Virtual Communities and Wikis from a knowledge management perspective

Wikimania 2005

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About us

Information Management Group, University of Zurich

Research on virtual communities on the web

- Communities as information systems for travelers
- ➢ Can the quality stand up to information products?
- ➢ How can technology support virtual communities?

Virtual Communities

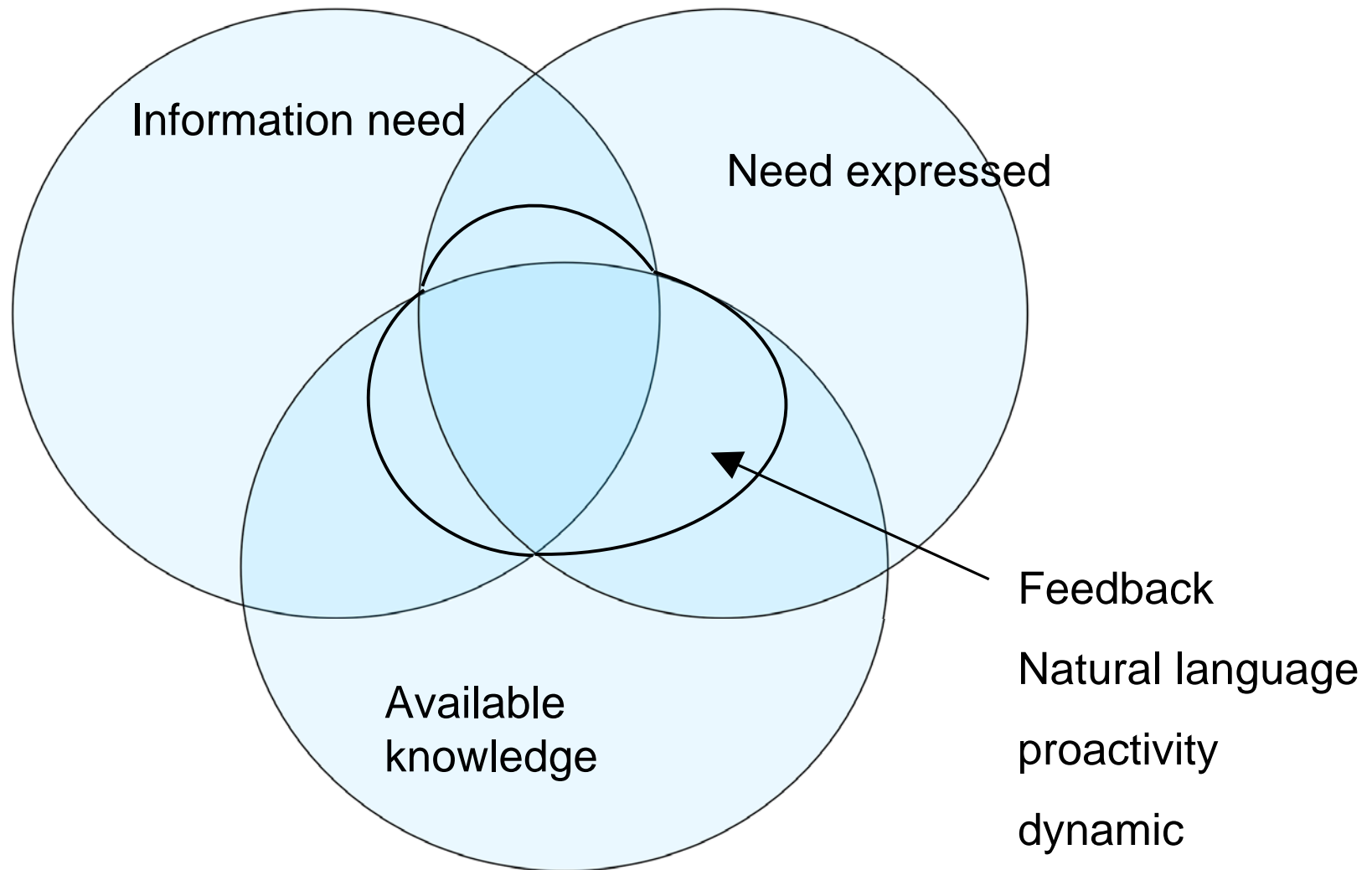Is it just socializing or is information exchange taking place?

