

PREVENTING PROTEST LEVEL IN VIRTUAL COMMUNITIES

Najaf Babayev

Vytautas Magnus University

Creating a virtual community, the company may know what the value of its target audience and develop a sensible way to delivery of the product. The history of the social marketing can be divided into two generations. The first generation was the brand as the centre of the discussion, with very little interaction between the fans. But now, when social media became more developed and universal, the cycle of communication involves much more interaction between the fans. Although about 81% of consumers still prefer to find information for the purchase of the web site of the product, 58% of consumers joined the Internet community on the basis of the message a friend Facebook (Ignasiak, 2014). While social networks have their value belonging to the properties it provides elements to social networks such as Facebook, may not. They provide individual design, advanced access to data and additional management capabilities. A well-planned strategy in the field of social networks is likely to include social networks, such as Facebook, in addition to the contingent resources online.

Keywords: Community, Marvel, protest.

Introduction. When the company builds its Inetwork to the platform, such as Twitter, they are subject to the business model of this technology company. The user experience and available data are based on the fact that the platform is ready to provide, and it is likely to have little in common with their own goals and needs of the company.

Scientific problem. To take consider the fact that, virtual communities have a big role in today's development of the business. However, members of the virtual communities have the potential to protest inside it. This process raises a question, what factors lead to the protest in virtual communities?

Object of the work. Virtual community experience of Marvel company.

Aim of the work – is finding a solution for decreasing a protest level in virtual communities.

Main objectives:

1. Theoretically analyse the marketing of virtual communities.
2. To determine key success factors of virtual communities.
3. To analyse customer experience strategy of the Marvel company
4. To develop strategy formation model for virtual communities.

Logical structure of the work. The work consists of three main parts. The first part is a presentation of theoretical background Virtual Community, describes advantages and disadvantages of virtual community. The second part intended to analyse the virtual community experience of Marvel community members by survey and creating a correlation between collected data. The third part contains the solution model created for decreasing the protest level.

Methods and techniques – analysis of the scientific literature, journals and Internet sources, research design are made using Exploratory Research Design. Both primary and secondary sources were used to collect and analyse information in the study. Content analyses are chosen for collecting accurate data to have inductive analytical approaches. Online statistic websites, annual reports of companies and data from the collected survey were also used as a secondary source.

The importance of virtual community in the marketing area

The term virtual community was invented by Rheingold (2000), which defined it as the social aggregation, which went from the Internet, when enough people conducting these public discussions long enough, with sufficient human feelings, to create networks of personal relations in cyberspace". Armstrong and Hagel (Armstrong and Hagel, 1996) further suggested that virtual communities are groups of consumers, combined in a network with common interest related to the objectives of their community. Although the types of virtual communities ranged from the early electronic whiteboards and chat up to the current blogs and online communities, the most popular types of virtual communities devoted to finding solutions, exchange of best practices and the creation of the experience when creating significant social relations, all of this is done through the text of conversations.

The Architect of Community. An architect can a person or a group of persons responsible for creating a community depending on the needs of it and which strategies and tool need to be used (Tamburri, Kazman, & Fahimi, 2016). Furthermore, if the community has been created let's say the goal is to discuss the technically oriented brand and the members of it do not like it then they will create space of their own for discussions

The Manager of the online community. An individual or individuals in a group who manages the community (Preece, Maloney-Krichmar, 2005). He/She or they create the rules, social norms do's and "don'ts depending on the needs and goals of community and company. The manager is also able to give to the discussion the right direction and, to be a model of a member for others.

Paid community members. The main job of paid members of a community is to keep the community active (Preece J. & Maloney-Krichmar D., 2005). There are few reasons for that. First, when the members are not active paid members will keep the audience awake by commenting and posting in a community and attracting them to take part in it. The second criteria which makes these members useful, even non-members who were passing through and are not the community members will

look on an active community in if a member does it, it means he or she is a potential future member of the community.

