

Appendix to

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<http://www.comm.ucsb.edu/faculty/rrice/RiceFullerOxfordHandbookInternetTheory2012Appendix.pdf>

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A. Methodology

Method**Searches and Journals**

We first conducted an online search in the same Social Science collection noted in Table 1, with (“Internet” or “World Wide Web”) AND (“communication” and “theory”). We then searched all the International Communication Association journals from the ICA website, full-text, from 2000-2009: *Communication, Culture and Critique*; *Communication Theory*; *Communication Yearbook*; *Human Communication Research*; *Journal of Communication*; and *Journal of Computer-Mediated Communication*. The next set of searches included all National Communication Association journals online, using the Ingenta online database, abstracts and full-text when available: *Communication and Critical/Cultural Studies* (Ingenta began with 2004); *Communication Monographs* (2001); *Critical Studies in Media Communication* (2004); and *Journal of Applied Communication Research* (2001). We also searched *New Media & Society*, from the Sage full-text online database (2000-2009), and *Information, Communication & Society*, from the InformaWorld full-text online database (2000-2009). Finally, we added a few relevant reviews or meta-theoretical integrations from other journals within this period.

Of the 46 journals providing articles for this study, those with more than one coded article apiece included *New Media & Society* (84); *Information, Communication & Society* (69); *Journal of Computer-Mediated Communication* (50); *Journal of Communication* (23); *Human Communication Research* (14); *Communication Monographs*, *Communication yearbook* (7 each); *Critical Studies in Media Communication*, *CyberPsychology & Behavior* (5 each); *Journal of Applied Communication Research*, *The Information Society* (4 each); *Communication Research*, *Communication Theory*, *Journal of Broadcasting & Electronic Media* (3 each); and *Communication, Culture & Critique*, and *Computers in Human Behavior* (2 each).

Coding

Initial Selection. For each of these entries, the first author read each article title and abstract to determine whether there might be a discussion, focus, or application of one or more specific theories. This set of articles was then also subject to the following criteria, developed in an emergent fashion by both authors as we read through all the entries: no book reviews; no articles specifically on social media or online videogames unless the Internet connectivity was central; no articles that did not explicitly state a conceptual or theoretical basis in the abstract or early in the article; no articles on “E-government”, “e-democracy”, “ICTs”, “information technologies” or “distance education” without mention of the Internet in the title or abstract, and then only if the Internet was specifically analyzed. Articles referring to “World Wide Web” or “websites” may be included. An article could be included even if it did not mention “Internet” if it clearly depended on Internet infrastructure, such as some articles involving “computer-mediated communication” or “online communication”. If the article met the criteria, the reference/abstract and, where available, the full-text version of the article, were saved, resulting in an initial set of around 400 entries.

Emergent Coding Process. We used an intentionally iterative, emergent, inductive, consensual form of content analysis similar to the grounded theory method of inquiry (Glaser, 2004). That is, we did not apply any prior topic typologies, specifically to avoid narrowing the possible primary and global themes to existing perspectives (in line with grounded theory).

That approach seeks to identify concepts grounded in the data, which are organized into an initial set of core categories and then are refined and reorganized through subsequent rounds of theme identification. With this perspective, we clearly assume that the resulting core

categories are partial, inherently problematic, and subjective (Charmaz, 2006); see also the limitations section below. Similar to grounded theory, we began with open coding of the reference, abstract (or the most general introductory paragraph(s) when no abstract), type of article, primary theory, and a short summary of study context. The article type initially included 1 for a meta-theory or review article, and 2 for an application or development of a theory using empirical evidence.

An initial set of 288 entries was sorted by alphabetic reference, and the two authors and one assistant were each assigned one-third of the entries. We discussed the coding scheme and definitions, and coded the first five of each of our entries to become familiar with the application of the coding. Then one entry from each third of the set was assigned to all three authors for coding, and we met to compare and refine our codings.

