We Can See You:
A Study of Communities' Invisible People through **ReachOut**

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Speaker: Michal Jacovi

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A ReachOut Discussion

Any customer IT org charts available?

Asked by Joi Grieg at 2/15/02 2:49 PM

Discussion Transcript

show up in the Reachout window.
Patti Schatz 12:09 AM
Joi, do they really think that just org charts will be helpful?
Patti Schatz 12:10 AM
Or, do they need job functions, as well?
Jim Jr 11:03 PM
Joi I'll send you a Verizon org chart
-=-=-=- February 25, 2002
Joi Grieg 4:17 PM
Jim, Thanks so much! It was useful. Patti-Yes, they're just trying to get a feel for how they're organized. Barbara - I'll check the Org Chance KN and see what I can surface. Thanks so much for all the ideas.

Participants

Barbara Guzak
James Catchpole
Jim Jr
Joi Grieg
Patti Schatz

Type your text

Exclude question

Send | Save As... | Close

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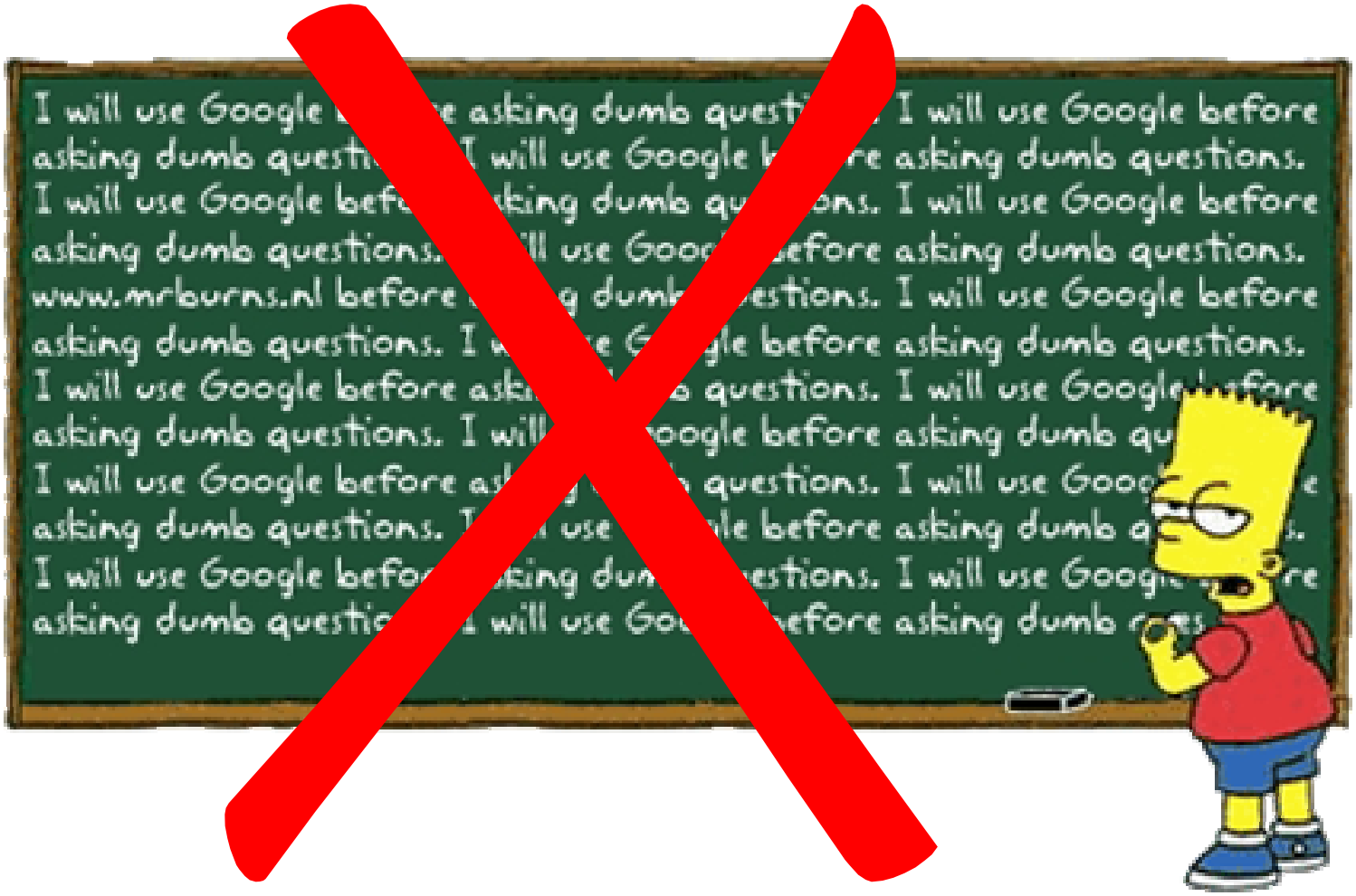
The ReachOut Tool - Motivation



