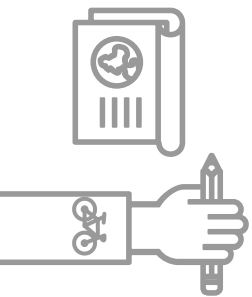
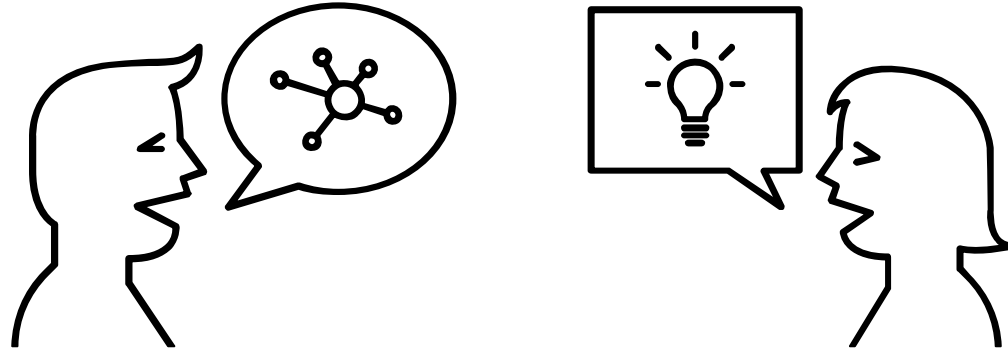


Building Scalable Communities from International Knowledge Networks

A case study with Cycling Without Age



By Caleigh Waskowicz, Ben Longo, Liam Finnegan, and Ben Liang



Knowledge Networks Allow Small Organizations to Effectively Transfer Information

Organizations Experience Problems as Knowledge Network Scale



Background Overview

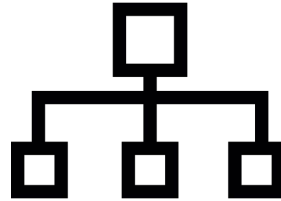
knowledge-networks



communities-of-practice



+governance



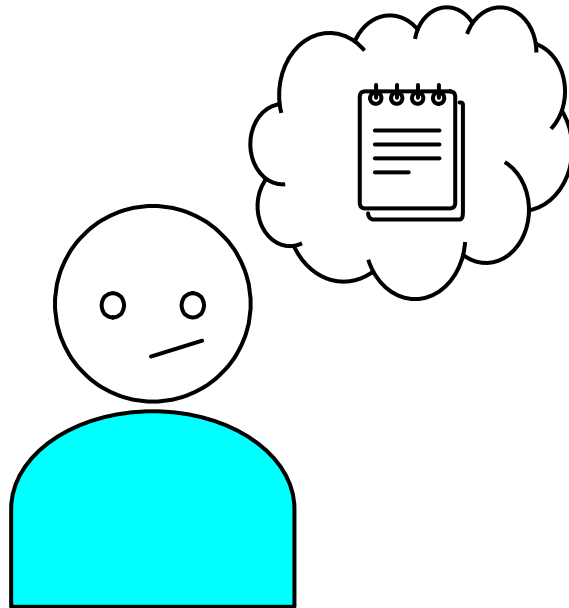
RADELN
OHNE
ALTER



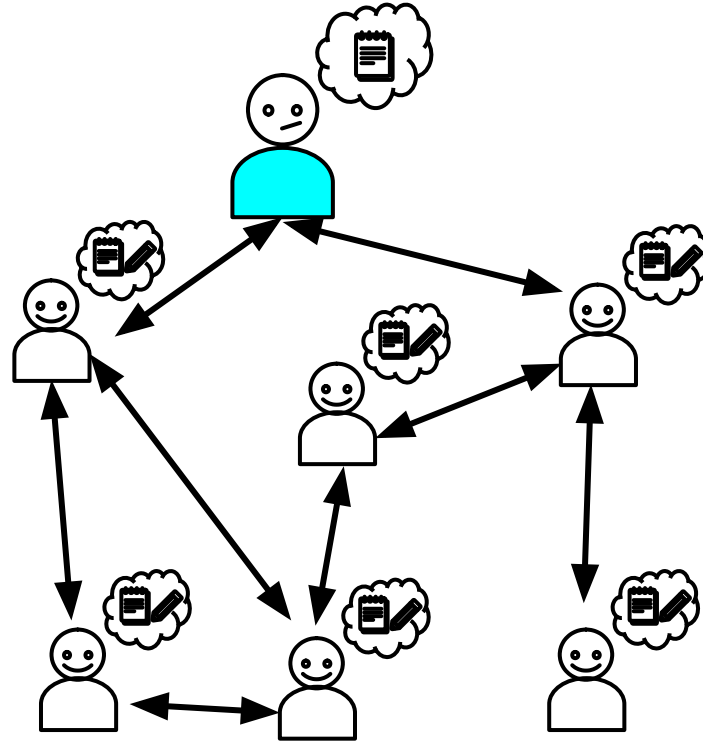
Social Learning Groups form within Organization to Share Knowledge and Expertise



