About the Contributors

Natalie Sappleton is a Lecturer in Management at Manchester Metropolitan University, Manchester, UK. Natalie graduated from the University of Glasgow in 2002 with First Class Honours in Economics and Politics and from Manchester Metropolitan University in 2008 with a Masters degree in Research Methods. Her PhD thesis, “The Segregation Stereotyping Bind: Gendered Social Networks and Resource Acquisition among Men and Women Business Owners in Gender Typical and Atypical Sectors” applies gender role congruency theory to a study of entrepreneurship and social capital. Her research interests include gender (in)equalities and the labour market, social networks, and Internet research methods.

* * *

Roberta Bampton is Head of the School of Accounting and Finance at Leeds Metropolitan University. She graduated from the University of Huddersfield in 1998 with a degree in Accountancy Studies, and joined Leeds Met in 2001. She received a PhD in 2004 from the University of Huddersfield, in the field of accounting ethics, with an emphasis on ethics education. Her main research interests are in the areas of accounting ethics and education, and gender differences in ethical decision making. She has had several academic papers published in these areas, and is also an ad hoc reviewer for three academic journals.

Michael T. Broughal earned his B.S. in Psychology at George Fox University. He has been involved in a number of undergraduate research studies, and co-authored a published poster and abstract for the 2011 Psychonomic Society’s annual meeting. Mike is planning on attending graduate school in the 2012-2013 school year. He is particularly interested in the study of mirror neurons, perception of emotion, qualia, and how consciousness works in the brain.

Danielle Couch has a Bachelor of Arts, a Master of Public Health, and is a PhD candidate. During the dot-com bubble she spent time working with an online community which aimed to support IT start-ups. She continued this work as a program manager with an IT incubator, which mentored start-ups, including many Internet start-ups, aiming to secure funding and turn them into profitable businesses. Danielle spent several years working with an Internet health start-up on the development and delivery of programs focused on physical activity and healthy eating. Her research in this domain has included the analysis and reporting of data from 40,000+ online health risk appraisals, along with Web analytics and developing incentives and program features to ensure ongoing online program participation. Her public health training and her personal use of online dating provided the impetus for her research into online dating, which has focused on risk and sexual behaviours.
Christopher Cowton is Dean of the University of Huddersfield Business School, where he took up the post of Professor of Accounting in 1996 after ten years lecturing at the University of Oxford. He has published in fields as diverse as philosophy, biblical studies, and operations management, but his principal interests are in business ethics, especially in relation to accounting and finance. He is the Director of the Financial Ethics and Governance Research Group (FEGReG) at Huddersfield. He is also Editor of the international journal, Business Ethics: A European Review, published by Wiley-Blackwell, and a member of the Ethics Standards Committee of the Institute of Chartered Accountants in England and Wales. He is a Chartered Secretary (ACIS), a Fellow of the Royal Society of Arts (FRSA), and a Fellow of the Higher Education Academy (FHEA).

Donna Z Davis, after working for more than 20 years in the field of communication, turned her sights on graduate school where she completed a Master’s of Science in Family, Youth, and Community Sciences, and a Ph.D. in Mass Communication at the University of Florida. Her graduate research focused on the development of digital social capital in 3-D online virtual communities with special interest in trust and reciprocity as it develops in virtual worlds and then translates to physical world relationships. Her current research is focused on mediated effect of presence and the role of digital social capital in healthcare communities in virtual worlds from both a patient and caregiver perspective. She is currently an Assistant Professor at the University of Oregon, teaching in the graduate strategic communication program in Portland.

Yvonne Downs is based in the Business School of The University of Huddersfield. Her background in education and financial services, experience of running a business, and an interest in ethics provide the foundations for her work as Research Assistant to the Financial Ethics and Governance Research Group (FEGReG). Her doctoral research, funded by the ESRC, interrogated the value of higher education and used narrative methods and a life history approach. Yvonne also has a long-standing interest in Sen’s Capability Approach and in the impact of innovate research methods on knowledge production. Her current research interest is how popular representations of and lay theories about accountants impact on perceptions of the accountancy profession.

