Editorial

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Biographical notes: Piet Kommers is an Associate Professor at the University of Twente at the Department of Media, Communication and Organisation. He chairs the IADIS Conferences http://www.mccsis.org/ and the E-society Conference. In his work for UNESCO, he brings forward the blend between the nature and the culture of learning. He distinguishes the 'new' media as catalytical to communication and awareness. In his view, learning gradually embeds in every aspect of life pertaining to the delicate question if learning can be orchestrated anyway. Similarly, we may question if communication can be 'arranged' as we ought to believe at the dawn of the social web.

Margriet Simmerling is a Peer Consultant/Senior Manager for R&D Projects in the area of e-society and web-based communities. She participated in the Advisory Board for the Dutch Ministry of Economical Affairs and is active as a Reviewer for the European Commission. She designs and moderates e-learning modules and workshops e-learning modules and workshops in the domain of education technology and psychology at the PhD level.

Web-based communities seem to be synonymous to the 'networked society'. What then is the essence of 'networked' versus 'face-to-face' or 'hierarchic society' like championed ever before. The discussion seems to be obscured by the introduction of the term 'networked information economy'. It would reveal more clarity if the same terminology would be sustained all over the domain of what we now call 'media society'. What is essentially different since the emergency of the web? A conglomerate of ideas seems to be responsible for the awakening of 'networked' society.

- The first is based upon the paradigm of 'distributed cognition'; the notion that ultimate understanding needs the intersection of personal mental repertoires; 'the knowledge is between rather than in the personal minds'.

- The second is the notion that social thematic needs heterarchic rather than hierarchic: a person might have a low status according to one dimension or even high status according to another dimension; (e.g., the professor in economical history may be the number one in the faculties scientific status, but number five during the campus

tennis championship. In other words, it is the growing awareness that status only holds in narrow dimensions rather than the wide reputation that seemed to overwhelm social recognition in earlier times.

- The third is the notion that in web-based social networks relationships develops differently compared to the societal patterns based upon physical proximity.

The three discerned characteristics of networked communities are exemplified in the underlying articles. We are proud to present you the first issue in the 7th year of the international journal of web-based communities. International indeed: interesting articles, written by 18 authors from seven different countries: USA, Norway, Taiwan The Netherlands, Korea, France and UK. Coming from three continents: US, Asia and Europe; in this issue the authors share with you their knowledge around social online interaction. They are willing to share with you research outcomes and new research directions.

Knowing that we all share the occupation, interest and expertise around aspects of web-based communities, and that sharing and communication is the way to move forwards.

The first article, 'Moving from MOOsburg', is a retrospective written by John M. Carroll and Philip L. Isenhour.

Based on the experience of a ten-year project to develop a 'next-generation' computational infrastructure for community networks, they share with us the importance of feedback and awareness of the latest developments.

The use of social network sites is a hot topic. It is important to identity and predicts how people use social network sites. How can we understand user participation and use this information as input to improve the design of SNS. Petter Bae Brandtzæg and Jan Heim share with us a user typology for social network sites. Their article 'A typology of social networking sites users' opens up a number of directions for further research.

Interesting results of research on value types are presented by Chung-Chu Liu in the article: 'Identifying the value types of online communities based on the Q method'. The study presents an initial attempt to explore value types found in virtual communities and gives suggestion for further study in this area.

In the context of learning networks, personal profiles are important and useful to enhance social interaction and foster participants' contribution. This is one of the conclusions of the next article, 'Personal profiles: enhancing social interaction in learning networks'. Adriana J. Berlanga, Marlies Bitter-Rijpkema, Francis Brouns, Peter B. Sloep and Sibren Fetter base their findings on the analyse of three profile sites: Facebook, Myspace and LinkedIn. Assumptions about both the functions and the effects of the user profile characteristics on social and learning interactions are presented. Based on the findings future research directions are discussed.

Good news for providers of social network sites. In the opinion of Bong Gyou Lee, Younghee Lee and Su Jin Kim, understanding the mechanism of the switching intention is the key to new business strategy. Their article 'What is the most important factor in switching blogs?' provides results of new research. The analysis of the switching intention of a specific service, such as blog, provides important information. Using this information opens an ocean of opportunities for commercial companies. The research was supported by the Korean, Communication Commission and the Yonsei University Research Fund.

Speaking about commercial exploitation, what are the options for the publishers? Vincent Oria, Trung Tien Phan Quang and Jean-Marc Saglio believe that the most important architectural features for the next generation web publishing systems will certainly be a semantic classification and a selective access to information. In the article 'A selective publication model for the web: the webograph approach', a restrictive publishing model is explored. To be further developed as a plug into popular semantic blog's like Worldpress.

The article 'Establishing and maintaining an online community of academics: longitudinal evaluation of a virtual conference series' reports on a 12-year longitudinal investigation of the five online conferences in a conference series. Andrew Thatcher, Leon Straker and Clare Pollock explain why a conference series is a good example of an online community.

This brings us to the last article in this issue: 'Sampling proficient e-communicators in an online environment' written by Gemma Towle. She contributes to a clear definition of a proficient e-communicator. Driven by the needs of the e-learning for learners (E4L) project, who was looking for proficient e-communicators, but could not find a clear definition of what an effective e-learner was, this article contributes.

Reading and meeting these authors' works inspired us to develop new ideas and directions. And we hope it will work out the same for you.

Finally: The Hardick reference score (http://www.harzing.com) supports our observation that articles published in the IJWBC are useful for the research community.

Papers:	237	Cites/paper:	2.53	h-index:	12	AWCR:	134.06
Citations:	599	Cites/author:	306.08	g-index:	18	AW-index:	11.58
Years:	7	Papers/author:	145.65	hc-index:	11	AWCRpA:	71.33
Cites/yr:	85.57	Authors/paper:	2.06	hI-index:	4.97	E-index:	11.27
hI-norm:	8	hm-index:	8.50				

On behalf of all authors, we especially would like to thank our members of the editorial board for their excellent review reports that inspired the authors to make improvements and fine tune their manuscript. We look forward to presenting you the special issue dedicated to building communities in virtual worlds and the special issue around designing shared spaces for collaborative creativity. It can be conclude that sharing knowledge and awareness around web-based community aspects is a necessity for all researchers and developers in this domain. Please feel free to use the *IJWBC* space on Facebook and LinkedIn