ECOMMUNITY

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Learning Targets

• Which communication strategies exist?
• How to control the multi-channel management?
• Is there a maturity model for citizen relationship management?
• How can we measure the success of eGov portals?
• Should social networking be applied?
• What about social capital?
• Which community building platforms exist?
Push vs Pull Communication Strategies

**Push Strategy**
- Action start from the organization
- Citizen is supplied with information unasked (spam)
- Push channels can be subscribed over the Internet

**Pull Strategy**
- Demand for information originates from the citizen
- Internet user selects consciously or follows his associations
- Possible user fees are paid by the citizen
Customized Push

• Citizen may specify his profile
• Citizen may subscribe for selected services
• Unauthorized push is only used as an exception (i.e. emergency situation)
• Citizen relationship management - citizen has to be asked first and has to decide
Multi-channel Management

Variety of contact channels and contact media

Organization
- Information
- Communication
- Service Management
- Relationship Management
  - Channel
    - Switch
    - Self-service system
    - Call center
    - Communication center
    - Webportal

Citizen
- Medium
  - Personal contact
  - Telephone/SMS
  - Letter
  - Email
  - Weblog

- Suggestion
- Evaluation
- Use
- Participation

Variety of contact channels and contact media
Maturity Model for Citizens

- Citizen relationship management not yet established
- Maturity model for citizens should be developed and applied
- Possible grouping depending on the involvement level of citizens
Establishing of Citizen Communication Center

Development model for online citizens by Meier 2008

- **Awareness**
  - Random surfer
  - eGov portal must be reachable by different links

- **Communication ability**
  - If eGov succeeded keeping contact
  - Constant use of portal
  - Citizen include portal on bookmarks.

- **Membership**
  - Citizen becomes active member of community
  - Participate on different projects, forums, etc
  - Citizen is willing to specify his profile if needed.

- **Involvement**
  - Citizen gets confident and collaborates with the institutions.
  - Citizen performs processes such as taxation, health care.
  - Gov must provide secure transactions to keep trust.

- **Online surfer**
- **Online communicator**
- **Online community member**
- **Online citizen**
A social net is a **community** with the following characteristics:

- It is a **group of individuals**
- Having **social interactions** and
- Supporting **personal relationships** where
- Sharing a **common space**
Online Community and Social Capital

“Social capital refers to connections among individuals, social networks and the norm of reciprocity and trustworthiness that arise from them” Putnam 2000

Besides reciprocity and trustworthiness, a social network creates value, i.e.

- **Resource** building by knowledge exchange
- Developing **reputation**
Classification of Communities

- **Communities of interest**: citizens with similar interests.
- **Communities of practice**: citizens participating in common projects.
Classification of Community Platforms

- Community networks
- Buddy systems
- Matchmaking systems
- Recommender systems
- Corporate blog systems
Community networks or civic networks are interested to **virtualize their meetings** (with the help of virtual reality). The members are interested to **exchange information** (civic networks) or to **share knowledge** (community networks). The social capital depends on the number of **active members** which are willing to investigate into the net of relationships.
BibSonomy is a web-based service for researchers to organize their publications (Hortho et al. 2010).

It is based on a **collaborative tagging** system (folksonomy).

BIBTEX-format is used and other formats (i.e. RTF, EndNote, XML or RDF) can be generated.

Users can **subscribe for research domains**.

400’000 bookmarks and over 600’000 publications are maintained.
Buddy Systems

• Buddy means friend - buddy systems show where coworkers or friends currently are located
• Interaction can then be organized by audio or video
• The main focus is social awareness
• Every member describes its own profile
• Visibility borders can be chosen
• Contacts can be build
Xing has been built for business people and managers.

Every member specifies I search, I offer and interests.

Tags build up a folksonomy (semantic tag graph) to build interest groups.

Exchange of knowledge.

Exchange of contacts for carrier planning.

Recommendations are based on the tag graph.
THE PROFESSIONAL BUSINESS NETWORK WITH MORE THAN 10 MILLION MEMBERS WORLDWIDE

Networking
Get in touch with people to generate contacts that stay connected to you for a lifetime. They may well help you in your career by providing contacts, offering jobs, or coming up with ideas.

Go to the video: What is networking?
Find new contacts, experts, friends, and colleagues now.

Find a XING member

Jobs and Careers
Find jobs or get yourself found by recruiters within a professional environment.
More than 10 million people are already there.

What's happening on XING right now

- Flora Lee is organizing the "Belkin Grip Vue iPad Case ..." event.
  XING Events - Irvine

- Patricia Schmidt Moore is organizing the "Making Strides Against ..." event.
  XING Events - Cincinnati

- Tudor Seicarescu wrote the group article "Romanian-Canadianliving ...".
  XING Groups

› More
• Matchmaking means arranging marriages but is used here in a broader sense (finding web users with similar interests)
• Profiles have to be specified
• Algorithms for matchmaking (cluster algorithms, nearest neighbor) are applied.
• **Matching** of voters and politicians
• **Comparing** political parties and political groups
• Finding nearest ‘neighbors’, i.e. politicians with similar program
• Improving eDemocracy (compare eDiscussion and ePosting phase of eVoting & eElection)
• Can be used for **political controlling**
• Can become part of a **political memory**
Recommender Systems

- Recommender systems are generating suggestions about different topics such as books (amazon), films (MovieLens), bookmarks (Del.ici.us) etc.
- Products or services can be compared based on their properties (content-based filtering)
- Interests of users can be compared to generate recommendations (collaborative-based filtering)
- There exists different methods to calculate the similarity measure
Case www.Threadless.com

- Platform for social commerce:
  - Users create T-shirts
  - Community makes the rating
  - Successful creators benefit

Slogan: “T-shirts and other products designed by an artist community of 2 million”
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• Political blogs are weblogs that comment politics
• Possibility to criticize politicians, governmental programs or institutions without interference is important for open societies
• Political blogs may shape political discussion by voters and politicians
• Political blogs have positive and negative ramifications
## Comparison of Community Platforms

<table>
<thead>
<tr>
<th></th>
<th>Community Networks</th>
<th>Buddy Systems</th>
<th>Matchmaking Systems</th>
<th>Recommender Systems</th>
<th>Corporate Blog Systems</th>
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</thead>
<tbody>
<tr>
<td>Virtualization of Meetings</td>
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<td></td>
<td></td>
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<tr>
<td>Extending Circle of Friends</td>
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<td>Offering Contacts</td>
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<td>Grouping of Preferences</td>
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<td>Trimming of Themes</td>
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<td>Managing Relationships</td>
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<td>Exchanging Knowledge</td>
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<tr>
<td>Performing Projects</td>
<td></td>
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<td>Building Image</td>
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<td>Applying Virtual Reality</td>
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*Ingenhoff & Meier 2010*