

Introduction to HICCS-47 Social Networking and Communities Minitrack

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The *Social Networking and Communities* minitrack has been ongoing since 2003 under various titles, and this year, we join the newly formed *Digital and Social Media Track*. Papers address the interrelationship between social media and communities in all aspects of our online and offline lives. We called for research, theory, practice, or policy papers that address the way social media support communities for business, political, social, learning and gaming initiatives and outcomes. The minitrack comprises 12 papers selected from 29 submissions, covering topics from online commerce to unfriending on Facebook; behavioral differences by intention, reward, culture, and age; intentions and incentives toward participation; and breaches of norms of privacy and honesty.

Three papers address commercial environments with attention to trust and information sharing in support of community:

- *Understanding Social Commerce Intention: A Relational View* by Jun Chen, Xiao-Liang Shen, and Zhen-Jiao Chen, that looks at the influence of community commitment and trust.
- *Investigating Effects of Monetary Reward on Information Disclosure by Online Social Network Users* by Joshana Shibchurn, and Xiangbin Yan, on the relation between monetary rewards and the type of personal information individuals are willing to share.
- *The Role of Marketer- and User-generated Content in Sustaining the Growth of a Social Media Brand Community* by Yi Ding, Chee Wei Phang, Xianghua Lu, Chuan-Hoo Tan, and Juliana Sutanto, which investigates the role of marketer-generated versus to user-generated content on community maintenance.

Several papers deal with behaviors that lead to a loss of trust:

- *Cheating, Social Network Games & the Role of Platforms* by Mia Consalvo and Irene Serrano Vazquez, which examines what it means to cheat on Facebook games.
- *Facebook Fallout: The Emotional Response to Being Unfriended on Facebook* by Christopher

Sibona, which finds emotional response include surprise, bother, amusement and sadness.

- *The Impact of Perceived Privacy Breach on the Sustainability of Social Networking Sites* by Stanislav Mamonov and Marios Koufaris tests a framework relating trust and privacy in a survey of Facebook users.

Specific participant populations or sectors are the subject of these papers:

- *Is Web 2.0 Culture-free or Culture-bound? Differences between American and Korean Blogs* by Haiyan Jia, S. Shyam Sundar, Ji Young Lee, and Seoyeon Lee, which looks at differences of expression in blogging sites.
- *Social Media Gerontology: Understanding Social Media Usage among a Unique and Expanding Community of Users* by C.J. Hutto, and Caroline J. Bell, which addresses Facebook habits among older adults, and the relationship to social satisfaction.
- *Government and Social Media: Case Study of 31 Informational World Cities* by Agnes Mainka, Sarah Hartmann, Wolfgang G. Stock, and Isabella Peters, which provides an overview of social media services for governmental purposes.

These papers address the internal dynamics of online communities:

- *Collaboration via Cooperation and Competition: Small Community Clustering in an MMO* by Nathaniel Poor looking at in-game clustering and dyads in Sony's Planetside 2, a Massively Multiplayer Online game.
- *Link Sharing on Twitter during Popular Events: Implications for Social Navigation on Websites* by Naureen Nizam, Carolyn Watters and Anatoliy Gruzd, which examines URLs in Twitter messages around four events as input for development of a social navigation tool.
- *The Effect of Community Type on Knowledge Sharing Incentives in Online Communities: A Meta-Analysis* by Mohamed Abouzahra, and Joseph Tan, that examines 24 papers and finds that the type of online community moderates the effects of incentives on knowledge sharing.