Elisabeth Faxelid is Professor in Reproductive and Perinatal Health Care at the Division of Global Health (IHCAR), Department of Public Health Sciences, Karolinska Institutet, Stockholm, Sweden. She is a Midwife by profession and has PhD from Karolinska Institutet. Her research areas are mainly related to sexual and reproductive health in low- and middle-income countries, focusing on young people.

Stéphane Ganassali was born in 1967. He’s a professor of Marketing at the University of Savoie (IAE Savoie Mont Blanc) in France. He’s the central coordinator of the European Master in Business Studies – a joint program developed by four partner Universities in France (Annecy), Germany (Kassel), Italy (Trento), and Spain (Leon). He has been constantly collaborating in many European educational and research projects. He’s an expert in survey methodologies, more specifically Web surveys and textual data analysis. He has written a book and many academic articles / book chapters on the topic, and on other subjects like consumer behaviour or sponsorship. He has been also a scientific advisor for the Sphinx software company for 15 years and has been operating for leading companies like L’Oreal, Nestlé, Deloitte, KPMG, Salomon, BASF, for example.
About the Contributors

**Helen Gavin** is Principal Lecturer in Criminal Psychology at the University of Huddersfield, but has also published in research methods and music psychology. She specialises in teaching Forensic Psychology and Advanced Quantitative Research Skills.

**Vanessa Hinchcliffe** (BSc. [Hons.] Social Psychology - 2004, PGCE Learning Difficulties and Disabilities - 2006, MSc. [Dist.] Social Research and Evaluation – 2007, PhD in Psychology – 2010, CPsychol - 2010) is currently a Senior Lecturer in Psychology at Leeds Metropolitan University. Her current research interests include disability and education (development of university policy regarding the teaching and assessment of students with dyslexia, Aspergers Syndrome, and ADHD), disability and well-being (mental and physical illnesses, e.g., depression, anxiety, posttraumatic stress disorder, physical disabilities), disability policy and practice, carers’ experiences, social support networks, relationships, identity construction in cyberspace, and Internet mediated research.

**Salvatore Iaconesi** is an interaction designer, artist, robotics engineer, Ted Fellow 2012. He teaches digital design at “La Sapienza” University of Rome, ISIA Design (Florence), IED (Rome). He has extensive experience in the areas of cross media design, expert systems, interactive experiences and ubiquitous computing. His projects and interactive experiences for art, architecture, theater, and performance have been exhibited all over the world. He is the founder of Art is Open Source.

**Kristina M. Kays** earned her B.A. and Psy.D. in Clinical Psychology from George Fox University. She earned her M.A. in Clinical Psychology from Western Seminary. Kays has previously taught at Clackamas Community College and at George Fox has been teaching clinical courses in both the undergraduate and graduate psychology departments. She is the 2010-11 George Fox University Undergraduate Teacher of the Year. Dr. Kays has been a licensed psychologist since 1995. She enjoys working with adolescents, grief and loss issues, and depression and anxiety. Primary areas of research interest include survey structure with sensitive topics, resilience in survivors, mentoring, and academic advising.

**Tashina Keith** was born and raised in Boise, Idaho. She earned her Bachelor’s degree in Psychology from Northwest Nazarene University and a Master’s degree in Forensic Psychology from California Baptist University. She is currently in her third year of graduate school at George Fox University in Newberg, Oregon, where she is working on a Doctorate degree in Clinical Psychology. Tashina is interested in psychological assessment, working with adult and juvenile offenders, and addictions treatment.

**Damien Lanfrey** is consultant on innovation policy for the Italian Minister of Education, University and Research, Prof. Francesco Profumo. As part of a special think tank, he is involved in developing Italy’s Digital Agenda, with particular respect to policies on e-government, public engagement, and smart cities. He is also Research Fellow of the Department of Sociology at City University, London, where he was awarded his PhD in January 2011 and has been teaching various New Media and Sociology modules. Between 2011 and 2012, Damien worked as Postdoctoral Fellow at the Hong Kong Polytechnic University, researching the relationship between computational linguistics, narrative construction, and public engagement online. Previously, he has collaborated with the Oxford Internet Institute and the Stanhope Centre for Communications Policy Development.
Pranee Liamputtong holds a position of Personal Chair in Public Health at the School of Public Health, La Trobe University, Melbourne, Australia. Pranee has a particular interest in issues related to reproductive and sexual health among immigrant women in Australia and Asian women in Southeast Asia. Pranee is a qualitative researcher and has also published several method books on qualitative research. Pranee has also been active in the use and promotion of innovative methods in qualitative research and this includes the use of online research. She has edited a book on doing research in cyberspace and together with Danielle Couch, written several chapters about using online methods. She has worked closely with Danielle on two online dating research projects and published several papers arising out of their projects in recent years.

