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Twitter User Guide 2012

*Qualitative Research
in Education: A User's
Guide, Third Edition
continues to bring
together the essential
elements of qualitative
research, including
traditions and
influences in the field*

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and practical, step-by-step coverage of each stage of the research process. Synthesizing the best thinking on conducting qualitative research in education, Marilyn Lichtman uses a conversational writing style that draws readers into the excitement of the research process.

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As a relatively young field, emergency management has already undergone considerable evolution and change. And now that Web 2.0 technologies and social media sites such as Facebook and Twitter have become inherently ingrained in all facets of our

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*lives, emergency
managers must once
again re-evaluate best
practices and
standardized
approaches. Providing
a roadmap for twenty-
first century
emergency
management best
practices, Leadership
in the Open: A New
Paradigm in*

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Emergency

Management

examines public

expectations relative

to the use of

communication and

Web 2.0 technologies

for emergency

management

activities. It covers

current technologies

along with the

public's demand for

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transparency and ever-increasing need for instant information and updates. The book is divided into three sections that focus on the fundamentals of social media, the potential effects of its strategic use in disaster management, and the attitude of engagement that is

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*effective for
community
commitment.*

*Coverage includes
efficiency,
magnification,
humility, creativity,
ethics, the tension of
changing public
expectations, and long-
standing best
practices within the
emergency*

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management

community. This book builds on the author's bestseller, Disasters 2.0: The Application of Social Media Systems for Modern Emergency Management, by looking at an emergency manager's role not simply by job function, but on what

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*the public demands.
Filled with extensive
real-world examples,
this is an ideal guide
for leaders in
emergency
management, first-
response, and
business continuity—as
well as advanced level
students preparing to
enter the field.*

Complete proceedings
Page 9/210

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*of the 2nd European
Conference on Social
Media Porto Portugal
Published by
Academic
Conferences and
Publishing
International Limited
Writing in his direct
and lively style,
Stephen Gillers
explores the subtleties
and nuances of the*

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legal and ethical rules governing lawyers and judges. From great teaching cases, timely materials, and realistic problems, students come away with new insight, equipped to detect and avoid improper conduct over the course of their professional careers.

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Refined through years of classroom use, this casebook offers:

Comprehensive coverage covers the full range of professional responsibility issues in less space (about 20 percent shorter than the 9th edition). Well-balanced mix of cases, secondary sources,

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timely materials (often drawn from recent headlines), engaging problems, and challenging notes.

Goes beyond the rules in recognizing that the law is not necessarily self-evident and

covers many subtleties; Gillers discusses the rules from different

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perspectives. Students are thus better equipped to detect and avoid improper conduct in their professional life than if they had learned the rules alone. Excellent case selection. Relevant cases exemplify multiple variations on particular themes.

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Realistic, helpful problems. Abundant problems, many based on actual events, that facilitate class discussion and enable students to understand the rules and regulations that will govern their professional behavior. Detailed notes provide in-depth treatment of

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the issues. High-profile author.

Stephen Gillers is a highly visible and recognized national authority on professional responsibility.

Accessible and engaging style. The writing is characterized by variety, clarity, and

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humor. Accompanied by an outstanding annual statutory supplement. Co-authored by Roy D. Simon, Andrew M. Perlman, and John Steele, the popular Regulation of Lawyers: Statutes and Standards covers all major, minor, and state variations on the

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*rules governing
lawyers and judges.
New to the Tenth
Edition: New cases,
including People v.
Marshall; Thul v. One
West Bank, FSB; In re
Glass; Rodriguez v.
Disner; Stropnický v.
Nathanson; and
United States v.
Kentucky State Bar.
New and revised*

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materials, including on the risks of using social media; ethical obligations of insurance defense lawyers; and whether a conflicted lawyer can advise a client to waive a conflict if waiver favors the lawyer. New problems on fraud and spoliation;

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*prosecutorial
conflicts; settlements
conditioned on non-
disclosure of
dangerous products;
campaign
contributions and
recusal; lawyers as
whistleblowers
against their clients
under Dodd-Frank;
and Brady
obligations. Many*

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current problems have been revised. In addition, a New Concise Edition, approximately 550 pages, will be available in January 2015. You can depend on author Stephen Gillers to provide a stimulating and dynamic classroom experience. Through

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nine editions,

*Regulation of Lawyers
has consistently
responded to the times
by mapping a legal
and ethical landscape
with penetrating
insight.*

*Cyber Risks, Social
Media and Insurance:
A Guide to Risk
Assessment and
Management*

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*Big Data for Regional
Science*

Web Writing

Big Data?

