Contents

Irena Vassileva and Mariya Chankova
Multimedia Environment and the Social Sciences – Friends or Foes?
PART 1:
ACADEMIA IN THE DIGITAL AGE
Irena Vassileva
Academic Communication in the Social Sciences and the New Media1
ESTHER BREUER
Online Representation of Academics4
Irena Vassileva and Mariya Chankova
Scholars' information exploitation habits in multimedia environment6
ESTHER BREUER, MARIYA CHANKOVA AND IRENA VASSILEVA
University Students' Information Search Behaviour in the Digital Age9
ESTHER BREUER AND MICHELLE KÜHNEL
Analysing information seeking behaviours
with the help of screen capture software12
Mariya Chankova
The Google generation use of the multimedia environment
for academic purposes. A qualitative approach15



Contents

PART 2:

ASPECTS OF INTERNET-BASED ACADEMIC COMMUNICATION

Diane Pecorari
Irreconcilable differences? On plagiarism and other intertextualities
in academic communication199
Mariya Chankova
Hyperlinks and weaving meanings on the internet.
How far are the new affordances exploited in the participative Web 2.0
by the "digital natives"?217
ESTHER BREUER
You've got to know the enemy – students' usage of the Internet
in collaborative writing24
Reima Al-Jarf
Communication among Language and Translation Instructors
and Students via Twitter265
Bilyana Todorova
Use of Academic Discourse Features in BG-MAMMA Forum Discussions281
Matthias Knopp
How Does New Media Shape Interpersonal Communication?307
Contributors335