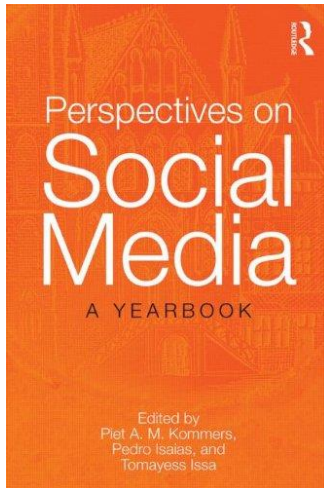


## **PERSPECTIVES ON SOCIAL MEDIA: A Yearbook**

**Piet KOMMERS, Pedro ISAIAS, Tomayess ISSA, *Perspectives on Social Media: A Yearbook*, August 2014, Routledge, ISBNs: Paperback: 978-041585416-0, Hardcover: 978-041585415-3, Ebook: 978-020374461-0, 208 pages, New York, NY, USA.**

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Recent developments in Internet technologies cause people to integrate new technologies in their daily life. Around 40% of the world population has an Internet connection today. The number of Internet users has increased more than tenfold from 2000 to 2014. Especially young generation communicate and form their relationships through social media. This yearbook, *Perspectives on Social Media*, presents the most recent trends in a variety of sectors like education, information services, economy, entertainment, urban planning, management, design, gaming, transportation, etc. While reading the book, it is obvious to see that no sector will remain with no social media.



This book is divided into seven sections to present trends and future predictions on social media in a variety of countries.

Section I is about Collaborative Learning and Social Network Systems. This section presents the results from the universities and from the professionals in tourism. In Chapter 1, authors explore social media usage of students and teachers at higher education schools in Portugal. Chapter 2 discusses the knowledge exchange in social networking sites by results of a survey obtained from 363 professionals in tourism. It is given some positive results giving that professionals believe that social networking sites are efficient for exchanging knowledge. Despite the widespread use of social media in higher education, very low number of studies is available showing the benefits of its use in higher education in recruitment and retention. In Chapter 3, the researchers try to demonstrate how social networking tools can be used to recruit and retain successful students at a higher education institute in South Africa.

**Section II is about Social Media. This section presents different models of social media interactions. In Chapter 4, the authors from Japan propose their concept of next generation system: a new model of a meta social media contents management system by visualizations. It is aimed to solve some problems of the Big data era, such as users who forget so many IDs and passwords in social media. Chapter 5 discusses reflexivity and participation in the design and research of social media supported practices. It is given how professionals consider social media at work as a formal/informal tool to facilitate a network or negotiate work-related topics. It is discovered that social media is seen as one more innovation to learn among the others.**

**Chapter 6 investigates how the use of social media affects online social interactions and interpersonal relationships according to socio-demographic factors, individual characteristics and psychopathology indicators.**

**Section III gives examples of ICT Communities across sectors. While Chapter 7 discusses challenges in promoting digital communities in rural organizations in Italy, Chapter 8 argues that not using ICT or social media can lead to exclusion in society since these technologies are considered to be a standard daily life activity in Finland.**

**In Chapter 9, one may see that how a social network community can be formed to improve the quality of communication between team members in South Africa. Chapter 10 proposes an action research project aims to gain a holistic understanding of the quality of experience of ICT students in industry in South Africa.**

**Section IV gives examples of Social Media Technologies in Higher Education. Authors focus on the importance of Web 2.0 in educational context in Portugal in Chapter 11. This chapter explores the role that Web 2.0 has been playing in higher education based on its potential and its challenges.**

**In Chapter 12, it is examined the factors that influence acceptance of social web technologies in higher education in Slovenia. Authors propose a model for acceptance at the end of the chapter. The last Chapter of this Section investigates several smart campuses in Korea from administrative perspective and from an educational perspective. The chapter concludes on how a smart campus can have impact on higher education.**

**Section V is about Security and Privacy in ICT or Social Media. In Chapter 13, the author not only examines Japanese university students' social media use and their privacy concerns, but also investigates the connection between online privacy and information disclosure. Since users of social media do not have sufficient knowledge and skills to protect their online privacy, this chapter proposes a model to improve this situation.**

**Section VI gives examples of Social Media and Smart Technologies, such as Chapter 14 presents the NFC technology, a short range wireless technology embedded in advanced smartphones, in Norway, while in Chapter 15, Biasomic approach, a visual analytics approach, is proposed to enable synergy between social science and computer science in Austria.**

In Chapter 17, effective and user-friendly mobile solutions for work are discussed. The authors explain their mobile demonstrator called NewWoW (New Ways of Working) in the Finnish project.

Section VII is about Gaming. Chapters in this section present the results and findings of three different games in UK, in Japan, and in Kenya. While Chapter 18 aims to investigate the gender differences in preschool children's emotion recognition scores after using the touch screen emotion faces games, and how children cooperatively play together using this technology.

Chapter 19 describes a system for conducting orienteering type game in Japan. Chapter 20 presents GraphoGAME tool to help learners with reading difficulties in Kenya.

In conclusion, the book, *Perspectives on Social Media*, provides valuable studies and addresses social media across sectors and around the world. This book is recommended for professionals, researchers, and students who are interested in social media and its impact across sectors.

