User Behavior in Ubiquitous Online Environments (Advances in Human and Social Aspects of Technology)

Jean-Eric Pelet

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As mobile technologies grow in popularity and widespread use, more and more applicationsfrom banking software to online educationmake their way to smartphones, tablets, and other such mobile devices. To be truly effective, organizations must adapt to this changing online landscape and the paradigm of anytime, anywhere access.

User Behavior in Ubiquitous Online Environments explores how users interact with mobile devices and applications in an array of contexts, providing relevant theoretical frameworks and the latest empirical research on ubiquitous computing. Within this reference, researchers and professionals in fields such as computer science, information technology, education, and library science will find a detailed discussion of implementing ubiquitous technologies in a variety of organizations and situations.

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