You Can Conceptualize Knowledge Networks And Communities of Practice In Terms of a Student Trying to Edit a Paper



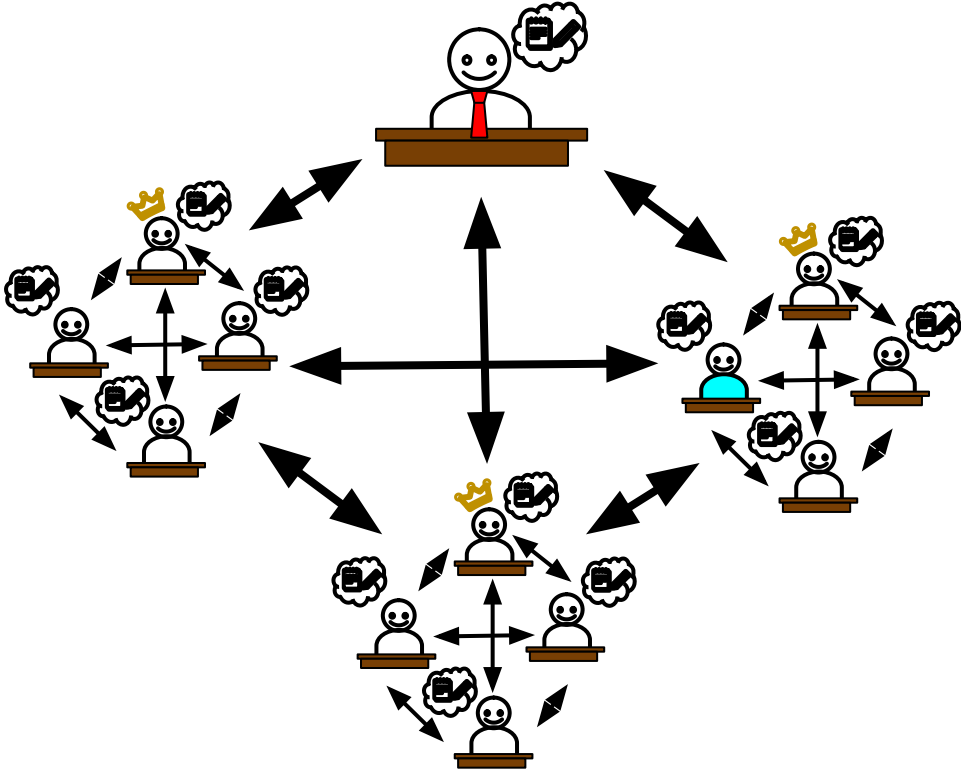
Within *knowledge networks*, individuals use their connections to share information and gather input.