*The Complete Idiot's
Guide to Twitter
Marketing*

*Dirty Deals? An
Encyclopedia of
Lobbying, Political
Influence, and
Corruption [3
volumes]*

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*Methodologies,
Challenge and
Opportunities*

**Recent
technological
advancements
and other related
factors and
trends are
contributing to
the production of
an astoundingly
large and rapidly**

accelerating collection of data, or 'Big Data'. This data now allows us to examine urban and regional phenomena in ways that were previously not possible. Despite the tremendous potential of big data for regional

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science, its use and application in this context is fraught with issues and challenges. This book brings together leading contributors to present an interdisciplinary, agenda-setting and action-oriented

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**platform for
research and
practice in the
urban and
regional
community. This
book provides a
comprehensive,
multidisciplinary
and cutting-edge
perspective on
big data for
regional science.
Chapters contain**

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a collection of research notes contributed by experts from all over the world with a wide array of disciplinary backgrounds. The content is organized along four themes: sources of big data; integration,

processing and management of big data; analytics for big data; and, higher level policy and programmatic considerations. As well as concisely and comprehensively synthesising work done to date, the book

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**also considers
future challenges
and prospects
for the use of big
data in regional
science. Big Data
for Regional
Science provides
a seminal
contribution to
the field of
regional science
and will appeal
to a broad**

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**audience,
including those
at all levels of
academia,
industry, and
government.
This book
explores the
interface
between
terrorism and
the internet and
presents
contemporary**

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**approaches to
understanding
violent
extremism
online. The
volume focuses
on four issues in
particular:
terrorist
propaganda on
the internet;
radicalisation
and the internet;
counter**

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**campaigns and
approaches to
disrupting
internet
radicalisation;
and approaches
to researching
and
understanding
the role of the
internet in
radicalisation.
The book brings
together**

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expertise from a wide range of disciplines and geographical regions including Europe, the US, Canada and Australia. These contributions explore the various roles played by the Internet in radicalisation;

**the reasons why
terroristic
propaganda may
or may not
influence others
to engage in
violence; the role
of political
conflict in online
radicalisation;
and the future of
research into
terrorism and
the internet. By**

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covering this broad range of topics, the volume will make an important and timely addition to the current collections on a growing and international subject. This book will be of much interest to students and

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**researchers of
cyber-security,
internet politics,
terrorism
studies, media
and
communications
studies, and
International
Relations.
The Oxford
Handbook of
Undergraduate
Psychology**

Page 37/210

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Education is dedicated to providing comprehensive coverage of teaching, pedagogy, and professional issues in psychology. The Handbook is designed to help psychology educators at

each stage of their careers, from teaching their first courses and developing their careers to serving as department or program administrators. The goal of the Handbook is to provide teachers,

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**educators,
researchers,
scholars, and
administrators in
psychology with
current, practical
advice on course
creation, best
practices in
psychology
pedagogy,
course content r
ecommendations
, teaching**

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**methods and
classroom
management
strategies,
advice on
student advising,
and
administrative
and professional
issues, such as
managing one's
career, chairing
the department,
organizing the**

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**curriculum, and
conducting
assessment,
among other
topics. The
primary audience
for this
Handbook is
college and
university-level
psychology
teachers (at both
two and four-
year institutions)**

at the assistant, associate, and full professor levels, as well as department chairs and other psychology program administrators, who want to improve teaching and learning within their departments.

Faculty members in other social science disciplines (e.g., sociology, education, political science) will find material in the Handbook to be applicable or adaptable to their own programs and courses.

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**Spatializing
Social Media
charts the
theoretical and
methodological
challenges in
analyzing and
visualizing social
media data
mapped to
geographic
areas. It
introduces the
reader to**

Page 45/210

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**concepts,
theories, and
methods that sit
at the crossroads
between spatial
and social
network analysis
to unpack the
conceptual
differences
between online
and face-to-face
social networks
and the**

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**nonlinear effects
triggered by
social activity
that overlaps
online and
offline. The book
is divided into
four sections,
with the first
accounting for
the differences
between space
(the geometrical
arrangements**

that structure and enable forms of interaction) and place (the mechanisms through which social meanings are attached to physical locations). The second section covers the rationale of social network

analysis and the ontological differences, stating that relationships, more than individual and independent attributes, are key to understanding of social behavior. The third section covers a range of

case studies that successfully mapped social media activity to geographically situated areas and considers the inflection of homophilous dependencies across online and offline social networks. The fourth and last

