

Table of Contents

Preface	xxiv
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Volume I

Section 1 Fundamental Concepts and Theories

This section serves as a foundation for this exhaustive reference tool by addressing underlying principles essential to the understanding of social media and networking. Chapters found within these pages provide an excellent framework in which to position social media and networking within the field of information science and technology. Insight regarding the critical incorporation of global measures into social media and networking is addressed, while crucial stumbling blocks of this field are explored. With 13 chapters comprising this foundational section, the reader can learn and chose from a compendium of expert research on the elemental theories underscoring the social media and networking discipline.

Chapter 1

Privacy as a Right: History and International Recognition	1
<i>Despina Kiltidou, Aristotle University of Thessaloniki, Greece</i>	

Chapter 2

Social Media and Social Change: Nonprofits and Using Social Media Strategies to Meet Advocacy Goals	11
<i>Lauri Goldkind, Fordham University, USA</i>	
<i>John G. McNutt, University of Delaware, USA</i>	

Chapter 3

Overcoming Organizational Obstacles and Driving Change: The Implementation of Social Media	28
<i>Jenni Murphy, California State University – Sacramento, USA</i>	
<i>Anna Keck, California State University – Sacramento, USA</i>	

Chapter 4

Social Media for Political Change: The Activists, Governments, and Firms Triangle of Powers during the Arab Movement	55
<i>Mohamad Alkhouja, University of Maryland – College Park, USA</i>	

Chapter 5	
Insights into Social Media and Online Digital Music.....	67
<i>Yanbin Tu, Robert Morris University, USA</i>	
<i>Miao Zhao, Roger Williams University, USA</i>	
<i>Cathleen Jones, Robert Morris University, USA</i>	
Chapter 6	
Wrestling with Contradictions in Government Social Media Practices.....	94
<i>Lars Haahr, Aarhus University, Denmark</i>	
Chapter 7	
Exploring the Concept of the “Social Media Campaign”	106
<i>Mary Francoli, Carleton University, Canada</i>	
Chapter 8	
Getting Started with Social Media for Knowledge Management	118
<i>Connie Crosby, Crosby Group Consulting, Canada</i>	
Chapter 9	
Facebook as an Educational Environment for Mathematics Learning	143
<i>Nimer Baya’a, Al-Qasemi Academic College of Education, Israel</i>	
<i>Wajeeh Daher, Al-Qasemi Academic College of Education, Israel & An-Najah National University, Palestine</i>	
Chapter 10	
Constructing Community in Higher Education Regardless of Proximity: Re-Imagining the Teacher Education Experience within Social Networking Technology.....	163
<i>Karina R. Clemmons, University of Arkansas at Little Rock, USA</i>	
<i>Amanda L. Nolen, University of Arkansas at Little Rock, USA</i>	
<i>Judith A. Hayn, University of Arkansas at Little Rock, USA</i>	
Chapter 11	
The Role of Social Media Strategies in Competitive Banking Operations Worldwide	180
<i>Nurdan Oncel Taskiran, Kocaeli University, Turkey</i>	
<i>Recep Yilmaz, Beykent University, Turkey</i>	
<i>Nursel Bolat, Istanbul Arel University, Turkey</i>	
Chapter 12	
Analysing the Suitability of Virtual Worlds for Direct Instruction and Individual Learning Activities	218
<i>Telmo Zarraonandia, Universidad Carlos III de Madrid, Spain</i>	
<i>Rita Francese, Università di Salerno, Spain</i>	
<i>Ignazio Passero, University of Salerno, Italy</i>	
<i>Paloma Díaz, Universidad Carlos III de Madrid, Spain</i>	
<i>Genoveffa Tortora, University of Salerno, Italy</i>	

Chapter 13

Social Media in an Intercultural Writing Context: Creating Spaces for Student Negotiations..... 233

Ma Pilar Milagros García, Koç University, Turkey

Section 2

Development and Design Methodologies

This section provides in-depth coverage of conceptual architecture frameworks to provide the reader with a comprehensive understanding of the emerging developments within the field of social media and networking. Research fundamentals imperative to the understanding of developmental processes within social media and networking are offered. From broad examinations to specific discussions on methodology, the research found within this section spans the discipline while offering detailed, specific discussions. From basic designs to abstract development, these chapters serve to expand the reaches of development and design technologies within the social media and networking community. This section includes 9 contributions from researchers throughout the world on the topic of social media and networking.