Contributor. Contributors fall amongst free and paid individuals as substance fluctuates between groups (Baldus B.J., Voorhees C. & Calantone R., 2015). Most people group that acknowledges restrictive substance that identifies with their gatherings of people will offer some money related sponsorship. In any case, a group that enables clients to post their substance in an aggregator organization will regularly not pay them as the substance can be distributed in a few unique areas (as a rule to contact numerous crowds rather than one). These sorts of individuals need to choose whether it is more imperative to get their name out before numerous eyes (positive in the long haul), or to a particular and littler crowd for monetary profit (positive for the time being).

Power user. in addition, they could be referred to as the small managers of organization (Baldus B.J., Voorhees C. & Calantone R., 2015). They remark, actively taking part in a dialogue, ready for feedbacks and primarily based on its managers of the institution approximately recognize what the community needs. those type typically is 1% of the organization.

Free member of a community. the main a part of a target audience is free participants (Hartmann B.J., Wiertz C. & Arnould E.J., 2015). Now, mainly groups integrate registration with Facebook and LinkedIn, which make possible for customers to put up their solutions immediately to their profiles on social networks. In mediocre, unfastened participants will consist simplest a small component-9 percentage of the community. they're those who're actively commented on articles, discussions, the artwork of cats and external references to this.

Active Lurker. From participants of the network, active lurkers will represent not a big part of them. Due to the 90-9-1 rule of thumb, 10% of the members will participate at all, and only 1% will regularly be active in discussions and presentations. 90% will not post or speak up at all. Some have questioned whether this rule of thumb really applies. (Takahashi M., Fujimoto M. & Yamasaki N., 2002). Though, now that the social media are included into the open network, the lizard all over again divided into specific categories: lively and passive. They consume content network, in addition to percentage content material of their personal networks and outside groups. they are able to cause damage to your community, and it is essential to be aware of their wishes through external tracking and look at of the site visitors immediately.

Passive Lurker. These participants are returning to the community to absorb the statistics, dialogue but not to a percentage or to take part in it (Takahashi M., Fujimoto M. & Yamasaki N., 2002).

All of the member types above have their own role in the creation, developing and running the community and connected as a one cooperating engine.

Research Methodology

According to Creswell (2014), quantitative research is an approach for testing objective theories by examining the connection among factors. These factors, in turn, can be assessed, characteristically on instruments, so that numbered figures can be analysed using statistical measures. The main ap-

proach of research is quantitative research that allows to understand Virtual Community phenomena and to have a clear view about the real situation.

During the analyzing the data expedient statistic programs was used. The main data which was collected surveyed by relevant questionnaire (Annex 2). According to Driscoll (2011), the vital to conduct primary research is the study of the new, which can be determined by others, and delete our own prejudices in the process. Mill and Nagel (2008) describes: "The primary research can be used as the inductive and deductive approaches, and the typical approach is usually based on the area of study." As an approach used inductive reasoning.

For analysing was chosen the "Marvel" comics communities on the Facebook social network. The survey contains three main sections. The first part created to collect the information about the social profile of the participant by four closed-ended questions (Q1-Q4). In the second part, there are two (Q5-Q6) contingency questions for making the collected data more accurate and relevant. If the participant is not matching to the required criteria he or she is not willing to pass through the contingency questions and continue the survey. These filter questions allow survey research to study sample of that population. The third part is oriented to find the core of the upcoming problem and contains four questions (Q7-Q10) with multiple choice and three scaled questions(Q11-Q13). The data collected by the Likert-type scale answers varies from strongly disagree (1) and strongly agree (7). "Strongly disagree" was coded as 1, "Disagree" as 2, "More or less disagree" as 3, "Neutral" as 4, "More or less agree" as 5, "Agree" as 6, "Strongly agree" as 7.

Also for being able to analyse the collected data, questions have been divided and coded. Activity

The data were collected using a web-based survey to answer the online questionnaire on April 2018. The questionnaire was designed in the form of agreed closed questions. The poll was conducted on virtual community members. Respondents were credited with the use of social networks and the list of email addresses, and only one survey has been allowed from each respondent.

Gathered data were analysed and sorted out for examination. For working with the collected data was used the statistics analysing program called-The Statistical Package for the Social Sciences (SPSS).

