Information Grounds Observation:

Goodreads.com Book Groups

Lyssa Prince

Abstract

This paper determines that the social book recommendation website called Goodreads is an information grounds, which is a term coined by Karen Fisher. By following two different book groups and four separate discussions on Goodreads.com and studying their content, I discovered that while users of Goodreads go to the website to discuss books primarily, they also visit the site to join groups and experience everyday interaction with fellow group members. In addition, many benefits of online communities like Goodreads were found by researching the current literature available for this type of environment. These included asynchronous communication and its ability to give shy or busy users an opportunity to participate as well as encouragement for cultural and social boundaries to be broken by this type of online community.