The Oxford Handbook of Internet Psychology

Edited by

Adam N. Joinson
Institute of Educational Technology,
The Open University, Milton Keynes, UK

Katelyn Y.A. McKenna
Ben-Gurion University of the Negev, and the Interdisciplinary Center, Herzliya, Israel

Tom Postmes
Department of Psychology, University of Exeter, UK

Ulf-Dietrich Reips
Department of Psychology, University of Zurich, Switzerland

OXFORD UNIVERSITY PRESS
# Contents

List of Contributors  vii

1 Introduction to the Handbook  1  
   Adam N. Joinson, Katelyn Y. A. McKenna, Tom Postmes and Ulf-Dietrich Reips

## Part 1 Interaction and Interactivity

2 Social interaction and the Internet: a comparative analysis of surveys in the US and Britain  7  
   Ronald E. Rice, Adrian Shepherd, William H. Dutton and James E. Katz

3 Love letters: the development of romantic relationships throughout the ages 31  
   Monica Whitty

4 Trust and social interaction on the Internet 43  
   Melanie C. Green

5 Trust in mediated interactions 53  
   Jens Riegelsberger, M. Angela Sasse, John D. McCarthy

6 Assessing interactivity in CMC research 71  
   Sheizaf Rafaeli and Yaron Ariel McCarthy

7 Social psychology of interactivity in human–website interaction 89  
   S. Shyam Sundar

## Part 2 Groups and Communities

8 Characterizing online groups 105  
   David P. Brandon and Andrea B. Hollingshead

9 Social networks and online community 121  
   Caroline Haythornthwaite

10 Online social support groups 139  
   Martin Tanis

11 Psychology, discrimination and hate groups online 155  
   Karen M. Douglas

12 The psychological dimensions of collective action, online 165  
   Tom Postmes

## Part 3 Personality, Self and Identity

13 Personality, individual differences and Internet use 187  
   Yair Amichai-Hamburger
14 Through the Internet looking glass: expressing and validating the true self 205
Katelyn Y. A. McKenna

15 Impression management and identity online 223
Andrea Chester and Di Bretherton

16 Self-disclosure, privacy and the Internet 237
Adam N. Joinson and Carina B. Paine

17 CMC and social identity 253
Russell Spears, Martin Lea and Tom Postmes

Part 4 Psychological Aspects of Internet Use

18 Attitude change and social influence on the net 273
Kai Sassenberg and Kai J. Jonas

19 Digital deception: why, when and how people lie online 289
Jeffrey T. Hancock

20 Phantom emotions: psychological determinants of emotional experiences on the Internet 303
Azy Barak

21 Internet use and abuse and psychological problems 331
Janet Morahan-Martin

22 Examining the role of the Internet in health behaviour 347
Elizabeth Silence and Pam Briggs

23 Tokyo youth at leisure: online support of leisure outings 361
Diane J. Schiano, Ame Elliot and Victoria Bellotti

Part 5 Internet-Based Research

24 The methodology of Internet-based experiments 373
Ulf-Dietrich Reips

25 Designing Internet-based experiments 391
Michael H. Birnbaum

26 Gathering data on the Internet: qualitative approaches and possibilities for mixed methods and research 405
Claire Hewson

27 Context effects in Internet surveys: new issues and evidence 429
Jolene D. Smyth, Don A. Dillman and Leah M. Christian

28 Personality testing on the Internet: what we know, and what we do not 447
Tom Buchanan

29 Technical considerations when implementing online research 461
William C. Schmidt

30 Using online panels in psychological research 473
Anja S. Göritz

31 Internet research ethics 487
Charles Ess

Index 503