The statistical package for social sciences (SPSS) is a software package that is used for statistical data analysis (IBM, 2011). It was developed by SPSS Inc. and acquired by IBM in 2009. In 2014, the software was officially renamed to IBM SPSS Statistics. The software was originally destined for the social sciences but became popular in other areas, such as health science, and particularly in the field of marketing, market research and intelligent data analysis.

In total 291 respondents, 95 were excluded during monitoring, since they did not meet required criteria. For this condition, the reason of rejection of the 95 respondents' outcomes was non-Marvel communities' member.

Before checking the collected data for correlation, it was checked for reliability by calculating the Cronbach's alpha.

Cronbach’s Alpha is a measure used for checking the reliability of collected data or test items. Checking the reliability of the given measurement refers to the level of being a consistent measure of concept. Cronbach’s alpha shows how strong is that consistency. It demonstrates the function of the quantity of the items and the variance of the overall score.

The alpha coefficient varies between 0 and 1 during the measurements. If all of the items on the scale are independent then we will get our Cronbach’s alpha equal to zero ($\alpha=0$). But in case of high covariances between items alpha coefficient will approach 1 ($\alpha=1$). If to sum up, the higher Cronbach’s alpha index, the higher the chance of items sharing covariance and probably measure the same underlying concept.

The standard for a good “ α ” index is recommended between 0.65 and 0.8, the higher it is and closer to 1, the better it is. If “ α ” is less than 0.5 it is unacceptable and the reliability test counts as a fail.

For showing the correlation between items, had been used the Pearson correlation method.

The Pearson correlation is a measure which shows how strong is the linear connection between two variables. Generally, Pearson correlation attempts to draw a line through the given data and the Pearson correlation index, r , demonstrates the distance from the line of the best, ideal fit. The correlation index r may vary from +1 to -1. In case of the result which Pearson correlation index is zero ($r=0$), it shows that there is no connection between the items. A result greater than 0, means there is a positive association between variables. For the situation where the “ r ” value is less than zero, we get the negative association between our items in the scale. Getting the results, which are close to +1 or -1 means that all the collections are on the line of the best fit. The Pearson correlation does not take into consideration whether a variable has been classified as a dependent or independent variable. This is because the Pearson correlation coefficient makes no account of any

theory behind why you chose the two variables to compare. It treats all variables equally.

Another correlation was done for finding the connection between different divisions. For that reason, all the questions were summed and were coded;

Activity level – “AL”

Satisfaction level for Non-Official communities– “Sat_NOC”

Satisfaction level for Official communities – “Sat_OC”

Protest level – “Pro_lvl”

Purchasing behaviour – “Pur_Beh”

After that, the results of the last correlation were used for creating the hypothesis model as in figure 1.

Result of the studies

For creating a profile of the participants was given few questions. Most of the participants were males which took 69.8% (203 individuals) of the survey. The major age group included people between 18-25 years old (217 individuals, 74.6%). Mainly, most of the attendants of the questionnaire completed bachelor’s degree, 172 people.

Table 1
Socio-demographic characteristics of the respondents (N = 291)

Dimension	Items	Frequency	Percentage (%)
Gender	Male	203	69.8
	Female	88	30.2
Age	Under 18 years	3	1.0
	18-25 years	217	74.6
	26-37 years	48	16.5
	More than 37	23	7.9
Education	High School	39	13.4
	College	17	5.8
	Bachelor degree	172	59.1
	Master degree	58	19.9
	Doctoral degree	5	1.7

Cronbach’s alpha for 17 items

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.950	.950	17

Cronbach’s alpha for Protest level items

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.885	.885	5

Table 2

Table 3

Table 4

Pearson correlation for all the combined groups

		Correlations (Pearson)				
		Activity_level	Sat_NOC	Sat_OC	Pro_lvl	Pur_Beh
Activity_level	Pearson Correlation	1	.852**	.760**	-.863**	.774**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	196	196	196	196	196
Sat_NOC	Pearson Correlation	.852**	1	.552**	-.722**	.579**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	196	196	196	196	196
Sat_OC	Pearson Correlation	.760**	.552**	1	-.745**	.938**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	196	196	196	196	196
Pro_lvl	Pearson Correlation	-.863**	-.722**	-.745**	1	-.784**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	196	196	196	196	196
Pur_Beh	Pearson Correlation	.774**	.579**	.938**	-.784**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	196	196	196	196	196

For making the data collection more accurate, and exact were given 2 filter questions and the participants who did not pass the Q5 and Q6 were not taken for the further data analyses.

