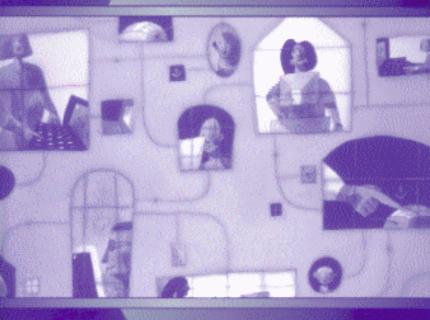
COMPUTER-MEDIATED COMMUNICATION



Human-to-Human Communication
A C R U S S T H E T I I T E R II E T
Susan B. Barnes

CONTENTS

Preface xiii
Acknowledgments

| Communication 1 |
|---|
| Computer-Mediated Communication 3 |
| Computer-Mediated Communication 3 |
| CMC Definition 4 |
| Informatics and Conferencing 4 |
| CMC Genres 4 |
| Electronic Mail (E-mail) 6 |
| Discussion Lists 6 |
| Newsgroups 7 |
| Chat Rooms 7 |
| Instant Messenger 8 |
| MUDs, MOOs and Collaborative Virtual Environments |
| The World Wide Web 11 |
| CMC as Media Environments 12 |
| CMC and Communication Models 12 |
| Computers as a Communication Device 14 |
| CMC, Human, and Mass Communication 15 |
| Interpersonal Mediated Communication 17 |
| Early CMC Research 18 |
| Hyperpersonal CMC 18 |
| Interactivity 20 |

Internet Characteristics

Digitalization

Cyberspace

Time and Space

Analog Versus Digital Media

32

30

30

29

28

XV

| Physical and Perceptual Space 33 Telepresence 33 Social Space 33 |
|--|
| Private Versus Public Space 34 |
| Cybertime 35 Synchronous and Asynchronous CMC 35 |
| Characteristics of CMC 36 Conditions of Attendance 36 Fantasy 36 Play and IRC 38 Digital Play in Group Discussion 41 |
| CMC and Frame Theory 42 |
| Play and Flow Theory 44 |
| Human-Computer Interaction (HCI) 49 |
| Development of Human-Computer Interaction 50 Human-Computer Interaction (HCI) 51 Desktop Metaphor 52 Direct Manipulation 52 |
| Human-Computer Interaction and Cognitive Theory Graphical User Interfaces 53 Voice Recognition Software 55 The Social Interface 56 |
| Intelligent Agents 57 Mailer Daemons and Bots 57 Characteristics of Agents 58 Agents and Interfaces 59 Chatterbots 60 |
| Computer as Social Actors (CAS) Model 62 |
| The Web 67 |
| Web Characteristics 68 Hypertext 68 Graphical Browsers 69 Navigation and Nontext Features 70 |
| Web Sites and CMC 72 |

Intercasting 73

Mass Media and the Web

Gendered Discourse

105

Interaction and Transaction 74

74

| Advertising and the Web 76 | |
|---|----|
| Newspapers and the Web 77 | |
| Television and the Web 76 | |
| Radio and the Web 77 | |
| Types of Web Sites 77 | |
| Advocacy Web Sites 78 | |
| Business Web Sites 78 | |
| Informational Web Sites 79 | |
| News Web Sites 79 | |
| Entertainment Web Sites 79 | |
| Personal Web Sites 80 | |
| Evaluating Web Sites 80 | |
| Accuracy 80 | |
| Authority 81 | |
| Objectivity 82 | |
| Coverage 82 | |
| Currency 82 | |
| Uses and Gratification Models for Evaluating Web Usage ART II Interacting through CMC 89 | 82 |
| anguage and the Internet 91 | |
| Orality and Literacy 92 | |
| Oral Versus Written Cultures 92 | |
| Acronyms 94 | |
| Graphic Accents 94 | |
| Humor and Linguistic Characteristics 96 | |
| | |
| Figurative Language and Metaphor 100 | |
| Language and Action 102 | |
| Speech-Act Theory 103 Speech Acts and Interface Design 104 Speech Acts and CMC 104 | |
| | |