Based on this first set of codings, we added a Type 0 for entries that had no real discussion, analysis, or application of theories, or were a book review. We also expanded the operationalizations for Types 1 and 2 in more detail. Type 1 articles were “meta”: comparing or testing two or more theories; reviewing multiple theories with no primary theory; providing commentary on or analysis of multiple theories; reviewing the state of the art of theories, perhaps with criticism and call for a new kind of theory; and summarizing or developing theoretical perspectives on other aspects of Internet studies (e.g., measures). Type 2 articles were “analyses”: empirically testing a theory, or possibly integrating several theories and then testing that integrated theory, or developing a grounded theory based on empirical analyses. Both Type 1 and Type 2 articles were coded according to their primary theory and categorized into primary, global, and secondary theories/concepts. However, the Type 1 coding allowed us to look separately at the ways in which theories/concepts were treated rather than what theory was being analyzed or tested. When there was substantive treatment of secondary theories or concepts, those were entered into a new column for secondary theories.

Because most articles are likely to include more than one concept or even theory, our basic rule was to code on the primary focus – that is, the most specific criterion or applicability. For example, if an article focused on selective exposure as the primary process or concept in a study of Internet effects on political fragmentation, then it was coded as media effects. If, however, the emphasis was on the question of political diversity or fragmentation, and selective exposure is one of the measures or treatments, then public sphere/participation was the category. Or, for website content analyses, if the focus was on the features and design, that was categorized as media attributes; if the focus was on the content, then that was categorized according to the theoretical focus.

We met weekly to discuss the set of articles read and coded, and recoded and clarified the operationalizations as necessary. Every few weeks we selected one or more articles for all of us to code beforehand, and then compared our coding in the meeting. As the sample of articles is quite bounded, and the study goal was to develop a subjective overview and review of the nature of communication-related theories used to study the Internet 2000-2009, we did not feel it was appropriate to doubly-code a sample of articles and compute intercoder reliabilities. Rather, we arrived at the final coding through discussion and consensus when there were questions.

Developing Themes. We considered the primary theories as sets of potential themes relating to an evocative category label, leading to focused coding, which provides initial explanations through groupings of the initial data, what we call theory Themes. We went through all the entries together, discussing the basic nature of the primary theory, and developed an emergent coding scheme for more general theoretical Themes. We then listed all those Themes

and standardized the wording and confirmed that they consistently represented the major underlying theoretical theme of the articles using sometimes otherwise distinct primary theories.

Similar to the theoretical coding stage of grounded theory inquiry, we discussed how the Themes related to each other as they represented Global Themes. Because the boundaries among these Themes were somewhat permeable, we again went through each Theme, in the context of the primary theory, theme, and the context, and coded each for Global Theme.

Reassessing the Themes. Then two authors coded the final set of about 75 entries, following a similar process of initial joint coding, discussing our rationales, each then coding half the rest, and then meeting to discuss those codings. In this stage, we also looked for additional primary theories, Themes and possible Global Themes and discussed their wording and criteria. With these additional categories, we went back through the complete database to see which could be recategorized using this more diverse and explicit typology.

Similar to the grounded theory stage of theoretical sampling, we then challenged the relation of each Theme to each Global Theme to refine and validate those Global Themes until no more Global Themes or their basic properties emerged. By iterative sorting of the coding table at different levels, discussing and comparing entries within those levels, and adding notes into the table's fields, we improved our understanding of how each article might belong to particular Themes and the higher-level conceptual abstractions of the Global Themes, and their categorization criteria. This stage sometimes required re-reading abstracts, the full text, or the coding entries of borderline articles.

At the end of that stage, there were several Theme categories either with a disproportionate number of entries, or using the same title as its subsuming Global Theme. We therefore went through each entry and its Theme again to identify additional, and more specific, Themes, and to distinguish their names from the Global Themes. That is, we engaged in selective coding, or the integration, distinction, and refining of categories to create meaningful explanations, and to check for internal consistency and overall validity of the framework (Strauss & Corbin, 1998). Once we had the final set of coded entries, we removed all those coded as 0, resulting in a sample of 315 articles, from 46 journals.

Glaser, B. G. (2004). Remodeling grounded theory. *Qualitative Social Research*, 5, Art. 4.

Charmaz, K. (2006). *Constructing grounded theory: A practical guide through qualitative analysis*. London: Sage.

Strauss, A., & Corbin, J. (1998). *Basics of qualitative research: Grounded theory procedures and techniques* (2nd ed.). Thousand Oaks, CA: Sage.