As it can be seen from the table 2, Cronbach's alpha is equal to 0.95 for the 17 items which had a positive meaning in the questionnaire.

As it has been mentioned before, the alpha index higher than 0.65 counts as reliable and both Cronbach's alpha numbers showed higher than the mentioned standard.

Hypothesis Creation

For creating hypotheses another correlation was created to see how the different items are related to each other and were given in table 4.

As it can be seen from the table 4, all the items have perfectly correlated with each other. Since it was mentioned before, Pearson correlation coefficient describes how strong and what kind of ratio items have, if it is negative we have an inverse ratio, if the number is positive we do have the positive one. The model was created by taking as a core the correlation table results between elements. Connection lines between elements also describe the hypotheses were created due to Table 4.

H₁: There is the statistically direct ratio between Activity level and Satisfaction in Non-Official communities.

Activity level has the strongest relation with the satisfaction in Non-Official Communities and

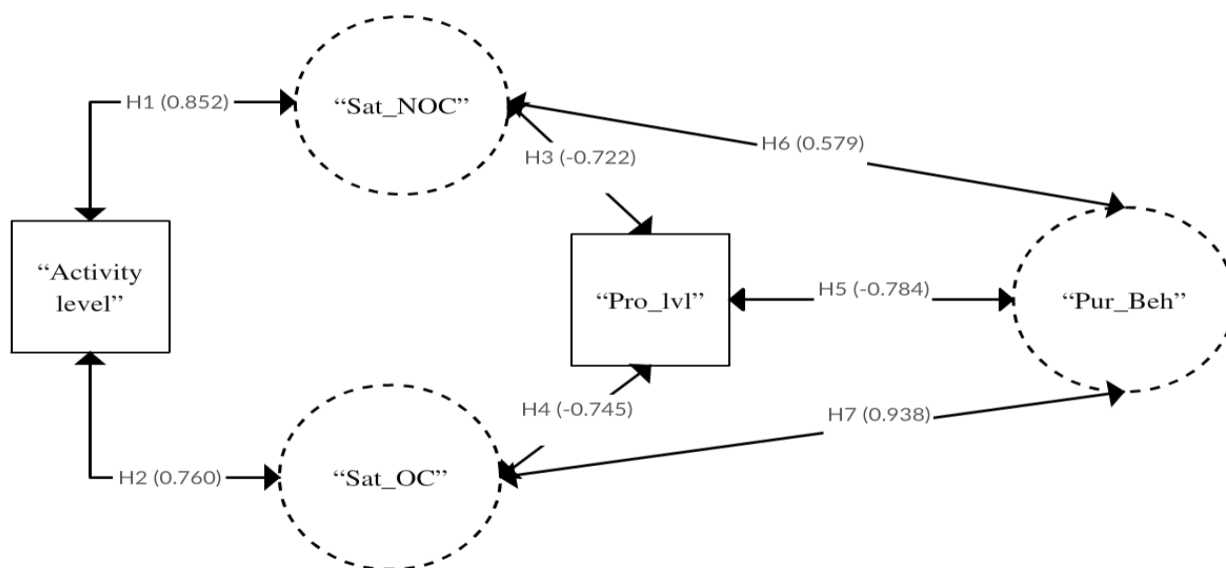


Figure 1. Hypothesis model of Virtual Community based on results

Source: The figure has been created by author

has the direct ratio. It means based on the results, more active are the members from Non-Official communities, more satisfied they are.

H₂: There is the statistically direct ratio between Activity level and Satisfaction in Official communities.

For satisfaction in the Official community, the ratio is also direct but the correlation index is a bit smaller than for Non-Official. Nevertheless, the result 0.76 without any doubt confirms the hypothesis.

Satisfaction level in both communities, Official and Non-Official ones have a positive correlation index with the high mark (0.852).