Example: rec.travel.europe

- introduced in 1994
- 8163 contributors writing 97'290 messages in 2003

Seemingly many benefits over commercial information markets and products

- Distribution of work load
- Coordination mechanism for knowledge
- Extension of personal networks
- Peer review

Virtual Communities as Information Systems

Information need

Need expressed

Available
knowledge

Feedback

Natural language

proactivity

dynamic

Visibility of discussions

Typical visualisation of discussion spaces leads to redundancy and outdated threads

Visibility of discussions

FAQs: maintenance is again carried out by single experts (if at all…)

Unsolicited information in discussion spaces

Case study: brasil-web, online since 1998, ~ 55 Posts/day

Analysis of 206 Threads

	Frequency	%
Travel-related question	105	51,46%
General question	11	5,34%
Meeting / Contact	10	4,85%
Travel diaries	13	6,31%
Unsolicited information	63	30,10%
Unsolicited Opinion	2	0,97%
Provocation	1	0,49%
Amusement	1	0,49%

Other Community technologies

Blogs

- no peer review
- One to one communication rather than cooperative knowledge creation
- difficult to ask questions regarding new or individual information needs
- Helps identify experts

Wikis

- shared material
- structure
- Focus on collaboration
- difficult to ask questions, express new or individual information needs.

Not Wikipedia - Information for Independent Travelers

„We start in Rio (where she lives) and travel to relatives in Pernambuco. We have about 3 weeks time. I thought we drive at least one way, either when going or returning. Doing the whole trip by car seems exhausting. So shall we drive there and fly back? Or better go one way by bus?"

- Highly individualized information needs
- Solution space very large
- Quality of information can only be judged after consumption, if at all
- Expected: Recommendations matching individual preferences, not NPOV

Wikis for travelers

May be able to create free guidebooks

- – general information
- – Wikireader Frankfurt

Didn't we say we can be better than guidebooks?

Social interface?

Pisa - Wikitravel.mht

Outdated information

135 randomly selected elements checked for correctness (e.g. fees, addresses, phone numbers) in Guidebook and Wiki
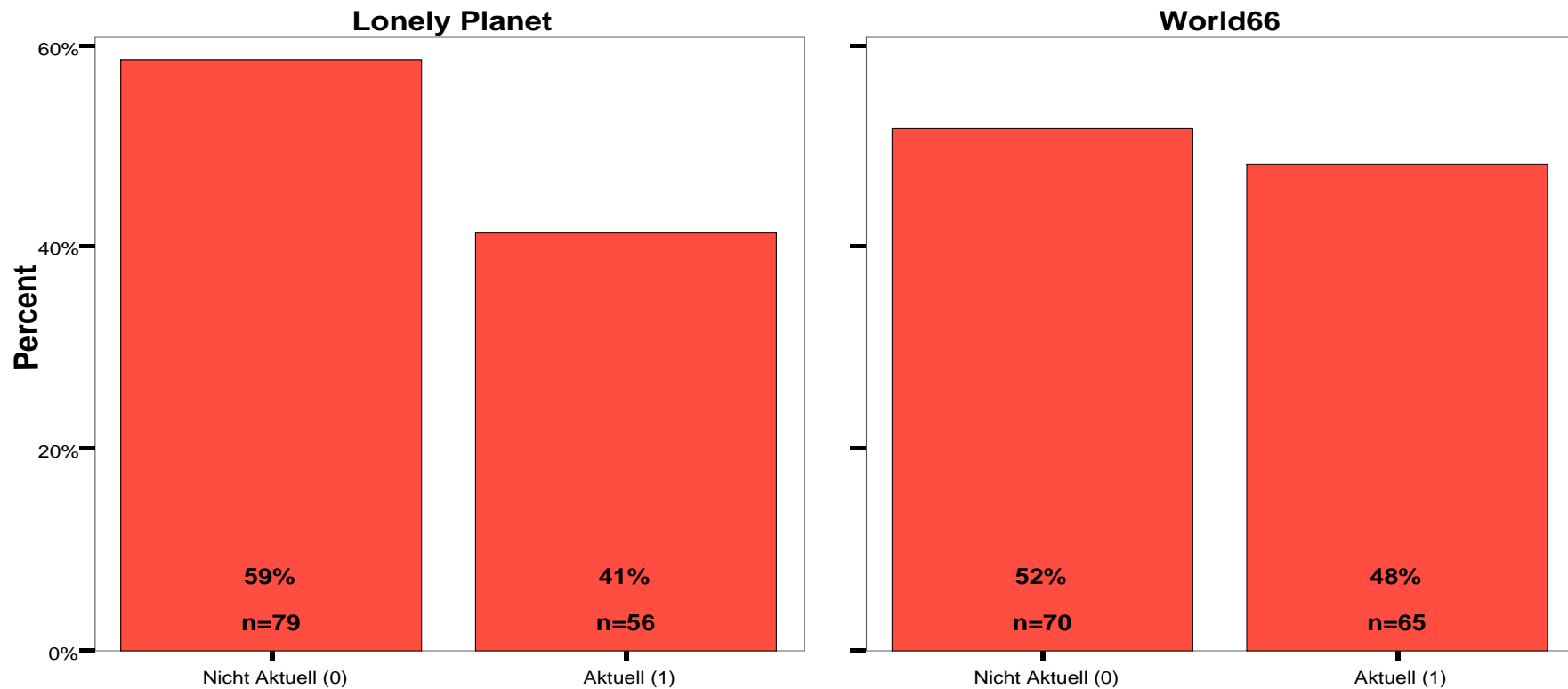
Combining shared material with discussion spaces

