

Visualisation of interaction footprints for engagement and motivation in online communities – results of first interviews

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Visualisation of Interaction Footprints for Engagement and Motivation in Online Communities

Results of First Interviews

Christian Glahn
Technology Support for Self-organised Learners
Salzburg, June 2, 2008

People need to communicate their knowledge and competences ...



... but they have to be aware of them, too!

<http://www.flickr.com/photos/jbot6000/1153835575/>



Communities of Practice can help to develop knowledge and competences

<http://www.flickr.com/photos/antikris/1230693500/>



... but the learner has to be aware on the related processes and concepts

<http://www.flickr.com/photos/roberdan/6481596/>

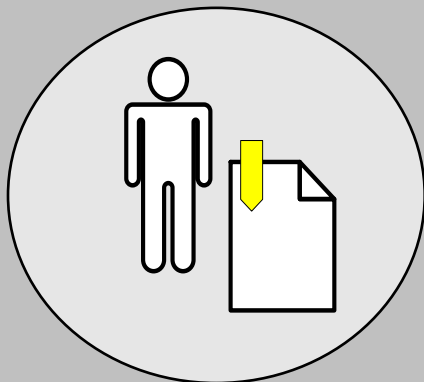
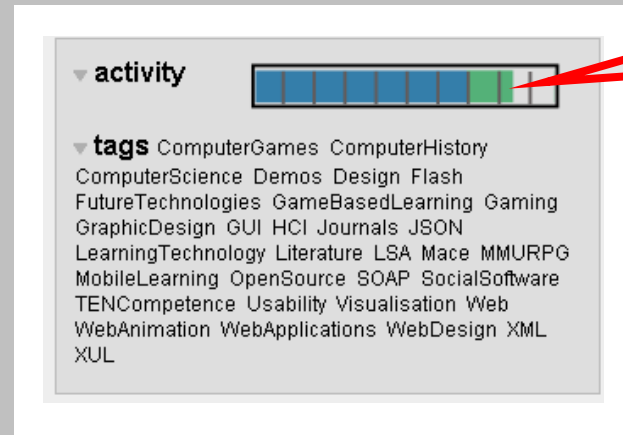
Making online environments more responsive to their users



Making online environments more responsive to their users



Engage



Motivate



team.sPace

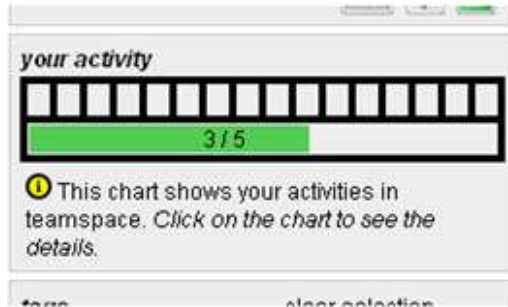
The screenshot shows the team.sPace website interface. At the top, there is a navigation menu with items: File, Edit, View, History, Delicious, Bookmarks, Tools, Help. The main header displays "team.sPace" with a "OTEC" logo below it. The page is divided into several columns:

- del.icio.us Links:** A list of links with titles like "Download | Movino", "Go2Web20.net - The complete Web 2.0 directory", "Panoramio - Photo of Open Universiteit Nederland, Bologna and Chiba building", "Home - Schooltv", "Schooltv.nl", "Welkom bij IPO Werkprocessen - IPO Werkprocessen", and "Future Talking Intro".
- Blog Entries:** A list of blog posts with titles like "Simplicity is the ultimate Sophistication", "I robot you robot?", "Online Reading", "Rankings a social network basis", and "back to drummin".
- Hello Christian Glahn:** A section with a "current performance" chart showing two bars (one green, one yellow) and a "tags" section with various keywords like "ajax", "blog", "coding", "design", "education".

