alecsandri” University of Bacău, Romania. His domains of interest/research are multi-agent systems and computer science applied in social and political sciences. He published more than 25 books on programming, algorithms, artificial intelligence, and interactive education. He also is the editor-in-chief of *BRAIN: Broad Research in Artificial Intelligence and Neuroscience*, and software developer in EduSoft company.

**Ana Adi** is a Lecturer in Marketing and Corporate Communications in the Media School of Bournemouth University where she delivers courses related to emerging media and digital communication. Before joining BU, she worked in Romania, Belgium, USA and Bahrain. Ana has a background in public relations, strategic communication, management, and business communication. She obtained her degrees from in Romania, the United States and Scotland. Ana is also a public relations consultant specialising in social media strategies and training for small and medium companies. She has served American and European clients, both from the profit and the non-profit sector including Netlog from Belgium, Help Our World from Brazil, Coca-Cola in Romania, and Deloitte in the USA. She is also an Advisory Board member of the Social Media Global Education Connection Project (SMGEC), an education initiative of the Social Media Club (founded by Chris Heuer) focused on improving the quality of Social Media education in universities and empowering its community of Social Media professors.

**Osman Tolga Arıçak** is the chairperson of Psychology at Fatih University. Arıçak received his PhD in Psychological Guidance and Counselling at Marmara University. His research interests are cyberbullying, career self-esteem, and structural equation modeling. He teaches Research Methods in Psychology, Statistics in Behavioral Sciences, Developmental Psychology, and Educational Psychology courses.

**Dorin Bocu** has been a Professor of Computer Science at Transilvania University of Brasov, Romania since 1990. He is a PhD in Mathematics at the Transilvania University of Brasov, Romania. Currently, he concentrates on topics around software engineering, IT project management, intelligent computational
systems, modern software design, and implementation paradigms. He has been Head of the Department of Computer Science, Transilvania University of Brasov. In this context, it can be stated that he created two state-of-the-art BSc and MSc study programmes. Furthermore, he initiated and developed the academic institutional relationship with the IT industry that is active in Brasov.

**Răzvan Bocu** has been a Lecturer of Computer Science at Transilvania University of Brasov, Romania since 2005. He received his PhD in Computer Science from the National University of Ireland, Cork, in 2010. He currently focuses on the following topics: bioinformatics and large networked structures, object oriented programming, software engineering, computer networks, modern programming techniques for both mobile devices, and desktop computers. He also continuously improves his didactic approaches and values the collaboration with the IT industry. Thus, he is a technical advisor and permanent collaborator of Route 66 R&D in Brasov.

**Ioana Boghian** is Assistant Professor at the Department of Foreign Languages and Literatures at “Vasile Alecsandri” University of Bacău, Romania. She holds a PhD from “Alexandru Ioan Cuza” University of Iași, Romania. Her doctoral thesis was published in 2010 under the title *Houses in Victorian Novels: A Semiotic Approach*. Her topics of interest are English and American literature, semiotics, and cultural studies.

**Swati Jaywant Rao Bute** is working at National Institute of Health and Family Welfare (New Delhi) as an Assistant Professor – Print Media (ad hoc). She is PhD in Mass Communication and Journalism from University of Pune; she did her Master’s in Science and Technology Communication, she also did her M.Sc. in Organic Chemistry from Devi Ahilya Vishwavidyalaya, Indore. She has experience of working with both print and electronic media. Earlier she worked as a Professor at International School of Business and Media, Pune; Subjects - Global Comparative Media, Current Affairs, Introduction to Journalism and Radio Journalism and Production. She worked with Indira School of Communication, Pune as a Professor; Subjects - Radio Journalism and Production; she also worked with Suryadutta School of Communication, Pune as a Visiting Faculty and taught Global Media and Current Affairs. She has six years experience of working with All India Radio (Khandwa, Indore, and Bhopal Radio Stations) as an Assistant Producer and Program Presenter (Casual). She worked as a trainee at Audio-Visual Research Centre (AVRC), Devi Ahilya Vishwavidyalaya, Indore and has written around ten scripts on different health related issues for the documentary films which were telecasted on Doordarshan (Under UGC’s Countrywide Classroom Programme).

