

ONLINE COMMUNITIES

Abstract

The development of online communities has increased rapidly with the widespread adoption of the Web. Communities have been formed in a number of ways and by very diverse groups of people in social, commercial and non-profit contexts.

This seminar explores some of the research into this area of social networking and examines the diversity of existing communities, using case examples from tourism, health and online marketplaces. We will discuss the way the case study communities have evolved, identify the needs of stakeholders and examine the potential benefits for online community stakeholders. Finally, areas for further research are presented.

Biography

After earlier careers first as an officer in the Royal Navy and later in the publishing industry, Rosemary studied media and communications at Robert Gordon University in Aberdeen, Scotland. She completed her PhD in Information Systems at Edith Cowan University in Perth where she worked in the School of Management Information Systems. Following a year as a member of a research group in IT and Tourism at the University of Innsbruck in Austria she moved to New Zealand in 2006.

Rosemary was discipline leader of the Information Systems/Technology group at Massey University's Auckland campus. She joined the Faculty of ICT at Swinburne University of Technology in July 2009. Her current research interests include exploring the development and uses of online communities and the management of benefits in electronic marketplaces. Dr Stockdale has published in a range of Information Systems journals including *European Journal of Operational Research*, the *Journal of Enterprise Information Management* and *Information and Organization*.