

CONTENTS

Contributors	xv
Preface	xvii
Acknowledgments	xix

CHAPTER 1 Introduction to Psychological Aspects of Internet Use

Jayne Gackebach and Evelyn Ellerman

The Internet and the History of Communications Technology	1
Our Collective Love Affair with the New	1
Humans as Machines	2
Our Relationship with Technology Grows Ambivalent	4
And Now . . . the Internet	5
Take a Lesson from Radio	9
Studying the Net	15
The Internet and Communication Today	17
The Internet as an Information Management System	19
Organization of This Book	20
Intrapersonal: Statistically “Normal” and “Deviant” Aspects of the Self	21
Interpersonal: From Close to Distant Relationships and Communities	22
Transpersonal: On the Net and the Net Itself	23
References	25

PART I
THE INTRAPERSONAL:
STATISTICALLY “NORMAL” AND
“DEVIANT” ASPECTS OF THE SELF

CHAPTER 2

**The Self and the Internet: Variations
on the Illusion of One Self**

Elizabeth Reid

Introduction	29
On-Line Community Failure	30
Violence	30
Charivari	33
Multiple and Fragmented Selves	35
Fluidity	35
Fragmentation	36
Flamewars	37
Building Resilient On-Line Communities	38
Flexibility	38
Accountability	39
Persistence	39
Conclusion	40
References	41

CHAPTER 3

**Causes and Implications of Disinhibited
Behavior on the Internet**

Adam Joinson

Introduction	43
Disinhibited Behavior on the Net	43
What Is Disinhibition and Does It Exist on the Internet?	44
Disinhibition in Computer-Mediated versus Face-to-Face Communication	45
Disinhibition and World Wide Web Behavior	47
Causes of Disinhibited Behavior on the Internet	48
Deindividuation	48
Reduced Social Cues	49

Social Presence Theory	50
Two-Component Self-Awareness Model	51
Social Identity Explanation of Deindividuation Effects	52
Implications of Disinhibition	53
Psychological Implications of Disinhibition	53
Applied Implications	54
An Integrative Model of Disinhibition on the Net	56
References	58

CHAPTER 4

Internet Addiction: Does It Really Exist?

Mark Griffiths

The Concept of Addiction	61
The Rise of "Internet Addiction"	62
Survey Research on Excessive Internet Use	63
Case Studies of Internet Addicts	69
Some Final Comments	71
References	73

CHAPTER 5

Internet Therapy and Self-Help Groups— The Pros and Cons

Storm A. King and Danielle Moreggi

Introduction	77
The Psychology of Text-Based Relationships	79
The Value of On-Line Group Participation	81
Self-Help On-Line	83
Review of the Research on On-Line Self-Help	84
Support Groups On-Line	89
Hypothetical Model	89
Discussion of Hypothetical Model Case	90
Support for this Model	91
Therapy On-Line	93
Clinical Concerns of On-Line Therapy	97
Survey Data	98
Ethical Concerns	100
Diagnostic Considerations	103
Conclusion	105
References	106

CHAPTER 6
Future Clinical Directions:
Professional Development, Pathology,
and Psychotherapy On-Line

John M. Grohol

Introduction	111
Professional Development	112
Finding Relevant Professional Information On-Line	112
Information Brokers	113
On-Line Continuing Education	115
Professional Communities	117
Pathology	122
On-Line Overuse	122
Other Pathological Behaviors Evident On-Line	126
Summary	127
Psychotherapy On-Line	127
The Roots of Professional Helping Services On-Line	128
Why On-Line?	128
Current and Future Directions for On-Line Services	130
The Drawbacks to On-Line Mental Health Services	135
Summary	137
Conclusions	137
References	138

PART II
THE INTERPERSONAL:
FROM CLOSE TO DISTANT
RELATIONSHIPS

CHAPTER 7
The Psychology of Sex: A Mirror
from the Internet

Raymond J. Noonan

General Trends	143
The Influence of Sexuality on New Communications Media	145

The Meanings of Sexuality for Human Beings: A Systems Approach	147
Religious and Cultural Influences	151
New Insights from the Science of Sexology	152
Sexual Expression and Information on the Internet	156
Usenet Newsgroups and the Psychology of Sex	157
The Sexual Diversity of the World Wide Web	162
Political, Personal, and Community Aspects of Sex on the Internet	164
References	166

