































27. Kaufman, L., Rousseeuw, P.J.: Finding Groups in Data: An Introduction to Cluster Analysis. Wiley-Interscience (2009)
28. Hartigan, J.A., Wong, M.A.: Algorithm AS 136: A K-Means Clustering Algorithm. *Journal of the Royal Statistical Society* 28, 100-108 (1979)
29. Arthur, D., Vassilvitskii, S.: k-means++: the advantages of careful seeding. *ACM-SIAM Discrete Algorithms*, pp. 1027-1035. Society for Industrial and Applied Mathematics, New Orleans, Louisiana (2007)
30. Clemons, E.K.: The complex problem of monetizing virtual electronic social networks. *Decision Support Systems* 48, 46-56 (2009)
31. Kang, R., Brown, S., Kiesler, S.: Why do people seek anonymity on the internet?: informing policy and design. *SIGCHI Conference on Human Factors in Computing Systems*, pp. 2657-2666. ACM, Paris, France (2013)
32. Barrett, M., Oborn, E., Orlikowski, W.: Creating Value in Online Communities: The Sociomaterial Configuring of Strategy, Platform, and Stakeholder Engagement. *Information Systems Research* 27, 704-723 (2016)
33. Orlikowski, W.J., Iacono, C.S.: Desperately Seeking the “IT” in IT Research—A Call to Theorizing the IT Artifact. *Information Systems Research* 12, 121-134 (2001)
34. Grotherr, C., Vogel, P., Semmann, M.: Multilevel Design for Smart Communities: The Case of Building a Local Online Neighborhood Social Community. *Hawaii International Conference on System Sciences*, Grand Wailea, HI, USA (2020)
35. Grotherr, C., Semmann, M., Böhm, T.: Using Microfoundations of Value Co-Creation to Guide Service Systems Design – A Multilevel Design Framework. *International Conference on Information Systems (ICIS)*, San Francisco, California, USA (2018)