Chapter 14

Analytics and Performance Measurement Frameworks for Social Customer Relationship

Management..... 252

Anteneh Ayanso, Brock University, Canada

Derek Visser, Brock University, Canada

Chapter 15

Web 2.0 in Governance: A Framework for Utilizing Social Media and Opinion Mining Methods

and Tools in Policy Deliberation..... 281

Lefkothea Spiliotopoulou, University of the Aegean, Greece

Yannis Charalabidis, University of the Aegean, Greece

Chapter 16

Social Networking for Educational Purposes: The Development of Social-Cultural Skills through
Special Interest Groups..... 304

Nikleia Eteokleous-Grigoriou, Frederick University, Cyprus

Despo Ktoridou, University of Nicosia, Cyprus

Chapter 17

Integrating Social Media and Traditional CRM: Toward a Conceptual Framework for Social CRM

Practices..... 327

Kanghyun Yoon, University of Central Oklahoma, USA

Jeanetta D. Sims, University of Central Oklahoma, USA

Chapter 18

Methods for Assessing 3D Virtual Worlds in Design Education..... 355

Leman Figen Gül, TOBB University of Economics and Technology, Turkey

Ning Gu, The University of Newcastle, Australia

Mi Jeong Kim, Kyung Hee University, Korea

Xiangyu Wang, Curtin University, Australia

Chapter 19

Health IT: A Framework for Managing Privacy Impact Assessment of Personally Identifiable Data 373
Cyril Onwubiko, Research Series Limited, UK

Chapter 20

Examining Design Pattern Strategies as a Means to Achieve Social Presence in the Online Classroom 398
Araminta Matthews, University College – University of Maine System, USA
Robert M. Kitchin Jr., University College – University of Maine System, USA

Chapter 21

Multi-Level Adaptation in End-User Development of 3D Virtual Chemistry Experiments 426
Chang Liu, Ohio University, USA
Ying Zhong, Ohio University, USA

Chapter 22

Trendy Avatars and Their Hair: Studying a Symbolic Cultural Artifact with Multiple Qualitative Methods..... 446
Sara Steffes Hansen, University of Wisconsin Oshkosh, USA

Section 3 Tools and Technologies

This section presents an extensive coverage of various tools and technologies available in the field of social media and networking that practitioners and academicians alike can utilize to develop different techniques. These chapters enlighten readers about fundamental research on the many tools facilitating the burgeoning field of social media and networking. It is through these rigorously researched chapters that the reader is provided with countless examples of the up-and-coming tools and technologies emerging from the field of social media and networking. With 15 chapters, this section offers a broad treatment of some of the many tools and technologies within the social media and networking field.

Chapter 23

A Review of Tools for Overcoming the Challenge of Monitoring of Social Media..... 467
Carlos Figueroa, University of Turabo, Puerto Rico
Abraham Otero, University San Pablo, Spain

Chapter 24

Justifying the ROI of Social Media Investment in Education..... 491
Vladlena Benson, Kingston University, UK
Stephanie Morgan, Kingston University, UK

Chapter 25

Social Media as Technologies for Asynchronous Formal Writing and Synchronous Paragraph Writing in the South African Higher Education Context..... 504
Chaka Chaka, Tshwane University of Technology, South Africa

Chapter 26
Social Media Tools in Initial Teacher Education..... 533
Liliana Măță, “Vasile Alecsandri” University of Bacău, Romania

Chapter 27
Web 2.0, ICT Infrastructure, and Training Provision for E-Government Readiness in Nigeria..... 560
Oghogho Ikponmwoşa, Landmark University, Nigeria

Volume II

Chapter 28
Multimodal Mapping of a University’s Formal and Informal Online Brand: Using NodeXL to
Extract Social Network Data in Tweets, Digital Contents, and Relational Ties 586
Shalin Hai-Jew, Kansas State University, USA

