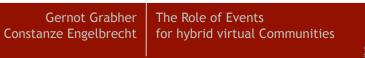
The Role of Events for hybrid virtual Communities

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Introduction Practices Spatialities Events

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

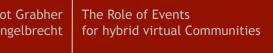


Introduction Practices **Spatialities** Events

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



