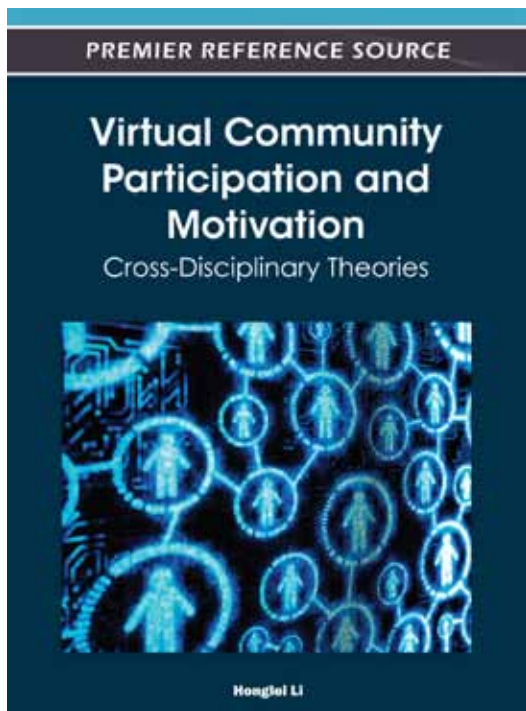


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## Virtual Community Participation and Motivation: Cross-Disciplinary Theories



Honglei Li  
(Northumbria University)

With the power to gather people with similar interests together, virtual communities have gained attention by not only practitioners, but researchers, as well.

**Virtual Community Participation and Motivation: Cross-Disciplinary Theories** offers in-depth coverage of state-of-the-art research on virtual community participation. This book appeals to those interested not only in virtual communities, but also in virtual worlds, virtual teams, and even online shopping. Virtual community researchers, as well as researchers from diverse fields--computer science, information systems, psychology, sociology, and telecommunications--will find valuable motivation theories discussed in this book.

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- Interpersonal relationship
- Behavior theories
- Power dynamics
- Social psychological perspective
- Social capital
- Community participation frameworks
- Process virtualization
- Belonging or inclusion
- Gift economy perspective
- Lurking and active participation

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**Dr. Honglei Li** is currently a senior lecturer of Enterprise Information Systems at School of Computing, Engineering and Information Sciences at Northumbria University. Before joining Northumbria University, she worked as a lecturer at The School of Business & Economics, Swansea University in United Kingdom. She received her BS and M.Phil. in computational mathematics and information systems, respectively, from Nanjing University in China. Later she received her PhD in information systems from The Chinese University of Hong Kong. Her current research interests include virtual communities, virtual worlds, electronic business, business process management and information systems project management. Being in the field of information systems for many years, she is especially enthusiastic about virtual communities and virtual worlds but keeps a very keen interest in enterprise systems analysis and development. Her two research areas have inspired her to work on both areas in parallel. Her research papers have been published in academic journals such as *Information & Management*, *Journal of the American Society for Information Science and Technology* and *International Journal of Electronic Business*. She has also presented her research papers in many international conferences including the American Conference on Information Systems and the International Conference on Information Systems.



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