Digital Identity and Social Media

Steven Warburton (King’s College London, UK), Stylianos Hatzipanagos (King’s College London, UK), & Foreword Author Margaret J. Cox (King’s College London, UK)

Electronic information about the individual is derived from what we say about ourselves, shaped by commentary from others and extended through electronic exchanges with both human and computer based intelligent agents.

**Digital Identity and Social Media** will examine the impact of social media and distributed social spaces on our contemporary understandings of digital identity. This book will benefit researchers, practitioners, the wider educational community across all sectors, educational technologists, and individuals who are interested in how social media and emerging technologies will impact formal education and the social implications that surround the reformulation and fluidity of virtual communities. In addition, professionals and researchers working in the field of information and communication technologies and knowledge management in various disciplines will find this title to be an invaluable resource.

**Topics Covered:**
- Authenticity and Trust in Identity Based Transactions
- Conceptual Frameworks and Approaches
- Cultural Dynamics of Online Identity
- Digital Literacies
- Identity, Trust and Authenticity in Social Networks
- Machine Mediated Identities
- Negotiating Network Based Digital Identities
- Online Visibility and Digital Identity
- Personalisation Software
- Personalisation Technologies
- Social Media and Emerging Identity Practices

**Market:** This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Steven Warburton is an eLearning manager at King’s College London and a Fellow of the Centre for Distance Education at the University of London where he chairs the research strategy group. He moved from his initial research background in the area of neuroscience to one that now encompasses a range of research projects in technology enhanced learning. His fields of expertise include: the impact of digital identities on lifelong learning; the use of social software in distance education; pattern languages for Web 2.0; design for learning with multi-user virtual environments; feedback loops in formative e-Assessment; and support for communities of practice in user innovation and emerging technologies. His interests are varied but focus largely on the meaning of identity in online learning, the potential impact of virtual worlds on education, social presence and social networks, and the changing nature of change.
Foreword
Margaret J. Cox (King's College London, UK)

Section 1: Section 1

Chapter 1
Communities, Communication, and Online Identities
Jäkälä Mikko (University of Jyväskylä, Finland)
Berli Elien (University of Tampere, Finland)

Chapter 2
The Web of Identity:
Koole Marguerite L. (Athabasca University, Canada)
Parchroma Gale (University of Calgary, Canada)

Chapter 3
Posthuman Literacies?
Gourlay Lesley (Institute of Education, UK)

Chapter 4
Agency and Identity in Social Media
Code Jillianne (University of Victoria, Canada)

Chapter 5
Digital Identity Built on a Cooperative Relationship
Maia Ivan Ferrer (Universidade Estadual de Campinas, Brazil)
Valente José Armando (Universidade Estadual de Campinas, Brazil)

Section 2: Section 2

Chapter 6
Digital Death:
Pitsillides Stacey (Goldsmiths, University of London, UK)
Waller Mike (Goldsmiths, University of London, UK)
Fairfax Duncan (Goldsmiths, University of London, UK)

Chapter 7
Managing Social Reputation in Twitter
Preussler Annabell (Universität Duisburg-Essen, Germany)
Kerres Michael (Universität Duisburg-Essen, Germany)

Chapter 8
This Is Me:
Williams Shirley (University of Reading, UK)
Fleming Sarah (University of Reading, UK)
Lundqvist Karsten (University of Reading, UK)
Parslow Pat (University of Reading, UK)

Chapter 9
Performing the Discourse of Sexuality Online
Kreps David (University of Salford, UK)

Chapter 10
Images, Self-Images, and Idealized Identities in the Digital Networked World:
Paaswels Luc (Universiteit Antwerpen, Belgium)

Section 3: Section 3

Chapter 11
Space for Lurking:
Warburton Steven (University of Surrey, UK)

Chapter 12
Situated E-Learning:
Adams Anne (Institute of Educational Technology, Open University, UK)

Chapter 13
Higher Education Institutions and Digital Identity:
Aresta Mónica (Universidade de Aveiro, Portugal)
Santos Carlos (Universidade de Aveiro, Portugal)
Pedro Luis (Universidade de Aveiro, Portugal)
Moreira António (Universidade de Aveiro, Portugal)

Chapter 14
Hybrid Representation:
Greysen Katherine R. B. (Sierra Nevada College, USA)

Chapter 15
A Sociocultural Perspective on Negotiating Digital Identities in a Community of Learners
Peachey Anna (Eygus Ltd, UK)
Withnail Greg (Eygus Ltd, UK)

Chapter 16
Students as Communities of Non-Practice:
Harzipanagos Stylianos (King's College London, UK)

Chapter 17
Identity and the Online Media Fan Community
Lawrence K. Faith (Royal Irish Academy, Ireland)

Chapter 18
Identity of Virtual Supporters:
Ateci Banyamet (Firat University, Turkey)
Bati Uğur (Yeni Yuzyil University, Turkey)

Order Your Copy Today!

Name: __________________________________ _____________ 
Organization: _________________________________________ 
Address: ________________________________ ____________ 
City, State, Zip: _____________________________________ 
Country: _______________________________ ____________ 
Tel: ____________________________________________ 
Fax: ____________________________________________ 
E-mail: ____________________________________________

☐ Enclosed is check payable to IGI Global in US Dollars, drawn on a US-based bank

☐ Credit Card ☐ Mastercard ☐ Visa ☐ Am. Express

3 or 4 Digit Security Code: ___________________________________
Name on Card: ____________________________________________
Account #: _______________________________________________
Expiration Date: ___________________________________________