B. Journals Providing Articles (2000-2009)

The 46 journals, in order of decreasing frequency of articles included, were: *New Media & Society* (84), *Information, Communication & Society* (69), *Journal of Computer-Mediated Communication* (50), *Journal of Communication* (23), *Human Communication Research* (14), *Communication Monographs* (7), *Communication yearbook* (7), *Critical Studies in Media Communication* (5), *CyberPsychology & Behavior* (5), *Journal of Applied Communication Research* (4), *The Information Society* (4), *Communication Research* (3), *Communication Theory* (3), *Journal of Broadcasting & Electronic Media* (3), *Communication, Culture & Critique* (2), *Computers in Human Behavior* (2), and 1 each from *Annual Review of Information Science and Technology*, *Annual Review of Psychology*, *Community, Work & Family*, *Computers & Education*, *Decision Sciences*, *European Journal of Communication*, *Global Networks*, *Industrial Marketing Management*, *Information Communication & Society*, *Information Systems Journal*, *Information Systems Research*, *Interactive Learning Environments*, *International Journal of Human-Computer Studies*, *Internet Research*, *Journal of Advertising*, *Journal of Health Psychology*, *Journal of Management*, *Journal of Network and Computer Applications*, *Journalism and Mass Communication Quarterly*, *Language Learning & Technology*, *Mass Communication & Society*, *Media International Australia*, *Medien Journal*, *Organization Science*, *Proceedings of the 28th International Conference on Information, Systems*, *Proceedings of the National Academy of Sciences of the United States of America*, *Reading Research Quarterly*, *Social Networks*, *Social shaping and social consequences of ICTs* (the one book chapter exception), *Technology in Society*, and *Telecommunications Policy*.

C. Articles Coded

- Agarwal, R., Animesh, A., & Prasad, K. (2009). Social interactions and the “digital divide”: Explaining variation in Internet use. *Information Systems Research*, 20(2), 277-294.
- Allen, M., Mabry, E., Mattrey, M., Bouris, J., Titsworth, S., & Burrell, N. (2004). Evaluating the effectiveness of distance learning: A comparison using meta-analysis. *Journal of Communication*, 54(3), 402-420.
- Amichai-Hamburger, Y., Wainapel, G., & Fox, S. (2002). “On the Internet no one knows I’m an introvert”: Extroversion, neuroticism, and internet interaction. *CyberPsychology & Behavior*, 5(2), 125-128.
- Aral, S., Muchnik, L. & Sundararajan, A. (2009). Distinguishing influence-based contagion from homophily-driven diffusion in dynamic networks. *Proceedings of the National Academy of Sciences of the United States of America*, 106(51), 21544-21549.
- Armstrong, C. & McAdams, M. (2009). Blogs of information: How gender cues and individual motivations influence perceptions of credibility. *Journal of Computer-Mediated Communication*, 14(3), 435-456.
- Bargh, J. A. & McKenna, K. Y. A. (2004). The Internet and social life. *Annual Review of Psychology*, 55, 573-590.
- Barnes, S. (2009). Relationship networking: Society and education. *Journal of Computer-Mediated Communication*, 14(3), 735-742.
- Baruh, L. (2007). Read at your own risk: Shrinkage of privacy and interactive media. *New Media & Society*, 9(2), 187-211.
- Baym, N. (2005). Introduction: Internet research as it isn’t, is, could be, and should be. *The Information Society*, 21, 229-232.
- Baym, N. K., Zhang, Y. B., & Lin, M-C. (2004). Social interactions across media: Interpersonal communication on the Internet, telephone and face-to-face. *New Media & Society*, 6(3), 299-318.
- Baym, N., Zhang, Y., Kunkel, A., Ledbetter, A., & Lin, M. (2007). Relational quality and media use in interpersonal relationships. *New Media & Society*, 9(5), 735-752.
- Beaudoin, C. (2008). Explaining the relationship between internet use and interpersonal trust: Taking into account motivation and information overload. *Journal of Computer-Mediated Communication*, 13(3), 550-568.
- Beckett, C. & Mansell, R. (2008). Crossing boundaries: New media and networked journalism. *Communication, Culture & Critique*, 1(1), 92-104.
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- Billon, M., Marco, R. & Lera-Lopez, F. (2009). Disparities in ICT adoption: A multidimensional approach to study the cross-country digital divide. *Telecommunications Policy*, 33(10-11), 596-610.
- Bimber, B., Flanagin, A. J., & Stohl, C. (2005). Reconceptualizing collective action in the contemporary media environment. *Communication Theory*, 15(4), 365-388.
- Birnie, S. & Horvath, P. (2002). Psychological predictors of internet social communication. *Journal of Computer-Mediated Communication*, 7(4).