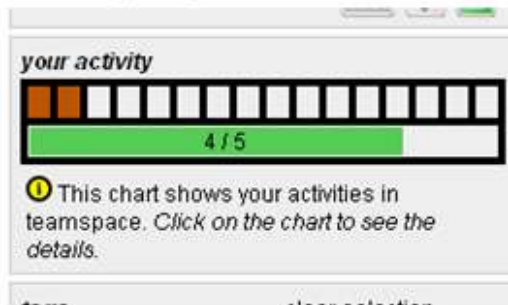
A clearer picture is available at <http://Inx-otecexp-005v.ou.nl>

The bottom of the screenshot shows a partial view of the website's footer. It includes a navigation menu with items: flickr, folksonomy, forum, ip7, framework, free, freeware, friends, fun, future.

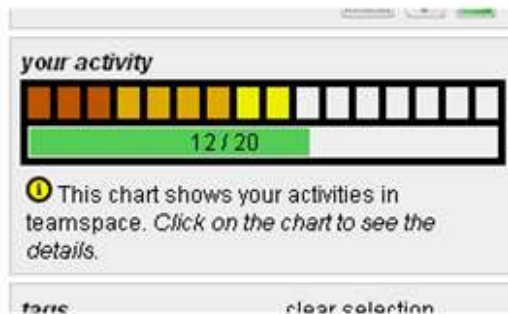