**Mar Camacho** is Doctor in Educational Technology, Lecturer and Researcher at the Department of Pedagogy of the School of Education at Universitat Rovira i Virgili (Tarragona - Catalonia), and member since 2001 of the ARGET Research group on Educational Technology of the same university. Author of several publications regarding the use of ICT in teaching and learning processes, her latest research streamlines have been the the use of Web 2.0 tools and resources and the use and implementation of mobile learning and emerging technologies as tools which help transform, enrich, and extend the learning experience. During recent years, she has been working on research projects concerning educational methodologies and ICT, the design and development of teacher training courses addressed to language teachers and the usage of mobile tools aimed at enhancing learning processes, including the use of pod-
casting as a tool to facilitate the acquisition of communicative competences and to promote diversity in multicultural Europe. Currently, she works on different projects which concern mobile learning, the use of social media to construct digital identity, and simulations and gaming. At the same time, in the last years she has actively participated in seminars, round tables and conferences such as Online Educa Berlin, Edutec, IADIS Mobile Conference, EDEN, ECER, PLE Conference, E-Challenges, and Ed-Media.

Domenico Consoli graduated in Electronic Engineering at University of Padova (1981) and in Economics at University of Urbino (1994), holds the first PhD in Artificial Intelligent Systems (Information Engineering) at Polytechnic University of Marche (2009). Currently he is PhD candidate (to get a second PhD) in Economics and Management at University of Urbino. He is Professor of Computer Science in High Schools and, in the past, was Professor of Information Communication Technology at University of Urbino. He is author of 6 books on information technologies and of more than 55 scientific papers (conference proceedings, journals, book chapters) on ICT and Business. His research area focuses on information communication technology that supports enterprise strategies and mainly on the implementation of the new model of Enterprise 2.0, an enterprise that interact with customer by Web 2.0 tools to improve product/services, in a context of customer satisfaction.

Georgeta Drulă is Associate Professor at the Faculty of Journalism and Communication Studies, University of Bucharest. Her main fields of interest and research are digital media, media and communication studies, and new technologies. She teaches courses in digital media, under the titles: Multimedia, Communication Studies and New Technologies, Online Multimedia Production, and Online Corporate Communication. She gained grants and led four national and international research projects in digital media field and contributed with articles published in peer reviewed journals and conferences proceedings. She is member of Romanian Association of Trainers in Journalism and Mass Communication (AFCOM) and European Communication Research and Education Association (ECREA). She is the director of master programme “Multimedia and Audio-Video Production”.

Tricia M. Farwell (Ph.D., Arizona State University) is an Assistant Professor in the School of Journalism in the College of Mass Communication at Middle Tennessee State University. She has served in various leadership roles for divisions of the Association for Education in Journalism and Mass Communication (AEJMC) and the entertainment and sports section for the Public Relations Society of America (PRSA). Her research interests include gender issues in mass communication and applications of social media in advertising and public relations. Her work has appeared in various books and journals. She is the author of Love and Death in Edith Wharton’s Fiction.

Christina Gasser Scowt is currently a PhD student at Lancaster University, and her thesis is centered around skills that business graduates in Korea need to be successful in industry. She has a special interest in teaching and researching business research methods and her thesis methodology is currently focusing on using a critical realist perspective as the foundation of a mixed methods study. Her research interests are business education, graduate competencies, Korean management, mode 2 knowledge, knowledge entrepreneurship, critical realism, and technology integration in the classroom. Christina has lectured in South Korea, China, and Bahrain for the past seven years and has also consulted and designed curricu-
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Christina’s peer-reviewed publications and conferences include works on tacit and codified knowledge transference, innovation in higher education, technology integration in higher education, problem-based learning in business education, and consumer behavior.

Marie-Luise Groß has over five years working experience in the fields of knowledge management and enterprise social software in various industries, such as the construction and the IT sector. Currently, she is responsible for knowledge management at a mid-size management consulting company in Germany and is finishing her PhD at the University of Vienna. Her research interest is on the influence of social media usage on the knowledge flows in strategic alliances of freelance workers. She also teaches Knowledge Management methods and techniques at the Wilhelm Büchner University of Applied Sciences, keeping a strong focus on social media usage for knowledge sharing and collaboration.

Maree Gruppetta is a Gujimbaraay woman currently working in the Wollotuka Centre at the University of Newcastle. Prior to her current position as Associate Professor Research and Research Engagement, Maree was Senior Lecturer and AREP Education Course Advisor at the Badanami Centre for Indigenous Education at the University of Western Sydney (UWS) for four years after teaching in the School of Education at UWS for eight years and prior to that was teaching in schools. Maree has taught in both Primary and Secondary classrooms, after completing a B.Tch (Primary), and a B. Ed (Hons), followed by a M.Teach in Special Education (Secondary) before returning to complete her PhD. Maree was nominated in the top 10 lecturers of the year at UWS in 2009, and was nominated for a Deadly Award in 2011.

