1.	Record Nr.	UNINA9910688485703321
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	Titolo	Identity and Relationships in Online Communities / / Giuseppe Riva, Brenda K. Wiederhold, Pietro Cipresso
	Pubbl/distr/stampa	Warsaw ; Berlin : , : De Gruyter, , 2016
	Descrizione fisica	1 online resource (xvi, 227 pages) : illustrations (some color)
	Collana	Psychology of Social Networking ; ; Volume 2
	Disciplina	070.57973
	Soggetti	Internet publishing
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di contenuto	Intro; Introduction; 1 A Collective Picture of What MakesPeople Happy: Words Representing SocialRelationships, not Money, are Recurrent withthe Word 'Happiness' in Online Newspapers; 2 The Online Calming Effect: Does the InternetProvide a More Comfortable Modality forConducting Psychotherapy?; 3 Feeling Anxious without It: Characteristicsof People Prone to Facebook Addiction; 4 What Determinants Matter When UsersEngage in Particular Collaborative StorytellingWebsites? Exploring Attractive GamificationFeatures and Design Guidelines. 5 Assessment Of Risk Behaviors RelatedTo Substance Use, Bullying and Alterationsin Body Image in Adolescents Through a 3DSimulation Program6 Play With My Team- Modeling OnlineGame Players' Teamwork Model in MassivelyMultiplier Online Role Playing Games(MMORPGs); 7 Virtual Environments With Chroma-KeyingVideo Capture In Psychological Therapy; 8 Sharing personal experiences and offeringadvice within online health-based socialnetworks; 9 The Digital Rage: How Anger is ExpressedOnline. 10 College Students' Use of CommunicationTechnology with Parents: Influences ofDistance, Gender, and Social Presence11 Internet addiction: an cross-culturalperspective; 12 My pixels or my friends? Game charactersas a lens for understanding user avatars insocial networks; 13 Problem Mobile Phone Use in Spanish andBritish Adolescents: First steps towards across-cultural research in Europe; 14 Generalized Problematic Internet Use Scale2: update on the psychometric propertiesamong Italian young adults.; 15 Smartphone

for social networking:methodological aspects.

Sommario/riassunto	In order to 'be online', an individual has to create an online presence. This online self is presented in different ways, with diverse goals and aims in order to engage in different social media activities and to achieve desired outcomes. The authors propose a wide overview of the psychology of social networking and its implications in our lives.