Discussion outcome put into shared material, but discussion still visble

Forum

Habe die beiden Rezepte auch ins Wiki übertragen. Denke, dort sind sie gut aufgehoben.

Selber kochen trau' ich mir aber nicht zu. Hast du sie schon ausprobiert? Hört sich schon ganz schön lecker an ... (Wer lädt mich ein 😃 ?)
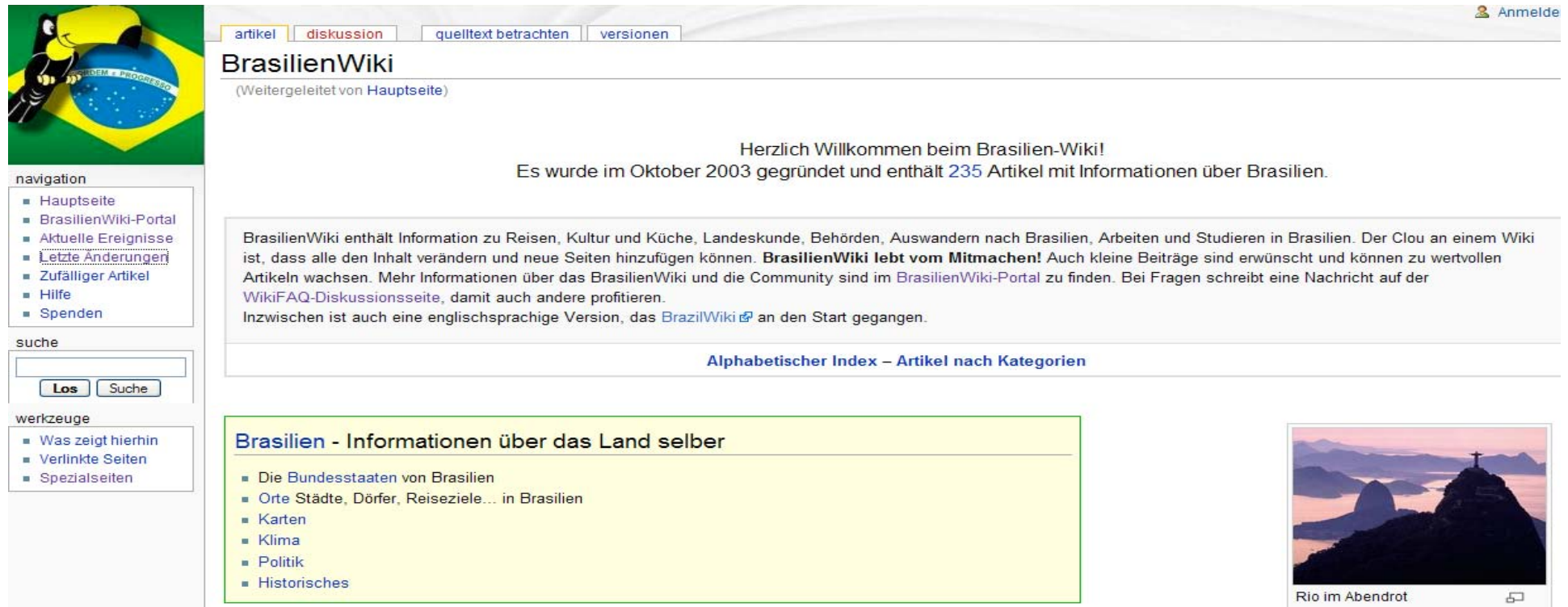
Mehr zum Thema im Wiki Moqueca | MolhoDePimenta | ... Wiki Navigator

