

# Lurking: How People Become Users



## Lurking: How a Person Became a User by Joanne McNeil

★★★★☆ 4 out of 5

Language	: English
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Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
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Print length	: 306 pages



Lurking is a common behavior in online communities, where people observe and interact with others without actively participating. This can be done for a variety of reasons, including:

- **Gathering information:** Lurkers can learn a lot about a community by observing how others interact and what topics are discussed.
- **Building relationships:** Lurkers can get to know other members of a community by following their posts and comments.
- **Avoiding conflict:** Lurkers can avoid getting involved in arguments or other conflicts by simply observing.
- **Protecting privacy:** Lurkers can keep their own privacy by not sharing personal information or opinions.

While lurking can be a harmless way to participate in an online community, it can also be a barrier to active engagement. People who lurk for too long may become less likely to participate in discussions or share their own thoughts and ideas.

There are a few things that community managers can do to encourage lurking users to become more active:

- **Make it easy for people to get involved.** This means creating a welcoming environment where people feel comfortable sharing their thoughts and ideas.
- **Provide opportunities for people to connect with each other.** This can be done through online forums, chat rooms, or other social media platforms.
- **Encourage people to share their own experiences and insights.** This can help to create a sense of community and belonging.
- **Respect people's privacy.** Lurkers should not be pressured to share personal information or opinions.

By following these tips, community managers can help to create a more welcoming and engaging environment for all members, including lurkers.

## **How Lurking Can Lead to Active User Engagement**

In some cases, lurking can actually lead to active user engagement. This can happen when lurkers feel comfortable enough to share their own thoughts and ideas, or when they are inspired by the content that they are observing.

Here are a few examples of how lurking can lead to active user engagement:

- **A lurker may be inspired to create a new post after reading a particularly interesting discussion.**
- **A lurker may be more likely to comment on a post if they have already seen other people interacting with it.**
- **A lurker may be more likely to join a group or community if they have already been following it for a while.**

By understanding the motivations behind lurking and how it can lead to active user engagement, community managers can create more effective strategies for building and engaging their online communities.

Lurking is a common behavior in online communities, and it can be a valuable way for people to learn and connect with others. However, it is important for community managers to understand the motivations behind lurking and how it can lead to active user engagement. By following the tips outlined in this article, community managers can create more welcoming and engaging environments for all members, including lurkers.



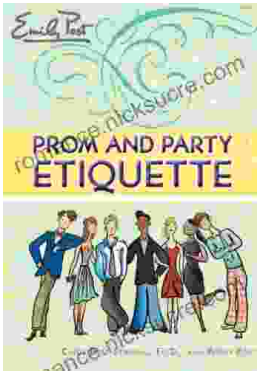
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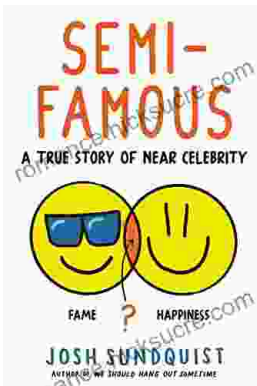
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