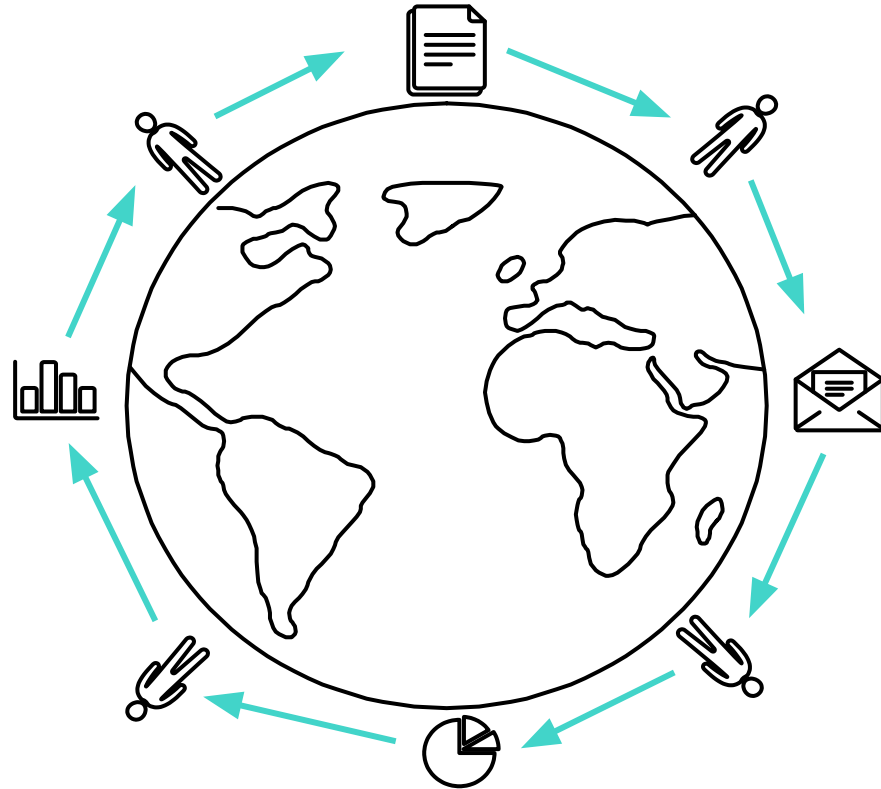
サイクリング
ウィザウト
エイジ



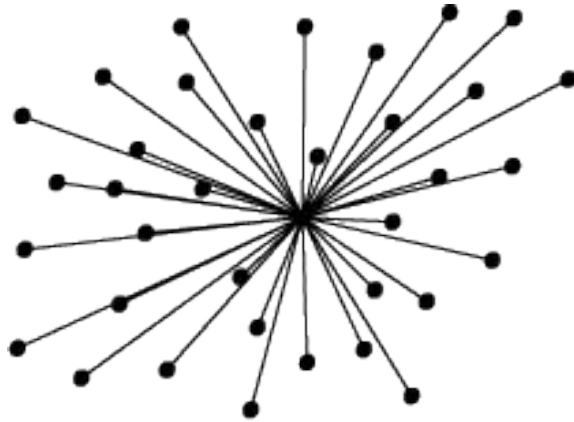
Within *communities of practice*, individuals collaboratively collect, share, and modify information in a specific domain under a defined structure.



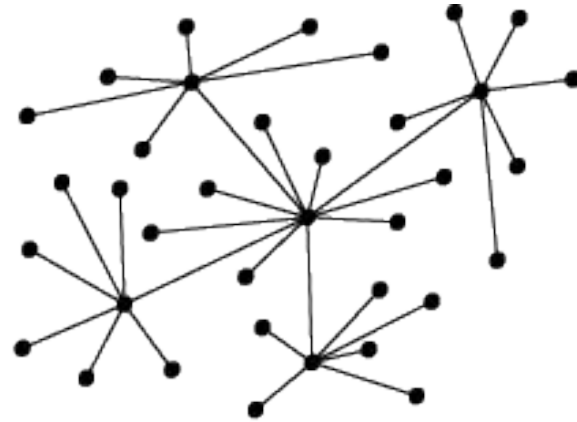
Knowledge Networks are a Valuable Learning Resource for Organizations