Ester Macrì is PhD Candidate in Methodology of Social Sciences at University of Florence. Her studies are focused on methodological issues related to (1) scaling techniques and models (e.g., Interval Scales) and (2) Internet Surveys and their sampling strategies. She is a member of the Laboratory of Statistics for Research in Social and Educational field (StaRSE) of University of Florence. She is also Executive Board member of the Italian Association for Quality of Life Studies (AIQUAV). In 2011, Ester was a Visiting PhD at University of Shandong, China.

Brian McNely is an Assistant Professor in the Writing, Rhetoric, and Digital Media Program at the University of Kentucky. He primarily researches and teaches professional and technical communication in digital environments and research methods and methodologies. His empirical work is diverse, exploring professional communication genres and practices among software developers, playwrights, Roman Catholic Priests and parishioners, graduate students, and media researchers, among others. Brian is especially interested in developing and deploying qualitative research methods that are appropriate for the increasingly networked, distributed, digital environments of work, learning, and everyday life.

Kimberly Nehls serves as Executive Director of the Association for the Study of Higher Education (ASHE), a non-profit, scholarly society dedicated to research in the field of higher education. She is also a Visiting Assistant Professor within the Department of Educational Psychology and Higher Education at UNLV and teaches classes on institutional advancement and student affairs. Kim earned her Doctorate and Masters degrees at University of Nevada, Las Vegas, and her Bachelors degrees at University of Illinois at Urbana-Champaign. Her greatest successes are her loving husband and three happy children.

Hüseyin Özçınar has been working as an Assistant Professor since 2009 at the University of Pamukkale. He received a BSc. in Electronics & Communication Engineering from Istanbul Technical University. He did his Masters at the University of Pamukkale, Department of Computer Engineering. Then, he moved on to Ankara University, Department of Educational Technologies, where he completed a PhD. His research interests focus on CMC and methods in CMC, higher order thinking skills and educational data mining. Hüseyin Özçınar has published articles and has been involved in projects concerning the role of CMC in gaining higher order thinking skills. He is currently working on social network analysis of online communication and data mining.
Hayriye Tuğba Öztürk is a Lecturer at Ankara University in Turkey. She received her Ph. D. degree in Educational Research from the University of Lancaster, UK. She has been working on the field of Educational Technology throughout her academic career. More specifically, she is interested in methodologies in Educational Technology and networked learning. She has been involved in various projects and has published on topics including virtual communities, conflict in online learning groups and knowledge capital. She is currently working on analysing the interactions of online learners who are members of multiple communities in order to find out how knowledge capital informs the practices of multiple community members.

Blaine F. Peden is a Professor in the Department of Psychology at the University of Wisconsin-Eau Claire. He completed a Baccalaureate degree at Fresno State College and a doctoral degree at Indiana University. He has taught research methods since 1975 and currently teaches other courses such as Sensation and Perception and Ethics in Psychology. He performs collaborative research with undergraduates presented at professional conferences. Early interests and publications included topics in animal learning and behavior such as autoshaping, learned performance in open and closed economies, and foraging. More recent interests and publications include teaching and learning about research methods, critical thinking, group matching, virtual research ethics, Web experiments, online courses, scientific writing, teaching with technology, and the scholarship of teaching and learning.

Pablo de Pedraza is a Lecturer in the Department of Applied Economics at the Faculty of Law of the University of Salamanca. His research straddles the fields of international and labour economics and life satisfaction research. Since 2011, he chairs the international network on Web data collection methodology WEBDATANET. His work has been published in outlets such as the International Social Security Review, the European Journal of Industrial Relations, and Revista Española de Investigaciones Sociológicas.