Chapter 29
Social Media Tools for Quality Business Information..... 636
*Sérgio Maravilhas, CETAC.MEDIA, Porto University, Portugal & Aveiro University,
Portugal*

Chapter 30
If You Build It, They Will Come: Create Virtual Student Organizations..... 663
Elizabeth G. Donnellan, Kaplan University, USA

Chapter 31
Facebook’s Hidden Potential: Facebook as an Educational Support Tool in Foreign Language
Education 684
Abdullah Saykili, Afyon Kocatepe University, Turkey
Evrin Genç Kumtepe, Anadolu University, Turkey

Chapter 32
Privacy and Pervasive Surveillance: A Philosophical Analysis 710
Alan Rubel, University of Wisconsin – Madison, USA

Chapter 33
Second Life for Assessing Postgraduate Learning: Student Perspectives 739
Elaine Huber, Macquarie University, Australia
Yvette Blount, Macquarie University, Australia

Chapter 34
Strong Value Proposition through Social Media Tools: A Case of American Express 768
Avinash Kapoor, Management Development Institute (MDI), India
Chinmaya Kulshrestha, Management Development Institute (MDI), India

Chapter 35

- Social Media Tools Adoption and Use by SMEs: An Empirical Study 791
Samuel Fosso Wamba, NEOMA Business School, Mont-Saint-Aignan, France
Lemuria Carter, North Carolina A & T State University, USA

Chapter 36

- Model for Effective Collaborative Learning in Virtual Worlds with Intelligent Agents 807
Max Ugaz, University of San Martín de Porres, Peru
Augusto Bernuy Alva, University of San Martín de Porres, Peru

Chapter 37

- How Social Media Tools are used in Research: A Case Study 830
Anabela Mesquita, Polytechnic Institute of Porto, Portugal & Minho University, Portugal
Ana Ramalho Correia, Universidade Nova de Lisboa, Portugal
Diana Aguiar Vieira, Polytechnic Institute of Porto, Portugal

Section 4

Utilization and Application

This section discusses a variety of applications and opportunities available that can be considered by practitioners in developing viable and effective social media and networking programs and processes. This section includes 18 chapters that review topics from case studies to best practices and ongoing research. Further chapters discuss social media and networking in a variety of settings. Contributions included in this section provide excellent coverage of today's IT community and how research into social media and networking is impacting the social fabric of our present-day global village.

Chapter 38

- The Use of Social Media in the Networking Strategy of Higher Education Institutions: The Polish Experience 852
Tomasz Domański, University of Lodz, Poland
Michał Sędkowski, University of Lodz, Poland

Chapter 39

- The Use of Social Media in College Recruiting and the Student Job Search 880
Amy Diepenbrock, St. Mary's University, USA
Wanda Gibson, Pomona College, USA

Chapter 40

- Adoption of Social Media Services: The Case of Local Government Organizations in Australia 900
Mohd Hisham Mohd Sharif, University of Adelaide, Australia
Indrit Troshani, University of Adelaide, Australia
Robyn Davidson, University of Adelaide, Australia

Chapter 41

- Reconciling Social Media with Luxury Fashion Brands: An Exploratory Study 917
Wilson Ozuem, University of Gloucestershire, UK
Kerri Tan, University of Wales, UK

