Using networked narratives to understand internet book reviews in online communities

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Abstract

Purpose
The aim of this paper was to investigate word-of-mouth communication behavior and other interactions between bloggers writing book testimonials and their community of readers in order to develop a method and strategy for enhancing word-of-mouth communication about books.

Design/methodology/approach
This study conducted a netnographic investigation to explore word-of-mouth communication and interactions about new books between bloggers and their community of readers. Netnography is a qualitative approach for exploring the information exchange among online community members.

Findings
It was found that personality traits, testimonials, and the responses of community readers to bloggers affected word-of-mouth related to books. Exposure to testimonials with commercial characteristics will not necessarily hinder the word-of-mouth about books.

Practical implications
These results may provide a reference for publishers or related businesses that sell books or products via blogs during the planning of their marketing strategies.

Originality/value
Businesses value the effects of online communities on marketing communication. This study provides insights into the communication between bloggers and their community of readers by demonstrating how word-of-mouth affects the promotion of books. This could facilitate the selection of relevant recommendations by management.

Keywords
Academic libraries, Electronic commerce, Communities, Electronic libraries, Blogs

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We use analytics cookies to understand how you use our websites so we can make them better, e.g. they're used to gather information about the pages you visit and how businesses value the effects of online communities on marketing communication. This study provides insights into the communication between bloggers and their community of readers by demonstrating how word-of-mouth affects the promotion of books. This could facilitate the selection of relevant recommendations by management.


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