H₃: There is the statistically inverse ratio between Satisfaction in Non-Official Communities and Protest Level.

Based on the significant negative correlation coefficient (-0.722), the analyzed data explains the strongly inverse ratio between Protest Level and Satisfaction Level in Non-Official Communities. The member from Non-Official Community which is not satisfied has a high potential of protesting, which confirms the hypothesis.

H₄: There is statistically inverse ratio between Official Community and Protest Level.

The result which was got from the correlation between given items was negative (-0.745) and highly close to the Pearson correlation minimum, -1. Due to that, the correlation between these two elements considers of having a reverse ratio, which means, more members are satisfied in Official Community, less there is a chance of protesting.

H₅: There is the statistically inverse ratio between Purchasing Behavior and Protest Level.

Purchasing behaviour and protest level showed inverse relation. That can be considered as something quite logical cause the higher the protest level, the lower we have the satisfaction level and the lower member will buy something that he or she is not satisfied. Which means it affects the purchasing behaviour in a negative way (The Pearson correlation number, -0.784).

H₆: There is the statistically direct ratio between Satisfaction level in Non-Official communities and Purchasing Behavior.

Correlation index with the 0.579 illustrates the positive relationship between these two items. The members' satisfaction level in Non-Official communities is directly proportional to his or her purchasing behaviour, willingness to buy. And from here based on result there is a right to say that they are in a direct ratio which proves the hypothesis.

H₇: There is the statistically direct ratio between Satisfaction in Official Community and Purchasing Behavior.

The official community has the greatest number here on the table which shows how the connection with purchasing behaviour, 0.938 which is really close to positive maximum number 1. It means satisfaction level in the Official community has a significant impact on the purchasing behaviour of the members. If they are satisfied with the Official community, willingness to buy increases proportionally.

Limitation of the Research

During the research, few limitations have been noticed and are needed to be analyzed in the future and solved.

Most of the participants of the survey were males, less number of females took part in it. Probably the reason according to Schenker (2011) about more than a third part of the comics-related content followers on Facebook are males. More data is needed for further researches.

Contacting one of the community managers from official "Marvel" on Facebook was also unsuccessful.

Model for decreasing the protest level.

The created hypotheses based on results of the survey and secondary data showed that there is the significant inverse ratio between satisfaction levels both in official and non-official communities, purchasing behaviour with protest level. Even was not successful to create a relation between activity level and protest level, however, activity level has an effect and in a direct ratio with other mentioned items.

Activity level

Even activity level is not in a direct relation with protest level, it has a significant effect on the satisfaction level both in official and non-official communities. First of all, the community manager should know the members which he manages. The theoretical background and the results from a survey which had been analyzed gave the results based on which we are able to say that satisfaction level in non-official communities are higher than in the official one. The reason of that is shown on the results as the lower level of engagement in the official community in compare with non-official communities.

Facebook's algorithm sorts the content of what will the user see by paid and organic ways. Paid way gives a chance to increase the chance of the views on the timeline by the rule more you pay, higher the chance. Organic way makes you see the content with more engagement level on your timeline and as it is higher in non-official communities the user is going to see it more. For increasing the activity level in the official community, it is important to be more engaged in what happens in the community. Managers in official communities can start with commenting the contents more. In case of the official community has the enormous number of members, at least one official reply from the community for the best comment would make the members try their best to get the reply, which could help to increase the chance of being seen on the timeline and increase the activity level organically. It is not only to make the customers be active. A reasonable company also motivate employees to participate in the community. Some use their community as a tool for work on board, since new employees spend their time, observing that the ask customers and what are the answers. Other companies require each employee monthly every few hours "Local Services", thus maintaining each in accordance with the customer. Find ways to attract staff to clients saw many persons for your organization, and passion, to which they must serve. Do not forget to provide a bit of training your employees on "The Voice", you want to have your team members teams had direct communication with clients. Such things as maintaining a positive tone and usefulness, friendliness and authenticity.

