Oxford Handbook of Internet Psychology (Oxford Library of Psychology)

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Over one billion people use the Internet globally. Psychologists are beginning to understand what people do online, and the impact being online has on behaviour. It's making us re-think many of our existing assumptions about what it means to be a social being. For instance, if we can talk, flirt, meet people and fall in love online, this challenges many of psychology's theories that intimacy or understanding requires physical co-presence.

"The Oxford Handbook of Internet Psychology" brings together many of the leading researchers in what can be termed 'Internet Psychology'. Though a very new area of research, it is growing at a phenomenal pace. In addition to well-studied areas of investigation, such as social identity theory, computer-mediated communication and virtual communities, the volume also includes chapters on topics as diverse as deception and misrepresentation, attitude change and persuasion online, Internet addiction, online relationships, privacy and trust, health and leisure use of the Internet, and the nature of interactivity.

With over 30 chapters written by experts in the field, the range and depth of coverage is unequalled, and serves to define this emerging area of research. Uniquely, this content is supported by an entire section covering the use of the Internet as a research tool, including qualitative and quantitative methods, online survey design, personality testing, ethics, and technological and design issues. While it is likely to be a popular research resource to be 'dipped into', as a whole volume it is coherent and compelling enough to act as a single text book.

"The Oxford Handbook of Internet Psychology" is the definitive text on this burgeoning field. It will be an essential resource for anyone interested in the psychological aspects of Internet use, or planning to conduct research using the 'net'.

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