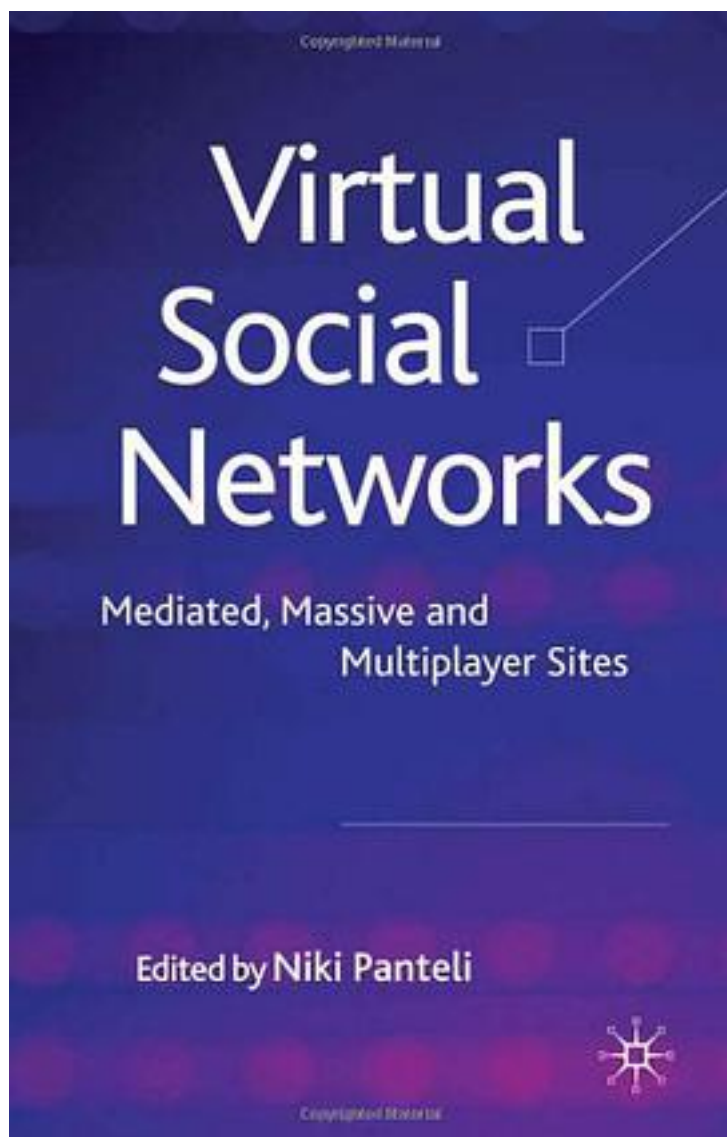# Virtual Social Networks

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Virtuality has been undergoing rapid and fundamental changes. As technology has developed, so too have its applications and our uses and experiences with it have as well. The emergence of new technologies such as Web 2.0 offer opportunities for new ways of interacting, playing, working and learning, and for companies new ways for promoting and advertising their products and services and interacting with their customers in general. The new possibilities are exciting, but there are uncertainties and anxieties too which affect individuals and organizations as well as societies in general. It is within this context, one of simultaneous excitement and anxiety, that we discuss Virtual Social Networks in this edited collection. The current public discourse refers to social networking sites and online games showing the popularity and fascination that has developed on these emerging, multiplayer and interactive virtual networks. This book aims to embark on this journey of exploration with a collection of studies, both empirical and conceptual, on current academic thinking around virtual social networks.

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