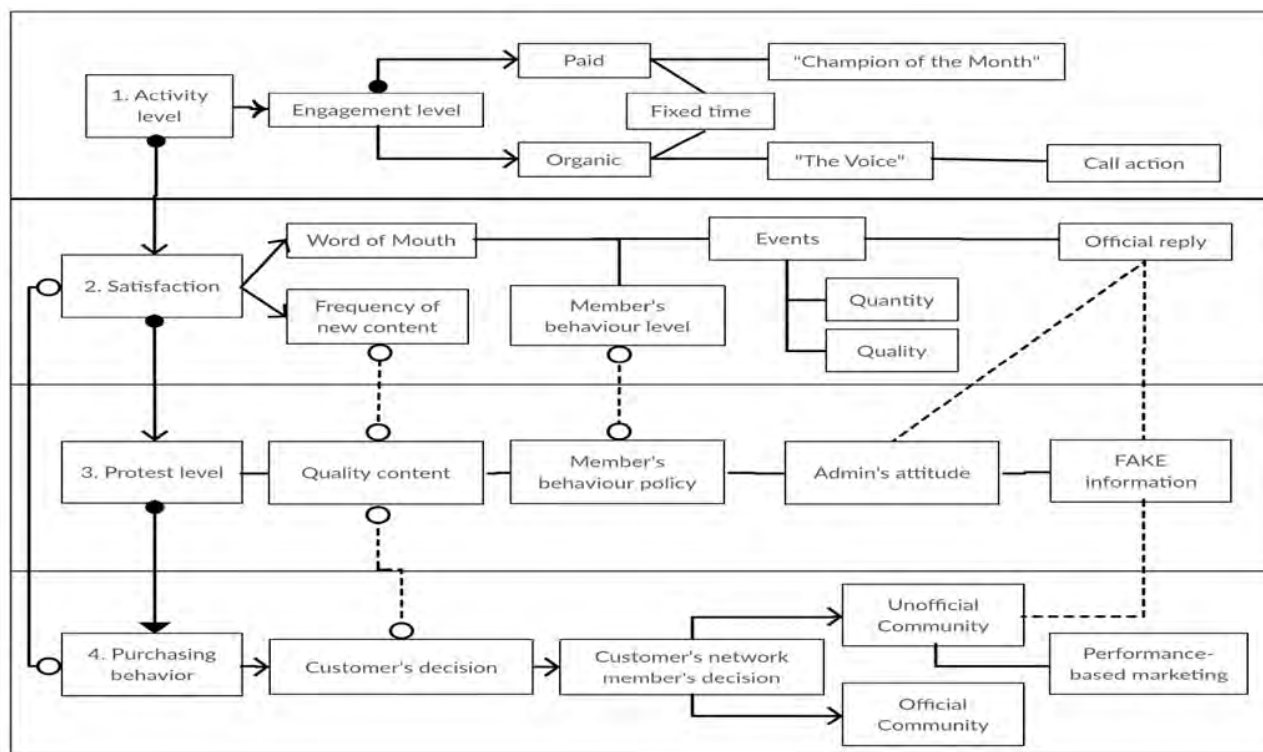


Figure 2. The model for successful virtual community

Source: The figure has been created by author

Some members of the virtual community are specialists on a specific case in the community. They contribute the knowledge they have, to other people in their favourite topics of interest and the award for his contribution to the development of the community and profession. The virtual community serves as a platform to connect and communicate with other members of the community. Participation in this virtual area is the gateway to create a loyal supporter of the community. Because of the perceived importance of the knowledge that exists on the platform of community leads to an increased desire to continue to participate and to take part in virtual community. The online community need to use the fact that, regularly publishing and stressing the quality of information and services provided members.

Satisfaction

Given that satisfaction is a strong determinant of the reason why members continue being a part of the community, it is significant to understand the factors that affect satisfaction. Satisfied individual of the community has an impact on other members through word of mouth and essentially, they support the virtual environment of their participation, which provides not only an increase of membership base but also the information base of the community. Our results show that the perceived value of knowledge and the loyalty of virtual community are essential in determining satisfaction with the virtual community (from the point of view of active members). One consequence of this conclusion is that online communities should be designed to optimize the usability, providing valuable content. The findings underline once again that the achievement of the goals depends on meeting the users' need in the virtual society.

