On an everyday basis, we communicate with one another using various technological media, such as text messaging, social networking tools, and electronic mail, in work, educational, and personal settings. As a consequence of the increasing frequency of use and importance of computer-supported interaction, social scientists in particular have heeded the call to understand the social processes involved in such interactions. In this volume, the editors explore how aspects of a situation interact with characteristics of a person to help explain our technologically supported social interactions. The person-by-situation interaction perspective recognizes the powerful role of the situation and social forces on behavior, thought, and emotion, but also acknowledges the importance of person variables in explaining social interaction, including power and gender, social influence, truth and deception, ostracism, and leadership. This important study is of great relevance to modern readers, who are more and more frequently using technology to communicate with one another.

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Strategic Uses of Social Technology

*An Interactive Perspective of Social Psychology*

*Edited by*

Zachary Birchmeier, Beth Dietz-Uhler, and Garold Stasser
## Contents

<table>
<thead>
<tr>
<th>List of figures</th>
<th>page vii</th>
</tr>
</thead>
<tbody>
<tr>
<td>List of tables</td>
<td>viii</td>
</tr>
<tr>
<td>Notes on the contributors</td>
<td>ix</td>
</tr>
<tr>
<td>Acknowledgments</td>
<td>xii</td>
</tr>
</tbody>
</table>

1 Introduction: A social psychological analysis of computer-supported social interaction  
ZACHARY BIRCHMEIER, BETH DIETZ-UHLER, AND GAROLD STASSER  

2 A SIDE look at computer-mediated interaction: Power and the gender divide  
RUSSELL SPEARS, MARTIN LEA, TOM POSTMES, AND ANKA WOLBERT  

3 Trust, deception, and identity on the internet  
MELANIE C. GREEN AND JORDAN M. CARPENTER  

4 An interactional approach to social influence in computer-mediated communication  
KAI SASSENBERG  

5 Social interaction in cyberspace: Social construction with few constraints  
SUSANNE ABELE  

6 Dynamics of leader emergence in online groups  
ANDREA B. HOLLINGSHEAD  

7 Ostracism in cyberspace: Being ignored and excluded in electronic-based interactions  
ERIC D. WESSELMANN AND KIPLING D. WILLIAMS
Contents

8 Opinion-based groups: (Racist) talk and (collective) action on the internet 145
CRAIG MCGARTY, GIRISH LALA, AND KAREN M. DOUGLAS

9 A juxtaposition of social influences: Web 2.0 and the interaction of mass, interpersonal, and peer sources online 172
JOSEPH B. WALTHER, STEPHANIE TOM TONG, DAVID C. DEANDREA, CALEB T. CARR, AND BRANDON VAN DER HEIDE

10 The virtual social world: The continually changing landscape of social interaction 195
GAROLD STASSER, BETH DIETZ-UHLER, AND ZACHARY BIRCHMEIER

Index 211
## Figures

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1</td>
<td>The Prisoner’s Dilemma Game</td>
</tr>
<tr>
<td>5.2</td>
<td>The Battle of the Sexes Game</td>
</tr>
<tr>
<td>6.1</td>
<td>Mean leader consensus scores by media and time period in ten FTF and ten CMC groups</td>
</tr>
<tr>
<td>6.2</td>
<td>Number of leaders by group size in twenty-four internet support groups</td>
</tr>
<tr>
<td>6.3</td>
<td>Leader consistency in twenty-four internet support groups by consecutive time periods</td>
</tr>
<tr>
<td>9.1</td>
<td>A typology of online influence sources</td>
</tr>
</tbody>
</table>

Page numbers: 90, 91, 118, 119, 121, 179
Tables

4.1 Examples for moderators of the impact of media characteristics on social influence sorted by the mechanism underlying the moderation  

page 78
Notes on the contributors

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