| | Welch's Rhetorical Approach to the Internet 110 |
|---|---|
| 6 | Presenting Oneself Online 116 |
| | Traditional Concepts of Identity 117 |
| | Internet and Self-Identity 118 |
| | The Presentation of Self 119 |
| | Terminal Identity 120 |
| | Screen Names, Nicknames, and Pseudonyms 120 |
| | Personal Profiles 122 |
| | Signature Files 123 |
| | Net Presence 124 |
| | Case Study: Playing a Lawyer on the Web 125 |
| | Avatars 126 |
| | Personal Home Pages 126 |
| | Self-Disclosure 128 |
| | Gender and Self-Disclosure 130 |
| | Research on Identity and the Internet 130 |
| | Contextualized Framework 130 |
| 7 | Internet Interpersonal Relationships 136 |
| | Motives for Online Interaction 137 |
| | Social Use of the Internet 137 |

Online Relationships

Cybersex

Relationships

Intimate Relationships

Social Relationships Task-Oriented Relationships Online Relationship Development

Shared Experience

Security and Satisfaction

139 Case Study: Teens on the Internet

143 Relationships Build over Time

138

138

Criteria for Examining Computer-Mediated Interpersonal

145

144

140

142

143

Rhetoric and the Internet

109

| Role Play 149 Relationships Are Built on Reciprocity 150 | |
|---|-----|
| CMC Impression Management Model 154 | |
| PART III CMC and Group Communication CMC in Organizations 163 | 161 |
| The Networked Organization and CMC 164 CMC and Management 165 Virtual Teams 166 Teleworking 167 | |
| CMC and Electronic Commerce Consumer-Oriented E-Commerce Business-to-Business E-Commerce Intraorganizational E-Commerce 168 168 169 | |
| Computer-Supported Cooperative Work (CSCW) Applications Groupware 170 Computer Conferencing and Teleconferencing 171 Group Decision Support Systems (GDSS) 172 Customer Decision Support Systems (CDSS) 173 Electronic Data Interchange (EDI) 173 Just-In-Time (JIT) and Quick Response 174 | 170 |
| Organizational Adoption of the Web 175 | |
| Approaches to Organizational CMC Research Hyperpersonal Communication Framework Model of Marketing Communication in Hypermedia 177 | |
| Online Games 184 | |
| Historical Overview of Computer Games 184 Short History of MUDs 185 | |
| MUDs and Social Behavior 186 Player Presentation 187 MUDs and Behavioral Norms 188 Building MUD Relationships 189 | |

| Role-Playing Versus Real Life 192 |
|---|
| Power and Hierarchies 193 |
| Gender and MUDs 193 |
| MUD Problems 194 |
| Internet Dependency 195 |
| MUDs and People with Disabilities 196 |
| MUD Genres 196 |
| MUDs Object Oriented (MOOs) 196 |
| Adventure-Style MUDs 197 |
| Social MUDs 198 |
| Educational or Academic MUDs 198 |
| Web-Based Games 198 |
| Multiplayer Games and Game Worlds 199 |
| Internet Reality Games 200 |
| Gaming and Gambling on the Web 200 |
| Brenda Laurel's Theatre Model 201 |
| |
| 10 Educational Contexts 206 |
| Using Computers in Educational Contexts 207 |
| The Web and College Courses 207 |
| The Web and Writing 208 |
| The Web and Academic Publishing 209 |
| Distance Education 209 |
| Informatics and Education 210 |
| The Internet and Access to Information 210 |
| Digital and Information Literacy 210 |
| • |
| Developing CMC Skills 213 |
| CMC Teaching and Learning Strategies 213 |
| CMC Social Strategies 214 |
| Developing Educational Communities 215 |
| Education and CMC Genres 215 |
| E-mail 216 |
| Discussion Lists 216 |
| Electronic Forums and Panels 216 |
| Educational MUDS 216 |
| Virtual Reality Systems 217 |
| Issues Concerning CMC in Education 218 |
| Changing Roles of Students and Teachers 219 |