Different terms were used to denote the social influences of others. It is suggested that the effects of mandatory context may be associated with the observance of which makes the social impacts have a direct influence on the intention. On the contrary, the social impact in voluntary contexts, as in this study, operates, impacting on the perception of the platform for online community. Preliminary studies microblogs discovered that the public or social norms directly affect the intention to continue to use. Similarly, we observed the peers in the virtual community have a great impact on the dissemination of data. In one of the few studies in the context of online communities and use after the adoption of the decisions, we noticed a significantly direct ratio between social impact and intent to disclose member information on the online community.

Protest level

Protest level demonstrated the totally inverse ratio for correlation with all the items. As the results showed to us from our research, protest level itself is the result of lower satisfaction level of the members in the virtual community. The high level of protest level increases the chance that members will leave the community, non-satisfaction and the bad behaviour of the members of the community. For avoiding it first of satisfaction level should be kept on the maximum level as it was mentioned before. The way for increasing satisfaction in the communities is the subjective norms. The base of users in online community includes people who cooperate with each other in the virtual community and have personal, social and organizational needs. The policy of the virtual communities includes language and protocols that define the interaction

between users and contribute to the development of social norms. Earlier studies have shown that the involvement of the participants and a feeling of online community are significant characteristics of prosperous virtual communities. The sense of community also assumes that people can be affected by other members in their decisions on the continuation of the use of the online community. Xu, Xu and Li (2015) studied the aggression in the virtual communities due to its capacity to reduce the interest to the community; they observed that moral code of the participants was more important than the formal constraints.

Purchasing behaviour

Purchasing behaviour showed the highest correlation index during all the research with satisfaction level in the official community. That could be explained as mostly official communities provides items for them to purchase and also for purchasing members mostly choose official communities. As it can be seen, for increasing the willingness of your follower to buy, you as responsible for the virtual community should increase the satisfaction level first of all as it was mentioned before.

Furthermore, the positive content in the community has an influence what members buy as our survey established. It means, the especially non-official community should make the shared content more positive for members. Also in case of purchasing behaviour, non-official communities should analyze and in some case even cooperate with official communities.

Also, as research result analyzes showed, satisfied members have more chance to affect your potential buyers, the friends and acquaintances around them. Even the members, for example, bought the item offered by the community, it is very important to keep the satisfaction level high even after purchasing. Otherwise, even purchased but unsatisfied with the virtual community member will decrease the purchasing behaviour of another member, the person he or she familiar with.

Relation between members

Another important belief, which may affect the satisfaction and further use of the intentions in the context of electronic area, is the credibility of the platform for virtual community. When people interact through the internet, they collaborate in an uncertain situation, with its inherent risks. For example, in e-commerce participants are concerned about the intention of the managers of the page. With the virtual communities the participants depend on each other and virtual community platform. However, they could not rely on the trust relationships, such as the handshake and body language, since their physical separation does not allow them to observe and because of that the interaction between members should be considered as an important aspect which can affect the satisfaction of the member.

The community should be the continue of your overall value proposition. The company should be regarded as a central feature in the relationship between customers and position it in such a way. Some of the community managers even make a campaign with a few touches for new users to attract them. Demonstrate the community in marketing materials and communications with clients and be proud of the fact that he says about you as a company ori-

ented to the future, transparent and results-oriented services. In a small community, they may even be invited to present themselves to the group. One of the ways to make customers continue to return is the shared content, which they cannot get anywhere else. You can offer advanced notification of training opportunities or actively publish warnings, such as the known problems or failures.

Finally, the results of this research to demonstrate the positive impact of high levels of interactivity to interaction with the user, point to the need for the leaders of the sites of online communities of customers focused on ways in which they can promote interaction between users on their websites. This requires that managers have found ways to create and promote talk about added value on their websites. Promotion of talk about added value requires a good understanding of the order, which may be attractive to members of the community of online customers.

Conclusion and Recommendations

- Reward the experts on the subject for their contribution to the community. These programs often include lists of leaders and the functions of that demonstrate the most useful and valuable participants. Some companies give the award "Champion of the Month" for the quantity and quality of content.

