Volume I

Section I. Fundamental Concepts and Theories

This section serves as the foundation for this exhaustive reference tool by addressing crucial theories essential to the understanding of virtual communities. Chapters found within these pages provide an excellent framework in which to position virtual communities within the field of information science and technology. Individual contributions provide overviews on the history of virtual communities, their impact on organizations, and overviews on various phenomena such as social computing and communities of practice. Within this introductory section, the reader can learn and choose from a compendium of expert research on the elemental theories underscoring virtual communities.

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Chapter 2.1. A Service Oriented Ontological Framework for the Semantic Validation of Web Accessibility

Rui Lopes, LaSIGE, University of Lisbon, Portugal
Konstantinos Votis, Pattern Recognition Laboratory, University of Patras, Greece & Informatics and Telematics Institute, CERTH, Greece
Luís Carriço, LaSIGE, University of Lisbon, Portugal
Spiridon Likothanassis, Pattern Recognition Laboratory, University of Patras, Greece
Dimitrios Tzovaras, Informatics and Telematics Institute, CERTH, Greece

Chapter 2.2. A Social Framework for Software Architectural Design

Manuel Kolp, Université Catholique de Louvain, Belgium
Yves Wautelet, Université Catholique de Louvain, Belgium

Chapter 2.3. Agent-Based Network Infrastructure for E-Communities

M. Mari, Università degli Studi di Parma, Italy
A. Poggi, Università degli Studi di Parma, Italy
M. Tomaiuolo, Università degli Studi di Parma, Italy

Chapter 2.4. An Abstract Framework for Modeling Argumentation in Virtual Communities

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Siegfried Handschuh, National University of Ireland, Ireland
John G. Breslin, National University of Ireland, Ireland
Stefan Decker, National University of Ireland, Ireland

Chapter 2.5. Creating Social Technologies to Assist and Understand Social Interactions

Anton Nijholt, University of Twente, The Netherlands
Dirk Heylen, University of Twente, The Netherlands
Rutger Rienks, University of Twente, The Netherlands

Chapter 2.6. Design and Managing of Distributed Virtual Organizations

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Asim Balci, Turksat - International Satellite and Cable Operator, Turkey & Selçuk University, Turkey
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Avimanyu Datta, Washington State University, USA
Len Jessup, Washington State University, USA

Chapter 2.9. Harnessing the Cloud for Mobile Social Networking Applications

Juwel Rana, Luleå University of Technology, Sweden
Josef Hallberg, Luleå University of Technology, Sweden
Kåre Synnes, Luleå University of Technology, Sweden
Johan Kristiansson, Ericsson Research, Sweden

Chapter 2.10. Politeness as a Social Software Requirement

Brian Whitworth, Massey University, Auckland, New Zealand

Chapter 2.11. PolyOrBAC: An Access Control Model for Inter-Organizational Web Services

Yves Deswarte, Université de Toulouse, LAAS-CNRS, France
Anas Abou El Kalam, Université de Toulouse, IRIT, INPT-ENSEEIHT, France

Chapter 2.12. Semantic Approach to Knowledge Representation and Processing

Mladen Stanojevic, The Mihailo Pupin Institute, Belgrade, Serbia
Sanja Vranes, The Mihailo Pupin Institute, Belgrade, Serbia

Chapter 2.13. Simulating Social Network Formation: A Case-Based Decision Theoretic Model

Robert Gilles, Virginia Tech, USA
Tabitha James, Virginia Tech, USA
Reza Barkhi, Virginia Tech, USA
Dimitrios Diamantaras, Temple University, USA

Chapter 2.14. Social Network Analysis for Virtual Communities

Francisco Ignacio Revuelta Dominguez, University Of Salamanca, Spain

Chapter 2.15. The Generative Potential of Appreciative Inquiry as an Essential Social Dimension of the Semantic Web

Kam Hou Vat, Faculty of Science and Technology, University of Macau, Macau

Chapter 2.16. Using Activity Theory to Assess the Effectiveness of an Online Learning Community: A Case Study in Remote Collaboration using a 3D Virtual Environment

