**Index**

**A**
- action research 34, 187-194, 196-200
- active bloggers 163
- activity generation 156, 158, 161-162
- Application Programming Interface (API) 111, 234-235, 237, 239, 243-244, 248-249
- Average-Link Algorithm 126-127

**B**
- Blog Influence Analyzer (BIA) 160
- blog influence criteria 156
- blog posts 107-109, 157-158, 161-162
- blog research 109
- brand associations 205, 207
- brand equity 201-205, 207-208, 212, 214-217
- brand loyalty 201-202, 204, 207, 210-215
- business-to-consumer (B2C) 39
- buying decision 138, 145
- buzz marketing 139

**C**
- chief information officer (CIO) 36-39, 41, 43-45
- commercial potential 98, 100
- commercial sites 100, 104
- commercial web sites 16
- computer-mediated human collaboration 234
- conference hosting 218
- conflict reduction 172
- consumer behavior 58, 100-101, 104-105, 109, 150-151
- consumer-to-business (C2B) 39
- consumer-to-consumer (C2C) 16, 39
- Content Power User (CPU) 158, 166
- convenience shopping orientation 98, 101
- corporate data 37-38
- customer-facing relationship management (CRM) 37
- Cyber-archaeological treatments 247
- cyberspace 27, 29-33, 35, 164

**D**
- data cleansing 171
- data conversion 169, 173
- data generalization 173
- data integration 169, 172
- data set 110, 112, 114, 130, 149, 167-169, 172-174, 177, 184, 238, 244
- democratic interaction 195
- demography 226
- design elements 1, 4-6, 8
- diffusion of innovation 119, 139, 141, 150
- digital traces 232, 234-238, 247-249, 251
- distributed networks 62, 95
- double blind 224
- Dramaturgical Theory 26-28, 30-33

**E**
- e-commerce 16, 19, 56, 63, 97-105, 107, 139, 203, 212, 215-217, 229
- Educational Practice 197
- effort expectancy 47-48, 50-52, 54-57
- Enterprise 2.0 36-44
- e-word-of-mouth 203
- expectation disconfirmation model (EDM) 47-48
- Extranet 37, 41, 44, 46

**F**
- Facebook 5, 7, 16-17, 26, 38, 42, 45-52, 54-60, 97-100, 105, 107, 122, 133, 139, 185, 203, 206, 209, 221, 224, 235, 238-244, 251-252
- Facebook Commerce 97
- FacebookConnect 40
- file sharing network 62
- Flow Theory 47-49, 56, 58-59
- functional view 100
### Index

#### G
- General Estimating Equations (GEE) 108
- global competition 1
- Goodness Measure 129
- Google FriendConnect 40

#### H
- health care industry 140
- Hermeneutic Circle 26, 30-32
- Human Cognition 187

#### I
- IEEE Engineering Management Conference (IEMC) 218
- IMDB 110-111
- industry research 108, 110
- influential bloggers 158, 160, 163-164
- innovation 1-14, 38, 45, 106, 119, 139, 141, 150, 160, 217, 219
- innovation contest 1-5, 8, 11-12
- intellectual property 37-39
- Internet Information Service (IIS) 160
- interpretive research 26-27, 30

#### J
- Java 131, 154
- job seeking 33
- juxtaposing research 3, 6

#### K
- K-Means Algorithm 124, 126, 128, 131, 135-136
- K-Means Approach 128
- knowledge discovery 136, 151-152, 168, 251-252
- knowledge sharing 19, 33, 36, 212, 214

#### L
- Link-Based Algorithms 126, 135

#### M
- management framework 37, 41-44
- management issues 36
- marketing strategy 102-104, 151
- market research 2, 45
- member-based Internet communities 48
- methodological trend 4

Minimum-Spanning-Tree Single-Link Algorithm 126, 128
Minimum-Spanning-Tree Single-Link Approach 127
movie industry 108, 110, 117-118

#### N
- network evolution 62
- New Media 156-157, 163-165, 250

#### O
- on-line collaboration 218
- online tools 224, 228-229
- OpenID 40
- open innovation 1-3, 9, 11
- opinion leader 110, 114, 117, 138, 140, 142, 144-147, 149-150, 152
- Organizational Culture 37, 42, 45, 187

#### P
- participative computing 36
- Partitional algorithm 128, 135
- peer-to-peer networking 42
- peer-to-peer recommendations 99, 103
- performance expectancy 47-48, 50, 52, 54-56
- permalink 111
- Persian Social Network 167-168, 183
- personal privacy 26, 33
- physical third places 75
- political science 140, 231
- political tsunami 163, 166
- presentation of self 28-29, 34

#### Q
- quantile plot (Q-P) 174

#### R
- redundancy reduction 172
- research budget 218
- research methodology 189-191, 206
- Research Practice 187
- ROCK Algorithm 129-133, 136
- ROCK Approach 129

#### S
- sale revenue 106
- search engine marketing 97-98, 103-104
- self-assessment 5
self presentation 26-29, 31
self segregation 73-75, 78-81, 87, 89-90
self-service technology 98, 206
service production system 15-16, 18, 20-21
service provision 15, 19, 22
service quality 15-25, 215
shopping motives 98, 101
Single-Link Algorithm 126-128
Single-Link Approach 127
Skype 16
snowball sampling 52
social commerce 97-98, 100-101, 104-105
social computing 36, 233
social connections 33, 122
social data 234-235, 241
social influence 47-50, 52, 54-56, 60
social media influence 156
social networking culture 44
social networking websites 48-49, 55-56, 100, 206
social shopping 97-105
social shopping orientation 98, 101
social web 79, 89, 92, 121-123, 135, 232, 234, 236-237, 247-248, 251
socio-economic 195
sociology 22, 31, 33, 67, 90, 92-93, 95, 118, 150-151, 153, 200
statement of purpose 197

T

Teacher-Researchers 188-197
text-based communication 27
trust model 62-67, 79, 81, 90
trustworthy social network 205

Twitter 16, 42, 98, 107, 122-123, 137, 157, 203, 205, 235, 239-240, 250
two-step flow framework 140

U

unified theory of acceptance and use of technology (UTAUT) 47-48
Use and Gratification Theory 202
user-generated content (UGC) 39
user-generated information 37
User-Group Graph 178-181

V

viral marketing 39, 110, 117-118, 139, 152, 201
Virtual Community 9, 16-17, 19-23, 25-34, 62-63, 66, 155, 197, 206, 213, 217, 227, 231, 250-251
virtual conference 218-219, 221-230
virtual excavation 232-234, 237, 239, 248
virtual settlements 232, 236-238, 246-249, 251
Voice over Internet Protocol (VOIP) 223

W

Web 2.0 1, 16, 23, 36-42, 45, 97, 102, 104-105, 121, 136, 167, 203, 206, 233
WebEx 42, 223, 225
Weblog 107, 156-157, 159, 162-165, 234-235, 250
web mining 10, 136, 167-168
word cloud 244, 246-247, 250
word-of-mouth data 111
word of mouth (WOM) 40

Y

YouTube 16, 38, 206, 221, 235