
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, Netherlands. His specialty is social media for communication and organisation. As a 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.

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.

Traditionally, product design, business development and marketing, are a stepwise cascading process. More recently, these three are simultaneously present throughout all stages of the complete chain. Web-based communities offer the facilities to imagine the customer in one glance; the imagery client can be envisaged as a persona and will even be kept updated through the many following stages of product innovation, dissemination and marketing. In this issue we present research results and state-of-the-art report from the UK, Germany, China, Turkey, USA, India, Australia and Indonesia.

Andrew McNeill and Elizabeth Sillence argue for an original concept 'bro-science' to be legitimised through evidence of video contact on hair loss. The article 'Motivations and stake management in producing YouTube 'bro-science' videos for baldness treatment' contributes with thematic evidence to an understanding of a new concept that describes the motivations for hair loss treatment users to use YouTube as platforms for their views.

The main contribution of the article 'Applying resource mobilisation and political process theories to explore social media and environmental protest in contemporary China' rests in using resource mobilisation and political process theories to study social

media and environmental protests in Chinese contexts. Hua Pang presents a literature review, method part and discussion part. The limitation of the approach acknowledges and justifies the selection of the strategy.

The study presented in the article 'Usage factors of location-based social applications: the case of Foursquare' uses E-TAM, one of the most used (considering the whole TAM and variations) models in the field. Birgul Kutlu, Aysun Bozanta and Mustafa Coskun conclude that the significant effects of perceived enjoyment and perceived ease of use on actual Foursquare usage can be helpful in developing business and marketing strategies.

The article 'The role of sense of community in brand online social networking' contributes to the field of social media marketing. Jewon Lyu and Heejin Lim presents the results of a study performed on a web-based survey. Findings from this study suggest that marketers need to shift their attention to creating relational exchanges through brand online social networking.

The growth and popularity of virtual communities (VC) has manifested itself in various aspect of life from individual interactions to business practices. This phenomenon has changed social interaction, shrinking the world we live in. People are more connected than ever before, providing opportunities for organisations to individual identify and connect to their customers. Social networks have also used to facilitate collaboration and communication within a global environment. The findings presented in the article 'Understanding empowerment in social media context: lessons from Indonesian migrant domestic workers' contribute to enhance the understanding of the concept 'empowerment' into social media context. Stevanus Wisnu Wijaya, Jason Watson and Christine Bruce focused on an open online community hosted in Facebook. Their findings show that psychological well-being and awareness of migrant rights link to the abilities of migrant to break barriers and reach better well-being.

The last article is originally submitted to the special issue on the usage of big data to predict the behaviour of the users of web-based communities (*IJWBC*, Volume 14, Number 1). In the article 'Elimination of backward browsing using decomposition and compression for efficient navigation prediction' Honey Jindal and Neetu Sardana propose and evaluate novel session generation techniques. The aim is to present more accuracy in the prediction model.