Theodor G. Wyeld, Flinders University, Norway
Ekaterina Prasolova-Forland, Norwegian University of Science and Technology, Norway

Chapter 2.17. Virtual Community Models in Relation to E-Business Models

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Juliana Sutanto, National University of Singapore, Singapore
Atreyi Kankanhalli, National University of Singapore, Singapore
Bernard C.Y. Tan, National University of Singapore, Singapore
Chapter 2.18. The Role of Virtual Communities in the Customization of e-Services

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Dimitris Kardaras, Athens University of Economics and Business, Greece
Adéla Zichová, City University London, UK

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Section III. Tools and Technologies

This section presents extensive coverage of the technology that informs and impacts virtual communities. These chapters provide an in-depth analysis of the use and development of innumerable devices and tools, while also providing insight into new and upcoming technologies, theories, and instruments that will soon be commonplace. Within these rigorously researched chapters, readers are presented with examples of the tools that facilitate and support the emergence and advancement of virtual communities. In addition, the successful implementation and resulting impact of these various tools and technologies are discussed within this collection of chapters.

Chapter 3.1. A Virtual Community for Mobile Agents

Sheng-Uei Guan, Brunel University, UK
Fangming Zhu, National University of Singapore, Singapore

Chapter 3.2. Augmented Reality and the Future of Virtual Workspaces

James K. Ford, University of California, Santa Barbara, USA
Tobias Höllerer, University of California, Santa Barbara, USA

Chapter 3.3. Blogs as a Social Networking Tool to Build Community

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Jessica Mantei, University of Wollongong, Australia
Anthony Herrington, University of Wollongong, Australia

Chapter 3.4. Assessing the Social Network Health of Virtual Communities

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Ronald M. Lee, Florida International University, USA

Chapter 3.5. Collaborative Writing Tools in the Virtual Workplace

Norman E. Youngblood, Texas Tech University, USA
Joel West, Texas Tech University, USA


Peter Burkhardt, IBM, USA

Chapter 3.7. Adaptive Peer-to-Peer Social Networks for Distributed Content-Based Web Search

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Clem Herman, The Open University, UK
Karen Kear, The Open University, UK
Gill Kirkup, The Open University, UK

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Chapter 3.21. RSS in Virtual Organizations

Tom Chan, Southern New Hampshire University, USA

Chapter 3.22. Social Support for Ontological Mediation and Data Integration

Gianluca Corrando, University of Southampton, UK
Harith Alani, University of Southampton, UK
Manuel Salvador, University of Southampton, UK

Chapter 3.23. Social TV from a Computer-Supported Cooperative Work Perspective

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Thilo Paul-Stueve, Bauhaus-University Weimar, Germany
Mirko Fetter, Bauhaus-University Weimar, Germany

Chapter 3.24. Using Notification Systems to Create Social Places for Online Learning

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Christopher J. Amelung, Yale University, USA

Chapter 3.25. Privacy and Security for Virtual Communities and Social Networks

Georgios Michaelides, Budapest University of Technology and Economics, Hungary
Gábor Hosszú, Budapest University of Technology and Economics, Hungary


Benjamin E. Erlandson, Arizona State University, USA

Chapter 3.27. Twin Wiki Wonders? Wikipedia and Wikibooks as Powerful Tools for Online Collaborative Writing

Meng-Fen Grace Lin, University of Houston, USA
Curtis J. Bonk, Indiana University, USA
Suthiporn Sajjapanroj, Indiana University, USA
Section IV. Utilization and Application

This section introduces and discusses the utilization and application of virtual communities around the world. These particular selections highlight, among other topics, e-governance abroad, cyber security, and virtual collaboration. Contributions included in this section provide excellent coverage of the impact of virtual communities on the fabric of our present-day global village.