Wiki

Moqueca

1 Bund Cheiro verde (Petersilie, Schnittlauch, Minze, Koriander) 1 Knoblauchzehe 2 Zwiebeln 2 Tomaten 1 Teelöffel Pfeffer (Pimenta do Reino) 2 Teelöffel Salz

Zuletzt bearbeitet am Montag, Mai 3, 2004 9:29:58 .

[Editieren] [SeitenProtokoll] [Diff] [PageInfo]   [Anmelden als:] [   ]

Brasilien Eine göttliche Angelegenheit - (phil1 - 03.05.2004 21:33)

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Combining shared material with discussion spaces

Field Study: Wiki grows and is used but…

Power users do most of the work in the wiki

Wiki power users <> Forum power users

Integration features seldom used

Combining shared material with discussion spaces

Forum Gruppe 7
Wikilinks: C: Gruppe 7, A: Startseite Gruppe 7
Moderators: None

Users browsing this forum: None

[new topic] [bookmark]   IIU Übung 2 Forum Index -> Forum Gruppe 7   Mark all topics read

Wikilinks				

[⊪] [Wikilinks] C: Gruppe 7, A: Startseite Gruppe 7

Topics	Replies	Author	Views	Last Post
Disposition	6	10sion_7	68	Tue May 10, 2005 20:59 10sion_7 →
Navigation (und Layout)	1	Dusti_7	27	Mon May 02, 2005 18:28 Slist →
Aufgabe!	6	Guest	98	Mon May 02, 2005 15:46 UrsTheBear_7 →

Wikilinks	

[⊻] [unlinking Wiki items]

C: Gruppe 7 [−], A: Startseite Gruppe 7 [−]

[−] unlink Wiki item from forum

[linking Wiki items]

this Wiki has 6 maincategories and 0 subcategories

you have not chosen any categories yet, this Wiki has 123 articles

categories [articles]	link
Wiki [123 articles]	
Gruppe 6 [23 articles]	[+]
Gruppe 7 [12 articles]	[+]
Gruppe 8 [45 articles]	[+]
Gruppe 9 [1 article]	[+]
uncategorized categories [articles]	link
Einleitung [0 articles]	[+]
Gruppe8: [0 articles]	[+]

articles		link
1	-Wertzeichenautomat	[+]
2	Aktuelle Situation	[+]
3	Anwendungsbereiche f?r Software-Agenten	[+]
4	Arbeitserfahrungen Gruppe 9	[+]
5	Asynchrone Tools	[+]
6	Aufgabenstellung	[+]
7	Aufgabenverteilung	[+]
8	Bayessche Filter	[+]
9	Beschaffenheit (Hardware/Aussehen)	[+]
10	Beschaffenheit (Hardware/Aussehen) - heu..	[+]
[⊻]		

[⊪] expand category
[⊻] collapse category
[..] click on category to show its articles
[+] link category to forum

[⊼] previous 10 articles
[⊻] next 10 articles
[..] click on article to show it in Wiki (opens in a new window)
[+] link article to forum

What we are working on right now

- Further integration of wikis and discussion boards, relying more on Power users

- Virtual Communities do not support individual spaces for knowledge work

Example: Books can be manipulated by owner

- Annotate

- Bookmark

- Rip out pages

-> Create personal spaces interacting with community spaces

Fin

Thank you for the attention

contact
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