



Online Communities

Success Factors

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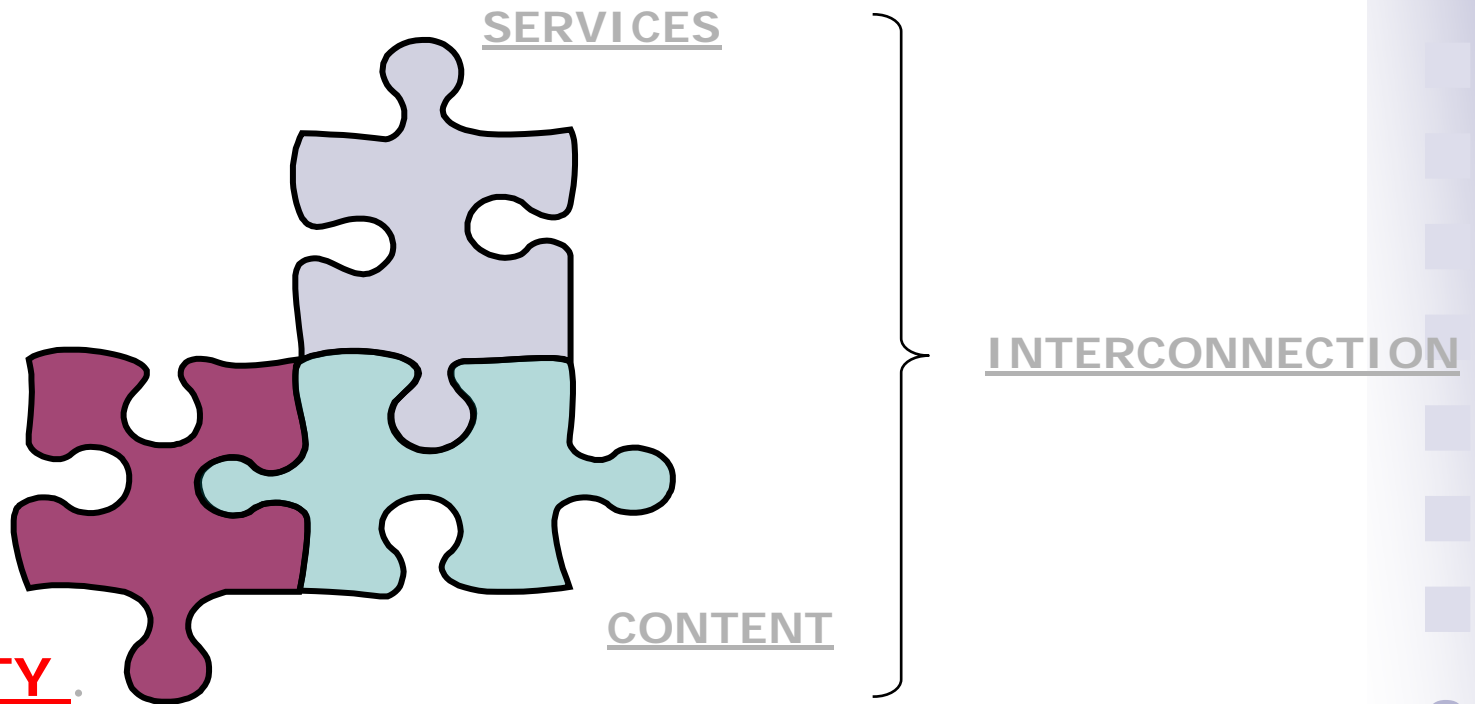


Overview

- Communities
 - ◆ Definition and types
 - ◆ Application domains
 - ◆ Success factors
- Empirical Studies.
 - ◆ Method
 - ◆ Results
- Conclusions
- Current work

Definition

- Web 2.0



Definition

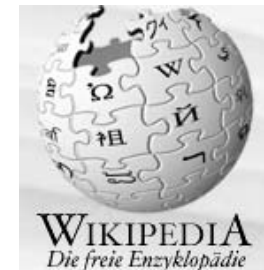
• Online Communities

- ◆ Group.
 - Rheingold 1994
- ◆ Common.
 - Chang, Kannan & Whinston 1999
 - Hagel & Armstrong 1997
- ◆ Online media
 - Romm, Pliskin & Clarke 1997
 - Erickson 1997
 - Schubert & Ginsburg 2000
 - Lechner & Schmid 2000
 - Figallo 1998
 - Schubert 1999
 - Weiber & Meyer 2000
 - Lohse 2002
 - Markus 2002
 - Fernback & Thomson 1995

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Types

- Types
 - ◆ Communities of Practice
 - ◆ Communities of Interest
 - ◆ Communities of Phantasy
 - ◆ Communities of Knowledge
 - ◆ Communities of Transactions
- Dimensions
 - ◆ commercial/non-commercial
 - ◆ open/closed
 - ◆ organisational/private

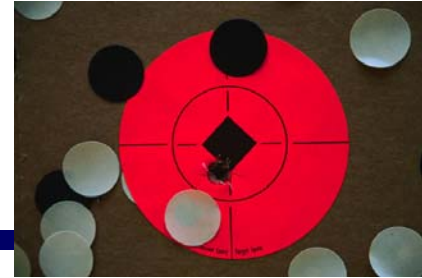


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Application domains

- Relevance in various contexts
 - ◆ Private issues/spare time
 - ◆ Education: life long learning, advanced training...
 - ◆ Business: project work, innovation. ...