## Table of Contents

### Foreword

*Sehnaz Baltaci Goktalay, Uludag University, Turkey*

### Preface

*Piet Kommers, University of Twente, The Netherlands*

*Pedro Isaías, Universidade Aberta (Portuguese Open University), Portugal*

*Tomayess Issa, Curtin University, Australia*

## Section I – Collaborative Learning and Social Network Systems

### Chapter 1

**Analysis of Computing Platforms as a Tool for Collaborative Learning of Secondary School Students in the Municipality of Guimarães in Portugal: New Perspectives**

*Dalila Alves Durães, Secondary School of Caldas das Taipas, Portugal*

*Francisco Javier Hinojo Lucena, University of Granada, Spain*

### Chapter 2

**Knowledge exchange in social networking sites**

*Oriol Miralbell, Open University of Catalonia, Spain*

### Chapter 3

**Social Networking as an Enabler to Recruit and Retain Students at the University of Pretoria (UP)**

*Karen Lazenby, University of Pretoria, South Africa*

*Petrus Lombard, University of Pretoria, South Africa*

## **Section II – Social Media**

### **Chapter 4**

**Toward Realizing Meta Social Media Contents Management System in Big Data**

*Takafumi Nakanishi, National Institute of Information and Communications Technology, Japan*

*Kiyotaka Uchimoto, National Institute of Information and Communications Technology, Japan*

*Yutaka Kidawara, National Institute of Information and Communications Technology, Japan*

### **Chapter 5**

**Social media for, with, and by professionals—participatory design through reflexive engagement**

*Suvi Pihkala, Women's and Gender Studies, University of Oulu, Finland*

*Helena Karasti, Information Processing Science, University of Oulu, Finland;*

*Computer and Systems Science, Luleå University of Technology, Sweden*

### **Chapter 6**

**Cyberpsychology and Social Media: Online Social Support in Mental Health**

*Kyriaki G. Giota, University of Thessaly, Greece*

*George Kleftaras, University of Thessaly, Greece*

## **Section III – ICT Communities**

### **Chapter 7**

**Challenges in Promoting Digital Communities in Rural Cooperative Settings**

*Federico Cabitza, Università degli Studi di Milano-Bicocca, Italy*

*Carla Simone, Università degli Studi di Milano-Bicocca, Italy*

### **Chapter 8**

**Non-users of ICT and Social Media – Marginal Voices**

*Noora Talsi, University of Eastern Finland, Finland*

### **Chapter 9**

**The Use of a Social Media Community by Multicultural Information Systems Development Teams to Improve Communication**

*Roelien Goede, North-West University, South Africa*

*Moleboge Emma Nhlapo, North-West University, South Africa*

### **Chapter 10**

**Using Social Media to Improve the Work-Integrated Learning Experience of ICT Students: A Critical Systems Approach**

*Roelien Goede, North-West University, South Africa*

*Anneke Harmse, Vaal University of Technology, South Africa*

## **Section IV – Social Media Technologies In Higher Education**

### **Chapter 11**

#### **Higher Education: The Incorporation of Web 2.0**

*Paula Miranda, Escola Superior de Tecnologia de Setúbal, IPS, Portugal*

*Pedro Isaías, Universidade Aberta, Portugal and ADVANCE Research Center-ISEG - Technical University of Lisbon, Portugal*

*Sara Pífano, Universidade Aberta, Portugal*

### **Chapter 12**

#### **Factors that influence acceptance of social Web technologies for learning**

*Razep Echeng, University of the West of Scotland, United Kingdom*

*Abel Usoro, University of the West of Scotland, United Kingdom*

*Grzegorz Majewski, Faculty of Information Studies, Novo Mesto, Sloveni*

### **Chapter 13**

#### **Smart Media in Higher Education - Spread of Smart Campus-**

*JeongWon Choi, Korea National University of Education, Korea*

*SangJin An, Korea National University of Education, Korea*

*YoungJun Le, Korea National University of Education, Korea*

## **Section V – Security and Privacy in ICT or Social Media**

### **Chapter 14**

#### **An Investigation into Japanese University Students' Online Privacy Concerns**

*Yukiko Maruyama, Tokai University, Hiratsuka, Kanagawa, Japan*

## **Section VI – Social Media and Smart Technologies**

### **Chapter 15**

#### **Connecting and communicating with the near field: How NFC-services for smartphones may benefit consumers/citizens through social media integration and augmentation**

*Dag Sletteameås, National Institute for Consumer Research (SIFO), Norway*

*Bente Evjemo, Telenor, Research and Future Studies, Norway*

*Sigmund Akselsen, Telenor, Research and Future Studies, Norway*

### **Chapter 16**

#### **Biasomic Future**

*Esad Širbegović, Institute of Software Technology & Interactive Systems, Austria*

## Chapter 17

### Mobile Solutions for the New Ways of Working Era

*Mari Ylikauppila, VTT Technical Research Centre of Finland, Finland*

*Antti Vääänen, VTT Technical Research Centre of Finland, Finland*

*Jari Laarni, VTT Technical Research Centre of Finland, Finland*

*Pasi Väikkynen, VTT Technical Research Centre of Finland, Finland*

## Section VII – Gaming

## Chapter 18

### The role of interactive technology in prosocial mobile games for young children

*Lynne Humphries, David Goldman Informatics Centre, UK*

## Chapter 19

### Location-Enabled Stamp-Rally System for Local Revitalization

*Akira Hattori, Kanagawa Institute of Technology, Japan*

*Haruo Hayami, Kanagawa Institute of Technology, Japan*

*Tasuku Kobayashi, Kanagawa Institute of Technology, Japan*

## Chapter 20

### Technology Enhanced Literacy Learning In Multilingual Sub-Saharan Africa: The Case of Graphogame Kiswahili and Kikuyu Adaptations in Kenya

*Carol Suzanne Adhiambo Puhakka, University of Jyväskylä, Finland*

*Heikki Lyytinen, University of Jyväskylä, Finland*

*Ulla Richardson, University of Jyväskylä, Finland*

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