

International Journal of

Web Based Communities

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Scope of the Journal

ISSN: 1477-8394 (Print), ISSN: 1741-8216 (Online)

IJWBC offers research outcomes and state-of-the-art recommendations to practitioners - communication managers, public information service officers, webmasters and those responsible for online communities and social media policies. It publishes integrated scientific results so that further research may be targeted quicker and easier. Web-based communities and social media may be categorised as corporate, scientific, social and educational. Based on technological/societal trends, they are in permanent evolution and need constant critical reflection. Sociology, education, communication and philosophy issues are their main disciplines.



Topics covered include:

- Social networking: social bookmarking/sociometrics
- Social media
- Social awareness, identity, sense of community
- Group dynamics, self-organisation
- Face-to-face versus mediated communication
- Impact on learning, working, gaming, marketing, service industry
- E-governance/democracy/citizenship/communities
- Multi-channelling, accessibility, usability
- Gender/culture fairness
- Ubiquitous-, mobile-, virtual-, vicarious presence
- User-generated content, sharing, viral marketing

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