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**From the
SOCIAL MEDIA SYMPOSIUM
Media Management Center
Kellogg School of Management
May 2007**

Note: The Media Management Center (MMC) at Northwestern University thanks the authors of the Social Media Symposium Whitepapers for this resource list of articles, papers and books on key social media issues, which is being published in conjunction with the Social Media Marketing Symposium May 9, 2007. The Symposium is organized by graduate students at the Kellogg School of Management and jointly hosted by MMC and Kellogg.

One author, Jessica Bernstein-Wax, compiled bibliography and resource information for an independent study project under the direction of Professor Rich Gordon, associate professor and director of digital technology in education at the Medill School of Journalism at Northwestern University. The other authors did literature reviews to find high-quality interesting resources about social media issues for a graduate media management class (Media Management 912: Understanding The Media and Their Content) taught by Professor Michael P. Smith, executive director of MMC and director of Kellogg's Media Management Major.

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ADDITIONAL CITATIONS TECHNOLOGY:

Beenan, G., Ling, K., Wang, X., Chang, K., Frankowski, D., Resnick, P., Kraut, R., "Using social psychology to motivate contributions to online communities," ACM Press, 2004.

Summary: Explores whether putting users in groups where members have differing views and reminding them of the uniqueness of their contributions encourages participation. Also explores whether giving users group or individual goals encourages participation.

Cosley, D., Frankowski, D., Terveen L., and Riedl, J., "Using intelligent task routing and contribution review to help communities build artifacts of lasting value," CHI 2006.

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Harper, F., Frankowski, D., Drenner, S., Yuqing, R., Kiesler, S., Terveen, L., Kraut, R., Riedl, J., "Talk amongst yourselves: inviting users to participate in online conversations," International Conference on Intelligent User Interfaces, 2007.

Summary: Finds that invitations to participate that emphasize the social nature of the forum discussion increase participation.

Hill, W., Stad, L., Rosenstein, M., and Furnas, G. "Recommending and evaluating choices in a virtual community of use," CHI 1995.

Kapoor, N., Konstan, J., Terveen, L., "How peer photos influence members in online communities," Conference on human factors in computing systems, 2005.

Summary: Explores whether specific messages requesting viewers post their photos – as well as seeing other users' photos – encourages users to post their own pics.

Lampe, C., Johnston, E., "Net communities: Follow the (slash) dot: effects of feedback on new members in an online community," ACM Press, November 2005.

Summary: Explores how ratings as well as feedback from experienced members helps "train" newbies in how to post/ fit in with the culture of a well-established online community.

Lampel, J., Bhalla, A., "The Role of Status Seeking in Online Communities: Giving the Gift of Experience," Journal of Computer-Mediated Communication, 2007.

<http://jcmc.indiana.edu/vol12/issue2/lampel.html>

Summary: Using theories of status seeking and self-presentation, we investigate the ways in which consumers construct status in online consumer communities. The data reveal insights into the strategies behind constructing a digital status and the rise of online systems to promote celebrity status within online communities.

Ludford P.; Cosley, D.; Frankowski, D.; Terveen, L., "Think different: Increasing online community participation using uniqueness and group dissimilarity," ACM Press, April 2004.

Summary: Experiment that suggests putting users in groups where members have differing views and alerting them as to how their views are unique encourages participation.

Millen, D., Patterson, J., "All ways aware: Stimulating social engagement in a community network," Proceedings of the 2002 ACM conference on computer-supported cooperative work, 2002.

Summary: Describes three ways to encourage and support social engagement in online communities: through system design elements such as conversation channeling and event notification, by various selection criteria for community members, and through facilitation of specific kinds of discussion topics.

Poor, N., "Mechanisms of an Online Public Sphere: The Website Slashdot," Journal of Computer-Mediated Communication, 2005.

<http://jcmc.indiana.edu/vol10/issue2/poor.html>

Summary: This article proposes that public spheres do exist on the Internet, and details how one functions. The case under study is the website Slashdot (<http://slashdot.org>), an online community of computer enthusiasts. The article studies the mechanisms, both normative and in code, that are vital to Slashdot's functioning, and shows how they help Slashdot function as a public sphere.

Rashid, A., Ling, K., Tassone, R., Resnick, P., Kraut, R., Riedl, J., "Motivating participation by displaying the value of contribution," ACM Press, 2006.