- Booth, P. (2008). Rereading fandom: MySpace character personas and narrative identification. *Critical Studies in Media Communication*, 25(5), 514-536.
- Borge, R., Colombo, C., & Welp, Y. (2009). Online and offline participation at the local level. *Information Communication & Society*, 12(6), 1-30.
- Boyd, J. (2003). The rhetorical construction of trust online. *Communication Theory*, 13(4), 392-410.
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- Brock, A. (2009). Life on the wire: Deconstructing race on the Internet. *Information, Communication & Society*, 12(3), 344-363.
- Bucy, E. P. & Gregson, K. S. (2001). Media participation: A legitimizing mechanism of mass democracy. *New Media & Society*, 3(3), 357-380.
- Burrows, R., Nettleton, S., Pleace, N., Loader, B., & Muncer, S. (2000). Virtual community care? Social policy and the emergence of computer mediated social support. *Information, Communication & Society*, 3(1), 95-121.
- Burt, E., & Taylor, J. (2008). How well do voluntary organizations perform as democratic actors? *Information, Communication & Society*, 11(8), 1047-1067.
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- Cammaerts, B. (2008). Critiques on the participatory potentials of web 2.0. *Communication, Culture & Critique*, 1(4), 359-377.
- Campanella Bracken, C. & Lombard, M. (2004). Social presence and children: Praise, intrinsic motivation, and learning with computers. *Journal of Communication*, 54(1), 22-37.
- Campbell, A. (2006). The search for authenticity: An exploration of an online skinhead newsgroup. *New Media & Society*, 8(2), 269-294.
- Campbell, H. (2005). Considering spiritual dimensions within computer-mediated communication studies. *New Media & Society*, 7(1), 110-134.
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- Chadwick, A. (2001). The electronic face of government in the digital age: Borrowing from Murray Edelman. *Information, Communication & Society*, 4(3), 435-457.
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- Chou, C., & Hsiao, M-C. (2000). Internet addiction, usage, gratification, and pleasure experience: The Taiwan college students' case. *Computers & Education*, 35(1), 65-80.
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D. Global themes, themes, and primary theories in 315 communication-related social science articles, 2000-2009

Global Theory Theme	
Theory Theme	Primary Theories
Media Attributes (35)	
Interactivity (12)	anonymity, cultural variety, customization, discourse theory, interactivity model for initial interactions (hypotheses based on uncertainty reduction theory, predicted outcome value), interactivity, schema theory, tailoring
Media attributes (design, genre, history, media ecology, website features analysis; often linked to effects) (23)	“art in the age of mechanical reproduction”, audience, darwinian theory of evolution by natural selection, distance learning, extended parallel process model, grounded theory, inconsistency effects, identity, information and communication technology succession theory, media genres, media niche theory, media renewability, medium theory, metaphor, “mix of attributes” approach to the media effects paradigm, multi-media cmc theory, national identity, theory of technology, political legitimation, psychobiological model, real-virtual dichotomy, social construction of technology, social development theory, social learning theory, social movement organizations, social networking, social presence theory, social support, theory of channel complementarity, theory of planned behavior, transtheoretical model/stages of change, user control, structural isomorphism
Media Implications/Use & Understanding (75)	
Credibility/Trust (5)	credibility, perceived credibility, trust theory, trust/cybertrust,
Diffusion of innovations (12)	actor-network theory, diffusion of innovations, digital divide, homophily, life-cycle model of new media evolution, mediamorphosis, network analysis, organizational features, peer influence, perceived benefits, radical/disruptive vs incremental innovations, social pressures, social shaping of technology, technology acceptance model, third-person perception
Media effects (specific focus on individual or psychological effects not represented by other category) (19)	agenda-setting, anonymity, attribution theory (similarity principle), computers as social actors (casa) paradigm, conceptual model of social information seeking via cmc, control, deliberation (online vs ftf), depletion of cognitive resources, disaffection model, displacement, effects on language and communication, expected outcomes, motivation, flow, general aggression model, group dynamics, health belief model, heuristic-systematic model, hyperpersonal perspective, increase, interpersonal relations, macro-societal impacts of internet communication, mobilization theory, motivation, optimistic bias, organizational structure, reduced attention, reinforcement theory, political tolerance, rich-get-richer (knowledge gap, matthew effect), social communication impacts, social compensation, social diffusion of influence, social identification/de-individuation model (SIDE), social information processing theory, social presence, social structures and norms, third-person effect, uses and effects of hypermedia, workplace
Media use/adaptation (channel substitution/displacement)	actor-network theory, domestication theory, electronic literacy, functional images, health related information seeking, health status, hypermedia theory (postmodern theory, poststructuralist literary theory), hyperpersonal perspective, information seeking online, ludenic news reading, media substitution, modality switching, new literacies, parenting styles, rational

