EDITORIAL

The IADIS International Journal on WWW/Internet (IJWI) is a peer-reviewed scientific journal published exclusively in an electronic format. The IADIS IJWI is devoted to the WWW and Internet broad fields. The mission of this journal is to publish original contributions in its domain fields in order to disseminate knowledge amongst its readers and to be a reference publication. It publishes original papers, review papers, ongoing research papers, technical reports, case studies, conference reports, management reports, book reviews, notes, commentaries and news on future scientific events.

This volume (Volume 18, Issue 1 - ISSN: 1645-7641) combines 8 selected original papers that bring together researchers covering the wide spectrum of the WWW and Internet presented in different areas and contexts.

The first contribution to this issue by Valerio Stallone entitled "DO NOT TRUST ME: HOW NEWS READERS PERCEIVE AND RECOGNIZE NATIVE ADVERTISING", focuses on digital marketing and native advertising. The aim of this study is to characterize whether readers identify native ads and how it affects the trust in the content of the articles. Also it is aimed to help advertisers and publishers better to comprehend the impact of native advertising and its disclosure on readers. The author performed a quantitative study, which showed that the majority of the respondents were unable to recognize the article as native ad.

Joshua Kofi Doe authored the second paper with the title "INFLUENCE OF ONLINE BRAND COMMUNITY ENGAGEMENT ON BRAND TRUST AND BRAND LOYALTY". This paper "examines the effect of online brand community customer engagements on brand loyalty, through various online customer-to-community relationships, and trust". Data was arbitrarily collected from 720 members of an online brand community page using an online questionnaire and examined with Structural Equations Modelling (SEM). The results show that the online brand community activities influenced customer-product relationships, and not customer-brand nor customer-company relationships.

The third paper, "INDICATORS OF INTERNET NON-USE IN SAMPLE SURVEYS ON ICT USE: A QUALITATIVE ANALYSIS", authored by Guilherme Alves da Silva and Leonelo Dell Anhol Almeida focuses on concept of digital divide/digital inclusion. Surveys were performed in the three most populated countries in Latin America and the Caribbean (Brazil, Mexico, and Colombia) to try to identify whether and how non-use and non-users of the Internet are considered in surveys on ICT usage at a national level. The authors reached the conclusion that "even though they all have indicators related to non-use of the Internet, further indicators could be proposed in order to understand non-use as a phenomenon related to possible negotiations and engagements/disengagements that people have with the Internet."

The fourth paper, "DIGITAL ENTREPRENEURSHIP AND EMPOWERMENT: A CHALLENGE FOR THE EXECUTIVE SECRETARY", authored by Liliane Matias de Almeida, Walkiria Aparecida Gomes de Almeida and Luciana Florêncio de Almeida evaluates how the strategic action of entrepreneurship and the access and use of technology enable women to manage their professional career in the area of executive secretariat. It was conducted a survey through an in-depth interview and a questionnaire by using quantitative approach. With the results the authors propose a deductive analysis for the understanding of entrepreneurship as a strategic action and the use of technology as digital empowerment in the executive secretariat area.

The fifth paper entitled "SUPPORTING TEACHERS AND PARENTS WITH MOBILE TECHNOLOGY TO TEACH READING" written by Roberto Araya reports on the potential of using mobile technology to aid teachers and parents in the process of teaching children to read. The authors present an app (voluntarily adopted by 1,235 schools) that supported teachers and parents to monitor the progress of students. The use of the app showed a difference between the intended and implemented curriculum and that the app was more used by teachers and parents rather than the students. With this app it is implemented a blended strategy, where teachers and parents use their smartphones to track students' learning and share their teaching experiences.

The sixth paper, "OUTDOOR LEARNING WITH MOBILE TECHNOLOGY: A SYSTEMATIC REVIEW", authored by Johan Stymne focuses on outdoor learning using mobile technology. The author performed a systematic review, in order to better comprehend how mobile technology has been used in outdoor learning. A total of 87 articles, published between 2004 and 2019 were included in this review. This study identifies both common approaches and gaps in current research on outdoor learning with mobile technology.

"HYBRID EDUCATIONAL RECOMMENDATION SYSTEM: EXPERIMENTATION WITH A VOTING-BASED EVALUATION MODE", the seventh paper written by Mohammed Baidada, Khalifa Mansouri and Franck Poirier presents a hybrid recommendation approach that mixes two methods of content-based filtering and collaborative filtering, to give educational resources best suited to a learner's preferences. The authors conducted two experiments (the first experience was carried out in 2019) to assess a hybrid recommendation approach in an online learning environment. This study reports on the results of the second experiment.

The last contribution written by Yusuf Bozkurt, Reiner Braun, Alexander Rossmann and Dieter Hertweck with the title "SMART CITIES IN RESEARCH: STATUS-QUO AND FUTURE RESEARCH DIRECTIONS" focuses on the concept of smart cities. The main purpose of this study is to "provide a systematic literature review of smart city research to answer two main questions: (1) How is current research on smart cities structured? and (2) What directions are relevant for future research on smart cities?" To answer the research questions, the authors selected a text-mining approach applied to a large number of publications.

More and more, it is known that Technology is always present and it can be used to improve all aspects in our society. These papers illustrate that the development of technology have increased our ambitions to make all aspects of technology a more global and international matter.

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