Summary: Explores whether showing users the "value" of their contributions encourages participation.

Renduchintala, A., Kelliher, A., Sundaram, H., "Creating serendipitous encounters in a geographically distributed community," International Multimedia Conference, 2006.

Summary: Focuses on developing chance encounters among users to create a greater sense of community via a site's technological structure.

Stanoevska-Slabeva, K., Schmid, B., "A typology of online communities and community supporting platforms," IEEE Computer Society, 2001.

Summary: Outlines the technical aspects that affect community-building online.

GROUP CHARACTERISTICS:

Andrews, Dorine C. "Supporting community and building social capital: Audience-specific online community design." ACM Press, April 2002.

Summary: Outlines how to attract unlikely participants (such as older people) to online communities. (need more)

Butler, B., "Membership size, communication activity, and sustainability: The internal dynamics of networked social structures," Information Systems Research 12, 4 (Dec. 2001), 346-362.

Churchill, E., Girgensohn, A., Nelson, L., Lee, A., "Information cities: Blending digital and physical spaces for ubiquitous community participation," Communications of the ACM, 2004.

Summary: Blurring the notional boundary between the digital and the physical in social activity spaces helps blend---and motivate---online and face-to-face community participation.

Furlong, M., "Creating online community for older adults," Generations Vol. 21, no. 3, 1997.

Summary: Furlong discusses the role of learning communities in the changing world of information technology and highlights some of the 'virtual places' that can provide older adults with services that can enhance their lives. One important reason that older adults use computers is to gain access to the Internet.

Hsu, C., Lu, H., "Consumer behavior in online game communities: A motivational factor perspective," Computers in Human Behavior, May 2007.

Summary: Experiment that indicates perceived cohesion has a positive effect on customer loyalty in online gaming communities. Gives recommendations for how a site manager/moderator can instill a sense of group cohesion.

Schwen, T., Hara, N., "Community of practice: a metaphor for online design?" The Information Society, July/August 2003.

Wellman, B., "Virtual community: introducing a new SIGGROUP focus area," ACM SIGGROUP Bulletin, 1998.

Summary: Categorizes different kinds of online communities.

Zaphiris, P., Sarwar, R., "Trends, similarities, and differences in the usage of teen and senior public online newsgroups," ACM Press, September 2006.

Summary: Tracks the different participation trends among teenagers versus elderly adults in online communities.

HUMAN ISSUES:

Andrews, Dorine C. "Supporting community and building social capital: Audience-specific online community design." ACM Press, April 2002.

Summary: Outlines how to attract unlikely participants (such as older people) to online communities. (need more)

Arguello, J., Butler, B., Joyce, E., Kraut, R., Ling, K., Rose, C., Wang, X., "Online communities: Talk to me: foundations for successful individual-group interactions in online communities," ACM Press, April 2006.

Summary: How to increase participation through... (must read)

Baym, N., "Situating online community in offline life," *Rassegna Italiana di Sociologia*, 2002, 43, 1, Jan-March.

Summary: Argues that offline social worlds can permeate online communities in many ways. Far from disassociated, online & offline social worlds are intricately interwoven.

Beaudouin, V., Velkovska, J. "The Cyberians: an empirical study of sociality in a virtual community," *Ethnographic Studies in Real and Virtual Environments: Inhabited Information Spaces and Connected Communities Conference*, 1999.

Beenan, G., Ling, K., Wang, X., Chang, K., Frankowski, D., Resnick, P., Kraut, R., "Using social psychology to motivate contributions to online communities," ACM Press, 2004.

Summary: Explores whether putting users in groups where members have differing views and reminding them of the uniqueness of their contributions encourages participation. Also explores whether giving users group or individual goals encourages participation. (must read)

Bishop, J., "Increasing participation in online communities: A framework for human-computer interaction," *Computers in Human Behavior*, July 2007.

Summary: Outlines how to encourage participation by changing the way users view their desires and their environment. (must read)

Blanchard, A., Markus, M., "The experienced 'sense' of a virtual community: characteristics and processes," *ACM SIGMIS Database*, Winter 2004.

Summary: Explores how users experience a "sense of community" in the virtual world. Offers recommendations for how to establish a sense of community online.

Boyd, J., "In Community We Trust: Online Security Communication at eBay," *Journal of Computer-Mediated Communication*, April 2002.

