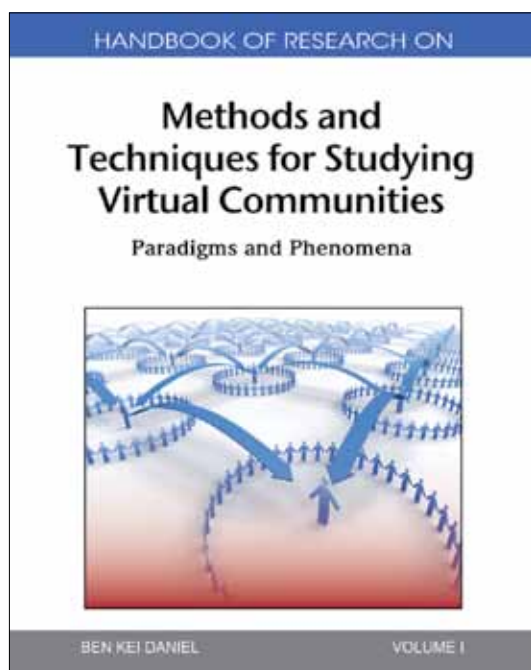


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## Handbook of Research on Methods and Techniques for Studying Virtual Communities: Paradigms and Phenomena



Ben Kei Daniel (University of Saskatchewan, Canada)

Over the last decade, virtual communities have evolved from massive experimental, educational, technological, business, and social environments to experiential and practical environments, supplementing their geographical counterparts.

**The Handbook of Research on Methods and Techniques for Studying Virtual Communities: Paradigms and Phenomena** satisfies the need for methodological consideration and tools for data collection, analysis and presentation in virtual communities. Chapters cover studies on various types of virtual communities, making this reference a comprehensive source of research for those in the social sciences and humanities. Additionally, the book supports executives and corporate leaders concerned with the management of expertise, social capital, competence knowledge, and information and organizational development in different types of virtual communities and environments.

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- Conversation analysis
- Distributed communities of practice
- Immersive virtual ethnography
- Mapping electronic conversations
- Methods for evaluating online discussions
- Modeling social interactions in online communities
- Quantitative content analysis of online interactions
- Semantic social network analysis
- Virtual geodemographics

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