Chapter 42	
The Spaces Between Us.....	946
<i>Mohanalakshmi Rajakumar, Virginia Commonwealth University in Qatar, Qatar</i>	
Chapter 43	
Amplification and Virtual Back-Patting: The Rationalities of Social Media Uses in the Nina Larsson Web Campaign	962
<i>Jakob Svensson, Uppsala University, Sweden</i>	
Chapter 44	
Impact of Social Media in Service Innovations: An Empirical Study on the Australian Hotel Industry	978
<i>Eric Ng, University of Southern Queensland, Australia</i>	
<i>Ching-Yu Lien, Minghsin University of Science and Technology, Taiwan</i>	
Chapter 45	
Use Cases and Application Purposes of Social Media in Healthcare.....	994
<i>Kerstin Denecke, Innovation Center for Computer Assisted Surgery, Germany</i>	
Chapter 46	
Students' Out-of-School Writing Practices in an Educational Facebook Application: The Case of Hot Dish	1010
<i>Thor Gibbins, University of Maryland, USA</i>	
<i>Christine Greenhow, Michigan State University, USA</i>	
Chapter 47	
Factors Shaping Assessment Design in the Virtual Environment: A Case Study of Midwifery	1027
<i>Deborah Davis, University of Canberra, Australia & ACT Government Health Directorate, Australia</i>	
<i>Sarah Stewart, Australian College of Midwives, Australia</i>	
Chapter 48	
The Strategic Use of Social Media in the Fashion Industry	1053
<i>Hanna Kontu, London College of Fashion, UK</i>	
<i>Alessandra Vecchi, London College of Fashion, UK & University of Bologna, Italy</i>	
Chapter 49	
Social Media as a Tool for Nonprofit Advocacy and Civic Engagement: A Case Study of Blue Star Families	1077
<i>David Chapman, Old Dominion University, USA</i>	
<i>Katrina Miller-Stevens, Old Dominion University, USA</i>	
<i>John C. Morris, Old Dominion University, USA</i>	
<i>Brendan O'Hallarn, Old Dominion University, USA</i>	

Chapter 50	
Social Media in the Canadian Post-Secondary Classroom	1098
<i>Linda Pardy, University of the Fraser Valley, Canada</i>	
<i>David Thomson, University of the Fraser Valley, Canada</i>	
<i>Samantha Pattridge, University of the Fraser Valley, Canada</i>	

Chapter 51	
The Use of Web 2.0 Technologies in Formal and Informal Learning Settings	1123
<i>Lisa A. Best, University of New Brunswick, Canada</i>	
<i>Diane N. Buhay, University of New Brunswick, Canada</i>	
<i>Katherine McGuire, University of New Brunswick, Canada</i>	
<i>Signe Gurholt, New Brunswick Community College, Canada</i>	
<i>Shari Foley, Bayside Middle School, Canada</i>	

Chapter 52	
Identifying the Applicable Nature of Social Media as Tools for Advancing Preservice Teachers' Epistemologies	1145
<i>Stephanie Grote-Garcia, The University of the Incarnate Word, USA</i>	
<i>Norman St. Clair, The University of the Incarnate Word, USA</i>	
<i>Elda Martinez, The University of the Incarnate Word, USA</i>	
<i>Bobbie Holmes St. Clair, The University of the Incarnate Word, USA</i>	

Volume III

Chapter 53	
The Utilization of Online Boundaries: Facebook, Higher Education, and Social Capital	1158
<i>Lewis A. Luartz, University of California – Riverside, USA</i>	

Chapter 54	
Social Media in Political Public Relations: The Cases of the Portuguese Social Democratic Party (PSD) and the Socialist Party (PS) in the 2009 Parliamentary Campaign	1179
<i>Sónia Pedro Sebastião, Universidade de Lisboa, Portugal</i>	
<i>Alice Donat Trindade, Universidade de Lisboa, Portugal</i>	

Chapter 55	
Relationship between Social Media and Political Parties: The Case of Turkey	1196
<i>Kamil Demirhan, Hacettepe University, Turkey</i>	

Section 5 Organizational and Social Implications

This section includes a wide range of research pertaining to the social and behavioral impact of social media and networking around the world. Chapters introducing this section critically analyze and discuss trends in social media and networking. Also investigating a concern within the field of social media and networking is research which discusses the effect of user behavior on social media and networking. With 17 chapters, the discussions presented in this section offer research into the integration of global social media and networking as well as implementation of ethical and workflow considerations for all organizations.

