# Table of Contents

**Foreword** ........................................................................................................................................... xiii  
**Preface** ............................................................................................................................................... xv  
**Acknowledgment** ................................................................................................................................ xix  

## Section 1  
**Creating Virtual Communities**

### Chapter 1  
Virtual Community Building and the Information Society: Current and Future Directions .............. 1  
*Christo El Morr, American University of Kuwait, Kuwait*  
*Pierre Maret, Université de Lyon, France*  
*Mihaela Dinca-Panaitescu, York University, Canada*  
*Marcia Rioux, York University, Canada*  
*Julien Subercaze, Université de Lyon, France*  

### Chapter 2  
The Creation and Management of Online Brand Communities .......................................................... 15  
*Paola Falcone, University of Rome, Italy*  

### Chapter 3  
Coordinating Nomadic Evaluation Practices by Supporting the Emergence of Virtual Communities .................................................................................. 29  
*Marianne Laurent, Orange Labs, Télécom Bretagne, France*  

## Section 2  
**Monitoring Virtual Communities**

### Chapter 4  
An Integrated Methodology to Detect the Evolution of Virtual Organizational Communities .......... 50  
*Marco De Maggio, University of Salento (Lecce), Italy*  
*Francesca Grippa, University of Salento (Lecce), Italy*
Chapter 5
How E-Learning Experience Enhances the Social Presence in Community of Practice: An Empirical Analysis

Constanta-Nicoleta Bodea, Academy of Economic Studies, Romania
Radu Ioan Mogos, Academy of Economic Studies, Romania
Maria-Iuliana Dascalu, Academy of Economic Studies, Romania

Chapter 6
Online Communities: A Historically Based Examination of How Social Formations Online Fulfill Criteria for Community

Jakob Linnaa Jensen, University of Aarhus, Denmark

Section 3
Stimulating Virtual Communities: Participation and Awareness

Chapter 7
Functionalities and Facets of Group Awareness in Collaborative Online Laboratories

Christophe Gravier, Université de Lyon, France
Michael Callaghan, University of Ulster, UK

Chapter 8
Towards a Participative Platform for Cultural Texts Translators

Aurélien Bénel, ICD/Tech-CICO Lab UTT, France
Philippe Lacour, ENS, France & Marc Bloch Center, Germany

Chapter 9
Virtual Communities in a Services Innovation Context: A Service Science and Mereotopology Based Method and Tool

Florie Bugeaud, University of Technology of Troyes, France
Eddie Soulier, University of Technology of Troyes, France

Section 4
Responsive Communities: Semantics, Identity and Governance

Chapter 10
Semantically Linking Virtual Communities

Rajendra Akerkar, Western Norway Research Institute, Norway
Terje Aaberge, Western Norway Research Institute, Norway
Chapter 11
Identification vs. Self-Verification in Virtual Communities: Theoretical Gaps and Design Implications ................................................................. 208
  Kathy Ning Shen, University of Wollongong in Dubai, UAE

Chapter 12
Freedom, Control, Security: Current and Future Implications for Internet Governance ................... 237
  Martin Hans Knahl, University of Applied Sciences Furtwangen, Germany
  Geoff Cox, Aarhus University, Denmark

Compilation of References ............................................................................................................ 249

About the Contributors .................................................................................................................. 269

Index ............................................................................................................................................ 275