

TABLE OF CONTENTS

EDITOR'S COMMENTS iii

RESEARCH ARTICLES

Internet's Dirty Secret: Assessing the Impact of Online Intermediaries on HIV Transmission
Jason Chan and Anindya Ghose 955

Multihoming Users' Preferences for Two-Sided Exchange Networks
Tat Koon Koh and Mark Fichman 977

Ontology-Based Evaluation of Natural Disaster Management Websites: A Multistakeholder Perspective
Chen-Huei Chou, Fatemeh Mariam Zahedi, and Huimin Zhao 997

An Analysis of Pricing Models in the Electronic Book Market
Lin Hao and Ming Fan 1017

Strategic Behavior in Online Reputation Systems: Evidence from Revoking on eBay
Shun Ye, Guodong (Gordon) Gao, and Siva Viswanathan 1033

Information Discovery and the Long Tail of Motion Picture Content
Anuj Kumar, Michael D. Smith, and Rahul Telang 1057

Information Technology and Administrative Efficiency in U.S. State Governments: A Stochastic Frontier Approach
Min-Seok Pang, Ali Tafti, and M. S. Krishnan 1079

Peer Influence in the Diffusion of iPhone 3G over a Large Social Network
Miguel Godinho de Matos, Pedro Ferreira, and David Krackhardt 1103

Harnessing the Power of Self-Organization in an Online Community During Organizational Crisis
Ning Nan and Yong Lu 1135

RESEARCH NOTE

Looking Toward the Future of IT–Business Strategic Alignment through the Past: A Meta-Analysis
Jennifer E. Gerow, Varun Grover, Jason Thatcher, and Philip L. Roth 1159

SPECIAL ISSUE: INFORMATION SYSTEMS FOR SYMBOLIC ACTION: SOCIAL MEDIA AND BEYOND

Symbolic Action Research in Information Systems: Introduction to the Special Issue
Mark Aakhus, Pär J. Ågerfalk, Kalle Lyytinen, and Dov Te'eni 1187

Take Their Word for It: The Symbolic Role of Linguistic Style Matches in User Communities
Stephan Ludwig, Ko de Ruyter, Dominik Mahr, Martin Wetzels, Elisabeth Brügger, and Tom de Ruyck 1201

Beyond Being There: The Symbolic Role of Communication and Identification in Perceptions of Proximity to Geographically Dispersed Colleagues
Michael Boyer O'Leary, Jeanne M. Wilson, and Anca Metiu 1219

Knowledge Exchange and Symbolic Action in Social Media-Enabled Electronic Networks of Practice: A Multilevel Perspective on Knowledge Seekers and Contributors
Roman Beck, Immanuel Pahlke, and Christoph Seebach 1245

Copyright © 2014 by the Management Information Systems Research Center (MISRC) of the University of Minnesota. Permission to make digital or hard copies of part or all of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage and that copies bear this notice and full citation on the first page. Copyright for components of this work owned by others than the MISRC must be honored. Abstracting with credit is permitted. To copy otherwise, to post on servers, or to redistribute to lists requires prior specific permission and possibly a fee. Request permission to publish from: MIS Quarterly, Carlson School of Management, University of Minnesota, 321 19th Ave. So., Minneapolis, MN 55455 U.S.A. (misq@umn.edu). ISSN: 0276-7783 (Print), 2162-9730 (Online).

INFORMATION ABOUT THE *MIS QUARTERLY*

Objective

The *MIS Quarterly* publishes high-quality research about the development of information technology-based services, the management of information technology resources, and the economics and use of information technology with managerial and organizational implications. Refer to our web site (www.misq.org) for the full and most-recent statement of our editorial policy. The *MIS Quarterly* is abstracted. Copies of articles are also made available through EBSCO Publishing.

Founding and Sponsors

The *MIS Quarterly* was begun in 1977 through the joint efforts of the Management Information Systems Research Center (MISRC) of the University of Minnesota and the Society for Information Management (SIM). Founded in 1968, SIM is an international organization for information executives. Its members include chief information officers, vice presidents of information services organizations, key staff members from leading U.S. and international corporations and government agencies, educators, researchers, and systems executives at institutions of higher learning. In 2002, SIM transferred its ownership in the *MIS Quarterly*, including copyrights, to the MISRC. The *MIS Quarterly* acknowledges and appreciates the critical role of SIM in founding and encouraging the growth of the journal. The *MIS Quarterly* is included in some SIM membership categories; it is an option in other categories. Applications for SIM membership must be addressed to the Society for Information Management, 401 North Michigan Avenue, Chicago, IL 60611-4267. Address changes and claims for journal subscriptions obtained through **SIM membership** should be sent to the SIM address.

Since its formation, the Association for Information Systems (AIS) has been a subscription sponsor of the *MIS Quarterly*. AIS is the global professional society for information systems academics. It was founded in 1995 and has more than 4,000 members in 40 countries. It sponsors the International Conference on Information Systems (ICIS), the leading international conference for information systems research. AIS also sponsors ISWorld, a major Web-based resource for information systems scholars. To ensure that AIS is truly global, its leadership rotates through three world regions: the Americas, Europe-Mid-East-Africa, and Asia-Pacific. In 2002, the *MIS Quarterly* entered into an alliance with AIS to provide AIS members with password-enabled electronic access to both current and past issues of the *MIS Quarterly*. As part of this alliance, AIS is represented on the MISQ Policy Council. The Council provides policy direction and oversight to the journal. AIS members may also subscribe to print versions of the *MIS Quarterly* at a reduced rate as a benefit of membership. Membership applications and information concerning AIS may be obtained from: AIS, P.O. Box 2712, Atlanta, GA 30301-2712, U.S.A.; Phone: +1.404.413.7445; Fax: +1.404.413.7443; E-mail: Membership@aisnet.org; Web: <http://aisnet.org/>. Address changes and claims for AIS member subscribers should be sent to the *MIS Quarterly* at misq@umn.edu.

Subscribing to the *MIS Quarterly*

Subscription rates 2015 are U.S. individual, \$185.00; U.S. library/institution, \$375.00; U.S. student, \$175.00 (student status applicable for three years; proof required); outside the U.S., individual \$220.00; library/institution, \$450.00; student \$200.00 (student status applicable for three years; proof required) (includes air shipment). Payment must be made in U.S. dollars drawn on a U.S. account by check, by U.S. postal money order, or by MasterCard, Visa, Diner's Club, Discover Card, and American Express. Back issues and individual articles are available in hard copy or pdf format. Online access is available. (Individual access is \$100.00 per year; library access is \$1,000.00 per year. Access is to all content on a one-year basis. ISSN: 2162-9730.) For additional information, contact us at misq@umn.edu.

Subscription and back-issue orders, address changes, and claims for **regular subscribers**, as well as requests for reprint permission should be addressed to the editorial offices: MIS Quarterly, Carlson School of Management, University of Minnesota, 321 19th Avenue South, Minneapolis, MN 55455 U.S.A. (Telephone: +1.612.624.2035; fax: +1.612.626.5185; e-mail: misq@umn.edu; URL: <http://www.misq.org>).

Submitting a Manuscript

MIS Quarterly is a peer-reviewed journal that uses a double-blind review process. Manuscripts should be submitted through the *MIS Quarterly* Scholar One Manuscripts site at <http://mc.manuscriptcentral.com/misq>. For detailed information on how to submit a manuscript for possible publication, visit the *MIS Quarterly* web site (<http://www.misq.org>).