Overly Centralized Knowledge Networks Don't Scale Well



Centralized

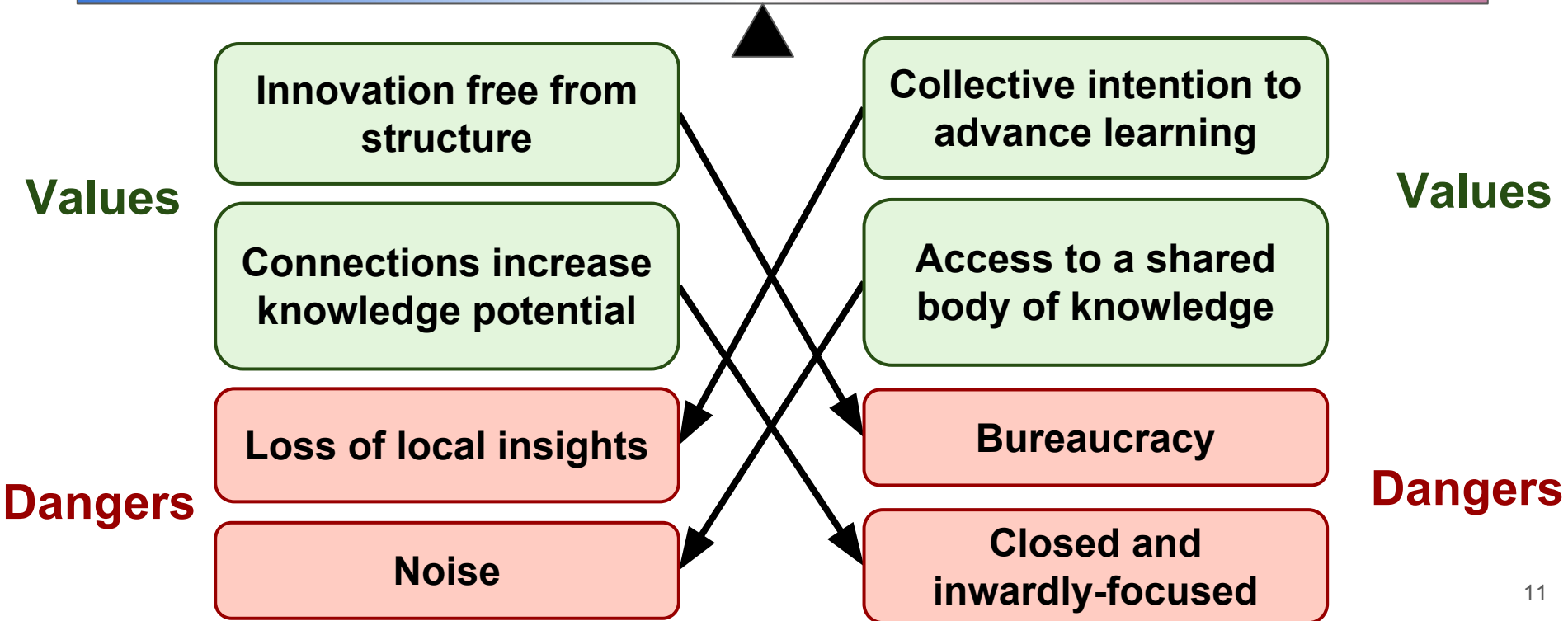


Decentralized

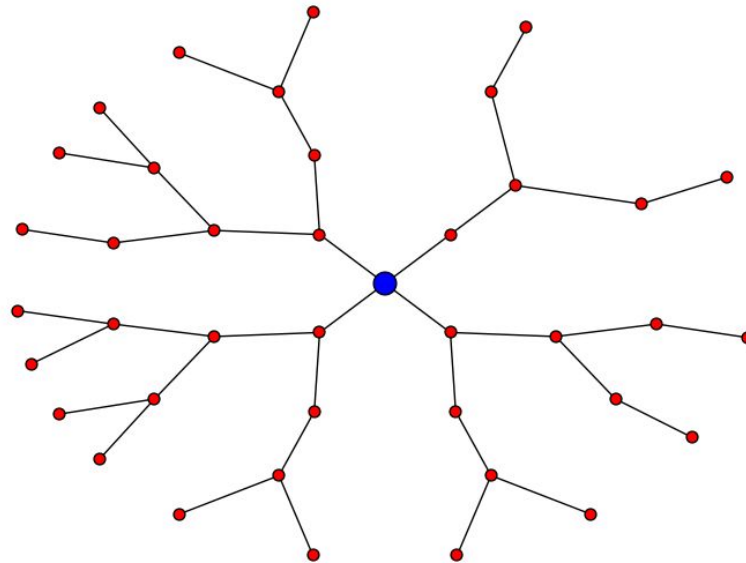
Communities of Practice and Knowledge Networks Have Complementary Value to Organizations

Knowledge Network

Community Of Practice

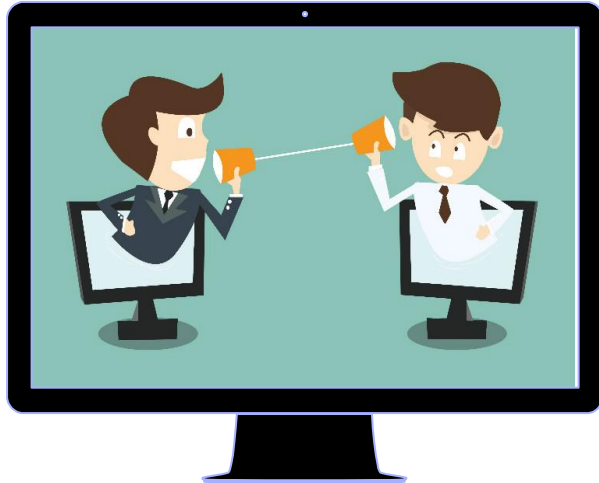


Using Emergent Leaders in a Defined Governance Structure can Develop a Community of Practice



Networks and Communities Require Certain Functional Aspects from a Technical Platform

Sociability



Moderation



Usability



About Our Sponsor:

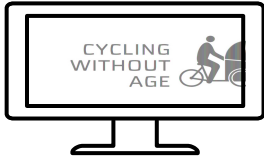


The goal of this project is to develop a platform that could support a sustainable community of practice around CWA's knowledge network.