Success Factors



- Community Focus
 - ◆ Focus on a topic.
 - ◆ Shared understanding
 - ◆ Clear goal

Success Factors



- Community Building
 - ◆ Marketing: Attraction of users.
 - ◆ Critical mass of users
 - ◆ Inclusion of experts
 - ◆ Community controlling regarding satisfaction

Success Factors



- Member Retention
 - ◆ Generation of added value.
 - ◆ Incentives.
 - ◆ Member orientation: meeting needs, interests and expectations

Success Factors



- Interaction/Networking.
 - ◆ Involving members
 - ◆ Enabling and supporting interaction, online and offline
 - ◆ Atmosphere of trust, openness and mutuality
 - ◆ Active moderation
 - ◆ Rules of behaviour

Success Factors



- Content/Services
 - ◆ Provide initial content and/or services
 - ◆ Up-to-date and high quality content
 - ◆ Quality Management
 - ◆ Sensitive data management

Success Factors



- Technology
 - ◆ Environment: simple navigation, clarity, structure
 - ◆ Stability and reaction time.

Empirical Study

Method

- Analysing user behaviour and identifying community success factors
- Four online questionnaires
 - ◆ 2 with focus on special community, 2 general
 - ◆ Posted in 17 communities
 - ◆ 450 respondents

Empirical Study

Method

center . graz
Know

PWM
Plattform
Wissensmanagement
Die führende Community zum
Thema Wissensmanagement

Technologiepartner **moreosophy** Betreiber **Know**
center in context

center . graz
Know

Über die PWM Presse Sponsoring Glossar Hilfe Sitemap Impressum Kontakt

Benutzername Passwort login
Werden Sie Mitglied registrieren

Portal Community Suche

- Terminkalender
- Call for Papers
- Buchtipps
- Linktipps
- Wissen
- Unternehmenstour
- PWM Infoletter

Termine Aktuell

drucken zurück

— PWM —

- 29. Community-Treffen der PWM** PWM
12.10.2007, A - Wien

— Top-Termine —

- Buchpräsentation „Das Praxishandbuch Wissensmanagement – Integratives Wissensmanagement“**
26.09.2007, A - Graz
- Verbesserung der IT-Sicherheit durch gezielte Wissensvermittlung** PWM
08.11.2007, A - Wien

Bücher Aktuell



Integration von Wissensmanagement in Geschäftsprozesse
Heisig Peter



Studienbuch Wissensmanagement
Ursula Hasler Roumois

alle Fragen

alle Community-Artikel
alle Presse Artikel

Zitat der Woche

Die Natur macht nichts vergeblich.

Aristoteles

- mehr Zitate

Unternehmenstour insiders

PWM-Jahrbuch 2006/2007



In 39 Fachartikeln berichten Praktiker und Wissenschaftler über aktuelle Themen des Wissensmanagements.

5251 Cronide ...mehr
4515 Kappeler ...mehr
4349 Raimund Hofbauer ...mehr
3821 Fledermaus ...mehr

June 19, 2008

Empirical Study

Method

- How do users utilise a content/community environment?
- What is important to them?
- Online questionnaire and data analysis
 - ◆ Intensity of content consumption/production
 - ◆ Preference of content types and information needs
 - ◆ Motivation and trust
 - ◆ Importance of quality criteria

PWM-Fragebogen
Dieser Fragebogen besteht aus insgesamt 25 Fragen, die zu 6 Blöcken zusammengefasst sind.

0% 100%

02 Nutzungsverhalten
07 Wie häufig nutzen Sie die PWM?
Bitte wählen Sie einen Punkt aus der Liste aus.

mehrmals pro Tag
 öfter als 2 Mal pro Woche
 Ein bis zwei Mal pro Woche
 Ein bis zwei Mal pro Monat
 seltener als ein Mal pro Monat
 Keine Antwort

08 Welche weiteren Communities nutzen Sie?

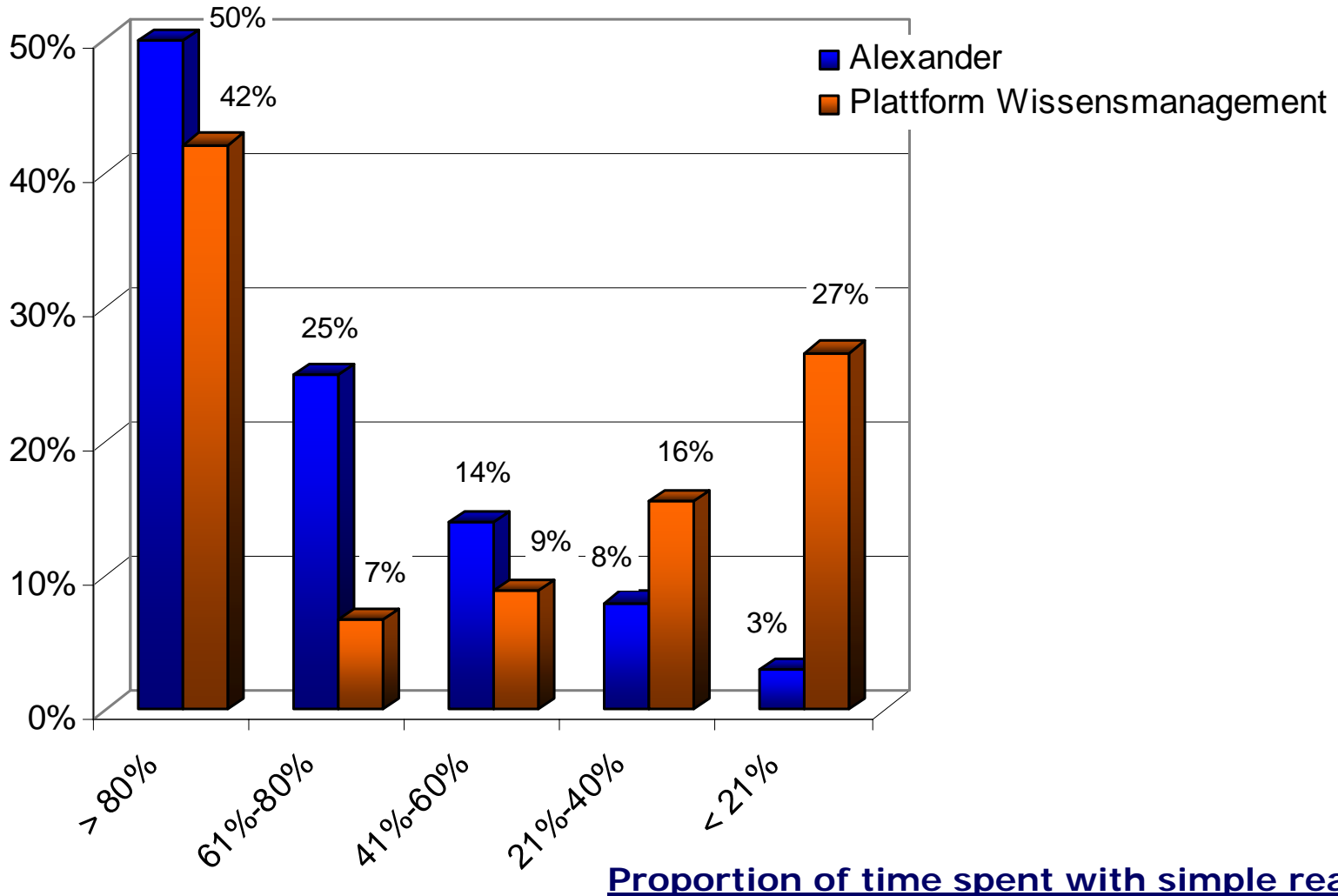
Wissen am Portal
Linktipps am Portal
Buchtipps am Portal
Forum in der Community-Ansicht
Umfrage in der Community-Ansicht
Verwand in der Community-Ansicht