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Mary Rose Grant, Saint Louis University, USA

Chapter 4.2. Creating Waves Across Geographical and Disciplinary Divides Through Online Creative Collaboration (OCC)

Nataly Martini, University of Auckland, New Zealand
Jeff Harrison, University of Auckland, New Zealand
Rick Bennett, The University of New South Wales, Australia

Chapter 4.3. Effects of Computer Self Efficacy on the Use and Adoption of Online Social Networking

Lionel Mew, George Washington University, USA & American University, USA
William H. Money, George Washington University, USA

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Harsha Gangadharbatla, University of Oregon, USA

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Grzegorz Kolaczek, Wroclaw University of Technology, Poland

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A. Chryssanthou, Greek Data Protection Agency, Greece
I. Varlamis, University of Peloponnese, Greece

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Sudhir H. Kale, Bond University, Australia
Mark T. Spence, Bond University, Australia

Chapter 4.8. Asynchronous Communication: Fostering Social Interaction with CollaboraTV

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Chris Harrison, Carnegie Mellon University, USA
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Karen Lazenby, University of Pretoria, South Africa
Dolf Jordaan, University of Pretoria, South Africa

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Emma L. Tonkin, University of Bath, UK

Chapter 4.20. From Virtual Mobility to Virtual Erasmus: Offering Students Courses and Services without Boundaries

George Ubachs, European Association of Distance Teaching Universities, The Netherlands
Christina Brey, European Association of Distance Teaching Universities, The Netherlands

Chapter 4.21. Post-Modern Tribes as a Marketing Tool

Laura A. Ripamonti, Università degli Studi di Milano, Italy
Armando Cirrincione, Università Bocconi, Italy

Chapter 4.22. Technology Change and Online Community Development

Mark G. Elwell, Japan Advanced Institute of Science and Technology, Japan
Tunç D. Medeni, Japan Advanced Institute of Science and Technology, Japan

Chapter 4.23. Temporary Virtual Teams: An Empirical Examination of Team Development

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Troy Hayes, Ingersoll-Rand plc., USA

Chapter 4.24. The Social Requirements of Technical Systems

Brian Whitworth, Massey University - Auckland, New Zealand

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Mona Florea, University of Rhode Island Library, USA
Lillian Rafeldt, Three Rivers Community College, USA
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Max Kennedy, University of Kentucky, USA  
Toru Sakaguchi, Northern Kentucky University, USA

Chapter 5.20. Virtual Worlds and the 3-D Internet .................................................................. 1855  
Carolyn McKinnell Jacobson, Mount St. Mary’s University, USA

Chapter 5.21. The Impact of Social Networking Websites on the Education of Youth .......... 1880  
Sunita Kappuswamy, Anna University Chennai, Chennai, India  
P. B. Shankar Narayan, Pondicherry University, Puducherry, India

Section VI. Managerial Impact

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Yuri Kazepov, University of Urbino “Carlo Bo,” Italy
Giovanni Torris, University of Urbino “Carlo Bo,” Italy

Chapter 6.3. Blueprint for a Mashup: Corporate Education in Moodle, Sloodle and Second Life

Anna Peachey, Eygus Ltd, UK
Daniel Livingstone, University of the West of Scotland, UK
Sarah Walshe, Open University, UK

Chapter 6.4. Bringing Real Justice to Virtual Worlds: World of Warcraft and Second Life

Hunter W. Jamerson, Law Clerk to the Honorable Michael C. Allen, Judge, 12th Judicial Circuit of Virginia, USA

Chapter 6.5. E-Government Challenges: Barriers and Facilitators in Spanish City Councils

E. Claver-Cortés, University of Alicante, Spain
S. De Juana-Espinosa, University of Alicante, Spain
J.J. Tari, University of Alicante, Spain

Chapter 6.6. Explaining Organizational Virtuality: Insights from the Knowledge-Based View

Yulin Fang, City University of Hong Kong, Hong Kong
Dev K. Dutta, University of New Hampshire, USA

Chapter 6.7. A Social Capital Perspective on Collaboration and Web 2.0

Gunilla Widén-Wulff, Åbo Akademi University, Finland
Anna-Karin Tötterman, Åbo Akademi University, Finland

Chapter 6.8. Sharing Knowledge in Virtual Communities

Iris Reychav, Bar-Ilan University, Israel, & Holon Academic Institute, Israel
Jacob Weisberg, Bar-Ilan University, Israel