team.sPace Indicators



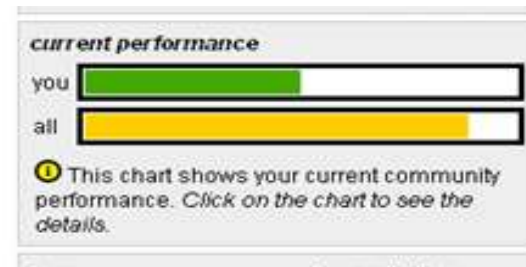
(a) activity counter after three clicks

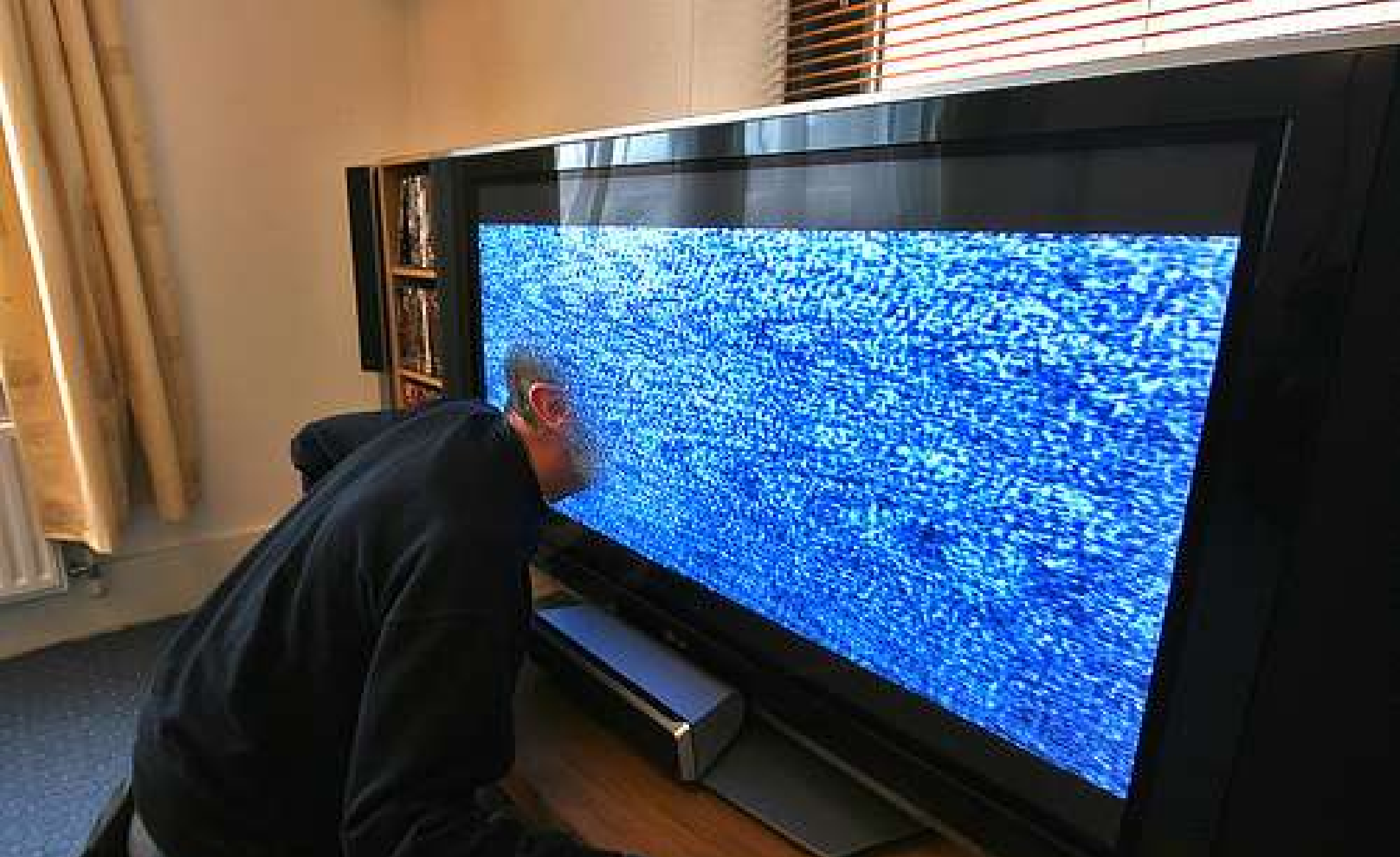


(b) activity counter after 14 clicks



(c) activity counter after 72 clicks

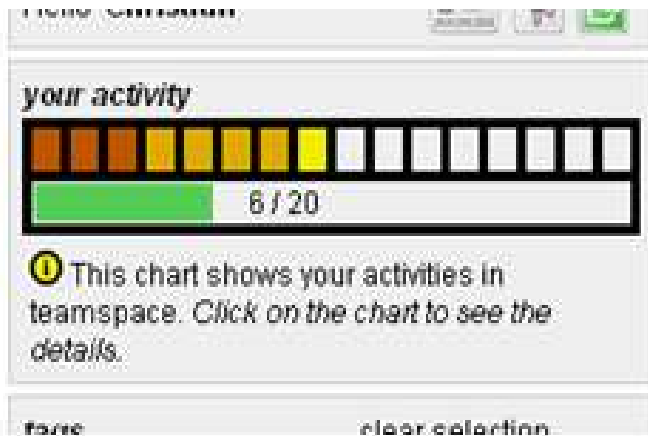




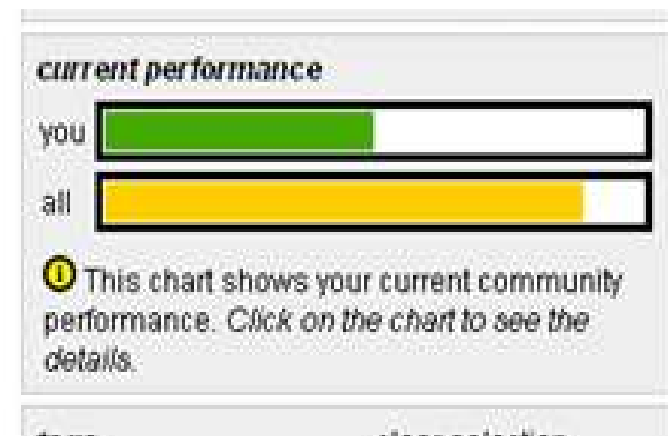
Will it work?

