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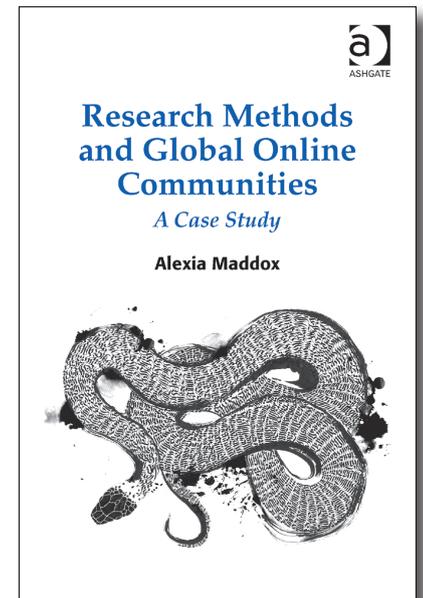


# Research Methods and Global Online Communities

A Case Study

Alexia Maddox, Deakin University, Australia

*'In this book, Alexia Maddox presents a compelling and engaging account of how online communities operate. Not only does she include a thorough overview of previous research, the book also discusses new findings from her own study that extends her insights in exciting ways. It will be of interest both to scholars new to this field and those looking for the latest developments in networked sociability studies.'*  
Deborah Lupton, University of Canberra, Australia



This book brings into focus the technologically augmented nature of global online communities, advancing research methods that reveal the imprint of emergent social forms and characterise digital frontiers of social engagement. Drawing on insights from across the social sciences, it presents a case study of people with passions for reptiles and amphibians to illustrate for next generation researchers how to conduct community research in the real world.

Richly illustrated with ethnographic research, together with extensive survey and interview material drawn from around the world, *Research Methods and Global Online Communities* explores the changing nature of communities that form around common interests and are embedded in a digital architecture rather than place. In doing so, this book transcends the digital dualism of online/offline models of community and engages with debates on the social impacts of the internet and the adaptive nature of community.

As such, it will appeal to social scientists interested in innovative approaches to characterising digital communities through mixed-methods research practice.

**Contents:** Foreword; Introduction. **Part I The Study of Global Online Communities:** Community and technology; Transcending the dualism; A methodological approach for researching digital community; Sensitising quantitative methods to the research population; Sensitising qualitative methods to the research population. **Part II Illustrating the Connections between Research Methods, Concepts and Analysis:** Community place; Social composition; Community boundaries; Community cohesion. Bibliography; Index.

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