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# Strategic Uses of Social Technology: An Interactive Perspective of Social Psychology

## Strategic Uses of Social Technology: An Interactive Perspective of Social Psychology

On an everyday basis, we communicate with one another using various technological media, such as text messaging, social networking tools, and electronic mail, in work, educational, and personal settings. As a consequence of the increasing frequency of use and importance of computer-supported interaction, social scientists in particular have heeded the call to understand the social processes involved in such interactions. In this volume, the editors explore how aspects of a situation interact with characteristics of a person to help explain our technologically-supported social interactions. The person-by-situation interaction perspective recognizes the powerful role of the situation and social forces on behavior, thought, and emotion, but also acknowledges the importance of person variables in explaining social interaction, including power and gender, social influence, truth and deception, ostracism, and leadership. This important study is of great relevance to modern readers, who are more and more frequently using technology to communicate with one another.

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