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## Editorial

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**Biographical notes:** Piet Kommers is an Associate Professor at the University of Twente, The Netherlands. His specialty is social media for communication and organisation. As conference co-chair of the IADIS multi-conference, he initiated the conferences of web-based communities and social media, e-society, mobile learning and international higher education. He is a Professor at the UNESCO Institute for Eastern European Studies in Educational Technology and Adjunct Professor at Curtin University in Perth, Australia.

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 Economic 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.

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In the opening issue of this year, we celebrated the 10th volume of this journal. It seems that social media get more momentum every day: in order to get ideas on who's connected to who, on people's concerns and motivations, and on events that will connect these persons the coming time. Reputation, commitment, influence, belongings and cultural differences; those are the topics that are addressed in this issue. What general tendencies can be seen at the moment?

The first tendency is that social media allow a wider spectrum of gradients of 'togetherness'. Social media allow citizens to build relations backwards because of all types of commonalities: Same place, same time, same event, same incident, same choice, etc. Imagine that after escaping from a calamity where we lost friends or family, we want to get a more full understanding how a certain catastrophe evolved; can we know more on the very last moments of our beloved? In that case, the search for persons who were in a similar location at that very moment will evolve; what happened in the last minutes of the one we lost? Has there been any message that we still can get from witnesses?, etc.

The same is true for the anticipation to coming critical events; can we already foresee persons who will join the event in the coming time, so that we can anticipate and maybe

even control conditions that are unknown yet? Already the two most recent Obama election victories have gained attention to campaign managers. Crowd sourcing/-funding rests upon the same mechanism; the momentum of synchronism and co-location brings persons into a more active mood.

A more subtle exemplar of adjacency or co-presence is the mental ‘adjacency’ of persons: How can mind-work benefit from the fact that worldwide many persons reside in a similar state of mind? Or: Who have such recent involvement with the topics that I try to solve, that they might ease my mental job? In this case, it makes more sense to search for compliancy rather than adjacency; we want to know who has affinity with the topic I am involved in. It is the recent cognitive- or even the experiential aspect, rather than the personality characteristics the ones who could help me; compliancy has entered our query: who is both ready and willing to spend a certain episode in my cognitive arena. The application fields that illustrate clearly the compliancy criterion are many:

- 1 Before you adopt a new media channel, you want to know from those who adopted it few weeks before and still struggle with novelty phenomena.
- 2 While, just before and just after a medical intervention, you want to know from those who just underwent this treatment and can help you to anticipate better in terms of decision making, prepare you condition, etc.
- 3 The same holds for learning and adapting to new job areas; short term partnerships may help you to overcome uncertainty.
- 4 Before actually buying a house, you already want to experience as if you already live there; what mind set is needed to survive in a new unknown community?

In this thematic issue, 14 authors from five countries (Australia, Japan, Norway, South Korea and The Netherlands) inform us about their latest research and developments.

- The article ‘Facebook likes: a study of liking practices for humanitarian causes’ discusses the use of Facebook ‘Like-button’ for charismatic purposes. The case study is authentic and presents a theoretically strong research. According to Petter Bae Brandtzaeg and Ida Maria Haugstveit insights into different liking practices have great significance for humanitarian organisations and more generally for practices of liking and social media action.
- Wouter Vollenbroek, Sjoerd de Vries, Efthymios Constantinides and Piet Kommers present a model to identify the social media influencers and the impact of these influencers on corporate reputation. The article ‘Identification of influence in social media communities’ is relevant for developers of social media monitoring tools. Future research is announced.
- The article ‘A study on the competition in social network services on the theory of Niche: gratification analysis in relationship and information’ presents a study on the competition in social network services on the theory of niche. The authors Sang-Hee Kweon, Hwa-Yeon Kong and Do-Hyun Jo. They use alternative theories in order to support the competition and niche approaches in their research. However, the results have generic value towards implications for practical implementations for all using social media.

- Influencing consumption: the authors Raechel Johns and Rebecca English state that this aspect of mothers' online communities has not yet been studied in depth and therefore the article 'Mothers influencing mothers: the use of virtual discussion boards and their influence on consumption' contributes well to the wider discussion of online parenting communities.
- The article: 'Factors affecting the performance of voluntary participants in the knowledge sharing virtual community'. It identifies factors affecting individual participant's performance in virtual communities. Furthermore, the study provides an empirically-tested research model based on the performance model of expectancy theory. Therefore, the article at hand provides a theoretical base for understanding individual performance in virtual communities. Hurnjin Cho and JungJoo (JJ) Jahng. They provide recommendations for organisational management and virtual community providers, e.g., practitioners should increase feeling of belongingness to the community through social network tools and chat rooms.
- The article 'Culture, corruption, suicide, happiness and global social media use: a cross-cultural perspective' groups of internet users as they are clustered by attitude and culture. Adam Acar presents a macro level view, discussing all cultures worldwide, all social media platforms, and communication cultures. The article contributes to the general knowledge about social media.

May these articles exemplify the criterion of compliancy; not in order to 'arrange' one's state of interest. Just because we represent a state of mind that exceeds our current of recent agenda; because we are candidate potential co-creators in the concerns of thousands who meet the topic we met just before. May this issue inspire you to recognise compliancy in you own professional circles and further benefit from potential synergy among those who share a similar mental priority.