- For increasing the engagement level, to establish the fixed time for the most active time of the members. For example, by checking the best time for given virtual space due to the members' demography, where are most of them from, and then make the posts mostly at that time period.

- Satisfaction is a strong determinant of the reason why members continue being a part of the community, it is significant to understand the determinants of satisfaction. Satisfied members have the impact on other members through word of mouth and they support the online community, which provides not only a growth in membership base but also the knowledge base of the community.

- The subjective norm is perhaps the greatest tool for creating the user base of online community and achieve a critical mass of members, especially when it comes to the influential referent. To date, the subjective norm, as had been established, primarily affects the use of mandatory institutional contexts before the adoption.

- It is suggested that the effects of mandatory context may be associated with the observance of which makes the social impacts have a direct influence on the intention. On the contrary, the social impact in voluntary contexts, as in this study, operates, impacting on the perception of the platform for online community. Preliminary studies microblogs discovered that the public or social norms directly affect the intention to continue to use.

- The higher the value you put in his community, the more customers will follow the kit, for example, for each of the 1% growth level in the community with the number of members can be given the contents of the welcome for new members.

- Throw them a t-shirt or other little signature thing in the mail. You can entice those who are not engaged in the "Question of the week". Ideally, you can encourage certain people to participate on the basis of their unique knowledge or perspective.

· Recommended for increasing the satisfaction level is increasing the quality of the content in the virtual community. Since the beginning, feed your community with high-quality content.

· For avoiding it first of satisfaction level should be kept on the maximum level.

· The credibility of the page for an online community is a significant factor in determining the satisfaction of users' in the online community

References:

1. Ignasiak M. (2014, December 17). The Importance and Benefits of Online Communities. Retrieved April 1, 2018, from <https://bit.ly/2rpawpa>.
2. Rheingold H. (2000). *The virtual community: Homesteading on the electronic frontier*. MIT press.
3. Armstrong A. & Hagel J. III (1996). The real value of on-line communities. *Harvard Business Review*, May-June, 134-41.
4. Tamburri D.A., Kazman R. & Fahimi H. (2016). The Architects Role in Community Shepherding. *IEEE Software*, 33(6), 70-79. doi:10.1109/ms.2016.144.
5. Preece J. & Maloney-Krichmar D. (2005). Online Communities: Design, Theory, and Practice. *Journal of Computer-Mediated Communication*, 10(4), 29-36. doi:10.1111/j.1083-6101.2005.tb00264.x.
6. Baldus B.J., Voorhees C. & Calantone R. (2015). Online brand community engagement: Scale development and validation. *Journal of Business Research*, 68(5), 978-985. doi:10.1016/j.jbusres.2014.09.035.
7. Hartmann B.J., Wiertz C. & Arnould E.J. (2015). Exploring Consumptive Moments of Value-Creating Practice in Online Community. *Psychology & Marketing*, 32(3), 319-340. doi:10.1002/mar.20782.
8. Takahashi M., Fujimoto M. & Yamasaki N. (2002). The active lurker. *ACM SIGGROUP Bulletin*, 23(3), 29-33. doi:10.1145/990017.990023.
9. Driscoll D.L. (2011). Introduction to primary research: Observations, surveys, and interviews. *Writing spaces: Readings on writing*, 2, 153-174.
10. Creswell J.W. (2014). *Research design: Qualitative, quantitative & mixed methods approaches*. London: SAGE.
11. Mill J.S. & Nagel E. (2008). *Philosophy of Scientific Methods*. Genesis Publishing Pvt Ltd.
12. IBM Analytics (2017). Retrieved March 4, 2018, from <https://www.ibm.com/analytics/data-science/predictive-analytics/spss-statistical-software>.
13. Schenker B. (2011, June 07). Who Are the Comic Book Fans on Facebook? Retrieved March 5, 2018, from <https://bit.ly/2HVK9gJ>.
14. Xu B., Xu Z. & Li D. (2015). Internet aggression in online communities: a contemporary deterrence perspective. *Information Systems Journal*, 26(6), 641-667.