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## Editorial

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**Biographical notes:** Piet Kommers is a Professor of UNESCO Learning Technologies 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.

Margriet Simmerling is 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 reviewer for the European Commission. She designs and moderates e-learning modules and workshops in the domain of education technology and psychology at the PhD level.

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Social media and web-based communities have in common that initially and finally they emulate all traditional person-to-person sentiments and its expressions just like in the face-to-face conditions long before. However, in this issue you will recognise how social media may also conflicts like in honour-based hate violence as vivid in many areas of the world nowadays. Similar to friend recommendations like in gaming societies in the first article, also negative emotions may penetrate more prophylactic as we see the second article of this issue. Like in Amazon's Prime Now, the similar spectrum of community members, even brand-love relationships. Its remaining questions are in how far such bonding phenomena occur throughout social stratifications and various cultures around the world. The notion of media's 'disruptive' effects reappears in the fourth article with leaving us with the doubt if soon from now semantic representations can be derived from the texts that allows to speculate on business prospects for instance. The fifth article concludes that sentiments like trust, reciprocity and altruism barely need underpinning ontologies for describing typical interaction patterns in virtual communities.

In this issue, authors from different parts of the world (the USA, India, Lebanon, Spain, Singapore and Malaysia) inform us about the impact that web-based communities

have. Various domains are discussed: gaming industry, social behaviour, marketing, innovation and knowledge sharing. New services around online communities develop over time. Each service suggests a valuable solution to a problem. But does the service really give the support that is promised? Can users easily become addicted to a service? Research is welcomed to check the facts, find unexpected relations and provide recommendations for improvements.

- 1 The article 'A study of friend recommendations for gaming communities' is dedicated to a popular service in the online gaming community. The service is used by the players who have difficulties to find other players. Bryan Watson, Thomas Watson, and Jun Zheng provide examples to highlight the problem. A user study is presented. The authors establish a friend recommendation performance baseline using standard link prediction metrics on Xbox Live data and describe suggestions for future research. Almost the opposite of the need to find friend is the attitude to communicate hate content via Twitter and social media. It is shocking to see the impact of these incidents. Why does this happen and how can this be stopped is the question we all ask ourselves.
- 2 The article 'Honour, hate and violence in social media: insights from India' addresses the main aspects from the perspective of the India society. Naganna Chetty and Sreejith Alathur identify the causes and nature of violence and advocate adopting robust strategic policies to handle honour-based violence in the services addressing violence against women. They recommend educating citizens using web-based communities and social media. Some people consider themselves as shopaholic. Buying new things gives them a boost. It is not new that the industry uses this emotion to generate more sales. At the same time is customer satisfaction even more important. Having a good online relationship with a group of customers used to be the way to go. New initiatives occur, services that are more tailored to the individual needs of the customer. Large industries are developing new services, such as Amazon Prime Now.
- 3 Zahy B. Ramadan, Maya F. Farah, and Shireen Daouk present a study that reflects the behaviour of UK shoppers using Amazon Prime Now. The article 'The effect of e-retailers' innovations on shoppers' impulsiveness and addiction in web-based communities: the case of Amazon's Prime Now' expands the literature pertaining to the shopper behaviour in relation to instant gratification, impulsiveness and addiction.
- 4 The article 'In search of disruptive ideas: outlier detection techniques in crowdsourcing innovation platforms' present a new idea rating scheme based on analysis of ideas disruptive innovation capacity. Adam Westerski and Rajaraman Kanagasabai use a set of analytic tools, outlier detection algorithms, and perform an evaluated in the context of idea management domain. Authors conclude that the discussed techniques have significant value. A web-based community can be an excellent marketing tool. Applying the theory of planned behaviour (TPB) enables researchers to understand the role of subjective norm, perceived behavioural control and attitude on how people share knowledge in virtual communities. Managers and stakeholders use the benefits of VC in escalating the organisation excellence.

- 5 Muhammad Ashraf Fauzi presents a systematic review of knowledge sharing of virtual communities within the Asia Pacific region. The article 'Knowledge sharing in Asia Pacific via virtual community platform: a systematic review' focuses on English articles from 2006 until 2019. The three countries having most KS in VC studies are Taiwan, China and South Korea. More than 40 articles are discussed. Main findings as well as the underlying theories are summarised. Suggestions for future work are discussed.

Summarising, we can say that there is an ever-growing need for online community platforms; the traditional boundaries between in and external communities are becoming diffuse in domains like healthcare, customer support and education as well. Its drive is that sentiment-intense transactions can no longer sustain quality if a hierarchic two or three-tier system of expertise versus its application are kept in front; customers want to feel affiliated with the experts who share last-minute novelties and best practice. The wide variety of tools will be seen in virtual communities: chatbots, virtual agents, avatars, online fora, etc. Important is the development of genres in such concertations: co-creation, ideation (searching for conceptual contours), etc.

We wish you an intense experience in reading the announced articles above and do not hesitate to write and co-write your own coming article for this wonderful journal. Soon, it arrives at its third lustrum. We will celebrate the past 15 years of *IJWBC* with ample ceremonies and a big surprise in which you are invited to participate. Keep in touch.