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section of the book explores a range of networks and discusses methods for and approaches to plotting a social network graph onto a map, including the purpose-built R package *Spatial Social Media*. The

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book takes a non-mathematical approach to social networks and spatial statistics suitable for postgraduate students in sociology, psychology and the social sciences.
Business

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**Communication:
Process and
Product
LexisNexis
Practice Guide
New York e-
Discovery and
Evidence 2016
Edition
Sports
Broadcasting
A LITA Guide
How We Use
Language to**

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**Create Affiliation
on the Web
A New Paradigm
in Emergency
Management
Navigating the
News: A Political
Media User's
Guide**

As face-to-face
interaction between
student and instructor is
not present in online
learning environments,

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it is increasingly important to understand how to establish and maintain social presence in online learning.

Student-Teacher Interaction in Online Learning Environments provides successful strategies and procedures for developing policies to bring about an awareness of the

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practices that enhance online learning. This reference book provides building blocks to help improve the outcome of online coursework and discusses social presence to help improve performance, interaction, and a sense of community for all participants in an online arena. This book is of essential use to online

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educators,
administrators,
researchers, and
students.

Comprehensive in
scope, New York e-
Discovery and
Evidence: • Describes
the creation, storage,
and production of
electronically stored
information. • Suggests
how to deal with the
dynamic information

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- stored in metadata.
- Discusses the need to avoid spoliation and retrieve, restore, or translate the material before it is produced.
- Examines issues regarding relevance and privilege.
- Explains how to use electronically stored information at trial.
- Targeted Practical Guidance: • Task-based

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checklists, with cites to applicable court rules and case law, take litigators step-by-step through the various areas of e-discovery. A master checklist serves as a starting point for performing any task in the e-discovery process.

- Real World Practice Tips-- including strategic points, warnings, timing and

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exceptions -- raise
critical issues and
prevent missteps. •

Dozens of attorney-
drafted and court-tested
forms save time and
streamline work flow.
This eBook features
links to Lexis Advance
for further legal research
options.

Get up to speed quickly
on using social media to
promote your library.

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This basic guide will get you ready to set up your account and explore such tools as Facebook, wikis, YouTube, Pinterest Google+, Foursquare, blogging platforms, QR codes, and Twitter. After an introductory survey of the tools, chapters cover maintaining accounts, coordinating with colleagues, planning for

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sustainability, best practices, evaluation with built-in analytics, and references for additional information. Rena Bivens takes the reader inside TV newsrooms to explore how news organisations are responding to the paradigmatic shifts in media and communication practices.

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How Technology and
the Public are Shaping
TV News

The Twitter Book

Mastering Digital
Librarianship

Discourse of Twitter
and Social Media

A Personal and
Professional Guide to
Social Networking with
Twitter

Spatializing Social
Media

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Why and How for
Liberal Arts Teaching
and Learning
Master The Latest
Educational
Technology To
Teach 21st Century
Skills. To prepare
students to thrive in
the classroom and
beyond, educators
must place the
proper emphasis on

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technology

leadership. First published in 2009, this book ' s second edition features 80% brand-new material addressing the latest technological developments, combined with the authors ' tested methods for applying them in

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schools. Features include: Aligning technology to the ISLLC Standards, ISTE Standards, and Common Core State Standards Comprehensive guides to the newest technologies and trends that school leaders need to know A

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companion website
featuring a massive
volume of resources
for additional
progress

"This undergraduate
textbook provides
students with the
information and
skills needed to be a
well-rounded sports
television or radio
broadcaster.

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Students will learn how to write for broadcast, shoot and edit video, and prepare for all the additional tasks needed along the way"--

The papers presented in this volume advance the state-of-the-art research on big data

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and analytics, social media, electronic marketing, mobile computing and recommender systems, mobile sensors and geosocial services, augmented reality, wearable computing, smart tourism, electronic distribution for

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tourism and
hospitality products
and services, e-
learning, responsive
web design and
management, and
eTourism for
development. This
book covers the
most significant
areas contributed by
prominent scholars
from around the

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world and is suitable for both academics and practitioners who are interested in the latest developments in e-Tourism.