10 Wie wichtig sind Ihnen im Allgemeinen die folgenden Aspekte bei Inhalten der PWM-Plattform?

	1 wichtig	2	3	4 unwichtig	Keine Antwort
Aktualität	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strukturiertheit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vollständigkeit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

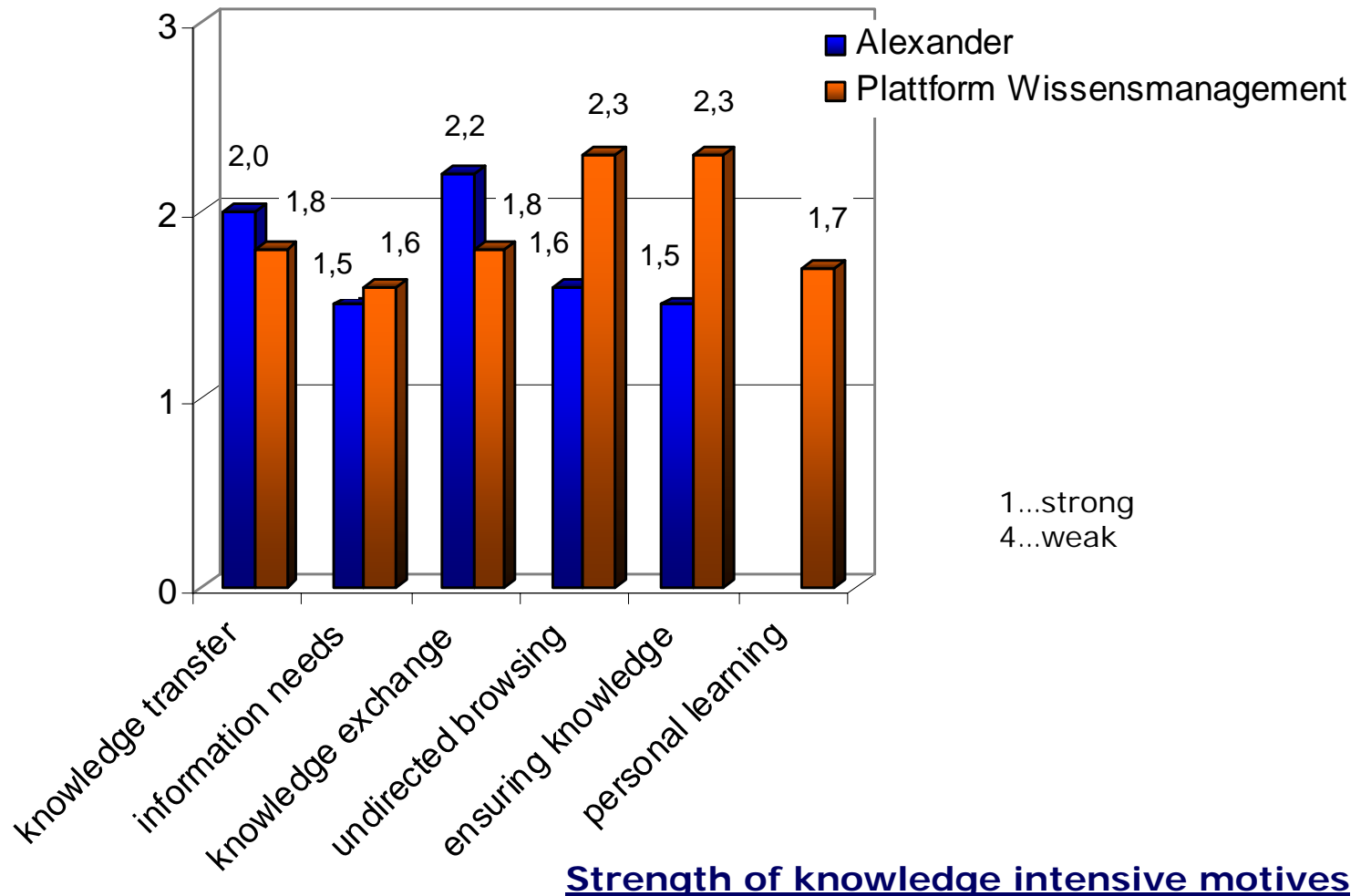
Empirical Study

Results



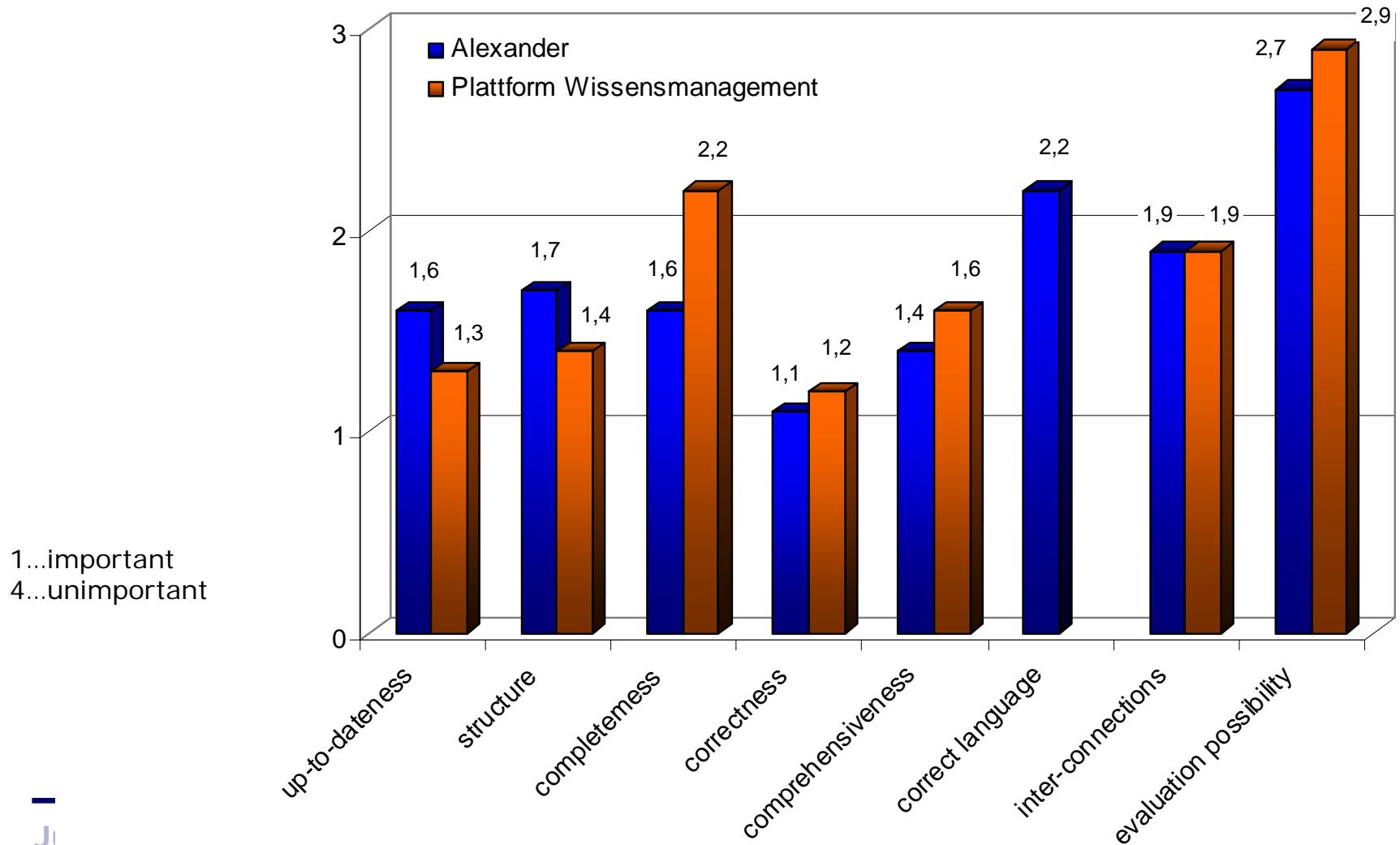
Empirical Study

Results



Empirical Study

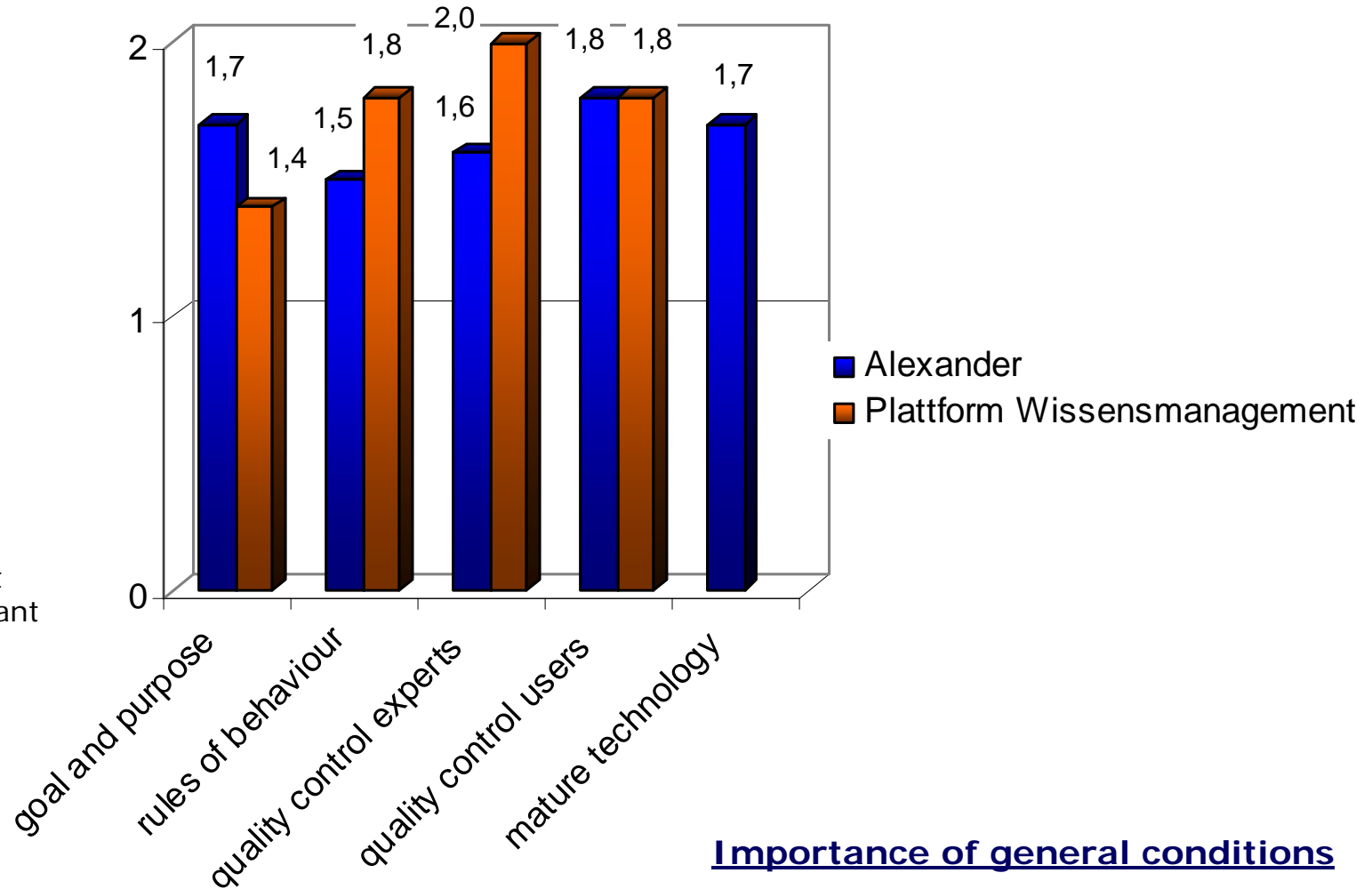
Results



Empirical Study

Results

1...important
4...unimportant

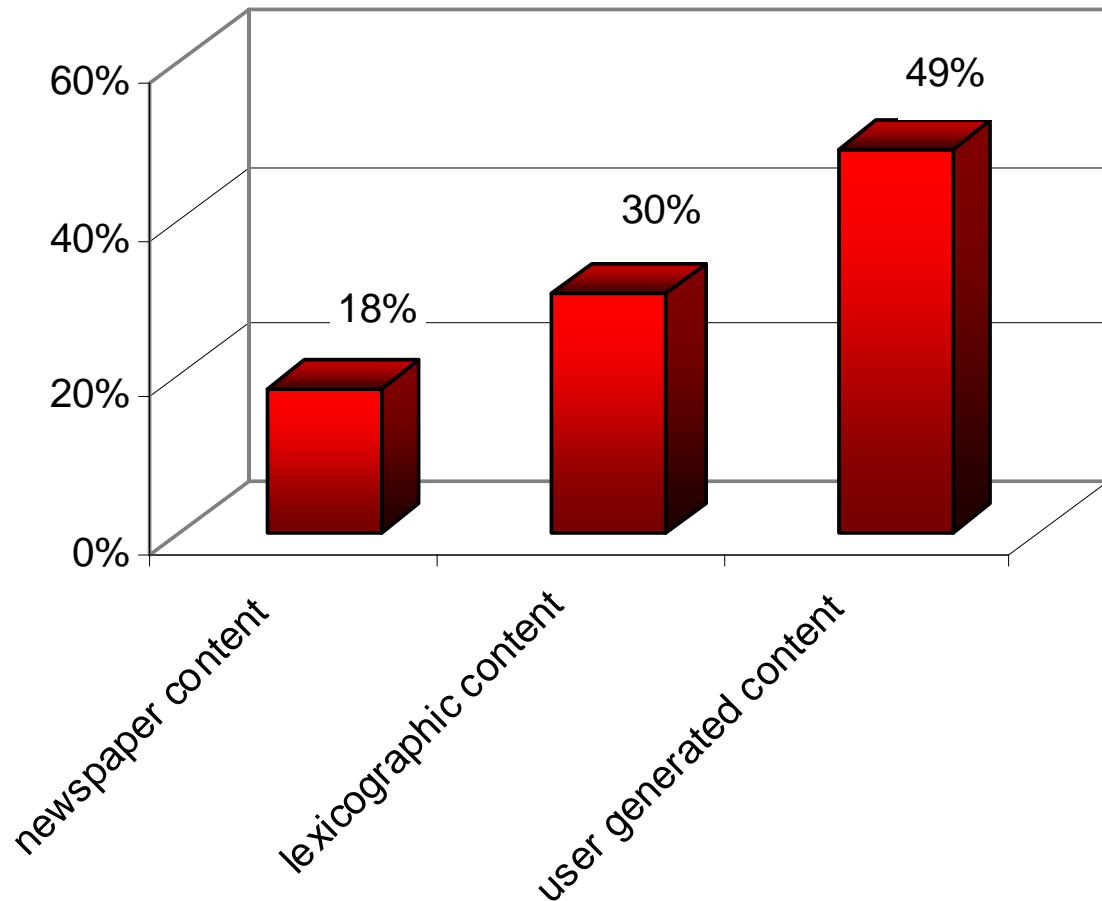


Importance of general conditions

Empirical Study

