

The Effects of Community and Activity Characteristics on Participation Intentions: Evidence from Meetup.com

PNAWS 2019

Martina Pocchiari

Rotterdam School of Management, Erasmus University

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AGENDA

- Brand Communities: Research Context and Data
- Modeling ideas
- Critical points

ABOUT ME...

- PhD Candidate at RSM
- Italian AF

I like:

- Applied Econometrics
- Art and literature
- Sleeping

ABOUT THE GOOD STUFF: COMMUNITIES

Communities¹

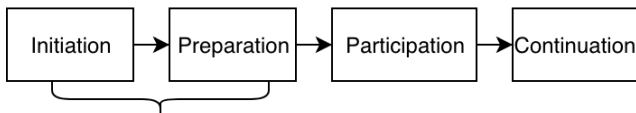
- Commercial (Brand²) and non-commercial
- Offline and online

¹Hamman 2001; Hercheui 2011; Preece 2000

²Muniz 2001

STATE OF THE ART

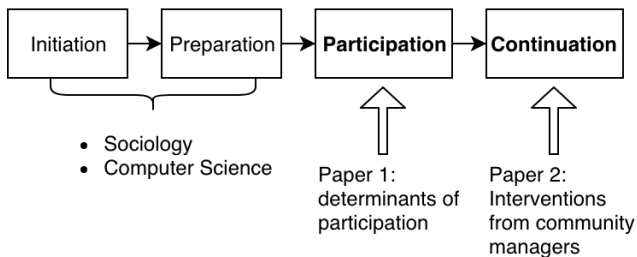
Community Creation and Sustainability



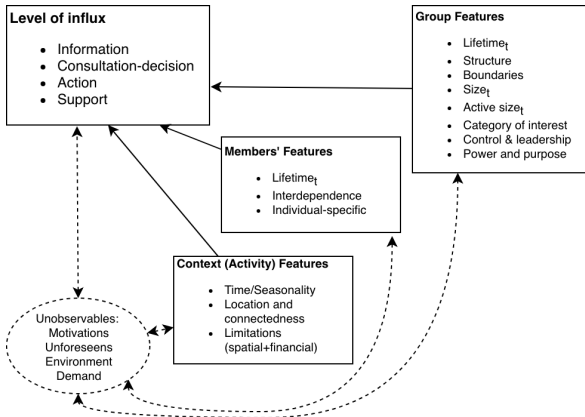
- Sociology
- Computer Science

STATE OF THE ART

Community Creation and Sustainability



STATE OF THE ART: PARTICIPATION PHASE



Wilcox, D. (1994). Community participation and empowerment: Putting theory into practice. RRA Notes, Issue 21, pp.78–82, IIED London

CONTEXT

- Meetup.com

CONTEXT: MEETUP.COM

14
JUN

Thursday, June 14, 2018

Amsterdam Behavioural Science Network



Hosted by Elina Halonen

From [Amsterdam Behavioural Science Network](#)

Public group

Are you going? 13 spots left



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AMSTERDAM
BEHAVIOURAL
SCIENCE
NETWORK



Details

Come along to the first meetup of the Amsterdam Behavioural Science Network!



Thursday, June 14, 2018

6:30 PM to 8:00 PM

[Add to calendar](#)



Lightspeed

Grote Bickersstraat 74 - Amsterdam



CONTEXT: MEETUP.COM

Going (62)

Not going (6)



Kathleen Stam

Feb 1, 6:21 AM



Jonas

Jan 31, 8:38 PM



Chiel Bakkeren

Jan 31, 2:17 PM



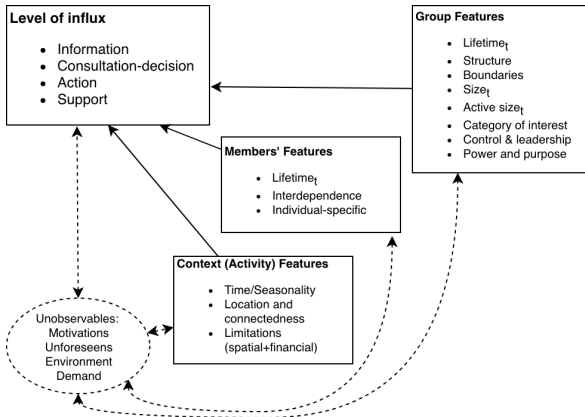
RESEARCH QUESTIONS

1. Effect of context/activity features on level of activity (RSVP's)
2. Effect of group features on level of activity (RSVP's)
3. Difference in effects between commercial and non-commercial communities
4. Difference in effects across heterogeneous group members

DATA

- 15 large cities in U.S.A.
- 33 categories of interest
- Several thousands of groups and millions of members
- Ongoing data collection

DATA: OBSERVABLES



Wilcox, D. (1994). Community participation and empowerment: Putting theory into practice. RRA Notes, Issue 21, pp.78–82, IIED London

DATA: EXAMPLES

DATA: EXAMPLES