Twitter is not just for talking about your breakfast anymore. It ' s become an indispensable communications tool

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for businesses, non-profits, celebrities, and people around the globe. With the second edition of this friendly, full-color guide, you ' ll quickly get up to speed not only on standard features, but also on new options and nuanced uses that

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will help you tweet with confidence. Co-written by two widely recognized Twitter experts, The Twitter Book is packed with all-new real-world examples, solid advice, and clear explanations guaranteed to turn you into a power

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user. Use Twitter to connect with colleagues, customers, family, and friends Stand out on Twitter Avoid common gaffes and pitfalls Build a critical communications channel with Twitter—and use the best third-party

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tools to manage it.
Want to learn how
to use Twitter like a
pro? Get the book
that readers and
critics alike rave
about.

ECSM2015-Procee
dings of the 2nd
European
Conference on
Social Media 2015
The Campaign

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Manager

Leading 21st
Century Schools
LexisNexis Practice
Guide: New York e-
Discovery and
Evidence, 2017
Edition
E-learning and
Social Networking
Handbook
Social Networks
Online and Offline

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Make Twitter Work
for Your Business

Social media

is

restructuring

urban practice

s-through ad-

hoc experiment

ation,

commercial

software

development,

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and

communities of
participation.
This book is
the first to
consider how
practices
contained
within social
media are
situated
within a

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larger

**genealogy of
public space,
including
theories of
communal
identity,
civitas and
democracy, the
fete, and self-
expression.**

Through

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empirical

research, the actual social practices of participants of networked publics are described and analyzed.

Documenting how online counterpublics

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use the
Internet to
transmit
classified
photos,
mobilize
activists, and
challenge the
status quo,
Tierney argues
that online
activities do

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not stop in
online
conversations;
they are
physically
grounded
through mobile
GPS
coordinates
which are then
transformed
into

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**activities in
physical
space—the
street, the
plaza, the
places where
people have
traditionally
gathered to
demonstrate
and express
their opinions**

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publicly.

How do
scientists,
scholars, and
other experts
engage with
the general
public and
with the
communities
affected by
their work or

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residing in
their sites of
study? Where
are the fine
lines between
public
scholarship,
civic
engagement,
and activism?
Must academics
'give back'

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once they collect data and publish results? In this volume, authors from a wide range of disciplines examine these relationships to assess how they can be

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fruitful or
challenging.
Describing the
methodological
and ethical
issues that
experts must
consider when
carrying out
public
scholarship,
this book

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**includes a
checklist for
critical
factors of
success in
engagement and
an examination
of the role of
digital social
media in
science
communication.**

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Illustrated by
a range of
case studies
addressing
environmental
issues
(climate
change,
resource use,
post-disaster
policy) and
education, it

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offers an investigation into the levels and ways in which scholars can engage, and how and whether academics and experts who engage in

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community work
and public
scholarship
are
acknowledged
and rewarded
for doing so
by their
institutions.
Also bringing
into the
debate the

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perspective of
citizens who
have
collaborated
with
academics, the
book offers an
exploration of
the
democratizing
potential of
participatory

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action

research.

The

Encyclopedia

of Social

Media and

Politics

explores how

the rise of

social media

is altering

politics both

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in the United States and in key moments, movements, and places around the world. Its scope encompasses the disruptive technologies and activities that are

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changing basic
patterns in
American
politics and
the amazing tr
ansformations
that social
media use is
rendering in
other
political
systems

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heretofore
resistant to d
emocratization
and change. In
a time when
social media
are revolution
izing and
galvanizing
politics in
the United
States and

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around the world, this encyclopedia is a must-have reference. It reflects the changing landscape of politics where old modes and methods of political

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communication
from elites to
the masses
(top down) and
from the
masses to
elites (bottom
up) are being
displaced
rapidly by
social media,
and where

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activists are building new movements and protests using social media to alter mainstream political agendas. Key Features This three-volume A-to-Z

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encyclopedia
set includes
600 short
essays on high-
interest
topics that
explore social
media's impact
on politics,
such as
"Activists and
Activism,"

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**“Issues and
Social Media,”
“Politics and
Social Media,”
and “Popular
Uprisings and
Protest.” A
stellar array
of world
renowned
scholars have
written**

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**entries in a
clear and
accessible
style that
invites
readers to
explore and
reflect on the
use of social
media by
political
candidates in**

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this country,
as well as the
use of social
media in
protests
overseas
Unique to this
book is a
detailed
appendix with
material
unavailable