<http://www.flickr.com/photos/tootdood/2346954575/>

Hypothesis



- engages non-contributors
- mostly ignored by contributors



- distracts non-contributors
- engages and motivates contributors

Some Numbers

- 3 month experimental use of team.sPace
- 15 participants volunteered
- 9 participants with prior experience using social software

- 9 participants were assigned to the performance indicator
- 7 participants were assigned to the activity indicator

More Numbers

- 926 visits of authenticated users
- 331 links were followed
- 389 times the tag cloud was used
- 137 views of the details of the indicator

- 6 interviews
 - 3 participants using the performance indicator
 - 3 participants using the activity indicator

The Results

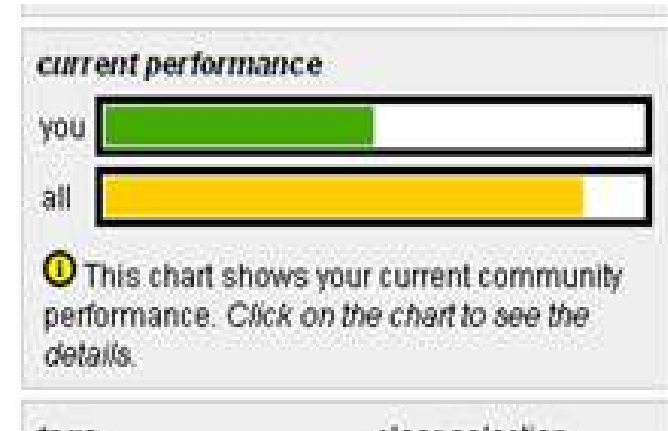
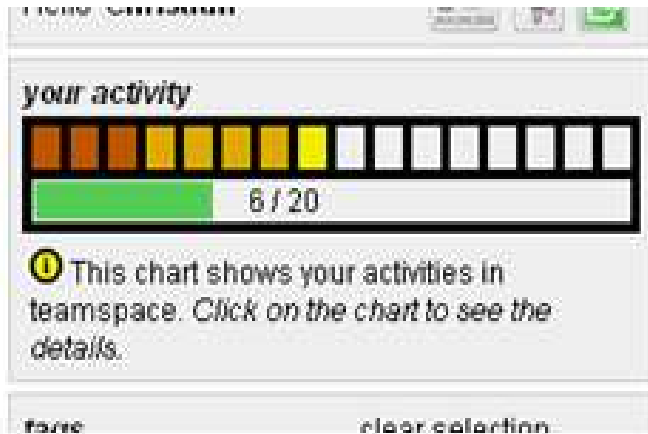
Activity Indicator

- General focus on interface and usability
- Only initial use of the indicator
- Initial playing and tricking of the indicator system
- Later indicator became irrelevant

Performance Indicator

- General focus on social dynamics
- Challenging
- Continuous use of the indicator
- Contributors: indicator used for goal setting
- Contributors: monitoring of peers
- Non-contributors: frustration

Hypothesis revisited



- ~~engages non-contributors~~
- mostly ignored by contributors

- distracts non-contributors
- engages and motivates contributors

Conclusions

- Interaction footprints can be used to support awareness on dynamics within a community
- Visualisations of interaction footprints are more meaningful if combined with social information
- The same visualisation affects engagement and motivation differently at different levels of participation

team.sPace (again)