Summary: Based on trust theory, this essay isolates eBay's "community trust" model as consisting of seven elements that work together to give users reasons to trust and to be trustworthy.

Bruckman, A., Danis, C., Lampe, C., Sternberg, J., Waldron, C., "Panels: Managing deviant behavior in online communities," *CHI '06 extended abstracts on Human factors in computing systems CHI '06*, April 2006.

Summary: How do designers of online systems decide what kind of conduct is acceptable? How are these expectations communicated to members? How can designers help prevent and manage deviant behavior? What are the implications of corporate control of content for ideals of free expression? (Must read)

Churchill, E., Girgensohn, A., Nelson, L., Lee, A., "Information cities: Blending digital and physical spaces for ubiquitous community participation," *Communications of the ACM*, 2004.

Summary: Blurring the notional boundary between the digital and the physical in social activity spaces helps blend---and motivate---online and face-to-face community participation.

Clifollili, A., "Phantom authority, self-selective recruitment and retention of members in virtual communities: the case of Wikipedia," *First Monday*, December 2003.

Fernback, J., "The individual within the collective: virtual ideology and the realization of collective principles," Jones, S. G. (Ed). (1997). *Virtual culture: identity and communication in cybersociety* (pp. 36-54). Thousand Oaks, CA: Sage Publications.

Summary: Compares online to "real-life" communities.

Friedman, B., Khan, P., Howe, D., "Trust online," *Communications of the ACM*, December 2000.

Fulk, J., Schmitz, J., and Steinfeld, C. "A Social influence model of technology use." In *Organizations and Community Technology*, J. Fulk and C. Steinfeld, Sage Publications, Newbury Park, CT, 1990, 117-142.

Summary: Explores the influence of offline interaction on online communities.

Hagel, J.III, Armstrong, A.G., "net.gain: Expanding Markets Through Virtual Communities," Boston, Harvard Business School Press, 1997.

Herring, S., "Searching for safety online: managing 'trolling' in a feminist forum," *The Information Society*, Oct.-Dec. 2002.

Honeycutt, C., "Hazing as a process of boundary maintenance in an online community," *Journal of Computer Mediated Communication*, 2005.

Summary: Explores how hazing of new members establishes boundaries in online communities.

Hsu, C., Lu, H., "Consumer behavior in online game communities: A motivational factor perspective," *Computers in Human Behavior*, May 2007.

Summary: Experiment that indicates perceived cohesion has a positive effect on customer loyalty in online gaming communities. Gives recommendations for how a site manager/moderator can instill a sense of group cohesion.

Joyce, E., Kraut, R., "Predicting continued participation in newsgroups," *Journal of Computer Mediated Communication*, 2006.

Summary: Suggests that users who write longer posts or ask questions are more likely to receive a response. Users who received a response to their first post, were 12 percent more likely to continue posting on the site.

Katz, J., "Luring the Lurkers," *Slashdot*, March 1, 1999.

Klein, A., "Creating an online community," *Journal of Computing Sciences in Colleges*, April 2005.

Koh, J., Kim, Y., Butler, B., Bock, G., "Encouraging participation in virtual communities," *Communications of the ACM*, February 2007.

Summary: Leaders of robust, sustainable virtual communities find ways to strengthen their members' sense of social identity and motivate their participation in the community's activities.

Lampe, C., Johnston, E., "Net communities: Follow the (slash) dot: effects of feedback on new members in an online community," *ACM Press*, November 2005.

Summary: Explores how ratings as well as feedback from experienced members helps "train" newbies in how to post/ fit in with the culture of a well-established online community.

Lampel, J., Bhalla, A., "The Role of Status Seeking in Online Communities: Giving the Gift of Experience," *Journal of Computer-Mediated Communication*, 2007.

<http://jcmc.indiana.edu/vol12/issue2/lampel.html>

Summary: Using theories of status seeking and self-presentation, we investigate the ways in which consumers construct status in online consumer communities. The data reveal insights into the strategies behind constructing a digital status and the rise of online systems to promote celebrity status within online communities.

Matzat, U., "The social embeddedness of academic online groups in offline networks as a norm generating structure," *Computational & Mathematical Organizational Theory*, November 2004.

Summary: Tests the hypothesis that academics who have interaction offline are more likely to help each other in online communities.

Matzat, U., "Cooperation and Community on the Internet: Past Issues and Present Perspectives for Theoretical-Empirical Internet Research," *Analyse & Kritik*, vol. 26, no. 1, pp. 63, Dec 2004.