Chapter 56	
Turkish Youth's (Re)Construction of their Political Identity in Social Media, before "Resistanbul"	1227
<i>Tüge T. Gülşen, Istanbul Bilgi University, Turkey</i>	
Chapter 57	
Recognised Creativity: The Influence of Process, Social Needs, and the Third Drive on Creative Individuals' Work through Social Media.....	1249
<i>Monika Musial, Oulu Business School, Finland</i>	
<i>Antti Kauppinen, Oulu Business School, Finland</i>	
<i>Vesa Puhakka, Oulu Business School, Finland</i>	
Chapter 58	
Analyzing Blending Social and Mass Media Audiences through the Lens of Computer-Mediated Discourse.....	1281
<i>Asta Zelenkauskaitė, Drexel University, USA</i>	
Chapter 59	
The Wisconsin Spring.....	1305
<i>James Jorstad, University of Wisconsin – La Crosse, USA</i>	
<i>Jo Arney, University of Wisconsin – La Crosse, USA</i>	
<i>Kerry Kuenzi, University of Colorado – Denver, USA</i>	
<i>Cecilia G. Manrique, University of Wisconsin – La Crosse, USA</i>	
Chapter 60	
Use of SNSs, Political Efficacy, and Civic Engagement among Chinese College Students: Effects of Gratifications and Network Size	1328
<i>Qian Xu, Elon University, USA</i>	
<i>Lingling Qi, Nanjing University, China</i>	
Chapter 61	
Facebook and the Societal Aspects of Formal Learning: Optional, Peripheral, or Essential	1345
<i>Carolyn Woodley, Victoria University, Australia</i>	
<i>Petrina Dorrington, Open University, Australia</i>	
Chapter 62	
Real-Time and Social Media in Trans-Atlantic Writing/Translation and Translation/Editing Projects.....	1368
<i>Steven Hammer, North Dakota State University, USA</i>	
<i>Bruce Maylath, North Dakota State University, USA</i>	
Chapter 63	
Evaluating Social Interaction and Support Methods over Time	1387
<i>Birgitta Maria Kopp, Ludwig-Maximilians-University, Germany</i>	

Chapter 64	
Tracking Legislative Developments in Relation to “Do Not Track” Initiatives.....	1405
<i>Brigitte Garbin, University of Queensland, Australia</i>	
<i>Kelly Staunton, University of Queensland, Australia</i>	
<i>Mark Burdon, University of Queensland, Australia</i>	
Chapter 65	
Enhancing the Acquisition of Social Skills through the Interactivity of Multimedia.....	1430
<i>Vivi Mandasari, Swinburne University of Technology, Malaysia</i>	
<i>Lau Bee Theng, Swinburne University of Technology, Malaysia</i>	
Chapter 66	
Considerations for Online English Language Learning: The Use of Facebook in Formal and Informal Settings in Higher Education	1463
<i>Evriksa Dogoriti, University of Ioannina, Greece</i>	
<i>Jenny Pange, University of Ioannina, Greece</i>	
Chapter 67	
Assemblages of Dissent: The Emergence of Online Identities during the Egyptian Revolution	1487
<i>Katherine Bridgman, Florida State University, USA</i>	
Chapter 68	
Communities of Communication: Using Social Media as Medium for Supporting Teacher Interpersonal Development.....	1511
<i>Laurie Stone Rogers, Stephen F. Austin State University, USA</i>	
Chapter 69	
Building and Maintaining Relationships through Social Media.....	1527
<i>Alisa Agozzino, Ohio Northern University, USA</i>	
Chapter 70	
Re-Evaluation of Nepali Media, Social Networking Spaces, and Democratic Practices in Media	1549
<i>Dilli Bikram Edingo, University of Guelph, Canada</i>	
Chapter 71	
Effects of Consumers’ Social Media Participation on Consumer Behavior: A Marketing Perspective	1567
<i>Ashish Kumar, Aalto University School of Business, Finland</i>	
<i>Ram Bezawada, The State University of New York at Buffalo, USA</i>	
Chapter 72	
Social Media for Knowledge Workers	1592
<i>Ikbal Maulana, Indonesian Institute of Sciences, Indonesia</i>	

Section 6 Managerial Impact

The 9 chapters within this section present contemporary coverage of the social implications of social media and networking, more specifically related to the corporate and managerial utilization of information sharing technologies and applications, and how these technologies can be extrapolated to be used in social media and networking. Equally as crucial, chapters within this section discuss how leaders can utilize social media and networking applications to get the best outcomes from their governors and their citizens.

