EDITORIAL

# Cyberpsychology, Behavior, and Social Networking Completes Another Milestone

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I AM PLEASED to bring you the 2010 December issue of *CyberPsychology, Behavior, and Social Networking.* Not only does this issue mark the completion of another successful and informative year, it also marks one full year of publication under the Journal's new title and expanded scope that lead to the official inclusion of the rapidly growing field of social networking.

During this year, the Journal has undergone several changes. It is now ranked 5th out of 54 in the "Communication" category of the JCR Social Sciences Edition and its Impact Factor* has climbed from 1.295 to 1.591. In addition, there have been several changes to the Journal's Editorial Board. Long time members Giuseppe Riva, Ph.D., and Stephane Bouchard, Ph.D., have become the Journal's new European Editor and Associate Editor respectively, and for the first time, we have now included an Associate Editor from Asia. I am pleased to welcome Chia-Wen Tsai, Ph.D., from Ming Chuan University, Taiwan. Finally, we have enlarged our board to include several new members with expanded areas of expertise, reflecting the new scope of the Journal, and I bid them a warm welcome.

This month's articles follow five separate themes. The first of these is technology adoption and research. In their paper, researchers Sanford and Oh examine the role of user resistance to change in shaping users' information technology adoption and usage behaviors. They postulate that resistance not only has a direct negative effect on IT usage, but also biases users when it comes to perceived usefulness and intention to use in a negative manner. This study enhances previous research in the area by demonstrating the importance of previously ignored inhibiting factors, establishing user resistance as an important construct to consider in IT usage research. Later in the issue, Hoerger addresses the problem of participant dropout in Internet-mediated research. Though this type of research allows for the recruitment of large participant samples, it does bring up technical, ethical, and methodological issues for researchers. The results of this study hold ramifications for study design considerations for investigators conducting Internet-mediated studies.

Next is texting and cell-phone use. In their article, Jin and Park examine how interpersonal motives (such as affection, loneliness, and inclusion) motivate people to text and make calls on their cell phones. In addition, they explore how face-to-face interaction influences cell-phone use. Along the same lines, Junco, Merson, and Salter study how gender, ethnicity, and income level affect cell-phone ownership and use and instant messaging among college students. Because campus officials are increasingly relying on these technologies to communicate with students, the researchers aim to determine how best to reach the student population.

Following in the tradition of the Journal, several papers in this issue address Internet misuse. Seigfried-Spellar and Rogers attempt to identify and understand the personality characteristics of female consumers of Internet Child Pornography (ICP). Traits examined include neuroticism, hedonism, and race as they relate to ICP consumption. Later, Stieger and Burger highlight the role of self-esteem in Internet addiction. As previous research has often found that people suffering from certain clinical disorders possess low explicit self-esteem while at the same time displaying high implicit self-esteem (a phenomenon called damaged self-esteem), the authors investigate whether the same might be true for those suffering from Internet addiction. First in the Rapid Communications section is an article examining the relationships between the online lifestyles of South Korean students and their tendency toward Internet addiction and level of cyber ethics. Lee's preliminary study reveals that Internet users impose different meanings and values on their Internet experiences and these contribute to their behaviors online.

Other articles are centered around online role-playing games. In the first article of this issue, Yeh presents information on design collaboration between consumers and developers in online role-playing games. The study explores how consumers' prior experience affects their participation in and evaluation of these collaborations. Findings indicate that for the process to be successful, the potential market-segment focus should be on knowledgeable consumers who accept such products readily. Later, Han et al. report changes in brain activity between baseline and after six weeks of Internet video-game play. The researchers hypothesized that subjects with high levels of self-reported craving for Internet video-game play would have increased activity in the prefrontal cortex. The relationship between brain changes observed in this study and those observed in brains in the early stages of addiction are discussed. Next, Jin and Lee explore the possible uses of interactive 3-D virtual environments (like *Second Life*) for effective e-health marketing and e-brand management. Their study examines the effects of the regulatory fit that consumers experience in interactive e-health marketing on their brand satisfaction and brand trust.

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*2009 Journal Citation Reports® published by Thomson Reuters, 2010.

Finally, several articles focus on augmented and virtual reality environments and their therapeutic uses. Lau, Choi, and Chung use a computer-based interactive virtual environment of a psychiatric ward to test its effectiveness for orienting new patients on their first admission to the ward. Because misconceptions about psychiatric wards frequently cause newly admitted patients to resist treatment, and nurse-lead orientation is considered time-consuming and non-standardized, the researchers hope that virtual environments such as this one might yield a standardized approach to assist newly admitted patients in becoming less anxious and more comfortable in their surroundings. In the sixth article, Aymerich-Franch assesses the influence of body participation on the sense of presence and emotions in playing a group game in a virtual environment. Researchers compared joystick play to body movement involvement in a 360-degree stereoscopic immersive interactive visualization environment. Later, Michaliszyn et al. compare the efficacy of virtual reality exposure (as opposed to *in vivo* exposure) for treatment of spider phobia. The two treatment conditions were compared to a waiting-list condition, and a 3-month follow-up evaluation was conducted to assess the durability of treatment effects. In the Rapid Communications section, Bretón-López et al. feature an augmented reality (AR) system for the treatment of Cockroach phobia. The most significant aspect of AR is that the virtual elements add relevant and helpful information to the real scene. AR technology has many of the same features and benefits as virtual reality, but also offers additional features that might be crucial for treating certain problems. Lastly, Kozlov and Johansen examine real behavior in virtual environments, illustrating the broad usefulness of simple video-game-based virtual environments for psychological research. Results indicate that even sophisticated high-level social behaviors can be observed in inexpensive virtual environments, indicating broad usefulness for this technology in future research.

I would like to take this opportunity to recognize the huge success of the 15th Annual CyberPsychology & Cyber-Therapy Conference (CT15), held in Seoul, Korea in June 2010. As you know, *CyberPsychology, Behavior, and Social Networking* is one of the two official journals of the International Association of CyberPsychology, Training & Rehabilitation (iACToR). The annual international conference series agreed, in 2009, to become the official conference of iACToR. So, along with the *Journal of CyberTherapy and Rehabilitation* (JCR) and *CyberTherapy & Rehabilitation* (C&R) Magazine, we celebrate our Combined Communications Platform, providing opportunities for dissemination to both the academic community and a more general audience. We are also very excited about the progress being made towards next year's conference, CT16, to be held June 20–22, 2011, in Gatineau, Canada (www.interactivemediainstitute.com).

The year 2010 has been an exciting one for the Journal, as well as for the Mary Ann Liebert, Inc. family of journals (celebrating 30 years of publications!). I am proud of our accomplishment and look forward to continuing our growth in 2011. Thank you to all our readers and subscribers for your continued support.

*Brenda K. Wiederhold*
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