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anywhere else
tracking and
illustrating
social media
usage by U.S.
Senators and
Congressmen.
This
encyclopedia
set is a must-
have general,
non-technical

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**resource for
students and
researchers
who seek to
understand how
the changes in
social
networking
through social
media are
affecting
politics, both**

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in the United States and in selected countries or regions around the world. This is the book for anyone who aspires to the title "informed"

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citizen." It
clearly
explains how
political news
works, how the
media
influences
readers—and
how to sort
through it all
to be a
better,

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smarter

consumer of
political
news. • Shows
readers how to
spot bad
political
arguments, as
well as why
they should be
skeptical of
the "hard

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data" behind
many of those
arguments •
Shares clear,
accessible
explanations
of the ever-
present biases
that affect
our view of
political news
• Offers a

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multitude of
clear examples
taken from
current
politics on
ways in which
media distorts
political
information
and messages •
Provides a
compelling

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look at social
media
platforms such
as Facebook
and Twitter as
sources of
political
information,
how we
perceive
information
from these

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venues, and
how they
affect our
understanding
of American
political
dialogue

All a Twitter
The Oxford
Handbook of
Undergraduate
Psychology

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Education

Student-

Teacher

Interaction in

Online

Learning

Environments

The Wiley

Handbook of

Psychology,

Technology,

and Society

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**Problems of
Law and Ethics
Qualitative
Approaches to
Digital
Research
A User's Guide**

An encyclopedia
unlike any
other, this
work focuses on
lobbying,

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corruption, and
political
influence in
America to
inspire readers
to think
critically
about the U.S.
government and
to appreciate
the
opportunities
of citizenship.

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- Provides balanced and fair information about three of the murkiest but most powerful forces in American politics and government: lobbying, political

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influence, and
corruption •

Covers a wide
range of
pertinent
events, people,
organizations,
institutions,
jurisprudence,
and laws from
the Credit
Mobilier affair
in the 19th

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century to the
conviction of
Jack Abramoff
in the 21st
century •
Includes
suggested
readings with
each entry for
further
exploration of
specific
subject as well

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as a unique
compendium of
original data
and documents
such as laws,
legislation,
and agency
regulations •
Supplies
references for
further reading
and features
extensive cross-

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referencing
that directs
researchers to
other
authoritative
sources
Updated to
reflect the
latest
technological
innovations—and
challenges—the
second edition

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of Social
Media: How to
Engage, Share,
and Connect
will help
readers
understand and
successfully
use today's
social media
tools.
Luttrell's text
offers: - a

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thorough
history of
social media
and pioneers of
the field; -
chapters on
specific
subjects such
as photo-
sharing, video,
crisis
communication,
ethics, and

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"sticky social," among others; - discussions on appropriate use of social media in public relations, where the profession stands today and where it is headed in the

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future; and -
real-world
examples of
successful
social media
campaigns. This
book will
become your go-
to reference
guide for all
things social
media-related
as it applies

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to public relations and the everyday duties of PR professionals. Understanding digital modes and practices of traditional rhetoric are essential in emphasizing information and

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interaction in human-to-human and human-computer contexts. These emerging technologies are essential in gauging information processes across global contexts.

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Digital
Rhetoric and
Global
Literacies:
Communication
Modes and
Digital
Practices in
the Networked
World compiles
relevant
theoretical
frameworks,

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current

practical
applications,
and emerging
practices of
digital
rhetoric.

Highlighting
the key
principles and
understandings
of the
underlying

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modes,
practices, and
literacies of
communication,
this book is a
vital guide for
professionals,
scholars,
researchers,
and educators
interested in
finding clarity
and enrichment

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in the diverse
perspectives of
digital
rhetoric
research.

This book
examines the
changing roles
of the
librarian and
how working
within a rich
digital

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environment has impacted on the ability of professionals to develop the appropriate 'know how', skills, knowledge and behaviours required in order to operate

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effectively.

Expert

specialists and

opinion-makers

from around the

world discuss

the challenges

and successes

of adapting

existing

practices,

introducing new

services and

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working with
new partners in
an environment
that no longer
recognizes
traditional
boundaries and
demarcation of
roles. The book
is structured
thematically,
with a focus on
three key

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strands where the impact of digital technologies is significant: - Rethinking marketing and communication: this strand looks at strategic approaches and practices which

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harness social media and illustrate the importance of communication and marketing activities in these new online spaces.

