

The Role of Events for hybrid virtual Communities

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Hybrid virtual community

- **Community:** a informal group of people who share a common practice
- **Hybrid:** professional expertise and ordinary users
- **Virtual:** communication tools provided by the Internet



Knowledge practices in hybrid virtual communities

- **Usage knowledge:** acquired by using the object
- **Design knowledge:** understanding of the product architecture
- **Procedural knowledge:** ability of users to self-organize



Knowledge practices in hybrid virtual communities

- Low multiplexity and quasi-anonymity
- Cumulative learning and memory
- Asynchronicity and reflective reframing
- Generative misunderstandings (Stark 2009)



Spatialities of hybrid virtual communities

- **Physical and material preconditions of virtual exchange**
 - Reflection of territorially bound institutions and conventions
 - Knowledge production through similar material conditions
- **Events: repertoire and culture of virtual communities**
 - Sites of performance (Thrift 2000) and display (Livingstone 2003)
 - Face-to-face meeting and informal socializing (Rheingold 2000, Xie 2008, Session 2010, Matzat 2010)



Community Events - sites for knowledge production?

- **Usage and design knowledge:** events have limited impact
 - **Procedural knowledge:** shaping the evolution of the field
 - Developing and organizing events
 - Stabilizing and differentiating the community culture
 - Setting, reinforcing or renewing community standards
- ⇒ **Informal Socializing:** increase the affection with the community and the willingness to help other members
- ⇒ **Cumulative process:** community may reduce its innovative potential found in the strength of weak ties