Anna Heudorfer, born in 1988, studied “Media and Communication” at the University Augsburg (B.A.). She worked as Student Assistant at the chair of Media Pedagogy where she, among others, designed and held a project oriented class for other students. Connected to this class with the title “Corporate Publishing in the educational Field” was the participation in the International Conference “Teaching is touching the future: from vision to practice” at the Ruhr University Bochum in June 2011. Within the field of media pedagogics is her Bachelor thesis about Public Relations in schools, which contained a case study and a conceptual part in cooperation with a German high school.

Sandra Hofhues is a Research Fellow in e-learning and blended-learning at the Hamburg University of Applied Sciences. Between 2007 and 2011, she worked in the field of media pedagogy in the Institute of Media and Educational Technology at Augsburg University where she finished her interdisciplinary Bachelor and Master studies “Media and Communication” from 2002 to 2007. In early 2012, she received her PhD on “Learning through cooperation” at the Universitaet der Bundeswehr in Munich, Germany. Her PhD is based on the evaluation of the corporate volunteering project business@school – an initiative of The Boston Consulting Group. In Augsburg, she was responsible for several publishing projects in higher education, e.g., w.e.b.Square and vitamin b.

Hüseyin Kinay is the Research Assistant at Fatih University in the field Computer Education and Instructional Technologies. He is a PhD degree candidate. His research interests are information security, cyber security, computer aided learning, and computer assisted language learning.
Andrei Kojukhov received the MSc degree in Computer Engineering form the Moscow State Technical University in 1986 and made his PhD study in Error Correction algorithms in 1988 - 1991. From 1998, A. Kojukhov worked as a System Architect in leading high-tech companies such as Texas Instruments, Cisco, and AT&T. During the last 11 years he contributed to main Telecom and Datacom standardization committees: IEEE, ETSI, 3GPP, and ITU-T, especially in the domains of wireless, 4G mobile technologies, and IP Multimedia. In 2008 A. Kojukhov started his research and the Ph.D. study in the School of Education in Tel-Aviv University in the area of convergence between new wireless technology and education. His research interests are focused on the newest educational trends in postindustrial society such as ubiquitous learning and personal identity on-line. A. Kojukhov is an author of more than 30 publications and standardization contributions in information technologies and wireless communications.

Matthew J. Kruger-Ross is a Doctoral student in the Curriculum Theory & Implementation: Philosophy of Education program in the Faculty of Education at Simon Fraser University. After completing his BS in Middle Grades Education from NC State University in May 2005, Matthew stepped into the classroom at Carolina Friends School, an independent Quaker school in Durham, North Carolina, where he taught math, music, and technology in the middle school. After four wonderful years, he chose to leave CFS and pursue advanced degrees in Educational Technology, Philosophy, and Critical Studies. In May 2012, Matthew completed his Master’s of Science in Instructional Technology at NC State University in Raleigh, North Carolina. His thesis was titled “Toward a Preliminary Understanding of Educators’ Assumptions About Technology: A Case Study”. Matthew’s research interests include educational technology, Web-based tools and learning, educational philosophy, transformative learning, and critical studies.

Narelle Lemon is a Practitioner Researcher with RMIT University, Melbourne, Australia, with a background in image based research methods where young people are seen as co-researchers. Her learning and teaching focus is based around social learning theory, reflective practice, co-operative teaching and learning and establishing a community of learners. Narelle publishes in the areas of the 21st century learner and the utilization of meaningfully embedding digital technologies, including social media. Dr Lemon has published over 40 publications as well as curriculum documentations, commissioned reports, and has been invited nationally and internationally to present on image based research, early years voice, young people as photographers, and communities of practice. Her connections to industry have demonstrated substantial contributions to the fields of teacher professional development, arts education, and image based research.

Ilya Levin received the MSc degree in Computer Engineering form the Petersburg State Transport University in 1976 and Ph.D. degree from the Latvian Academy of Science in 1987. From 1977-79 he worked as a Software Developer in high-tech industry. From 1979, I. Levin is a researcher, and in 1985, Head of the Computer Science Department of Institute of Analytical Instrumentation of the Academy of Science of the USSR. During 1985-1990 he was the Head of the Computer Science Department in the Leningrad Institute of New Technologies (Russia). During 1993-1997 I. Levin was the Head of the Computer Systems Department of the Holon Technological Institute (Israel). In 1996-97, he was a Visiting Researcher in Boston University and Visiting Fellow the University of Massachusetts. During 2003-2006, he was an Associate Professor of the School of Engineering of the Bar Ilan University. Presently he is a Professor and the Head of Department of Math, Science and Technology Education of
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the Tel Aviv University. During the last decade, he was the principle investigator of a number of international projects in the field of information security, trust, safety, and privacy awareness design. Recent research interests of Prof. Levin are focused on cultorological issues of information and communication technologies in postindustrial society. Prof. Levin is an author of more than 150 research papers both in computer engineering and information technologies.

