Contents

List of Figures								
	st of Ta			X				
List of Boxes								
At	About the Author							
Pre	eface			xiii				
1	Intr	oducti	on	1				
1		The web: technology, history and governance						
	1.2		ples of online computer-mediated interaction	1 5				
			rspace, virtual communities and online social networks	7				
	1.0	1 3 1	Cyberspace	8				
			Virtual communities	10				
			Online social networks	12				
	1.4		olinary approaches to researching the web	13				
			ruct validity of web data	16				
	1.6		ng force or social tool?	16				
	1.7	1		17				
				1,				
Ι	WE	B SOC	CIAL SCIENCE METHODS	19				
2	Onl	ine res	search methods	21				
	2.1	2.1 Dimensions and modes of online research						
	2.2 Online surveys		e surveys	25				
		2.2.1	Sampling: basics	26				
		2.2.2	Types of Internet surveys	27				
			Online surveys: process and ethics	28				
			Online survey example: election studies and					
			election polls	29				
		2.2.5	Other issues	30				
	2.3	Onlin	e interviews and focus groups	31				
		2.3.1	Types of online interviews	31				
		2.3.2	Online interviews: process and ethics	32				
		2.3.3	Online focus groups	33				
		2.3.4	Other issues	34				
	2.4	Web o	content analysis	35				
		2.4.1	Quantitative web content analysis	35				
			Qualitative web content analysis	38				
		2.4.3	Web content used in data preparation	40				

	2.5	Social media network analysis	40
	2.6	Online experiments	40
		2.6.1 Online laboratory experiments	40
		2.6.2 Online field experiments	41
		2.6.3 Online natural experiments	41
	2.7	Online field research	41
	2.8	Digital trace data: ethics	43
		Conclusion	46
3	Soc	ial media networks	48
·	3.1	Social networks: concepts and definitions	48
	0.1	3.1.1 An example school friendship network	51
	3.2	Social network analysis	55
	٥.2	3.2.1 Social relations and social networks	55
		3.2.2 Statistical analysis of social networks	58
	3.3	Social media networks	61
	3.3	3.3.1 Representing online interactions as interpersonal	01
		networks	61
		3.3.2 Threaded conversations	65
		3.3.3 Social network sites	69
		3.3.4 Microblogs	72
	3.4		
		communication networks	73
		3.4.1 Flows of information and attention	74
	3.5	SNA metrics for the example school friendship	
		network (advanced)	75
		3.5.1 Node-level SNA metrics	75
		3.5.2 Network-level SNA metrics	76
	3.6	Conclusion	77
	• • • • • • • • • • • • • • • • • • • •		
4	l Hy	perlink networks	78
	4.1	Hyperlink networks: background	78
		4.1.1 Motives for sending, and benefits	
		of receiving, hyperlinks	79
		4.1.2 Hyperlink network nodes, ties and boundaries	80
	4.2	Three disciplinary perspectives on hyperlink networks	82
		4.2.1 Citation hyperlink networks	82
		4.2.2 Issue hyperlink networks	83
		4.2.3 Social hyperlink networks	83
		4.2.4 Comparing the disciplinary perspectives	84
	4.3	, I	86
		4.3.1 Web crawlers	86
		4.3.2 Historical web data	91
		4.3.3 Blogs	92
	44	Conclusion	94

II	WE	95		
5	Frie	97		
	5.1	Homophily in friendship formation	97	
		5.1.1 Measurement issues	97	
		5.1.2 Friendship formation in Facebook	99	
		5.1.3 Online dating	101	
	5.2	Social influence	103	
		5.2.1 Identifying social influence	103	
		5.2.2 Social influence in social media	105	
	5.3	Conclusion	110	
6	Org	111		
	6.1		111	
	6.2	Collective action and public goods	113	
		6.2.1 Hyperlink networks as information public goods	113	
	6.3	Networked social movements	114	
	6.4	Conclusion	118	
7	Poli	tics and participation	119	
	7.1	Visibility of political information	119	
		7.1.1 Power laws and politics online	119	
	7.2	Social and political engagement	123	
		7.2.1 Web use and social capital	123	
		7.2.2 Political engagement	127	
	7.3	Political homophily	129	
		7.3.1 Divided they blog	130	
	7.4	An introduction to power laws (advanced)	132	
	7.5	Conclusion	136	
8	Gov	vernment and public policy	138	
	8.1	Delivery of information to citizens	138	
		8.1.1 Government hyperlink networks	139	
	8.2	Government authority	142	
		8.2.1 Civil unrest	143	
		8.2.2 Internet censorship	144	
	8.3	Public policy modelling	146	
		8.3.1 The mapping principle	146	
		8.3.2 The macroeconomics of a virtual world	147	
	8.4	Conclusion	147	
9	Production and collaboration			
	9.1	Peer production and information public goods	149	
		9.1.1 Peer production	150	
		9.1.2 Information public goods	152	

	9.2	Scholarly activity and communication	156
		9.2.1 Webometric measures of scholarly output	
		and impact	156
		9.2.2 Reconfiguring access to scholarly information	
		and expertise	158
	9.3	Network structure and achievement	159
		9.3.1 Identifying a 'network effect' in outcomes	159
		9.3.2 Structural holes in Second Life	160
	9.4	Conclusion	162
l0	Con	nmerce and marketing	163
	10.1	Distribution of product sales	163
		10.1.1 Power laws and superstars	164
		10.1.2 Evidence for the Long Tail	166
	10.2	Influence in markets	168
		10.2.1 Referrals from friends	169
		10.2.2 Ratings systems	171
		10.2.3 Recommender systems	173
	10.3	Conclusion	173
D a	foranca	c.	175
References Index			191
na	iex		171