Chapter 73

Leadership in the Age of Social Media: The “Social Media Uprisings” and Implications for Global Business Leadership..... 1609
Janel Smith, London School of Economics and Political Science, UK

Chapter 74

The Role of Social Networking in Global Business Environments 1635
Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

Chapter 75

Performing Arts for Effective Civic Engagement: Developing Creative Civically Engaged Student Leaders 1654
Miriam Chitiga, Fayetteville State University, USA

Chapter 76

Retail and Social Media Marketing: Innovation in the Relationship between Retailers and Consumers..... 1671
Francesca Negri, University of Parma, Italy

Chapter 77

Teachers’ Use of Social Networking Sites for Continuing Professional Development 1694
Daniel Xerri, University of Malta, Malta

Volume IV

Chapter 78

Leveraging New Media as Social Capital for Diversity Officers: A How-To Guide for Equity, Diversity, and Inclusion Professionals Seeking to Use Social Media to Carve a Niche in the Social Networking Space 1718
Kindra Cotton, SSS for Success: Simplified Social Media Solutions, USA
Denise O’Neil Green, Ryerson University, Canada

Chapter 79

#OccupyWallStreet: Social Media, Education, and the Occupy Movement..... 1743
Adam Gismondi, Boston College, USA

Chapter 80	
Reaching Them Where They Live: Effectively Utilizing the Social Media Literacy of C-Borgs in Higher Education and Beyond	1760
<i>Danielle Lawson, Ediboro University of Pennsylvania, USA</i>	

Chapter 81	
Teaching Students about Online Professionalism: Enhancing Student Employability Through Social Media	1784
<i>Thomas Lancaster, Birmingham City University, UK</i>	

Section 7
Critical Issues

This section contains 11 chapters, giving a wide variety of perspectives on social media and networking and its implications. Within the chapters, the reader is presented with an in-depth analysis of the most current and relevant issues within this growing field of study. Crucial questions are addressed and alternatives offered along with theoretical approaches discussed.

Chapter 82	
Social Media Usage and Adoption: Are People Ready?.....	1807
<i>Line L. Olsen, BI Norwegian Business School, Norway</i>	
<i>Tor W. Andreassen, NHH Norwegian School of Economics, Norway</i>	

Chapter 83	
Constructions of Banksy: Issues of Identity in the Age of Social Media	1827
<i>Cheri Lemieux Spiegel, Northern Virginia Community College, USA & Old Dominion University, USA</i>	

Chapter 84	
Does Facebook Provide Educational Value? An Overview of Theoretical and Empirical Advancements of Affordances and Critical Issues	1842
<i>Stefania Manca, Institute for Educational Technology - CNR, Italy</i>	
<i>Maria Ranieri, University of Florence, Italy</i>	

Chapter 85	
Information Security and Privacy in Social Media: The Threat Landscape	1868
<i>Hemamali Tennakoon, Kingston University, UK</i>	

Chapter 86	
Social Presence: Communications in Distance Dissertation Courses	1897
<i>Libi Shen, University of Phoenix, USA</i>	
<i>Irene Linlin Chen, University of Houston – Downtown, USA</i>	

Chapter 87	
Corruption in the Public Eye: From Transparency to Publicity	1915
<i>Elitza Katzarova, University of Trento, Italy</i>	

Chapter 88

- A Theoretical Model for Digital Reverberations of City Spaces and Public Places..... 1930
Christopher Zimmerman, Copenhagen Business School, Denmark
Kjeld Hansen, Copenhagen Business School, Denmark
*Ravi Vatrappu, Copenhagen Business School, Denmark & Norwegian School of Information
Technology (NITH), Norway*

Chapter 89

- Participation in Social Networks as Feral Information Systems..... 1947
Enrico Franchi, University of Parma, Italy
Agostino Poggi, University of Parma, Italy
Michele Tomaiuolo, University of Parma, Italy

Chapter 90

- Students' Privacy Concerns on the Use of Social Media in Higher Education 1963
Laura Aymerich-Franch, GRISS, Image, Sound, and Synthesis Research Group, Spain
Maddalena Fedele, GRISS, Image, Sound, and Synthesis Research Group, Spain