Oriana Persico is a communication scientist, expert in participation and digital inclusion policies, artist, writer. Oriana collaborated for six years with institutions and international organizations for the processes and policies of creativity. She participated with national governments and with the European Union at the creation of best practices and standards in the domains of digital rights, technological innovation, Digital Business Ecosystems, knowledge sharing, and participatory practices. Critical, scientific, philosophical, and poetic writer on the themes of technological innovation and its impacts on cultures, societies, economies, politics. She is an expert in the formal analysis of social and cultural trends, with specific focus on social networks, and in the creation of communication campaigns, performances, research strategies, and methodologies, which use advanced technologies and networks.

Damian Raess is a Lecturer in the Department of Political Science and International Relations at the University of Geneva. His research straddles the fields of international and comparative political economy, with a primary focus on economic globalization and industrial relations. Between 2005 and 2009, he helped editing Concepts & Methods, the Newsletter of the Committee on Concepts & Methods of the International Political Science Association. His work has been published in outlets such as the Annual Review of Political Science, European Journal of Industrial Relations, Review of International Political Economy, and Socio-Economic Review.
Komalsingh Rambaree is a Senior Lecturer in Social Work and Social Policy in the Department of Social Work and Psychology at the University of Gävle in Sweden. He has a Bachelor degree in Social Work from University of Mauritius, two Master degrees – one in Social Policy and Social Development and another in Research in Crime and Criminal Justice – and a PhD in Social Work and Social Policy from University of Manchester. His research areas include Internet and sexuality, eco-social work, and computer-aided qualitative data analysis.

Carmen Rodriguez-Santos was born in 1975. She studied Business Administration and Management at the University of León and specialised in Marketing. Her stays abroad include Insead, MAPP, and Vaasa. She is accredited as “Ayudante Doctor” (March 2006) and “Contratado Doctor” (February 2010). At present, she works as an Assistant Professor at the Department of Management and Economics at the University of León. She is the coordinator of the Erasmus Network COBEREN and a Country Director for EuroMed Research Institute, and also a Visiting Professor abroad and consultant. Her teaching and research activities include consumer behaviour, market research, brand strategy, advertising. She has experience with leading national and international projects. She has published in recognised international and national journals.

Chinmoy Sahu is Assistant Dean for finance programmes at the U21Global Graduate School, Singapore. Dr. Sahu earned his Doctorate in Business Administration (Finance) from Utkal University, India, and his MBA (Finance) from Berhampur University, India. His current research interests include financial reporting, behavioural finance, cost management, and e-learning. Dr Sahu is also a regular contributor of papers to reputable international conferences across the globe. He is also an ad hoc reviewer for scholarly international journals like the Australasian Journal of Educational Technology and Journal of Behavioral Accounting & Finance. His work has been published in scholarly business management journals, including International Journal of Web-Based Learning and Teaching Technologies, International Journal of Effective Management, Review of Business and Finance Case Studies, Vikalpa, Finance India, Paradigm, Management & Accounting Research, and Management Accountant. Dr Sahu has also lead edited the book, Managing Finance and Growth: Emerging Issues and Challenges (New Delhi: Excel Books).

Kaye Stacey is Foundation Professor of Mathematics Education at the University of Melbourne. She works as a researcher, primary and secondary teacher educator, supervisor of graduate research, and as an advisor to governments. She has written many practically oriented books and articles for mathematics teachers as well as producing a large set of research articles. Professor Stacey’s research interests centre on mathematical thinking and problem solving and the mathematics curriculum, particularly the opportunities from new technologies. Her doctoral thesis from the University of Oxford, UK, is in number theory. She is the Chair of the Mathematics Expert Group for the OECD’s 2012 PISA assessment of mathematical literacy. Kaye Stacey was awarded a Centenary Medal from the Australian government for outstanding services to mathematical education.
Stephanie Steinmetz is an Assistant Professor of Sociology at the University of Amsterdam. She is also working as a senior researcher at the Erasmus Studio Rotterdam. Her main research interests are quantitative research methods, social stratification, gender and educational inequalities, and comparative labour market research. She has published in international peer-reviewed journals and is the vice chair of the EU-founded COST Action ‘WEBDATANET: Web-based data collection – methodological challenges, solutions, and implementations’. She is also a member of the Dutch eHumanities group, the Research Committees on ‘Social Stratification and Mobility’ (RC28), and on ‘Logic and Methodology in Sociology’ (RC33) of the International Sociological Association. Before joining the sociology department at the UvA, she was a post-doc researcher in the project ‘Improving Web survey methodology for social and cultural research’ at the Erasmus University Rotterdam where she has studied methodological issues concerning Web surveys.