Results

■ Alexander

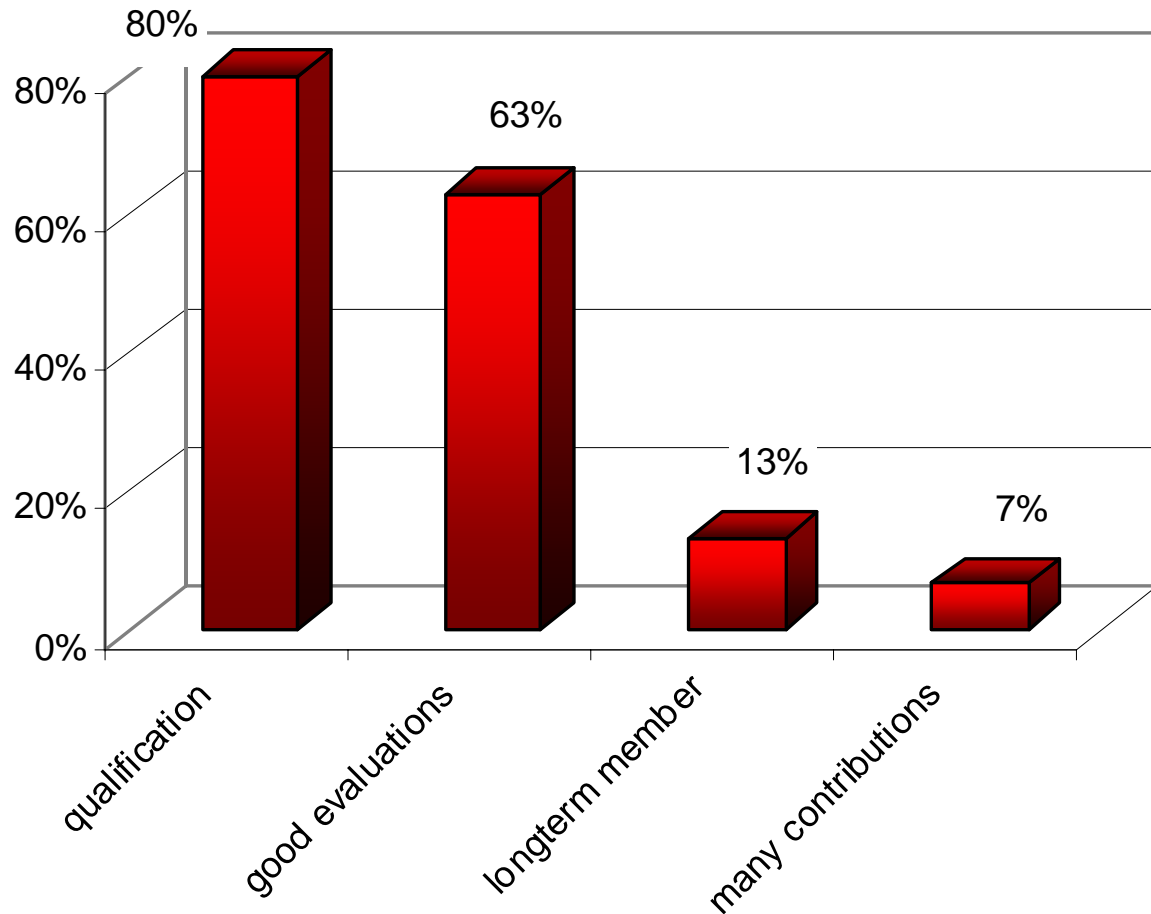


Preference of source

Empirical Study

Results

■ Alexander

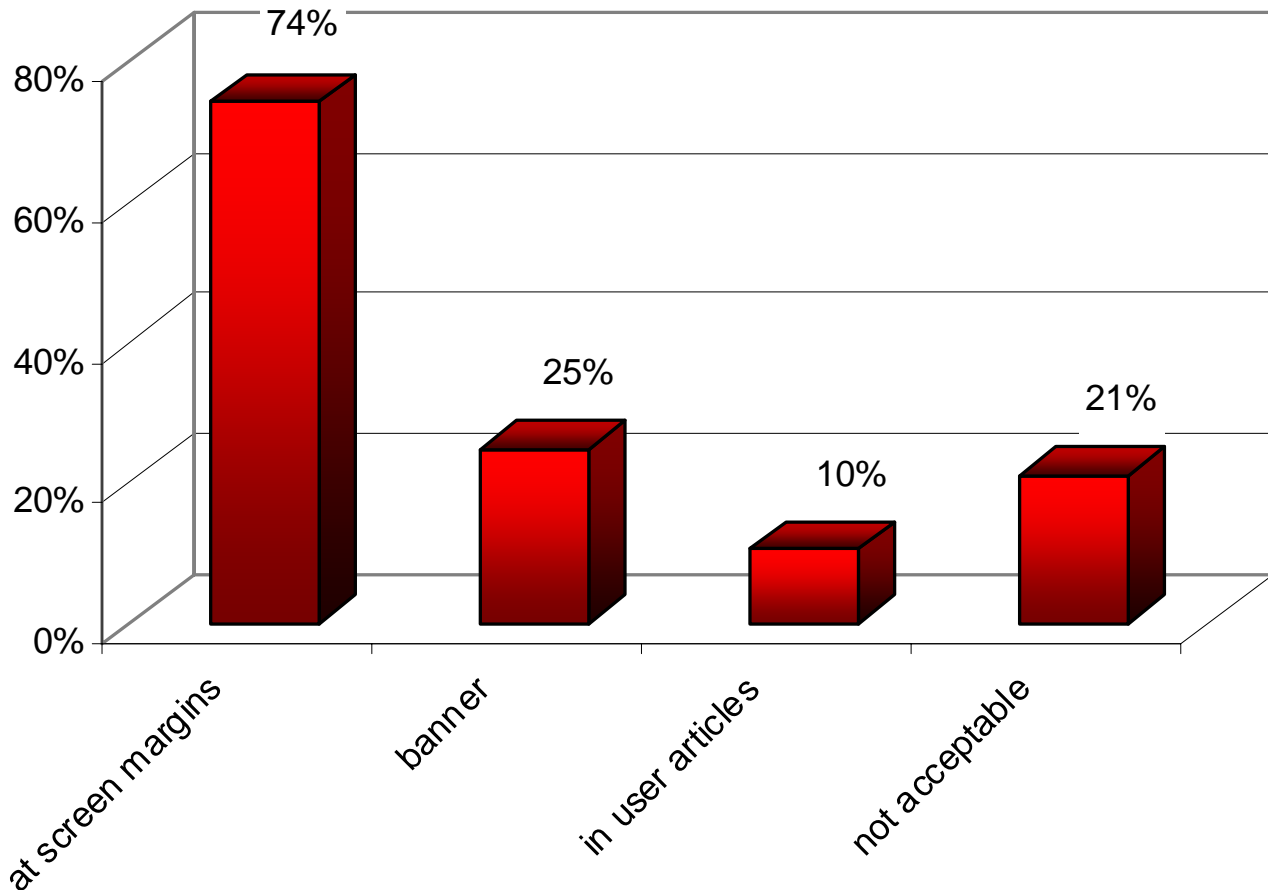


Aspects of trust

Empirical Study

Results

■ Alexander

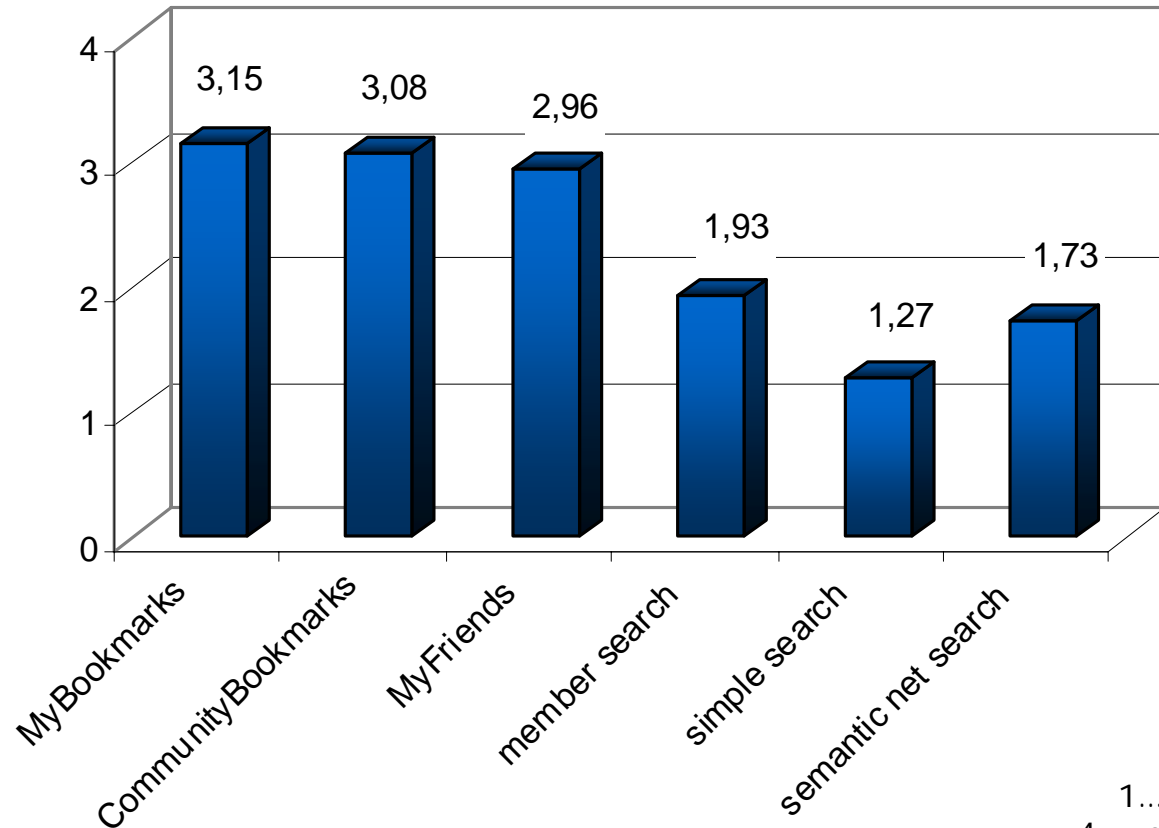


Acceptance of advertisements

Empirical Study

Results

■ Plattform Wissensmanagement