- Rethinking support for academic practice: this

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part examines
the
professional
expertise
required of
librarians who
engage with and
support new
academic and
learner
practices in
digitally rich
teaching,

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learning and
research
environments. -
Rethinking
resource
delivery: this
section
investigates
the use of
strategies to
maximize access
to online
resources and

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services:

harnessing
system data to
enhance
collection
management and
user choice,
designing and
managing mobile
'friendly'
learning spaces
and providing
virtual

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resources and
services to an
overseas
campus.

Readership:

This timely and
inspiring
edited
collection
should make
vital reading
for librarians,
library

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schools,
departments of
information
science and
other
professional
groups such as
education
developers,
learning
technologists
and IT
specialists.

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Marketing with
Social Media
Leadership in
the Open
Connected
Cultures of the
Network Society
29th Canadian
Conference on
Artificial
Intelligence,
Canadian AI
2016, Victoria,

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BC, Canada, May
31 - June 3,
2016.

Proceedings
Digital
Rhetoric and
Global
Literacies:
Communication
Modes and
Digital
Practices in
the Networked

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World

Violent

Extremism

Online

Regulation of

Lawyers

**This book
constitutes the
refereed
proceedings of the
29th Canadian
Conference on
Artificial**

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**Intelligence,
Canadian AI 2016,
held in Victoria,
BC, Canada, in
May/June 2016.
The 12 full papers
and 27 short
papers presented
were carefully
reviewed and
selected from 97
submissions. The
focus of the
conference was on**

**the following
subjects: actions
and behaviours,
audio and visual
recognition,
natural language
processing,
reasoning and
learning, streams
and distributed
computing.**

**Edited by three of
the world's leading
authorities on the**

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**psychology of
technology, this
new handbook
provides a
thoughtful and
evidence-driven
examination of
contemporary
technology's
impact on society
and human
behavior. Includes
contributions from
an international**

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**array of experts in
the field Features
comprehensive
coverage of hot
button issues in
the psychology of
technology, such
as social
networking,
Internet addiction
and dependency,
Internet
credibility,
multitasking,**

**impression
management, and
audience reactions
to media Reaches
beyond the more
established study
of psychology and
the Internet, to
include varied
analysis of a range
of technologies,
including video
games, smart
phones, tablet**

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computing, etc.

**Provides analysis
of the latest
research on
generational
differences,
Internet literacy,
cyberbullying,
sexting, Internet
and cell phone
dependency, and
online risky
behavior**

This publication

Page 149/210

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**provides unique
and indispensable
guidance to all in
the insurance
industry, other
businesses and
their counsel in
identifying and
understanding the
risks (notably
including cyber
risks) they face by
using social media
in the business**

world and mitigating those risks through a compilation of best practices by industry experts and rulings by courts and regulatory authorities. It features analyses of pertinent policies, statutes and cases.

Social media such as microblogging services and social networking sites are changing the way people interact online and search for information and opinions. This book investigates linguistic patterns in electronic discourse, looking at online evaluative

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language, Internet slang, memes and ambient affiliation using a large Twitter corpus (over 100 million tweets) alongside specialized case studies. The author argues that we are currently witnessing a cultural movement from online

conversation to what can be termed 'searchable talk' - online talk where people affiliate by making their discourse findable (for example, via metadata such as Twitter hashtags) by others holding similar interests. This cutting edge

**text will be of
interest to all
scholars and
students dealing
with electronically
mediated
discourse.**

**Resources for
Higher Education
The Public Space
of Social Media
Proceedings of the
International
Conference in**

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**Lugano,
Switzerland,
February 3 - 6,
2015
Communication
Modes and Digital
Practices in the
Networked World
Scientists, Experts,
and Civic
Engagement
ECSM 2015
Data Mining and
Knowledge**

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**Discovery for Big
Data**

*Twitter has tens
of millions of
users and its
active*

*"tweeters" and
followers look
to it to answer
to the question,
"What's
happening?"*

*Businesses both
large and small*

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can quickly and easily send out highly targeted messages to key customers using Twitter.

However, simply grasping only the mechanics of Twitter and flogging a message nobody cares about isn't enough to

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*make a
measurable
difference.
Worse, using
Twitter the
wrong way can
damage a
company's brand.
The Complete
Idiot's Guide®
to Twitter
Marketing blends
an understanding
of Twitter's*

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powerful tools and reach with marketing savvy and the key to really engaging followers and converting them to customers. It also covers new features such as the increasing importance of search engine optimization.