File Edit View History Delicious Bookmarks Tools Help

About Help

team.sPace

del.icio.us Links


- Download | Movino**
posted by Marcus Specht, on 2008-05-31 18:10:57
in: mobissoftware movie streaming
this is an nice application allowing live streaming of videos into drupal from your mobile phone ;)
- Go2Web20.net - The complete Web 2.0 directory**
posted by Marcus Specht, on 2008-05-31 11:52:31
in: directory web2.0
- Panoramio - Photo of Open Universiteit Nederland, Bologna and Chiba building**
posted by Marcus Specht, on 2008-05-31 11:52:12
in: flickr owl
- Home - Schooltv**
posted by Hendrik Drachster, on 2008-05-31 10:33:21
in: lol learning leren nl school smartboard teaching teleteaching
I visited a school in Heerlen where they use Smartboards instead of classical school boards. Additionally, the schools can access a repository with different medias for these Smartboards. NL schools seem to be much better equipped than schools in DE.
- Schooltv.nl**
posted by Hendrik Drachster, on 2008-05-31 10:28:44
in: lol learning leren nl school smartboard teaching teleteaching
Bekijk dan nu de laatste uitzending in klassen met een digitaal schoolbord!
- Welkom bij IPO Werkprocessen - IPO Werkprocessen**
posted by Marcus Specht, on 2008-05-29 21:42:50
in: ipo-werkprocessen
- Future Talking Intro**
posted by Steven Verjans, on 2008-05-29 18:30:54
in: discussie initiatie onderzoek toekomst web2.0
Misschien interessante plek om aan ideeën-ontwikkeling te doen.
- Zin Onzin Technologie**
posted by Steven Verjans, on 2008-05-29 12:14:42
in: divaa-learning lol-net
- CEUB WS.org - CEUB Workshop Proceedings**


Blog Entries

- Simplicity is the ultimate Sophistication**
posted by Marcus Specht, on 2008-05-28 07:28:59
in: citations presentation citations presentation
Garr Reynolds gives a very interesting presentation about how to present at authors@google. How to avoid 'death by powerpoint'? What is the relation between Jazz and presentation. Great ideas and lots to learn. citations, presentation
- I robot you robot ?**
posted by Marcus Specht, on 2008-05-19 14:18:00
in: research technologiez research technologiez
I just came across a call for participation for: Program 1st International Conference on Human Robot Personal Relationship interesting program. I have not been aware of how far the discussion in this area already go but check out agenda talks like: Me Robot, You Jane (Prof.dr. Sally Wyatt, Maastricht University, The Netherlands) Improving Human-to-Human Relationships through the Use [...]
- Online Reading**
posted by Christian Glahn, on 2008-05-08 22:55:47
in: literature
Online Reading While I am still busy working on the mobile social software book chapter, I feel that my mind starts moving onward to do some creative (non-scientific) work. And so I read two very nice books on safari this evening. One was about programming JavaScript and the other one was about giving presentations. While both books are very inspiring, they were also so nicely written that it was possible to get through both books in one evening (including helping Marcus to get along with ldap errors). Both books are pretty recent and nice food for thought, so I like to recommend them. read more
- Rankings a social network basis**
posted by Marcus Specht, on 2008-05-07 13:28:48
in: web2.0 socialmedia socialmedia web2.0
Hi all,today I came across http://de.woobby.com nice idea all around ranking of things. everybody can create rankings and rank things, the best pub, the best song of a band.... social media, web2.0
- back to drummin**
posted by Marcus Specht, on 2008-05-03 20:43:16
in: events aligbu audiocaster aligbu audiomusic audiocaster
Hi all, back on blogging and back on drummin again. in the last months my son Konrad Lee Specht was born so I was busy with more important things than blogging. furthermore I have started drumming again and after several years of not playing I got myself a roland electronic drum set to be [...]
- A year and a day**

Hello **Christian Glahn**

current performance

you 

all 

This chart shows your current activities in comparison to those of the rest of the community. Your performance depends on your activities and contributions. But be quick because the others won't wait for you! Click on the chart to see the details.

tags

clear selection

adinh administraten adobe agenda aggregator ajax aktivitäten at ambientcomputing asienlab annotates api apple application architecture archive art articles assessment audio audiocaster authoring tarcomp bibliography bildungstechnologie blackboard blog blogging bookmarking books browser caleptp calendar cfp cms code coding collaboration comedy comic communication community competence competencies competensieprofiel computer conference conferences conferencing content context cool coolstuff crafts css culture data database demo design desktop deutsch development destinary directory diva dix documentation downbat downloads drupal dutch e-learning e-pedagogie ectel2008 editor education elearning eigg elo elo2b email emotion english portfolio eof eu europe events facebook feasting flash flex flickr folksonomy forum fp7 framework free freeware friends fun future



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OpenUniversiteitNederland
TENCompetence*

<http://www.flickr.com/photos/jerome1976/1097273679/>