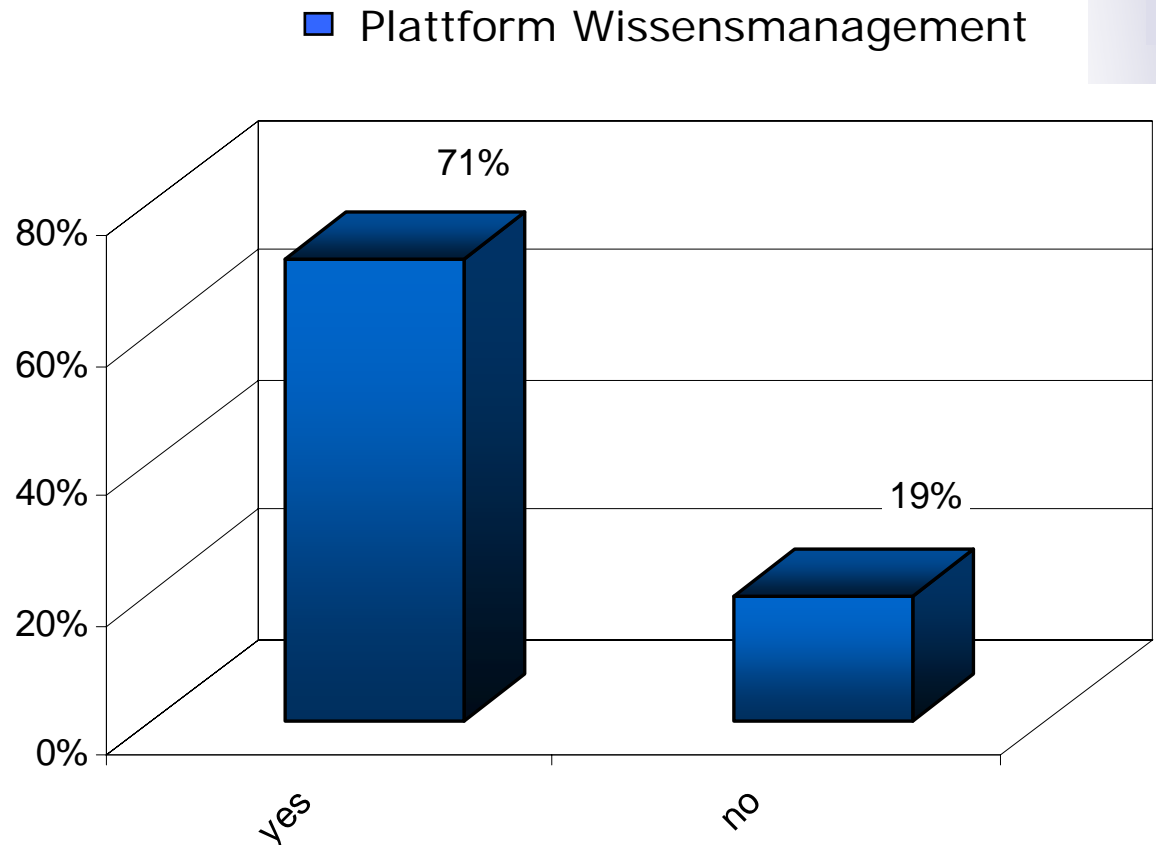
Importance of features

Empirical Study

Results

On average 16 members are also personally known.

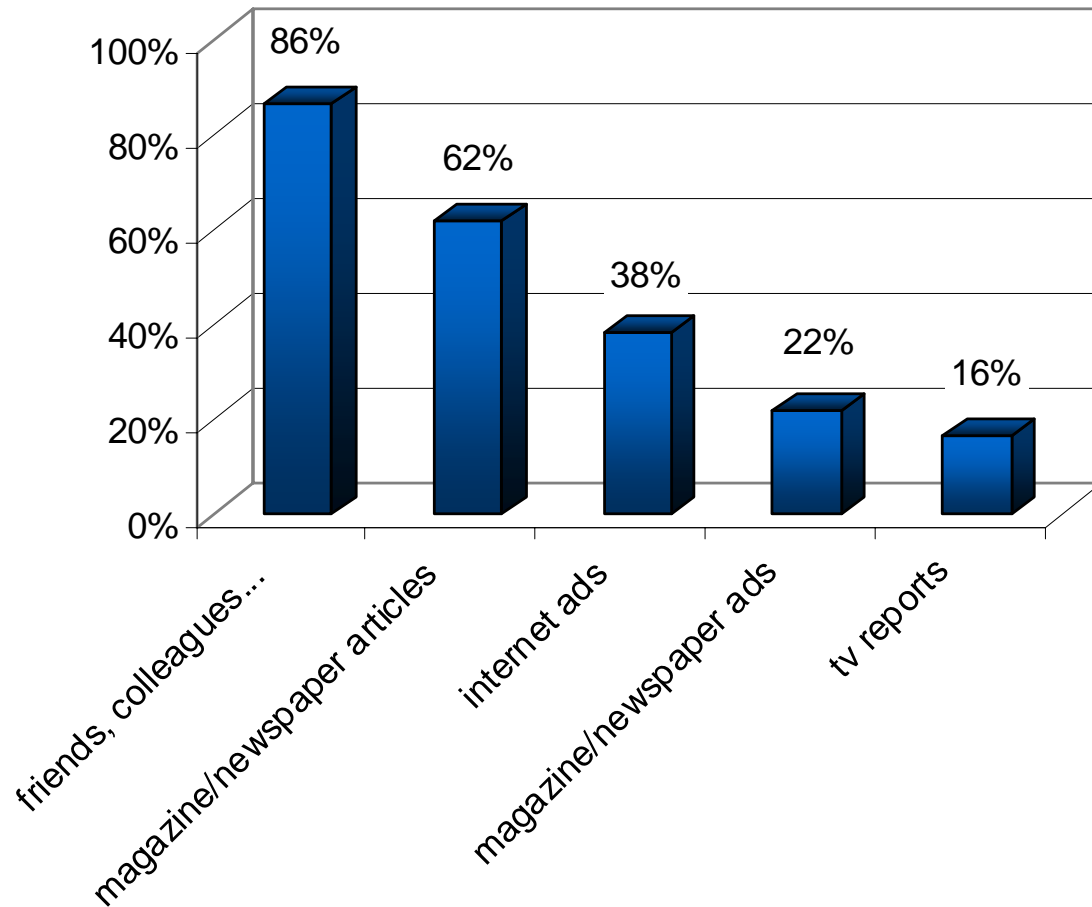
And yes, personal contacts are a reason to stay in the community.



Empirical Study

Results

■ Plattform Wissensmanagement



Importance of marketing channels

Conclusion

- Addressing motives
- Ensuring trust
- Increasing active participation
- Satisfying individual information needs
- Implementing quality control
- Clarifying goals and rules
- Providing good search facilities
- Combining online and offline
- Utilizing users for marketing

Current work

- Identification of community specific success factors
 - ◆ Community of Interest: Stay-Awake, RunnersWorld
 - ◆ Community of Phantasy: WoW, ...
 - ◆ Social Network: StudiVZ, MeinVZ, MySpace
 - ◆ Knowledge Community: Wikipedia, YahooClever
- Important features, disturbing factors, motivation...



Thank you for your attention!



Contact

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