Cristiano Tessitore holds a PhD in Methodology of Social Sciences and a master degree in Statistics. He was Contract Professor of Statistics and Internet Security at the University of Malta, teaching assistant of Statistics and Methodology of social sciences at the University of Florence. He collaborated with the University of Naples Federico II and P.I.N. Prato (University of Florence). He worked for the Italian National Institute of Statistics and currently works for the European Commission in Luxembourg. He is member of the Laboratory of Statistics for Research in Social and Educational field (StaRSE) of University of Florence and executive Board member of the Italian Association for Quality of Life Studies (AIQUAV).

Kea Tijdens is a Research Coordinator at Amsterdam Institute of Advanced Labour Studies (AIAS) at the University of Amsterdam, and a Professor of Women and Work at the Department of Sociology, Erasmus University Rotterdam. She is the scientific coordinator of the continuous WageIndicator Web-survey about work and wages, which is currently operational in more than 70 countries (www.wageindicator.org). She coordinated the EU funded research projects WOLIWEB and EUROCCUPATIONS and several EU Social Dialogue projects. Her research concentrates on women’s entry, careers, and re-entry in the labour market, occupational segregation, the gender pay gap, industrial relations, and collective bargaining, as well as on Web-survey methodologies. She has published in outlets such as the Feminist Economics, Journal of Family Issues, Information & Management, Acta Sociologica, New Technology, Work and Employment, Equality, Diversity and Inclusion, and Economic and Industrial Democracy.

Andrew M. Tiry earned his Bachelor of Arts degree in Behavior Analysis with a minor in Sociology at the University of Wisconsin-Eau Claire (UWEC). While attending UWEC, Andrew also completed a manuscript with Dr. Daniele Holt titled, “Evidence for Pavlovian Influences on Delay Discounting in Pigeons.” Andrew also completed an internship with the University of Wisconsin’s Campus Autism Program under the supervision of Dr. Kevin P. Klatt. At the time the chapter was submitted for publication, he began work on his Master’s degree in Psychological Science with an emphasis in Behavior Analysis at James Madison University in Harrisonburg, VA.
**Torgeir Vik** is Senior Adviser at Statistics Norway in the Department for Data Collection. He has previously headed the Division for IT Services and the Division for Questionnaire Design and Data Collection. Vik is a National Expert and Program Manager in Eurostat Luxembourg in the area of data exchange between National Statistical Institutes, Eurostat, and other international organisations. Since 2001, he has been member of the Altinn Program Council, representing Statistics Norway.

**Jill Vincent** was a Secondary Mathematics Teacher for many years, before completing her PhD in Mathematics Education, using in-depth qualitative analysis of student interviews and their mathematical work. This work described the effect of new technologies on Year 8 students’ learning of geometry, and especially their understanding of proof. She joined the University of Melbourne to work on various research projects, including studies of teachers, teaching and learning mathematics. She also worked as an advisor to the Australian government on numeracy issues. She is the lead author of a well-known series of innovative textbooks for the Australian curriculum.

**Lynne M. Webb** (PhD, University of Oregon, 1980) is Professor of Communication and J. William Fulbright Master Researcher, University of Arkansas. She previously held tenured appointments at the University of Florida and the University of Memphis. She has published two scholarly readers, including *Computer mediated communication in personal relationships*, and over 70 essays including work in the *Journal of Family Communication*, *Journal of Applied Communication*, *Computers in Human Behavior*, and the *International Journal of Social Research and Methodology*. Dr. Webb is an applied scholar and groundbreaking researcher in social media and in family communication who has published multiple theories, research reports, and pedagogical essays. She has received numerous service and teaching awards during her 30+ years as a college professor. She served as president of the Southern States Communication Association and on the governing board of the National Communication Association.

**Yuanxin Wang** is a Doctoral student at Temple University, USA. She holds a Master of Philosophy degree in Communication from Hong Kong Baptist University and a Master of Arts in International Journalism from University of Central Lancashire. Her research interests include new media and media effects.