11

| Copyright Issues 220 |
|---|
| Web Cheating and Plagiarism 220 |
| Evaluating Face-to-Face versus Computer-Mediated Classroom Discussion 221 |
| Virtual Communities 225 |
| The Development of Virtual Communities 226 |
| Changing Concept of Community 227 |
| Discussion Lists versus Virtual Communities 228 |
| Building Virtual Communities 228 |
| Replacing Geographic Proximity with Common Interests 231 |
| The Internet and Local Communities 231 |
| Collaborative Mass Media and Communities 232 |
| Case Study: VC-L 233 |
| Types of Online Communities 235 |
| Free-Nets 235 |
| Community Networks 236 |
| Communities of Interest 236 |
| MUD Communities 236 |
| Support Communities 237 |
| Audience Communities 237 Media Communities 237 |
| Web Rings 238 |
| |
| Social Identification/Deindividuation (SIDE) Theory 239 |
| |
| PART IV CMC and Society 245 |
| |
| Disruptive Online Behavior 247 |
| Disruptive Behavior in CMC 248 |
| Flaming as Disruptive Behavior 248 |
| Provocateurs 250 |
| Spamming 252 |
| Gender-Bending and Misrepresentation 253 |
| Disruptive Behavior in MUDs 255 |
| Case Study: Rape in Cyberspace 256 |
| Dealing with Disruptive Behavior in CMC 258 |

| | Disruptive Behavior and Social Concerns 258 | |
|-----------|---|----|
| | Hackers 258 | |
| | Cyberterriorism 260 | |
| | Hate Speech 262 | |
| | Pornography 263 | |
| | Computer Viruses 264 | |
| | A Model for Comparing Codes of Conduct 264 | |
| 13 | Anonymity, Privacy and Copyright 271 | |
| | Free Speech and the Internet 272 | |
| | Anonymity Issues 272 | |
| | Electronic Identities 273 | |
| | Anonymous Remailers 273 | |
| | Case Study: Anonymous Remailers and the Church of Scientology | 27 |
| | Individual versus Community Values 275 | |
| | Privacy Issues 276 | |
| | Individual Privacy 276 | |
| | Cookies, Consumer Information, and Web Privacy 276 | |
| | The Panoptic Sort 278 | |
| | Privacy in the Workplace 279 | |
| | Privacy and Internet Service Providers 280 | |
| | Encryption and the Internet 281 | |
| | Copyright Issues 282 | |
| | Copyright Exceptions 282 | |
| | Copyright and Digital Media 283 | |
| | Copyright and Napster 284 | |
| | High-Tech Gift Economy 285 | |
| | A Model for Regulating Cyberspace 285 | |
| | Software Code 286 | |
| | Laws, Code, Norms, and Markets 287 | |
| | • | |
| 14 | Democracy and the Internet 292 | |
| | Digital Cities 293 | |
| | Community Networks 294 | |
| | Digital Divide 296 | |
| | Rural American Communities and the Internet 297 | |
| | Innovation Adoption and Diffusion 297 | |

| American Politics and the Internet 298 Political Discourse and the Media 298 Case Study: Political Discussion Lists 299 The Internet and American Politics 300 Internet Campaigning 301 Internet Voting 302 Government Documents and the Internet 303 | |
|--|--|
| The Internet and Democracy 304 Citizen Activism and the Internet 304 Democracy and the Web 305 The Internet and Deliberative Democracy 306 Governing the Internet 307 | |
| A Resource Model for Digitally Mediated Political Life 308 | |
| 15 Communicating in the Global Village 314 | |
| The Global Village 314 Globalization 315 Internet Retribalization 316 The Internet as a Paradox 318 An Ecological View of the Internet 318 Medium Theory 319 | |
| The Global Information Society 319 Global Marketplace 319 Is English a World Language? 320 Globalization and National Cultures 321 Case Study: China and the Internet 323 Globalization and Mass Media 323 Unequal Access in the Global Information Society 325 Technophiles versus Neo-Luddites 326 | |
| Theories about Technology and Society Relationships Technological Determinism Social Determinism 329 Technological Realism 329 Social Constructionism 330 | |
| Index 335 | |