complementarity — but not if focused on changes in sociality; includes motivations if not explicitly U&G; literacy) (12)	actors, social capital, social information processing theory, social presence theory, socio-technical perspective, technological convergence, uses & gratifications
Possibly harmful Internet use (addiction, risk, predation, sexual) (16)	addiction, cognitive-behavioral model of piu, communication play theory, coping, cultural logics, interactional–normative framework, internet addiction disorder, internet addiction, internet literacy, internet risks, interpersonal theory, interruption management, locus of control, moral panic, object-relations theory, online risk, online risk, possibly harmful internet use, problematic internet use, shyness, social construction, task management, third-person effect, uses & gratifications
Uses and gratifications (must explicitly state that as the theory) (10)	interactivity, media attendance, social cognitive theory, socialization theory, spiral of silence, uses & gratifications
Participation (53)	
Civic engagement (democratization, interactions with government, voluntary organizations, NGOs, collective action, non-profits, social movements, religious groups, participative online learning or collaboration) (19)	civic engagement, collective action theory, democratic theory (deliberative democracy, liberal pluralism, radical participatory democracy), democratization, digital divide, network metaphor, participation, political engagement, political movements, political participation by youth (mobilization or reinforcement), political participation, public sphere, socio-constructivist learning theory, theory of communicative action -- ideal speech situation, theory of planned behavior, theory of practice, theory of second modernity instead of post-modernity, theory of structuration, transformative democracy
Participatory media/users (4)	critical theory, cultural production, field theory, participatory fandom, theory of vernacular web
Political participation (traditional voting, attending to political news, membership, online protests) (8)	communication mediation model, communicative action, contentious politics, democratization, political engagement (to and by youth), political participation and engagement, political participation by youth, political participation, social movement (online protest)
Public sphere (political deliberation, rational/ critical discourse, journalism, preferential	agonistic public space, available cues matter, civic engagement, cues filtered out, deliberative democracy (mediated deliberation), deliberative democracy, democratic, participatory online discussion necessary, democratization, differential gains model, discourse networks, discursive model of deliberative democracy, discursive space, elaboration likelihood model of persuasion, global civil society, matthew effect, means, knowledge, access or time, networked journalism, online political discussion, preferential attachment, public sphere,