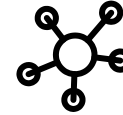


Our Methods Objectives:

Investigate Current
Platform Usage



Characterize CWA's Social
Learning Group Structure



Iteratively Design and Implement new Governance
Structures Around Improved Technical Systems



CYCLISME
SANS
ÂGE



Objective 1: Investigate Current Platform Usage



Objective 1: Investigate Current Platform Usage

Downloaded

370

Posts



Singled Out

194

Question Posts

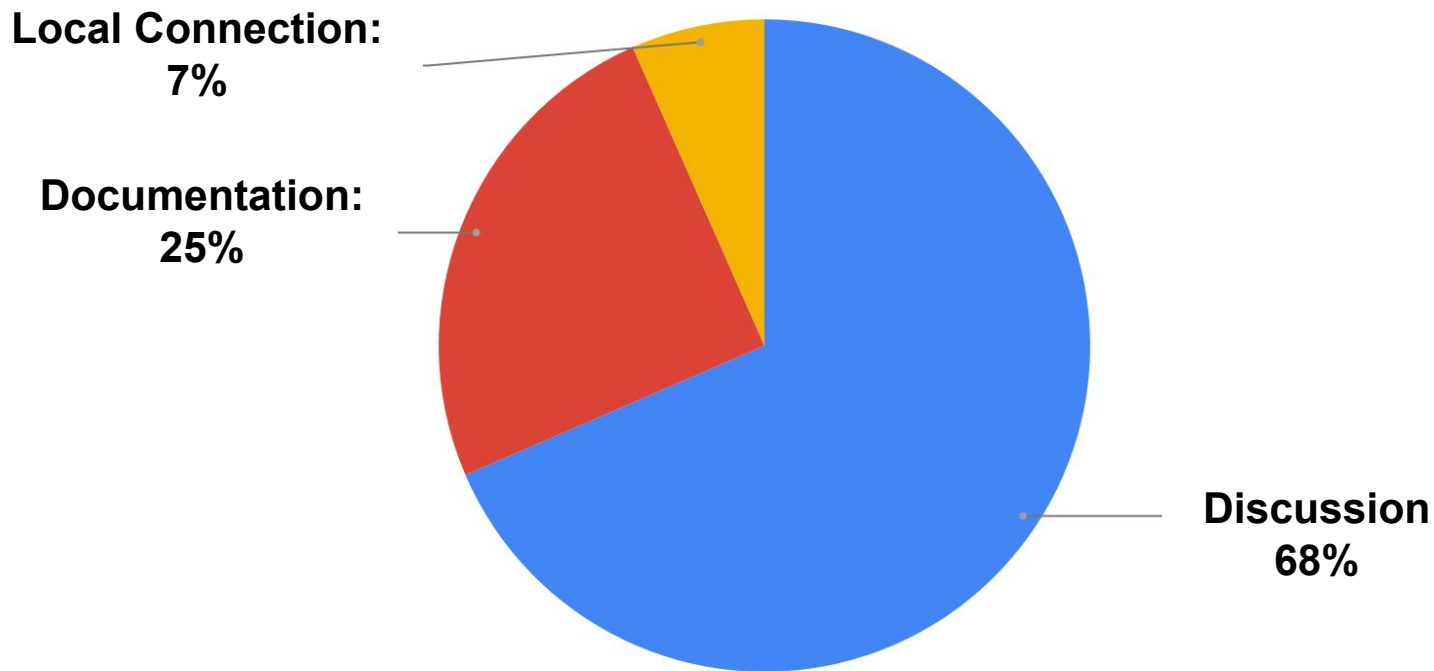


Subcategorized

CICLISMO
SENZA
ETA



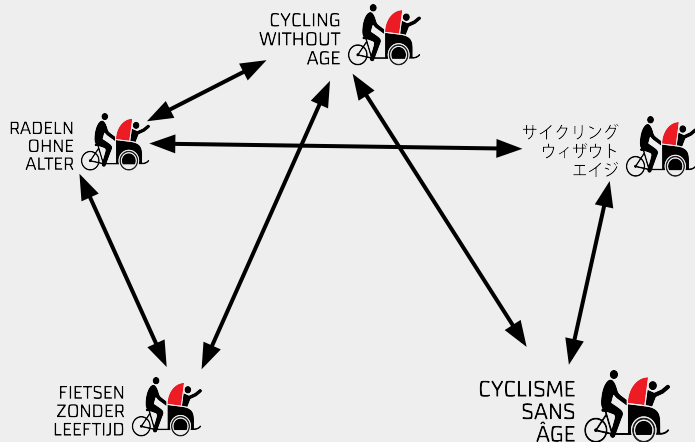
Categorizing the Question Posts Revealed What Affiliates Look For When Interacting With Podio