Summary: The paper presents some theories that explain which conditions & features of online groups facilitate the finding of solutions to bilateral or group-level problems of cooperation.

Millen, D., Patterson, J., "All ways aware: Stimulating social engagement in a community network," Proceedings of the 2002 ACM conference on computer-supported cooperative work, 2002.

Summary: Describes three ways to encourage and support social engagement in online communities: through system design elements such as conversation channeling and event notification, by various selection criteria for community members, and through facilitation of specific kinds of discussion topics. (should read)

Millen, D., Fontaine, M., Muller, M., "Supporting community and building social capital: Understanding the benefit and costs of communities of practice," ACM Press, April 2002.

Summary: Promoting healthy collaboration in communities of practice takes management support at all levels. And management, of course, wants and needs to comprehend what the firm gets for that investment.

Nah, S. "Bridging Offline and Online Community: Toward A Networked Community Communication Model," Conference Papers -- International Communication Association, 2003.

Nip, J., "The relationship between online and offline communities: the case of the Queer Sisters," Media, Culture & Society, May 2004.

Summary: Researches the relationship between online and offline communities. Outlines the conditions for autonomous or interdependent online and offline communities. (should read)

O'Day, V., Bobrow, D., Shirley, M., "Network community design: A Social-Technical Design Circle," Computer Supported Cooperative Work, 1998.

Summary: Shows designers can rely on social practice to simplify a technical implementation, how they can design technical mechanisms to work toward a desirable social goal, how similar technical implementations can have different social effects, and how social and technical mechanisms co-evolve.

Poor, N., "Mechanisms of an Online Public Sphere: The Website Slashdot," Journal of Computer-Mediated Communication, 2005.

<http://jcmc.indiana.edu/vol10/issue2/poor.html>

Summary: This article proposes that public spheres do exist on the Internet, and details how one functions. The case under study is the website Slashdot (<http://slashdot.org>), an online community of computer enthusiasts. The article studies the mechanisms, both normative and in code, that are vital to Slashdot's functioning, and shows how they help Slashdot function as a public sphere.

Porter, C., "A Typology of Virtual Communities: A Multi-Disciplinary Foundation for Future Research," Journal of Computer-Mediated Communication, November 2004.

<http://jcmc.indiana.edu/vol10/issue1/porter.html>

Summary: Classifies different types of virtual communities.

Preece, J., Nonnecke, B., Andrews, D., "The top five reasons for lurking: improving community experiences for everyone," Computers in Human Behavior, 20, 2004.

Preece, J., "Sociability and usability in online communities: determining and measuring success," Behaviour & Information Technology, vol. 20, no. 5, pp. 347-356, Sept./Oct. 2001.

Summary: This article begins to identify some key determinants of sociability and usability that help to determine the success of online communities.

Smith, M., Drucker, S., Kraut, R., Wellman, B., "Counting on community in cyberspace," Conference on Human Factors in Computing Systems, 2001.

Summary: In this panel, a group of researchers, each of whom has either constructed tools for communicating and community building in cyberspace or studied the process, present their own work and critically evaluate each other's work. Our perspective explores the relationships between individual usage of these tools and the formation of lasting social relationships and groups.

Webb, K., "Developing a set of online communities in UK: reactions and responses to user preferences, perceptions and patterns of participation," ACTA Press, 2006.

Summary: Evaluates the need to get feedback from users about features of an online community during the design process.

Werry, C., Mowbray, M., "Online Communities: Commerce, Community, Action, and the Virtual University, 1st edition," Prentice Hall PTR, 2000.

Summary: How to understand and build online communities.

Yee, S., Park, K., "StudioBRIDGE: using group, location and event information to bridge online and offline encounters for co-located learning groups," ACM Press, 2005.

Summary: The goal of StudioBRIDGE is to help students initiate online and offline interactions by giving them an awareness of nearby people, groups, locations, and events of the community. Even when students are working in close proximity to each other, they are often not aware of the activities and expertise of their colleagues nearby. In this paper, we describe the user community and the motivation, design, and initial pilot deployment of StudioBRIDGE.

Zaphiris, P., Zacharia, G., "Interactive posters: user centered design: Design methodology of an online Greek language course," ACM Press, March 2001.

Summary: A participatory design methodology for creating an online community.