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*HOW TO MAKE
TWITTER WORK FOR
YOUR BUSINESS*

*Many businesses
and*

*entrepreneurs
are still*

*struggling to
make social*

*media work for
them and are*

either

*continuing to
waste valuable*

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time and resources or giving up altogether. However, businesses that are mastering social media marketing and networking are not only reaping enormous rewards, but also building

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one of their most valuable assets, a following of loyal customers and brand ambassadors who are going to secure their success in the future. Whether you are completely new to Twitter

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*marketing or you
are already
running a
campaign, this
book aims to
demystify social
media marketing
and teach you
step-by-step the
principles,
strategies,
tactics and tips
to make Twitter
work for your*

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business. In this book you will learn all about the benefits of social media marketing, the psychology behind it together with how to use the almighty power of Twitter to: Identify and find your ideal

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*customersGenerate
and capture
new leadsDrive
traffic to your
websiteIncrease
sales*

*conversionsBuild
your brandIn the
book you will
learn: How to
use Twitter for
businessHow to
plan your
marketing*

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*campaign on
TwitterHow to
build the right
audience on
TwitterHow to
increase your
followers How to
tweet the right
type of content
on TwitterHow to
communicate on
Twitter for
successHow to
create effective*

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*TweetsHow to
advertise on
Twitter How to
create a Twitter
posting calendar
How to advertise
on TwitterHow to
use Hashtags on
TwitterHow to
measure your
results on
Twitter How and
why you should
create a blog*

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*What to do on
your website to
increase and
capture leads
What to do on a
day to day basis
on Twitter
As the areas of
community
education and
professional
development
continue to
expand, the*

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technologies that are utilized in these programs are also progressively advancing. However, it can sometimes be difficult to pinpoint the best system in such a vast, ever-changing world

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*of technology.
Technology Use
and Research
Approaches for
Community
Education and
Professional
Development
investigates how
the role of
information
technology is
impacting the
academic and*

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workplace environments. This publication will explore areas such as unique learning styles, various methods of disseminating information, and technology's role and impact within these settings.

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*Researchers,
practitioners,
and instructors
in the areas of
adult,
continued, and
higher education
will benefit
from this text's
innovative way
of addressing
efficient
methods of
utilizing*

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Digital resources—from games to blogs to social networking—are strong forces in education today, but how can those tools be effectively utilized by educators and course designers

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*in higher
education?
Filled with
practical
advice, the e-
Learning and
Social
Networking
Handbook, Second
Edition provides
a comprehensive
overview of
online learning
tools and offers*

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*strategies for
using these
resources in
course design,
highlighting
some of the most
relevant and
challenging
topics in e-
learning today,
including: •
using social
networking for
educational*

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purposes •
designing for a
distributed
environment •
strengths and
weaknesses of
delivering
content in
various formats
(text, audio,
and video) •
potential
constraints on
course design •

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*implementation,
evaluation,
induction, and
training
Illustrated by
short,
descriptive case
studies, the e-
Learning and
Social
Networking
Handbook, Second
Edition also
directs the*

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*reader to useful
resources that
will enhance
their course
design. This
helpful guide
will be
invaluable to
all those
involved in the
design and
delivery of
online learning
in higher*

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education.

*New Perspectives
on Terrorism and
the Internet
Social Media
Qualitative
Research in
Education: A
User's Guide
Information and
Communication
Technologies in
Tourism 2015
An Encyclopedia*

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*of Lobbying,
Political
Influence, and
Corruption
How to Engage,
Share, and
Connect*

*Focus On: 100
Most Popular
Television
Series by
Universal
Television*
This book

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examines and engages with the ambivalence of digitization, illuminating the diverse ways in which researchers approach, negotiate, understand and interpret objects and practices of digital research.
BUSINESS

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**COMMUNICATION
: PROCESS AND
PRODUCT, 8e, is
designed to
prepare students
for success in
today's digital
workplace. The
textbook presents
the basics of
communicating in
the workplace,
using social media
in a professional**

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*environment,
working in teams,
becoming a good
listener, and
presenting
individual and
team
presentations.*

*Authors Mary Ellen
Guffey and Dana
Loewy also offer a
wealth of ideas for
writing resumes
and cover letters,*

participating in interviews, and completing follow-up activities.

Optional grammar coverage in each chapter, including a comprehensive grammar guide in the end-of-book appendix, helps students improve their English language skills.

