

1. Record Nr.	UNINA9910828541803321
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Titolo	Building successful online communities : evidence-based social design // Robert E. Kraut and Paul Resnick ; with Sara Kiesler [and others]
Pubbl/distr/stampa	Cambridge, Mass. : , : MIT Press, , [2011] ©2011
ISBN	9780262298315 9780262016575 0-262-29739-6 1-280-49946-X 9786613594693 0-262-29831-7
Descrizione fisica	1 online resource (323 pages)
Disciplina	302.30285
Soggetti	Online social networks - Planning Computer networks - Social aspects - Planning Internet - Social aspects Social psychology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Encouraging contribution to online communities -- Encouraging commitment in online communities -- Regulating behavior in online communities -- The challenges of dealing with newcomers -- Starting new online communities.
Sommario/riassunto	Uses insights from social science, psychology, and economics to offer advice on planning and managing an online community.