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 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 an active 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.

Introduction

How to influence the user via on-line communities is an obvious theme in this issue. Relevant developments in various domains are discussed:

- tourism

- gaming

- friends networks

- news issues

- smart cities

- marketing strategies

Its common denominator is societal needs and values at large: How to

- Instigate local economies and make them sustainable? Tourism is a vital candidate for developing economies in rural and indigenous cultures. It touches the request for authentic and genuine attractors amongst local residents and mundane visitors; not a trivial question at all.

- Keep youngsters away from lethal ideologies, especially when they are in severe existential crises.

- Arrive at an acceptable trade-off between expressiveness and tractability when it comes to np-completeness in searching large social graphs, find similarity in patterns and spot vulnerable links.

The selected authors present research from perspectives from different parts of the word: Jordan, India, Kuwait, France, Tunesia and China. The articles' added value to existing situations give us hope and inspire us to rethink solutions in adjacent domains as well.

Bushra Mahadin, Mamoun N. Akroush and Hani Bata present a case that is adequate in the context of an increase in the use of digital tools for the dissemination of tourist services in Jordan. They show that the evaluation of touristic websites is essential in order to obtain data linked with satisfaction of users. The article 'The effects of tourism websites' attributes on e-satisfaction and e-loyalty: a case of American travellers' to Jordan' is useful for different sectors linked to the tourism sector. The selected country and target contribute to a broader view of the case study at the international level. It brings added value to the study of audiences in the field of tourism through digital tools.

The article 'Social media games: insights from Twitter analytics' addresses the problems around the blue whale game. Rajesh R. Pai and Sreejith Alathur present the results of a study that uses complex adaptive system (CAS) to understand the factors influencing individuals' participation in self-harm. The problem is studied through twitter analytics. The causal loop diagram of a social media game is a major contribution of this paper. Recommendations towards parents, friends, schools and healthcare organisations are provided.

In the third article Rahul Kumar Yadav, Shashi Prakash Tripathi, Abhay Kumar Rai and Rajiv Ranjan Tewari present the design of algorithms that provides adequate accuracy in suggesting friends within considerable computing time and hence suitable for large size social networks. In the article 'Hybrid feature-based approach for recommending friends in social networking systems', the authors also compare their findings with existing algorithms. Detailed figures and tables support their findings.

Getting the news also via Twitter is well known. Being informed only via the Twitter channel is a new development. What is the consequence for the opinion of the twitter users? Is the news spread via Twitter channels reliable? Can we trust that relevant news items are discussed at all in the Twitter society? How can Twitter be used to manipulate its users?

In the article 'The artificial fulfilment of *need for orientation*: agenda-setting and salience of community news in Twitter' Albaraa F. Altourah and Khin-Wee Chen compare the situation in France and in Kuwait. The article presents a comparative study between France and Kuwait to identify the possible implication of agenda setting effects on the psychological need for orientation on Twitter. The analysis methods are presented and results discussed. The questionnaires and the codes identified in Twitter account

content analysis are included. The study found that users on Twitter are often misled to believe that Twitter provides the best source for orientation to reality.

Rania Galal Shokeir and Imene Ben Yahia present a study that focus on the cities in the Middle East and North Africa region. In the article 'Moving toward smart cities: insights from the MENA region' the authors present three phases to implement a smart city: foundation, convergence and transformation. Recommendations to managers and administrators are included.

It is today's reality we all are member of several communities. Having a tool to recognise overlapping communities could be an efficient tool to recognised specific user groups. In the article 'Comparison of multiple different overlapping community discovery algorithms' three overlapping community recognition algorithms are presented and compared. Weihua Li presents the results and concludes that overlapping community identification algorithm can effectively find overlapping nodes and manage for instance new ways of marketing strategies.

We hope to see your reading excitements during reading, reflecting and writing next phase articles for IJWBCs.