Mădălina Manolache works as a Communication Consultant at Europe Direct Bacau Information Centre and is a member of ROASS and ECREA associations. She is 30 years old and currently a PhD student in Marketing, at Transilvania University of Brasov. Her research interests cover topics such as: gender studies, social media, IMC, soft power, the EU, and consumer behaviour. She has published articles on gender policy of the European Union and on the communication instruments used within the public space of EU for topics like; equality, justice, rights, and gender pay gap. Her hobbies are travelling, photography, classical and jazz music, and enjoying a good cup of tea, in the delightful company of a good book.


Terry Mason is from the land of the Awabakal language group and works in the Badanami Centre, University Western Sydney as a Senior Lecturer. He is a former Academic Co-ordinator of the BEd. Aboriginal Rural Education Program, involved with alternative entry processes and student learning support, currently deputy chair of National Tertiary Education Union Indigenous Policy Committee and Chair of the Board of the Welfare Rights Centre. Terry has a long involvement with diverse Community groups and was a reader of written submissions to the “2004 NSW Review of Aboriginal Education”, a key researcher in the “Successful transition programs from prior-to-school to school for Aboriginal and Torres Strait Islander children” project, contributes to Australian and overseas publications, and presents papers in the area of cultural communication, transition, starting school, and student support.

David Mathew works in the Centre for Learning Excellence at the University of Bedfordshire, UK, and as an independent researcher and writer. His wide areas of interest include psychoanalysis, linguistics, distance learning, prisons and online anxiety. With approximately 600 published pieces to his name, including a novel based on his time working in the education department of a maximum security prison (O My Days), he has published widely in academic, journalistic and fiction outlets. In addition to his writing, he co-edits The Journal of Pedagogic Development, teaches academic writing, and he particularly
enjoys lecturing in foreign countries and learning about wine. He is a member of the Tavistock Society of Psychotherapists and Allied Professionals, Evidence Informed Policy and Practice in Education in Europe (EIPPEE), and the European Association for the Teaching of Academic Writing. He is also a member of The Health Technology Assessment programme (www.hta.ac.uk), as part of the NIHR Evaluation, Trials and Studies Coordinating Centre at the University of Southampton (2009 - Present).

**Sinem Siyahhan** is an Assistant Research Professor in the School of Social and Family Dynamics at Arizona State University where she designs, develops, and studies video games and online environments to support K-12 education. Siyahhan received her PhD in Learning and Developmental Sciences at Indiana University. Most of her work focuses on intergenerational play, a concept that describes times when the parent and the child share information and strategies, and use physical and conceptual tools to make sense of a problem as equally contributing partners in a game context. Siyahhan also studies traditional and electronic forms of bullying, and is currently developing video games to prevent aggressive behaviors and gender stereotypes among youth.

**Taşkın Tanrikulu** is the instructor at Fatih University in the field of Psychological Counselling and Guidance. He is a PhD candidate at Sakarya University in the field of Psychological Counselling and Guidance. His research interests are cyberbullying and reality therapy.

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**Anca Velicu** is Senior Researcher at the Institute of Sociology (Sociology of Communication and Public Space Laboratory) within the Romanian Academy. She is also an Associate Researcher with the Media and New Technologies Studies Center, University of Bucharest. In 2009 she got her PhD from the University of Bucharest with a thesis on Children Relationship with Television and NTIC. Her main research interests include sociology of the media, children’ uses of NTIC, children and the media, and media violence. She co-authored two volumes, among which Tele-visual Representation of Violence and Child Protection (with Drăgan, Ştefănescu, & Povară, 2009, Vanemonde Publishing, Bucharest). She participated in national and international research projects in this field.

**Katherine Landau Wright** is a Doctoral student with a focus on Reading and Language Arts Education at Texas A&M University. She received her Bachelor’s degree in Humanities from Wheelock College and her Master’s in the Art of Teaching (MAT) from Northeastern University. She has taught middle school English/Language Arts and social studies in Massachusetts and Texas, serving as English Department chair for grades six through twelve and mapping curriculum for middle school English, Civics, and World Geography courses. Her research interests include cross-curricular literacy development, reading intervention, and technological innovation in English and Social Studies classrooms.