Editorial

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Biographical notes: Piet Kommers is a Professor of the UNESCO Learning Technologies affiliated with 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 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 European Commission. She designs and moderates e-learning modules and workshops in the domain of education technology and psychology at the PhD level.

This issue spontaneously centred around the question to what extent web-communities add an extra momentum to the purely technical correspondence as we tend to exploit in delicate areas like patient health archives, systems for marketing support, community membership, game reviewing and retail administration. What the following articles show us is that from the early conceiving until the final look-and-feel, web community support software was a critical impact on its planned effects, but even more so on the unplanned (side-)effects. Even we may say that in many cases, the unplanned side effects become 'main' effects. As designers we have to be keen on a certain level of serendipity; the targeted goals may not always be reached, however unexpected 'gratifications' may emerge and exceed the impact of the set prior goals. Researchers from different parts of the world (the USA, Lebanon, China, Iran and Ecuador), present research addressing important developments with the focus of communication and controlling the communication

The first article title is 'Characterising social structural and linguistic behaviours of subgroup interactions: a case of online health communities for postpartum depression on Facebook' makes several contributions to the current line of research about online health

communities' sustainability and online social support for postpartum depression (PPD). Jinie Pak, Hyang-Sook Kim and Eun Soo Rhee present findings that imply a significant role of lurkers in a successful Facebook group. New research directions are discussed.

The second article opens with: making your community sticky is an art. You want to involve the user in such a way that they will return frequently and stay each time a little longer in your community. In the article, 'Structural equation modelling for influencing virtual community networks' results of research is presented. Di Mu collected data by questionnaires and analysed the data by using a structural equation model.

The third article questions: how can the use of Twitter contribute to the success of an online game such as Pokémon Go? Datis Khajeheian and Shaghayegh Kolli present their findings, conclusions and suggestions for future research. The article 'Digital games get viral on social media: a social network analysis of Pokemon Go on Twitter' includes interesting references and a methodology is outlined.

The fourth article: 'Influencing the influencers: the case of retailers' social shopping platforms' evaluates the case of retailers' social shopping platforms through qualitative research method such as interview and focus group discussion. Zahy B. Ramadan and Maya F. Farah present new factors for analysis in customer behaviour and suggest new strategies. From a scholarly perspective, this study fills a gap in the literature in relation to the peer-to-peer influence of social shopping within retailers' own social networking platforms. From a managerial perspective, this study sheds light on the underlying factors and tactics surrounding social shopping that is affected by influencers within a retailer's networking platform.

In the last article 'Youth internet consumption in Ecuador: indicators of the national digital generation', the reader is updated with the situation in Ecuador. Iván Fernando Rodrigo-Mendizábal, Daniel Fernando López-Jiménez and Amaia Arribas-Urrutia present a generic map of the Ecuadorian digital generation. In the conclusions, also attention is payed to political implications.

We wish you a fruitful exploring of the announced articles.