

## **Abstract**

By examining the practice of urban homeowners that employ Internet technologies to improve their position in both home purchase and management, the study analyzes the emergence and use of online neighborhood forum in transitional urban China. The paper argues that the neighborhood forum provides a platform within which information exchange, organization of collective action, and community building take place simultaneously. In the course of both online and offline interaction, residents have adopted four kinds of strategies: common grievance, common threat, common amenity, and common attribute.

**Keywords:** neighborhood forum, information exchange, collective action, community building, urban China