The 12th edition of the International Conference on Web Based Communities and Social Media (part of the IADIS Multi Conference on Computer Science and Information Systems) was held in Las Palmas de Gran Canaria, Spain, during 21 -23 July, 2015.

This conference was organized by the International Association for Development of the Information Society (IADIS) and co-organized by University of Las Palmas de Gran Canaria, Spain.

Co-organized by:

The World Wide Web has migrated from information space into opportunities for social communication. Social Media are growing rapidly and play an increasingly important role in the development of Online Communities. They are all about identity, reputation, presence and relationships. Web based communities announce themselves both in our professional and private life through several new media such as LinkedIn, Twitter, Plaxo, etc. In order to keep up to date with the pace of these new technological developments this IADIS Conference offers a dedicated overview and informative discussion on today’s most relevant issues in new media for social life on the web.

The mission of this conference was to publish and integrate scientific results and act catalytically to the fast developing culture of web communities, while helping to disseminate and understand the latest developments social media and their impact. Submissions were accepted under the following seven main topics: The History, Architecture and Future of Virtual Communities; Cyborgs, Teleworking, Telemedicine, Art Games and Learning Communities; Virtual Communities for People with Special Needs; Group Processes and Self-Organization; Expanding Markets through Virtual Communities; Virtual Communities for People with Special Needs and Social Media.

The 2015 edition was published jointly with the conferences: ICT, Society and Human Beings 2015 and Connected Smart Cities 2015. These events received 121 submissions from more than 22 countries. Each submission was anonymously reviewed by an average of five independent reviewers, to ensure that accepted submissions were of a high standard. Consequently only 20 full papers were approved which means an acceptance rate of 17%. A few more papers were accepted as short papers, reflection papers and posters.

Extended versions of the best papers were selected to be published in:

- International Journal of "Web Based Communities" (IJWTBC); ISSN: 1477 - 8394 (4 issues per year)
In addition to the presentation of the papers, this event also included two keynote presentations given by Steven Duggan, Director, Worldwide Education Strategy, Microsoft, USA and Dr. Jacques Bulchand-Gidumal, Professor of Digital Enterprises and Entrepreneurship, University of Las Palmas de Gran Canaria, Spain.

Keynote Presentation:

FAIL FAST AND FAIL FORWARD – EMBRACING FAILURE AS A NECESSARY PRECURSOR OF SUCCESS IN THE DELIVERY OF ELEARNING SERVICES

by Steven Duggan, Director, Worldwide Education Strategy, Microsoft, USA

Keynote Presentation:

A DIFFERENT PERSPECTIVE ON THE SINGULARITY POINT. HOW IT IS SUBSTITUTING JOBS IN THE SERVICE SECTOR

by Dr. Jacques Bulchand-Gidumal, Professor of Digital Enterprises and Entrepreneurship, University of Las Palmas de Gran Canaria, Spain

In general, this edition offered once again a great opportunity to all their participants to discuss with success the most significant aspects regarding the theme web based communities.

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