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## Editorial

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**Biographical notes:** Piet Kommers is a Professor of UNESCO Learning Technologies and affiliated with the Universities of Twente and Utrecht, 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 the Curtin University in Perth, Australia.

Tareq Rasul received his Doctorate in Marketing in 2012 from the University of South Australia. Prior to which, he received his MBA from the University of East London, UK in 2006. The central focus of his research is relationship marketing, e-learning and social media. He has had around ten years of teaching experience in both undergraduate and postgraduate levels. He has also published articles in different journals and is currently teaching marketing and related subjects at Australian Institute of Business.

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.

Virtual communities are used to share visions and feelings. We all experience once in a while that we have an opinion about a topic, different from the majority of a community. Do we give up our opinions or sustain in our own uniqueness? Trust and norms are issues at the background; A challenge for the moderators of virtual communities. And a must for brand communities and marketing campaigns as well. This special issue touches the question to what extent we really feel attached to members of web-communities, and in how far we derived identity from the community logo as such? The underlying articles plead for the notion of SOVC: ‘Sense of virtual community’, in contrast to just ‘liking’. Sense refers to the result of a mutual feeling, often indicated as mutual sympathy of – affinity.

New research of Michael Clay Carey and Hans K. Meyer provides us with relevant results. In the article ‘The influences of participation and moderation on the development of a sense of virtual community’, it informs us about the results of their study and how these results can be used by website managers and forum hosts. They conclude that civility is an important factor for the user group to feel part of the community. And at the same time, in this civil environment users are more willing to express opposite opinions. They conclude that the online community managers have an important role to improve the quality of the communities.

The usage of ‘liking’ on social media’ is topic of the research of Ruoyun Lin and Debora Jeske. The article ‘Impression management via content-dependent ‘liking’ on social media’ contributes knowledge of how different personality traits play a part in how social media users use the ‘liking’ button to form an online impression of themselves. The content of the paper appeals to researchers and others interested in different fields; informatics, social media, psychology, etc. Suggestions for more research are included.

An interesting and current phenomenon is the YouTube blogger community. The article ‘The digital media phenomenon of YouTube beauty gurus: the case of Bubzbeauty’ sets out to explore the phenomenon of online popularity based on an example of beauty vlogging on Youtube. Both, online popularity and beauty vlogging are important and timely phenomena and appropriate topics to be addressed in *IJWBC*. Florencia García-Rapp offers detailed descriptions of the two kinds of content that the beauty vlogger Bubzbeauty produces and makes inferences on how those different types of content contribute to the vloggers popularity. As such, it offers some useful guidance to practitioners wishing to understand the different elements of online popularity.

Kun-Shan Wu and Pei-Chuan Chang discuss a global problem related to the population aging and the youngsters’ habits on social networks and Facebook in particular. In the article ‘Identifying communities and influential node in Facebook fan page – a case study of FJU 2013 ad camp’, the authors aim is to understand how influential nodes related to each other and exert their influence in a social network. The outcome of their research can be used by, e.g., campaign organisers to build connections with the ‘right’ and ‘influential’ people.

It is well-know that learning in communities has many advantages. Billel Hamadache and Hassina Seridi-Bouchelaghem discuss a new model. In the article ‘How to analyse a semantic social network of learners from a social learning environment?’, they pay attention to the semantics of social interactions among learners and how to model/represent a semantic social network of learners. Their analysis is presented and many figures are included that scaffold the arguing in the article.

The article ‘Factors influencing the intention to share knowledge in citizen media with stimulus-organismic-response framework’ makes an important contribution to the

journal. Hana Fitriani, Achmad Nizar Hidayanto, Eko K. Budiardjo, Meyliana and Kongkiti Phusavat are building on past research in the journal relating to looking at the media ecology of web-based communities beyond the cognitivist approach that holds computer science and HCI back. By accepting that user as an organism is capable of influencing the response given to a stimulus, but is equally not a rational island or bystander, this research paper will contribute greatly to the post-cognitivist psychology that began 11 years ago at Strathclyde University when an International Congress was held on the topic. It explores the notion of citizen journalism, an emergent concept that describes how individuals share news and information relating to current affairs (politics, social, economic, etc.). The paper particularly focuses on social and technology environment factors that are more likely to influence knowledge sharing using stimulus organismic response (SOR) framework.

Research from different parts of the world: the USA, the UK, Spain, Indonesia, Thailand, Algeria and Taiwan gives input to new progress on the developments around web-based communities and social media.