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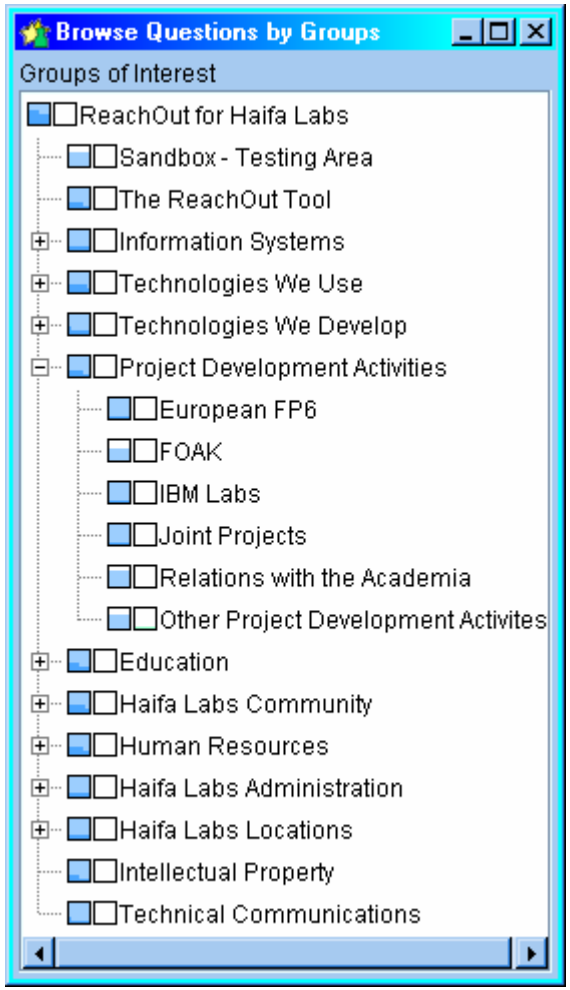
What do you think about the taxonomy of co...

The ReachOut Tool

- Methodology and chat-based tool for peer support and community building
- New methods for handling locating, selecting, and approaching advisors
- Bridges the gap between newsgroups and real time synchronous chats
- Takes the best of both options, and adds push technology to portray new, by-topic awareness and mid-level persistency.



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The ReachOut Tool

What do you think about the taxonomy of co...

TSAC discussion of use of ReachOut for S&D technical sales. - Reachout

Asked by Mark Palmer at 12/6/01 10:23 PM

Discussion Transcript

Question	TSAC discussion of use of ReachOut for S&D technical sales.
Details	I am now leading a Tech Support Advisory Council project to evaluate RO for our constituency (Americas S&D tech folks). This item is to get the thread of discussion going.
Joi Grieg	10:25 PM Is this as part of the Rolodex project (TSAC AMericas)?
Mark Palmer	10:29 PM It is the parallel project focused on the more

Participants

Amnon Ribak
Dick York
Glen Corneau
Joi Grieg
Mark Palmer
Michal Jacovi
Peter Cram

Type your text

Send | Save chat... | Close

Question details

Slim view, click fader to open discussion

All participants - past and present

Discussion history is available regardless of joining time

ReachOut Client resides on Systray, double click to open slim view

Lotus Sameti... | CAS Tuesda... | Printers Tabl... | MSN Messen... | R:\Knowledg... | 13:21
What is the d... | ReachOut... | ReachOut4T... | Paint Shop Pro