attachment/ opinion reinforcement /differential gains, online political discussions; voice – not necessarily political) (22)	selective exposure theory, selective exposure, two-step flow theory, voice
Social Relations (89)	
Community (virtual, social movements, support, physical) (25)	collective identity, communication infrastructure approach, community, critical feminist perspective, exchange network theory, field theory, genre theory, grounded theory, Habermas’s theory of communicative action, heterotopia, hyperpersonal perspective, internet community/virtual community, network theory, online communities, optimal matching theory, relational theory, sacramental space model, social learning, social movement theory, social networks, social support (buffering model, direct effects), social support, symbolic interactionism, theory of relational signals, virtual community (neo-tribe), virtual community
Groups (group or team as the social unit) (12)	adaptive structuration theory, attribution theory, black sheep effect, bona fide groups, channel use and online relationships in virtual teams, conflict resolution, embedded nature of groups in organizations, gender stereotyping, group argument, normative social influence, self-serving bias, social constructionist approach, social identity and deindividuation effects (SIDE, social identity approach (social identity theory/self-categorization theory, social identity model of deindividuation effects), social information processing theory
Identity (individual, group, race, ethnicity, gender, sexual orientation, community) (19)	actual self/true self (“real me”), anonymity, authenticity, avatars, collective identity formation, critical race and culture theory, cultural identity, dialogical self theory, digital divide, discursive psychology (language as social action and discourse rather than cognition) about online interaction, emotional communication, ethnic identity, fandom, hyperpersonal communication, identity (racial), identity online, identity work, identity, (politicians’) impression management online, online relationship development, online trust (reputation, performance, pre-commitment via self-disclosure, situational factors), gender identity, postmodernism, psychological identity (“real me”), racial formation theory), self-presentation, symbolic interactionism, trust
Media use and sociality (changes in social relations associated with Internet use; not using network analysis) (9)	co-location vs co-presence, communication habits, expectancy violations theory, hyperpersonal perspective, interpersonal interaction, perpetual contact, relational quality, sociability (civic engagement, interpersonal involvement), sociability, social connectivity (identity, group/network relations), social control (dependency, blurring public and private space, coordination and multi-tasking, navigating family relation, privacy/surveillance), social identity and devindividuation theory (SIDE), social information processing theory, social penetration theory, ubiquitous connectivity, uncertainty reduction theory
Relational management (conflict, maintenance,	equity theory (pursue and maintain relationships based on perceived balance of positive and negative rewards), family conflict, family development theory and human ecology theory, Internet connectedness, relational dialectics, relational maintenance strategy

support) (4)	
Social capital (8)	democratization, Internet use, interpersonal trust, perceived information overload, political participation, social capital, social resource motivation, time displacement
Social networks, network analysis (more than just extent of relations, must use social networks concepts or measures, as main focus) (13)	bimodal theory of loneliness (social and emotional), channel replacement hypothesis, coping strategies, glocalized networks, internet's role in social relations, latent tie theory, media use and social connectivity, network theory (computational), network theory, networked individualism vs. more communal, collective identity and norms, reconfigure social networks (online friends), social network theory, social networks (strength of strong ties, strength of weak ties), social support, video sharing publicness
Societal (47)	
Boundary crossing (time, space, place, economic, social religious, political contexts) (7)	liminality, metaphor, pragmatism, technologocial sublime, third place, time
Cultural differences (3)	apology, collectivism and individualism, Hofstede's model of cultural dimensions
Digital divide (16)	digital divide, disability divide, human reflexivity, internet self-efficacy, network society, online health communication, social inclusion, social integration, theory of optimal slack, warm expert
Political economy/Policy (not just as implications for policy in conclusion section; also commoditization of Internet) (13)	consensus, critical internet theory, digital divide, framing theory, hegemony, knowledge society, network theory, news repair, participation, policy (software defaults), political economy, public goods theory, social shaping of technology, theory of communicative action
Privacy (8)	communication privacy management, cultural relativism, diagrammatic theory of surveillance, institutional trust, privacy divide, privacy/private sphere, privacy, social exchange theory, sociology of risk, theory of privacy behavior
Theory Framework (referring to specific theory) (16)	
Critiques (critiques, conceptual distinctions, recommendations, research agenda) (7)	context of use, disciplinarity, domestication theory, parallel with old technologies/infrastructure development model, social capital, social identification/deindividuation model (SIDE), social information processing, technology clusters (product ecosystems, networks)
Integrated Theory/Model (2)	infrastructure vs media attributes, theory of digital communication
Review (literature reviews, categorizations, codings) (7)	access and equity, channel, communication processes, development model of communication research, globalization, information society, media attributes (multimedia, hypertextuality, packet switching, synchronicity, and interactivity), network theory, organizational structure, privacy, social context,

social interaction, social networks and community, social networks, source,
technological determinism

