

Energizing Engagement and Motivation in Information-Centric Online Communities: LibraryThing, Goodreads, and the Importance of Boundary Spanning

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*The design, development, leadership, and administration of **information-centric online communities** should highlight and facilitate the creation and sharing of **translation processes and resources**; make **clear expressions** of and **continually negotiate** community **norms, values, and normative behaviours**; and **support and facilitate**—but **not force**—**social tie** formation and **everyday life** information behaviour.*

