

A Dive into Online Communities

As digital communities grow and become increasingly important their feature sets also grow with them. Different users have different experiences with the same tools and communities.

Enterprises

and other organizations

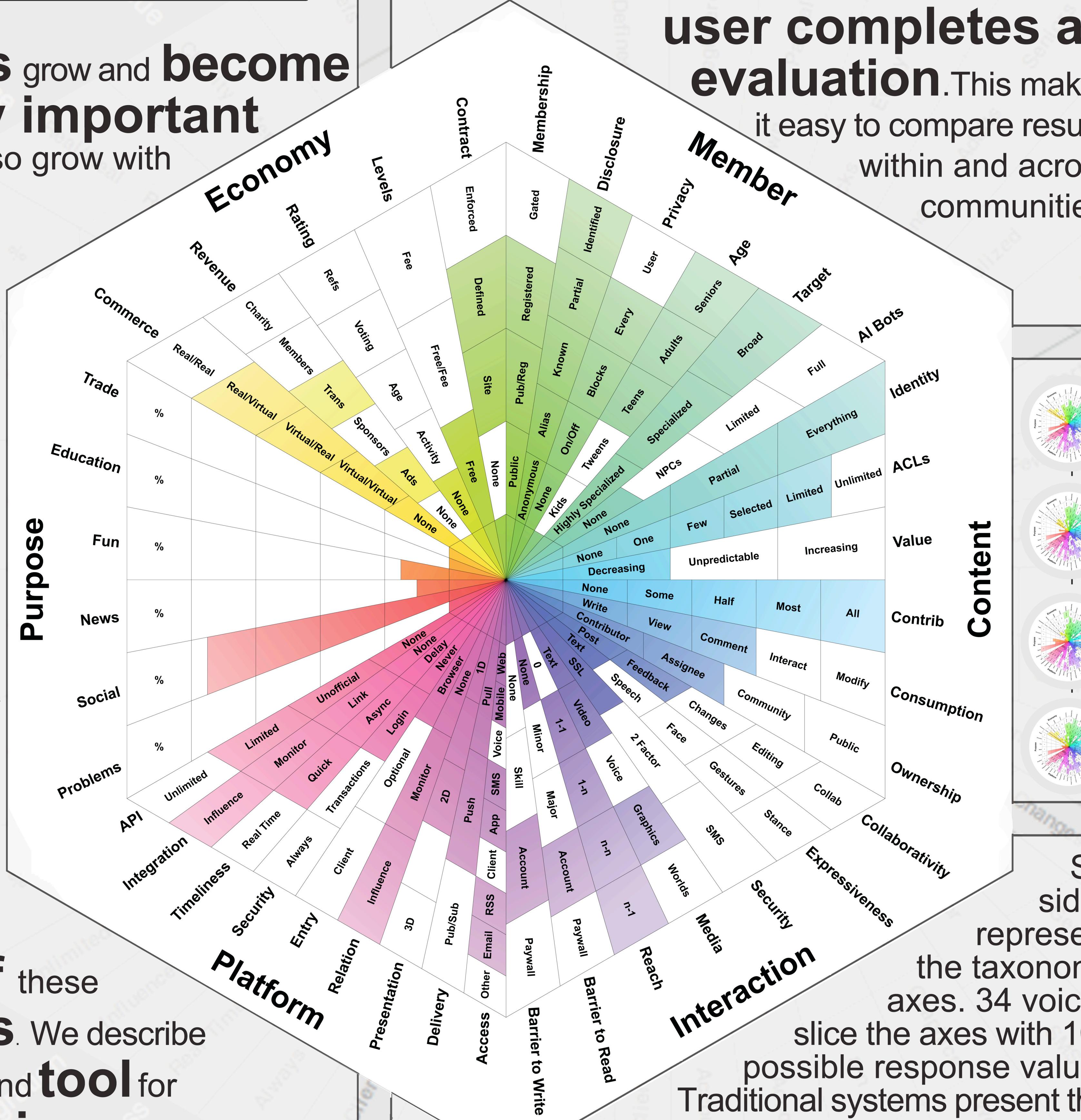
seeking to leverage these communities need a straightforward way to analyze and compare

a variety of salient

attributes of these communities. We describe a taxonomy and tool for crowd-sourcing user based evaluations of community attributes and present its usefulness and stability.

The Taxonomy

visualization is filled in and rotates as the user completes an evaluation. This makes it easy to compare results within and across communities.



addresses monotony and lack of context for the user.

The Study

We found that the content axis consistently had the lowest ICC of all the axes. Users disagree about content ownership and whether or not content becomes more or less valuable over time. It could be that many community participants are unaware of who actually owns and has rights to user submitted content.

Intra-Class Correlation Coefficients for Communities with Multiple Evaluations

Community	ICC	95% Interval
Facebook	0.964	0.950-0.975
LinkedIn	0.826	0.767-0.875
Reddit	0.836	0.757-0.891
Wikipedia	0.757	0.646-0.836
World of Warcraft	0.943	0.920-0.961

Intra-Class Correlation Coefficients for Facebook

Axis	ICC	95% Interval
Content	0.336	-0.040-0.822
Economy	0.854	0.704-0.946
Interaction	0.824	0.702-0.913
Member	0.814	0.601-0.942
Platform	0.872	0.685-0.955
Purpose	0.898	0.696-0.983

