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#3493346 in Books Peter Lang International Academic Publishers 2003-11-18Original language:EnglishPDF # 1 9.06 x .75 x 6.30l, .14 #File Name: 0820461016273 pages | File size: 23.Mb

From Brand: Peter Lang International Academic Publishers : Online Social Research: Methods, Issues, and Ethics (Digital Formations) before purchasing it in order to gage whether or not it would be worth my time, and all praised Online Social Research: Methods, Issues, and Ethics (Digital Formations):

2 of 2 people found the following review helpful. Highly Recommended for Online ResearchBy Mel WhiteAs a computer geek recently turned anthropologist, I have been frustrated by much of the material I encounter that deals

with aspects of the online culture. I have grown to have very low expectations of academic papers as well as books, so it was a surprise and delight to encounter ONLINE SOCIAL RESEARCH METHODS. Here is a set of authors and an editor who understand virtual life; who neither glamorize nor minimize the impact. Cases and research are presented clearly, and it's easy for a relative novice who wants to research social aspects of the internet to understand the processes and pitfalls. Various approaches (including lurking) are presented in a clear and understandable style. Best of all, there's a chapter on how to do and survive the IRB review and on the ethical considerations that researchers need to be aware of. The book is both well written and well edited (if you're picking this book up and don't have a background in either anthropology or social sciences, you'll want to read this one with your browser open to get quick definitions of some of the specialized words.) The geek in me was relieved to find that the authors actually understood the terminology and the environments they are dealing with. This has been a huge bone of contention of mine (my current pet peeve is writers who use "cyborg" for "avatar" or "persona") in the recent past, and the tendency to just "name things without finding out if they already have names" is one of the things I find most aggravating about many of the articles in scholarly journals. So, kudos to the editors and authors! I highly recommend this one.

Online Social Research: Methods, Issues, and Ethics is a collection of essays by veteran online researchers who provide testimonial illustrations as to how traditional research methods may be modified for effective online research as well as identify and discuss the critical issues and dilemmas encountered. The former serves as a resource for teachers, students, and researchers who utilize online environments for information gathering. The latter is designed to stimulate ongoing debates and creative ideas about an as yet nonregulated arena of research. Online Social Research addresses online research which are practiced in the fields of communication, journalism, sociology, psychology, marketing, education, medicine as well as related disciplines that may have occasions to utilize surveys, interviews, and observations for information gathering in online environments. Since this book deals with methodological consideration, it is designed as a text for research methods classes as well as a resource for researchers.

About the Author
The Editors: Mark D. Johns is Assistant Professor in the Department of Communication/Linguistics at Luther College in Decorah, Iowa. He received his Ph.D. from the University of Iowa. His research interests include social impacts of new communication technologies and intersections of media, religion, and culture. Shing-Ling Sarina Chen is Associate Professor of Mass Communication at the University of Northern Iowa. Her research interests include communication technologies and social structures, electronic media and the community, audience experiences, and social relationships in cyberspace. G. John Hall is Professor Emeritus at the University of Northern Iowa (UNI). He received his Ph.D. from Southern Illinois University, Carbondale. During his twenty-eight year tenure in the Department of Communication Studies at UNI, he has established a diversified record for articles and papers for publication and presentation.