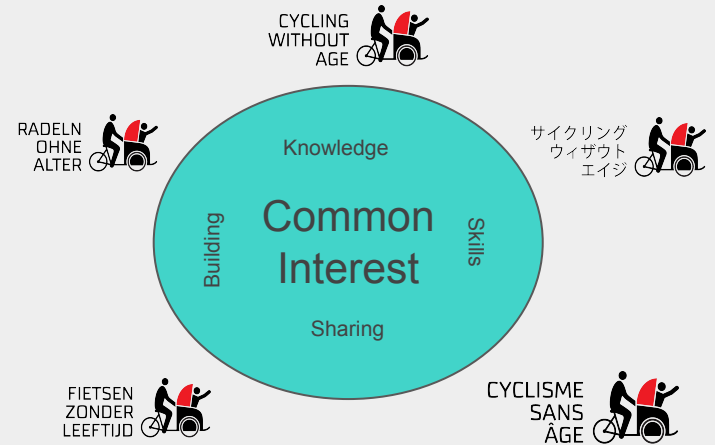
Sample Size: 194

Objective 2: Characterize CWA's Social Learning Group Structure

Knowledge Network?

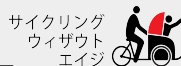


Community of Practice?



Coding CWA's Podio Feed Revealed Their Social Learning Group Structure

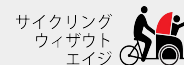
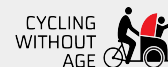
Knowledge Network Posts:



91%



Community of Practice Posts:

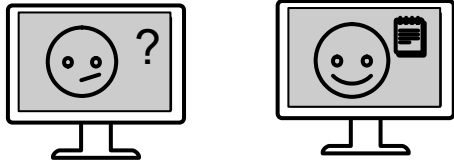


9%

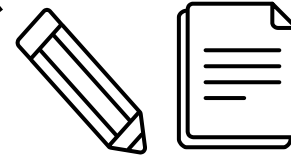


Mapping CWA's Knowledge Network

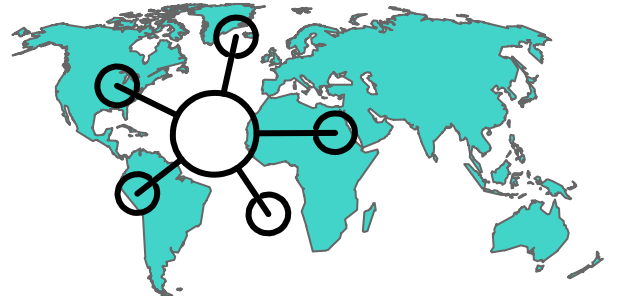
Identified Askers & Respondents



Guidance Survey



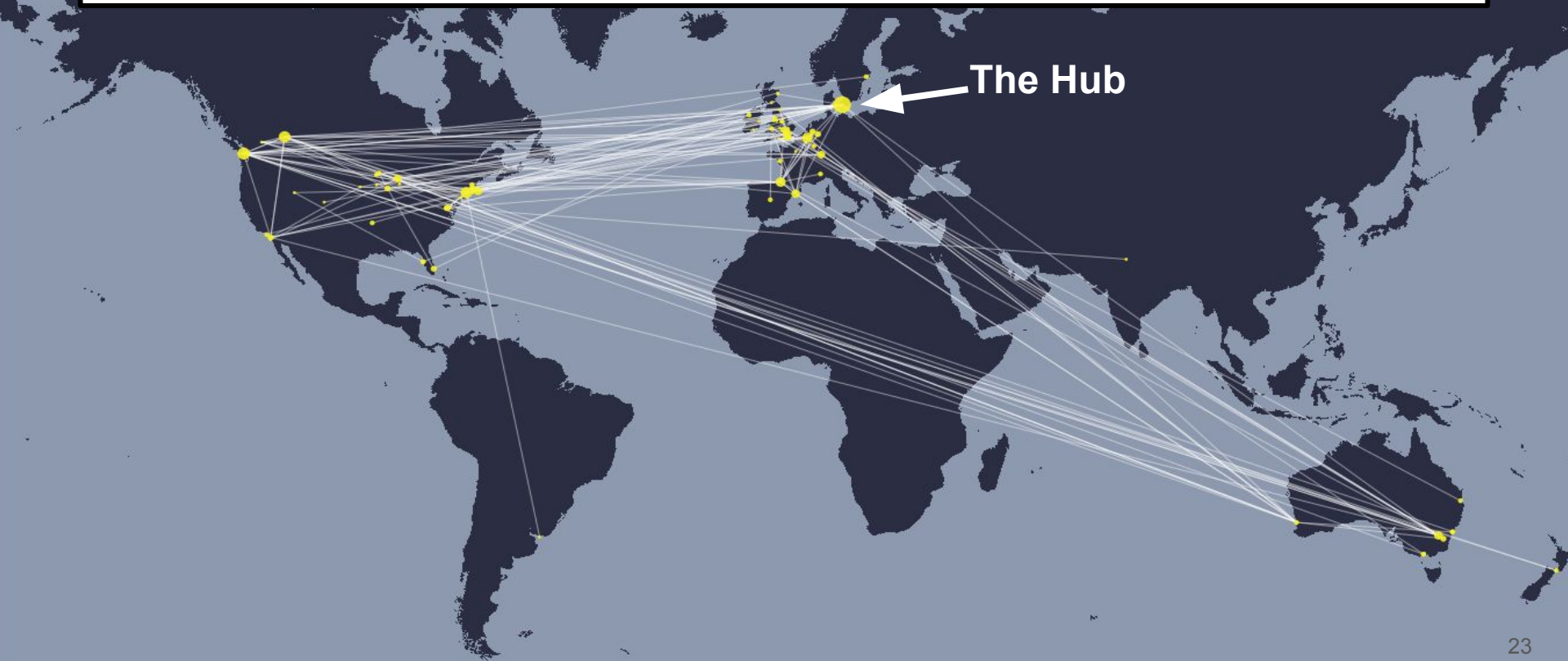
Knowledge Network Map



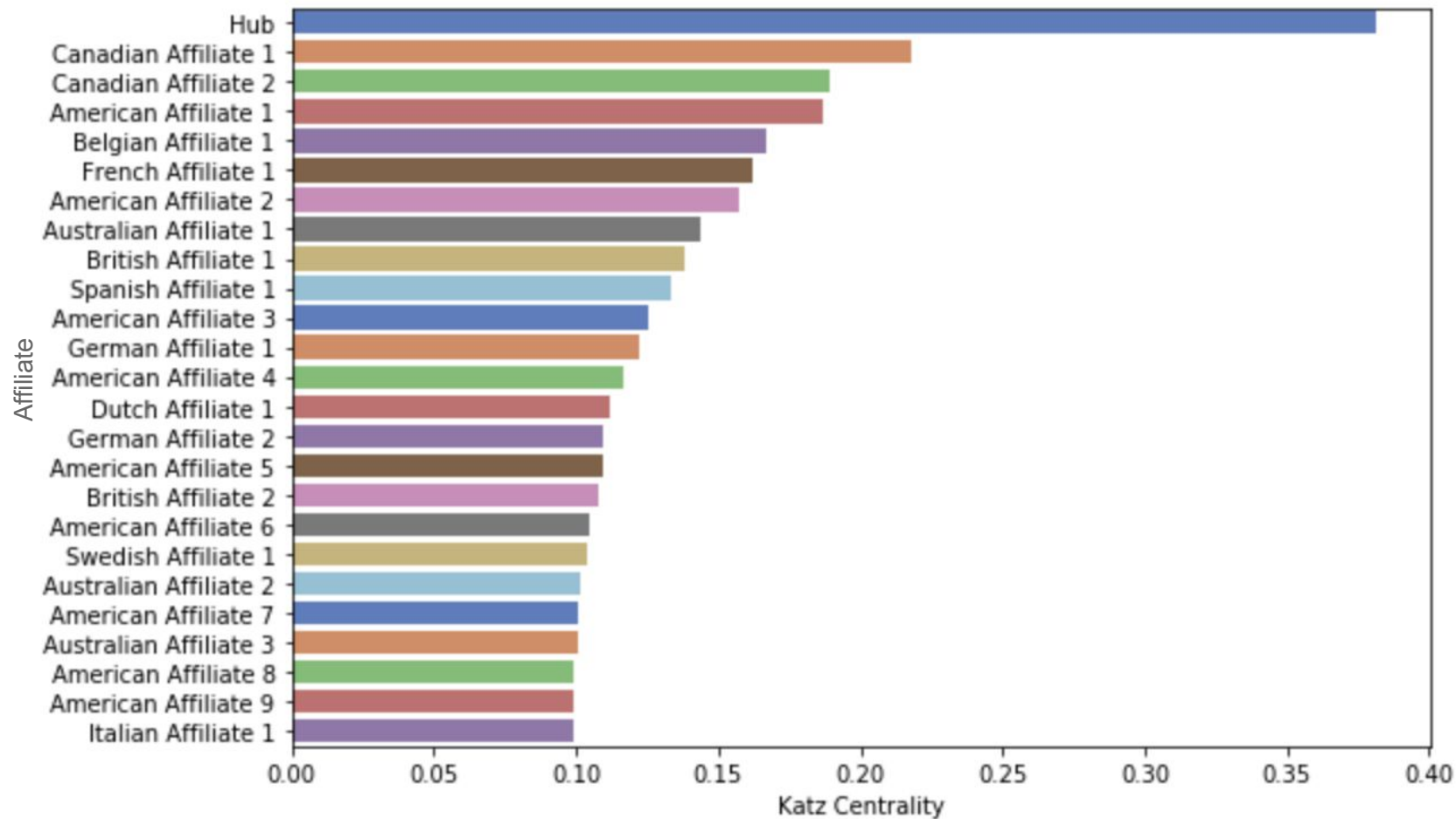
CYKLING
UTAN
ÅLDER



Mapping CWA's Knowledge Network Revealed A Centralized Structure & Valuable Informants



25 Most Central Knowledge Network Members



Affiliates Bypass CWA's Platforms to Communicate

Less than 20% of relationships used Podio or Facebook Workplace as a mode of communication

“we’ve just reached out locally by email, so we’ve bypassed what was originally set up as a community.”

Objective 3: Design New Governance Structures Around Improved Technical Systems

2x

2x

Focus Group With
Chapter Sample

Research &
Develop the Next
Iteration

Analyze
Feedback

Focus Group With
Hub

Develop Final
Product

CYCLISME
SANS
ÂGE



Iteration 1



Document Library
and FAQ in Podio



We Organized the Information Into Categories Based on Our Codes

The screenshot shows a Podio Document Library interface for a team named "Guiding Team". The browser address bar shows the URL: <https://podio.com/purpose/guiding-team/apps/document-library-2>. The interface includes a top navigation bar with "Guiding Team" and "Podio" logos, and a secondary navigation bar with icons for Activity, The guiding..., Deliverables, Document..., FAQ, Galleries, Podio Ques..., and ADD APP.

The main content area is titled "Document Library" and shows a grid of 82 documents. The documents are organized into categories based on their lifecycle and code. The categories are: Launch Chapter, Run Chapter, Grow Chapter, Conduct Research, and Other. The documents are displayed in a grid view, with each document card showing its title, description, and associated codes.

On the left side, there is a sidebar with filters and navigation options:

- Share files, handbooks, templates, ebooks, guidelines, print materials, publications... you name it.