E. Secondary Theories/Concepts in Communication-Related Internet Theory Social Science Articles, 2000-2009

- access and equity, access, accessibility, action research, active audience, actor network theory, adaption, adaptive structuration theory, adolescent identity theories, aesthetics, affordances, alternative political movements, anonymity, anonymity/identity, antipublics, anxiety, apology, assurances, autonomy
- Bahktin's chronotope, biased assimilation theory, blogging, boundary-crossing, boundary-spanning, Bourdieu language as logical system and as enacted practice
- centrality, channel expansion, channel substitution, channel, charismatic authority, citizen engagement, civic engagement by youth, civic engagement, code as law or choice, cognitive dissonance theory, cognitive mediation model, collective action, collective unconscious, collectivism, collectivism/individualism, collectivist model, collectivity, coming out, common ground, common identity, common knowledge perspective, common mental geography model, commons, communality, communication infrastructure perspective, communication needs, communication processes, communication, communicative and structural categories of virtual team characteristics, communicative processes, communitarianism, community, community/social network analysis, comparative media use and social ties, computer anxiety, computer-mediated communication, computers as social actors, connectionism, consumer technology choice and skill, contact hypothesis, contextual age, contextual integrity, convergence, core ties, creative destructive, crisis communication, critical management studies, critical paradigm, critical theory, cues-filtered-out, cultivation theory, cultural capital, cultural differences, cultural differentiation, cultural studies, cybercultures, cybertiming, cyborg
- dangers from Internet use, deficiency models, deficient self-regulation, deindividuation theory, deliberation media formats (media attributes or affordances) deliberative democracy, democratic citizenship, democratic potential, democratic society, democratization, depersonalization, deprivation theory, diaspora communities, diffusion of innovations, digital divide, digital media and theory of culture of under-determination, disclosure, discourse: "the language used in representing a given social practice from a particular angle", discussing social networks, disruptive vs. sustaining innovations, distinctiveness, distributed valence model, domains of memory, domestication theory, domestication, dominant discourses of identity, double democratization, dramaturgical perspective, dystopian
- economics of information, e-democracy, e-health, elaboration likelihood model, elaboration, Elias's time as a social symbol, elite theory, empirical paradigm, environmental risk, expectancy value, expectation states theory,
- face-saving, face-to-face vs. online, feminist analysis, filter model, first- and second-order effects, flaming, flextiming, flow, fractalization of public and private, frame expansion, framing, free marketplace of ideas, free riding, free speech, free-rider problem
- gatekeeping, gender differences in self-presentation, gender hierarchies, gender, gender-role orientation, general will, genre theory, geographically-based communities, gestalt theory, gift economy, glocalization, group awareness, group polarization, group valence model
- Habermasian public space, habitual behavior, hate groups, health literacy, home and school (distance education), homogeneity of discourse, homophily, human-computer interaction, humanities computing, hybridity of access spaces, hyperpersonal perspective, hyperpersonal, hypertext theory, hypertextuality: interactivity

- identity and language, identity work, identity workshop model, identity, imagined communities, impression formation, impression management, independent or interdependent self-construal, individualism collectivism, information richness/media richness, information society, information space model, information-seeking, institutional theory, instrumental vs. ludenic use, intellectual property, interactional cuing online, interactivity, intergenerational conflicts (parental control, adolescent autonomy, control of computer), Internet connectedness index (multi-dimensional extension of digital divide concept), Internet identity, Internet skills, Internet, interpersonal involvement, interpersonal trust, interpretive/cultural paradigm, intrinsic motivation, involvement
- joint activities, journalism
- knowledge gap
- lack of social context cues, latent tie connectivity, Lefebvre's spatial categories, legitimacy, levels of processing, liberal individualism, liberalization, liberalization, life satisfaction, linguistic analysis, literacy, low/high power distance, ludology, Luhmann's communication process model
- mapping, McGurk effect, McLuhan's "the medium is the message", media as meme theory, media attributes, media choice/selection theories, media circuit, media constancy theory, media dependency theory, media engagements, media equation, media fandom, media framing, media genres, media niche theory, media participation, media richness theory, media selection, media use, mediation, meta-theoretical approach, mindlessness, mobilization, model of participatory democracy, modeling behavior, modular excellence philosophy, mood management theory, multimedia, multiple media
- national electoral cultures, nation-building, neo-Marxist theories of ideology, net activism, network analysis of text, network analysis, network logic, network relationships, network size, network theory (ties, preferential attachment), network theory, network, networked individualism, networks, new ties through online friendships, nonverbal cues, norms of reciprocity
- older users, online communities, online community, online discussion forum design implications, online discussion groups, online health information, online parliamentary consultations, online political persona, online weak ties, open source software movement, opinion challenge avoidance, opinion leaders, opinion reinforcement seeking, optimistic (utopian) or pessimistic (dystopian), opt-out and proactive protection, organizational communication theory, organizational structure
- packet switching, panopticism, Panopticon theories paradox of plenty (with massive information available, scarce resource is attention), parody, participation, participatory culture, perceived ability, perceived social risk, perception-based and features-based, persistent conversation, personal disclosure, personal empowerment, perspective-taking (part of social cognition), phenomenological analysis, philosophical pragmatism, plausible deniability, policy, political discourse, political economy of communication, political economy, political participation, political uses of Internet, political vs. civil society, pornography, positioning, positive and negative social impacts of Internet, positivity, possibly harmful Internet use, postmodern anxieties, post-structuralism, power relations, power, presence, presentation of self, priming, privacy as avoidance, privacy, privacy/surveillance, problematic Internet use, problematic use, process gains-losses, process vs. product innovations, proximity in interactions, pseudo-community, public accountability, public anxieties, public good, public self-awareness, public sphere, public/private