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A complete, step-by-
step success kit for
organizing,
funding,
publicizing, and
winning local***

political

campaigns.

**Comprehensive in
scope, New York e-
Discovery and
Evidence: •**

**Describes the
creation, storage,
and production of
electronically
stored information.**

**• Suggests how to
deal with the
dynamic**

***information stored
in metadata. •***

***Discusses the need
to avoid spoliation
and retrieve,
restore, or
translate the
material before it
is produced. •***

***Examines issues
regarding
relevance and
privilege. •***

Explains how to

use electronically stored information at trial. Targeted Practical Guidance:

- ***Task-based checklists, with cites to applicable court rules and case law, take litigators step-by-step through the various areas of e-discovery. A master checklist serves as***

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a starting point for performing any task in the e-discovery process.

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***attorney-drafted
and court-tested
forms save time
and streamline
work flow.***

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Politics***

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Line***

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Winning Local
Elections***

The Complete

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***Guide to Marketing
Your Business,
Generating Leads,
Finding New
Customers and
Building Your
Brand on Twitter
Digital Currents
Advances in
Artificial
Intelligence
Strategy,
Networking and
Discovery in***

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Make Twitter work for you—right now! Twitter! Everyone's talking about it. Its membership grew over 700% in just one year! Now, learn how to make the most of Twitter—in your personal life, your business,

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everywhere! All a
Twitter delivers
quick, smart
answers to the
questions
everyone's asking
about Twitter:
What's it about?
What's it good for?
Is it worth your
time? How do you
get started? Where
can you find great

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Twitter feeds to follow? How can you build a worldwide audience for your own Tweets? You name it, Tee Morris answers it—and shows you exactly how to do it, step-by-step, in plain English. No experience?

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Looking for something new to do with your Tweets? No problem: this is the Twitter book for everyone! Covers all this, and more... • Setting up your Twitter account and getting started in minutes • Creating great Tweets:

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making the most of the 140 characters Twitter gives you • Using Twitter to make connections, exchange great ideas, and uncover hard-to-find resources • Building a Twitter audience—and using it to build your business • Tweeting

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to recruit, promote,
and coordinate
volunteer

organizations •

Mastering Twitter
etiquette and
avoiding beginner
mistakes •

Swapping Tweets
on your browser, on
your desktop, and
on your phone! •

Finding tools that

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make Twitter even
more efficient • And
much more...

informit.com/que
allatwitterbook.com

The essays in Web
Writing respond to
contemporary
debates over the
proper role of the
Internet in higher
education, steering
a middle course

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between polarized attitudes that often dominate the conversation. The authors argue for the wise integration of web tools into what the liberal arts does best: writing across the curriculum. All academic disciplines value

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clear and compelling prose, whether that prose comes in the shape of a persuasive essay, scientific report, or creative expression. The act of writing visually demonstrates how we think in original and critical ways and in ways that are

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deeper than those that can be taught or assessed by a computer.

Furthermore, learning to write well requires engaged readers who encourage and challenge us to revise our muddled first drafts and craft more distinctive and

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informed points of view. Indeed, a new generation of web-based tools for authoring, annotating, editing, and publishing can dramatically enrich the writing process, but doing so requires liberal arts educators to rethink why and how we

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teach this skill, and to question those who blindly call for embracing or rejecting technology.

The field of data mining has made significant and far-reaching advances over the past three decades. Because of its potential

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power for solving complex problems, data mining has been successfully applied to diverse areas such as business, engineering, social media, and biological science. Many of these applications search for patterns in

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complex structural information. In biomedicine for example, modeling complex biological systems requires linking knowledge across many levels of science, from genes to disease. Further, the data characteristics of the problems have

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also grown from static to dynamic and spatiotemporal, complete to incomplete, and centralized to distributed, and grow in their scope and size (this is known as big data). The effective integration of big data for decision-

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making also
requires privacy
preservation. The
contributions to this
monograph
summarize the
advances of data
mining in the
respective fields.
This volume
consists of nine
chapters that
address subjects

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ranging from mining data from opinion, spatiotemporal databases, discriminative subgraph patterns, path knowledge discovery, social media, and privacy issues to the subject of computation reduction via binary matrix factorization.

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Harnessing
Technology for
Engagement and
Achievement
A Political Media
User's Guide
Technology Use
and Research
Approaches for
Community
Education and
Professional
Development