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Lurking Research

- Lurker
  - Lurk — visit an Internet forum, bulletin board, chat room, or similar setting and read messages by other people, without posting a message of your own

- What is said about lurkers?
  - Free riders (Kollock and Smith, 1996)
  - Important part of the community, but can not be fully studied – leave no public traces (Rafaeli and Sudweeks, 1997)
  - More work is needed (Whittaker, Terveen, Hill and Cherny, 1998)

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Research Methodologies

- Focus on subscribers/posters to Distribution Lists
  (Nonnecke, 2000; Nonnecke and Preece, 2000)
- Personal interviews
  - (Mason, 1999; Nonnecke, 2000)

- Our Research:
  - ReachOut logs all user activities:
    - User logged in/out
    - User entered/left discussion
    - New discussion created by user
    - New posting is appended to discussion
  - Data processed and accumulated using
    - a custom Java based log analyzer and
    - standard statistics tools (SPSS)

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Lurking Research (cont.)

- Lurker demographics
  - 98% - Katz (1999)
  - 90% (Mason, 1999)
  - 45-82% (avg. 55%) (Nonnecke, 2000)
- Why do people lurk?
  - Learning about a community (Donath, 1996; Kraut et al, 1992; Whittaker et al., 1998)
  - Community atmosphere (Katz, 1999)
  - Nothing to contribute (Mason, 1999)
  - Language difficulties (Nonnecke, 2000)
  - …
- Interactivity creates more active communities (Rafaeli and Sudweeks, 1997)

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The Questions we Aim to Answer

- How do lurker levels in ReachOut compare with prior findings?
- How long do people lurk before they post for the first time?
  - What is the correlation between this time and future posting behavior?
- Is there any correlation between the interactivity of the user's first posting experience, and the decision to become an active participant?
- Is there a noticeable difference between lurking behaviors of native English speakers vs. non-native speakers?

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More on our Methodology

- The ROPE Community
  - ROPE = ReachOut for Practitioner Expertise
    - People with high technical skills who provide support for the IBM sales force
  - Launched on December 2001
    - Study period: first 13 month
  - 822 users from 31 countries used ReachOut at least once
    - 506 were repeating users who are not from the core team
  - 370 discussions were conducted

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Our Main Variables

- Lurkers
  - Users who read other people discussions but do not post
  - … or post rarely (3 times or less)
- Educational Lurking
  - A period of time since first login to the first posting (for posters only)
- Interactivity
  - Number of messages referred directly to the posted message
- Non-native English Speakers
  - People coming from non-English speaking countries

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Results – Number of Lurkers

- 263 (52%) – never posted
- 232 (45.8%) – real lurkers
- 387 (76.5%) – relaxed definition of lurkers
- 7% - never participate at all

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Results – Educational Lurkers

- On average, de-lurking occurs after
  - 10 days of calendar time,
  - 5 hours of online time, and
  - 6 lurked discussions
- No significant evidence for a correlation between educational lurking time and active participation (P>0.8)

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Results – Interactive First Experience

Participation Levels	Mean	Std. Deviation
Light	1.3333	1.54303
Heavy	3.5333	3.37780

(t=-2.294, p=0.029)

Table 1. Interactivity score results

- Users who qualify as heavy participants had a significantly better first interactivity experience

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Results – Non Native English Speakers

English Level	Lurker	Active
Native	185 / 47.9%	201 / 52.1%
Non native	86 / 71.7%	34 / 28.3%

(V = 0.202, P=.000).

Table 2. Native English for regular lurker definition results

English Level	Lurker	Active
Native	285 / 73.8%	101 / 26.2%
Non native	102 / 85%	18 / 15%

(V = 0.112, P=.012).

Table 3. Native English for relaxed lurker definition results

- Amount of lurkers considerably higher among non-native English speakers

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Conclusions

- Number of lurkers consistent to prior findings
  - Health care community (Nonnecke, 2000)
- Initial lurking time does not indicate on level of later participation
  - More research needed
- Moderators may wish to make sure first interactivity experience of newcomers is a positive one
- Non native English is an obstacle for CMC participation

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For more Information

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