
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.

As soon as major societal issues are at stake, like children's safety, citizens' self-efficacy, economical resilience, corporate social responsibility etc., web-based communities have a core role. As you will meet in this issue, the new technologies like advanced searching, data mining and deep learning, they decide upon the critical limits how far we can go in excavating hidden patterns in social networks on the web.

The first article addresses online risks for children as an ecosystem approach. Its message is that privacy; security and safety all need the best level of technology themselves. As solution, the authors map out the many ongoing national initiatives and claim that the super ordinate goal enforces us to promote mutual learning during its further evolution. Though caring youngsters' futures is an indisputable common goal, we still need more and more joint efforts in order to make the many systems working together.

The second article brings the notion that brand-love and buyers' identity needs a sense of 'social belonging': who do I want to identify with? Web-based platforms for retailers need a continuous growth in awareness on what are new becoming values and

life-styles. The Amazon dash button experiment has shown that customers are essentially willing to dive in new customer experiences as long as they sense a sense of community.

The third article mentions the benefits of mobile shopping; where feel buyers an optimal trigger to think ‘What do I need next’ adoption theories have been exposed to find the best predictor for new constellations for mobile shopping.

The fourth article shows web-based mechanisms for the exposure of ‘corporate social responsibility’. Corporate reputation on the aspect of sustainability and ethical responsibility has grown in public interest. Social networks already showed to be necessary in these processes. However, through this article it will be clear that the sense of community is inevitable as well.

In the fifth article Yanshan He, Ting Wang, Jianli Xie and Ming Zhang address the question how to realise the guidance and control of network public opinion. In the article ‘Research on mining key nodes of complex web-based communities based on mining algorithm’ a method is presented to obtain mining results. Directions for future research are included. This article brings the sophisticated rational on how intelligent searching helps community moderators to find crucial social links with minimal constraints.

The last article ‘Data analysis algorithms for mining online communities from microblogs’ a user similarity-based mining algorithm was proposed to divide the microblog network community, and real data sets were used for experiments. Hongfei Xiao, Suting Zhou and Min Zhao focus mainly on the research of network community mining and provide references for the further research of community mining algorithms. It makes us aware how combinatoric data allow web communities to filter and articulate latent relationships.

Researchers of from different parts of the world, Lebanon, Jordan, Arabic Emirates, Spain, India and China, present research addressing important developments with the focus of communication and controlling the communication.