

# **Collaborative Net-Knowledge and**

## **The Motivations of Web Masters**

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(NOTE: Norway is 5 hrs. ahead of USA)

For submission to University of Toronto's OISE  
Conference on  
Computer Support for Collaborative Learning '97, Dec.  
10-14

The World Wide Web is a collaborative knowledge network in that individuals organize presentations of information, including finding and linking to related presentations, in order to share that information with like-minded, but unknown, internet users. Mutually interlinked website rings are not unusual. The collaborative quality of the internet is further enhanced by easy email communication by users to webmasters. Websites are modified, matured, and made increasingly useful as a result of collaboration between websites and with users. Website creation and use will increasingly be recognized as legitimate domains of student academic activity.

This study randomly samples websites in order to survey: a) webmaster demographics of age, gender, education, and geography; b) proportions of paid and unpaid webmasters; c) the motivations of the latter; d) collaborative learning from other websites, other webmasters, and users; e) time investments in researching, constructing, and maintaining websites; f) stages of development and maturation of websites and of webmasters; and g) webmasters' attributions of their audience.