Chapter 91

- Communicating Nation Brands through Mass and Social Media..... 1985
Maria De Moya, DePaul University, USA
Rajul Jain, DePaul University, USA

Chapter 92

- Social Media Marketing In Emerging Economies: Case Study of Three Indian Firms 2003
Madhupa Bakshi, NSHM School of Management and Technology, India
Prashant Mishra, Indian Institute of Management, India

Section 8 Emerging Trends

This section highlights research potential within the field of social media and networking while exploring uncharted areas of study for the advancement of the discipline. Introducing this section are chapters that set the stage for future research directions and topical suggestions for continued debate, centering on the new venues and forums for discussion. A pair of chapters on space-time makes up the middle of the section of the final 13 chapters, and the book concludes with a look ahead into the future of the social media and networking field. In all, this text will serve as a vital resource to practitioners and academics interested in the best practices and applications of the burgeoning field of social media and networking.

Chapter 93

- Marketing in an Interactive World: The Evolving Nature of Communication Processes Using
Social Media 2027
Sheila Sasser, Eastern Michigan University, USA
Mark Kilgour, University of Waikato, New Zealand
Linda D. Hollebeek, University of Waikato, New Zealand

Chapter 94	
FRIENDVERTISING: A New Advertising Strategy in Social Network Marketing	2051
<i>R. Gulay Ozturk, İstanbul Commerce University, Turkey</i>	
Chapter 95	
A Traditional Organization Towards a New Dimension of Labour: Social Business.....	2077
<i>Maria João Ferreira, Universidade Portucalense, Portugal & Universidade do Minho, Portugal</i>	
<i>Fernando Moreira, Universidade Portucalense, Portugal & Universidade Lusitana, Portugal</i>	
<i>Isabel Seruca, Universidade Portucalense, Portugal & Universidade do Minho, Portugal</i>	
Chapter 96	
Social Network Integration in Document Summarization	2102
<i>Atefeh Farzindar, NLP Technologies Inc., Canada & Université de Montréal, Canada</i>	
Chapter 97	
Developing a New Revenue Business Model in Social Network: A Case Study of Facebook.....	2126
<i>Te Fu Chen, Lunghwa University of Science and Technology, Taiwan</i>	
Chapter 98	
New Visual Social Media for the Higher Education Classroom.....	2151
<i>Julie A. Delello, The University of Texas at Tyler, USA</i>	
<i>Rochell R. McWhorter, The University of Texas at Tyler, USA</i>	
Chapter 99	
Command, Control, and Interoperability Center for Advanced Data Analysis: A Department of Homeland Security Data Sciences Center of Excellence	2176
<i>Asamoah Nkwanta, Morgan State University, USA</i>	
<i>Janet E. Barber, Central Michigan University, USA & Prince George's Community College, USA</i>	
Chapter 100	
The Influence of Social Networking and Library 2.0 as a Gateway for Information Access and Knowledge Sharing in Africa	2197
<i>Manir Abdullahi Kamba, Bayero University-Kano, Nigeria</i>	
Chapter 101	
Strategic Success, Supply Chain Performance, and Social Media: The Impact of New Technologies	2211
<i>John W. Hamilton, Saint Louis University, USA</i>	
<i>Ik-Whan Kwon, Saint Louis University, USA</i>	
Chapter 102	
Blackout in the Name of Sunshine: When Open Government Law Stifles Civic Social Media.....	2219
<i>William R. Sherman, Seattle University, USA</i>	

Chapter 103	
Political Information, Political Power, and People Power: New Media and New Social Movements in the Arab Spring.....	2233
<i>Anas Alahmed, Indiana University – Bloomington, USA</i>	
Chapter 104	
Digital Resources and Approaches Adopted by User-Centred Museums: The Growing Impact of the Internet and Social Media	2259
<i>Ludovico Solima, Second University of Naples, Italy</i>	
Chapter 105	
The Potential of Political Changes in the Information Age: The Political Challenges Sphere of Saudi Arabia through Citizen Activism.....	2278
<i>Anas Alahmed, Indiana University – Bloomington, USA</i>	
Index	xxvii