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Chapter 6.9. Social Impact of Collaborative Services to Maintain Electronic Business Relationships

Stefan Klink, Universität Karlsruhe (TH) – Research University, Germany
Peter Weiß, FZI Research Center for Information Technology, Germany

Chapter 6.10. Social Networking and Schools: Early Responses and Implications for Practice

Chris Abbott, Reader in e-Inclusion - King’s College London, UK
William Alder, Sixth Form Student - Trinity School, UK

Chapter 6.11. Use and Participation in Virtual Social Networks: A Theoretical Model

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Charles Hofacker, Florida State University, USA
Chapter 6.12. Virtual Communities of Practice: A Mechanism for Efficient Knowledge Retrieval in MNCs

Jens Gammelgaard, Copenhagen Business School, Denmark
Thomas Ritter, Copenhagen Business School, Denmark

Chapter 6.13. The Impact of Customer Churn on Social Value Dynamics

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Section VII. Critical Issues

This section addresses conceptual and theoretical issues related to virtual communities, which include issues related to customer relationship management, critical success factors, and business strategies. Within these chapters, the reader is presented with analysis of the most current and relevant conceptual inquiries within this growing field of study. Particular chapters address the socio-technical challenges of the semantic web, and the impact of communications technology on trust. Overall, contributions within this section ask unique, often theoretical questions related to the study of virtual communities and, more often than not, conclude that solutions are both numerous and contradictory.

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Luc Pauwels, University of Antwerp, Belgium
Patricia Hellriegel, Lessius University College, Belgium

Chapter 7.2. Challenges on Semantic Web Services

Maria Vargas-Vera, The Open University, UK
Miklos Nagy, The Open University, UK
Dominik Żyskowski, Poznan University of Economics, Poland
Konstanty Haniewicz, Poznan University of Economics, Poland
Witold Abramowicz, Poznan University of Economics, Poland
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Chapter 7.3. Assessing the Total Cost of Ownership of Virtual Communities: The Case of the Berlin Stock Exchange

Jan vom Brocke, University of Liechtenstein, Principality of Liechtenstein
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CMC Channel Choice

Kathryn Greene, Rutgers University, USA
Kate Magsamen-Conrad, Rutgers University, USA

Chapter 7.5. Information and Communications Technologies and Policy Development for
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Abdul Gapar Abu Bakar, Monash University, Australia
Graeme Johanson, Monash University, Australia

Chapter 7.6. Enabling Organizational Learning to Contribute toward a Learning Organization: An
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Gurjit Dhillon, Brunel University, UK

Chapter 7.8. Network Organisation to Improve Virtual Campus Management: Key Factors from a
French Experience

François Fulconis, University of Avignon et des Pays de Vaucluse, France
Thierry Garrot, University of Nice Sophia Antipolis, France

Chapter 7.9. Removing Space and Time: Tips for Managing the Virtual Workplace

Christie L. McDaniel, University of North Carolina–Chapel Hill, USA

Chapter 7.10. Social Activism in the ‘Blacksphere’: The Jena 6 Case

Lynette Kvasny, Pennsylvania State University, USA
Fay Cobb Payton, North Carolina State University, USA
Kayla D. Hales, Pennsylvania State University, USA

Chapter 7.11. Social Network Sites: The Science of Building and Maintaining Online
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Nisrine Zammar, Université Haute Bretagne, Rennes 2, France

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Diana Bargazlan, Politehnica University of Timisoara, Romania
Myriam Lewkowicz, Université de Technologie de Troyes, France
Gila Molcho, Israel Institute of Technology, Technion, Israel
  Bolanle A. Olaniran, Texas Tech University, USA
  Hansel E. Burley, Texas Tech University, USA
  Maiga Chang, Athabasca University, Canada
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Section VIII. Emerging Trends

This section highlights research potential within virtual communities while exploring uncharted areas of study for the advancement of the discipline. Chapters within this section highlight new trends in the development of virtual worlds and the growing potential of online universities. The contributions that conclude this exhaustive, multi-volume set provide emerging trends and suggestions for future research within this rapidly expanding discipline.

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