- queer theory
- race, racism, radicals of presentation, real-world identity, reciprocity, reduced cues, reduced social cues, regulatory structure, reinforcement theory, relational maintenance, relationship development, relationship formation, relevance, repressed collective memory, resilience to risk, resource dependency, rhetoric of design, rich get richer (Matthew effect), rich-get-richer hypothesis, risk communication, risk-taking
- schema theory, schemas, search engines, selective exposure, selective scanning, self-categorization theory, self-disclosure, self-efficacy, self-esteem, self-identity, self-preservation, self-regulation, semiotics of new media, sensation-seeking, sharing, shyness, SIDE model, significant ties, simulated identity, social action, social analysis/research (of online/Internet communication, community, and information, with particular coverage of access, individuals, groups, digital media, culture, role and process in e-organizations, and world development access, news and social issues, the role of individuals in communities, user-based studies, usage data, and blogs, women, and search policy), social and economic determinism, social and technical configuration, social anthropology, social anxiety, social capital, social capital economic capital (and technological capital), social cognitive theory, social compensation hypothesis, social connectedness (an individual's relationship with the Internet, taking into consideration the breadth, depth, and the importance of individuals' Internet experience), social connectivity vs. spatial connectivity, social construction of technology, social construction, social constructionism, social context cues, social contract, social control, social cues and cuelessness, social exchange theory, social exchange, social identification model of deindividuation effects, social identification perspective, social identity model of deindividuation effects, social identity theory, social identity-deindividuation effects, social inequality, social influence (peer effects based on geography), social influence model, social influence theory, social information processing theory, social interaction, social justice, social motives, social movements, social network analysis, social network theories, social network theory, social network, social networking, social networks and community, social networks, social presence model, social presence, social psychology of communication, social responsibility, social roles, social science perspective, social shaping of technology, social space model, social support, social trust, sociology of scientific knowledge, sociology of work, sociotechnical ensembles, solidarity, source attribution, source, space of flows, spreading activation theory, status characteristics theory, Stroop effect, structural holes, structural isomorphism, structuration theory, subject of selective exposure theory, subjective norm, symbolic interactionism, synchronicity, Syntopia
- task-technology fit, techno-deterministic perspective vs. voluntaristic/social deterministic perspective, technological determinism, technology acceptance model, textual bias, textual poaching, the triangle of social reality, thematic meta-analysis, theories for better understanding Internet use, theories of mass communication, theory of communicative action, theory of reasoned action, theory of social impact, time use and social relations and media use, transitive network structure, transmediation, trust, two-step flow
- ubiquity, uncertainty reduction theory, uncertainty reduction, unified model of technology use, user agency, user control theory, user-generated content, uses and gratifications, utopian views of community, utopian,
- virtual community, virtual or online community, virtual teams, virtual time
- weak tie network theory, weak ties, webmetric analyses, website content analysis, website privacy seals Wittgenstein's language games

- zero-sum game