CHAPTER 8

Males, Females, and the Internet

Janet Morahan-Martin

The Electronic Agora	169
Male Domination of the Internet	170
Benefits of Internet Use	171
The Internet as New Technology	172
Women and High Technology	172
Computer Use and Attitudes as Prototypes of Internet Use and Attitudes	173
Computer Use and Attitudes	173
Computer Games	174
Masculine Computer Culture	175
Internet and Computer Attitudes Are Related	176
Internet Behaviors Resemble Computer Behaviors	177
Cutting-Edge Technology	178
Internet Games	178
Electronic Mail	179
Discussion Groups	179
On-Line Culture Is Masculine	180
Linguistic Differences	181
On-Line Language and Behavior	181
Gender Composition	182
Different Communication Ethics On-Line	182
Males Monopolize Conversations	183
Are Males More Expressive On-Line?	184
Males, Multiple User Dungeons, and Compulsive Internet Use	184
The Future	185
Forces for Change	186
Women and the Internet	186

The Net Generation	187
Communication Medium	188
Conclusions	189
References	189

CHAPTER 9

Work and Community via Computer-Mediated Communication

Caroline Haythornthwaite, Barry Wellman, and Laura Garton

Introduction: How People Work Together and Find Community	
Using Computer-Mediated Communication	199
Definition of Computer-Mediated Communication	200
Definition and Forms	202
Rise of Computer-Mediated Communication	204
Theories and Approaches to Computer-Mediated Communication	205
Social Network Perspectives	210
Community	212
Computer-Supported Social Networks: How Computer Networks Enable Social Networks	213
The Social Network Approach	213
Closing Observations: Emergent Computer-Supported Social Networks	218
References	220

CHAPTER 10

Virtual Societies: Their Prospects and Dilemmas

Magid Igbaria, Conrad Shayo, and Lorne Olfman

Introduction	227
Driving Forces	228
Global Economics	228
Policies and Politics	230
Enlightened and Diversified Population	231
Technology	233
Existing Arrangements and Practices	234
Telework	234
Virtual Teams	236

Virtual Organizations	239
Virtual Communities	241
Dilemmas and Implications of the Virtual Society	247
Global Policy and Economics	247
Politics and Policy	247
Enlightened Population	248
Technology	249
Summary and Conclusion	250
References	250

PART III

THE TRANSPERSONAL: ON THE NET AND THE NET ITSELF

CHAPTER 11

From Mediated Environments to the Development of Consciousness

Joan M. Preston

Introduction	255
The Issue of Reality	257
Media Displays	260
Field of View	261
Screen Size	262
Camera Effects	263
Apparent Size	263
Angles	264
Social Factors	265
Space and Navigation	265
Influence of Gibson	266
Apparent Motion	266
Balance	268
Interface Design	268
Computer as Mind Tool	269
Negative Effects	271
Intelligence Augmentation	274
Absorption and Presence	274
Self	276

Point-of-View Research	277
Absorption	281
Altered States of Consciousness	283
References	285

CHAPTER 12

World Wide Brain: Self-Organizing Internet Intelligence as the Actualization of the Collective Unconscious

Ben Goertzel

Introduction	293
The Future History of the Net	294
Mind as a Complex System	295
The Collective Unconscious Concretized	296
Webmind: An Emergence-Orientated Internet Artificial Intelligence System	297
Symbiotic Internet Intelligence in Philosophical and Psychological Perspectives	301
The Global Brain Study Group	303
The Global Brain and Human Progress	309
Web Spirituality	312
Self and Morality in the World Wide Brain	316
References	318

CHAPTER 13

The Coevolution of Technology and Consciousness

Jayne Gackenbach, Greg Guthrie, and Jim Karpen

Introduction	321
What Is the Internet?	323
A History of Language Technologies	324
Basis in Written Notation Systems	325
Technology's Rise to Meet Communication Needs	326
Rise of Nonlanguage Communication Modalities	327
Nonlinear and Highly Complex Growth of Technology	329
Complex Systems and Chaos Theory	330
A Chaos or Complexity Approach to the Internet	332
Artificial Intelligence and Consciousness	334

Human Consciousness and Its Development	336
The Role of Attention in Consciousness and on the Internet	338
Research into Higher States of Consciousness	339
Theoretical Models from Transpersonal Psychology	341
Summary of the Research on Consciousness	344
Evolution of Technology and Consciousness	345
The Future of Technology	348
References	349
Author Index	351
Subject Index	361