- Team views
- All Document Library: 82
- By Lifecycle: 82
 - All Documents: 82
 - Life Cycle: 82
 - Launch Chapter: 24
 - Run Chapter: 30
 - Grow Chapter: 16
 - Conduct Research: 13
 - Other: 16
- Category: 82
 - Bikes: 9
 - Care Homes: 1

The main grid of documents includes:

- Launch Chapter:** Ole and Dorthie - The Movement (Codes: General Info, Chapter Leade, English), Guiding Principles (Codes: General Info, Chapter Leade, English), Welcome Letter (Codes: General Info, Chapter Leade, English), Artwork (logo) (Description not set).
- Run Chapter:** WordPress Instructions (Codes: General Info, Chapter Leade, English), Brand Book (Codes: Marketing & Public Relations, Chapter Leade, English), Trishaw Handbook - Stevens Point (Codes: Volunteers, Pilots, Capts, English), Pilot badge template (Description not set).
- Grow Chapter:** Grow the Movement - Participants Input (Codes: General Info, Chapter Leade, English), Health Promoting Urban Development for Seniors (Codes: Research, Other, English), Jordi Gali Manuel Human and Urban Development (Codes: Bikes, Community, English), Logo in various languages (Description not set).
- Conduct Research:** ABC for Mental Health (Codes: Research, Hub, Chapte, English), Mari Angels Serrano Solidarity in Europe (Codes: Bikes, Chapter Leade, English), Karla Salas - Impact of CWA on the Health of the Elderly (Codes: Research, Chapter Leade, English), Guiding Team Powerpoint (Description not set).
- Other:** Silvia C Activis (Codes: Other, Hub), BCN - S (Codes: Events, Hub), Danish Culture (Codes: Partne, Hub), Summi (Description not set).

Podio Isn't User Friendly

"[Podio] just becomes overwhelming, and then you look at something and it's so out of date. In some ways I've lost a little bit of faith in some of it - I go 'I won't go on there because it's just too hard'."



Comparing Platforms Revealed the Ideal Host for CWA's Community



サイクリング
ウィザウト
エイジ



Iteration 2



<https://cwa.community>

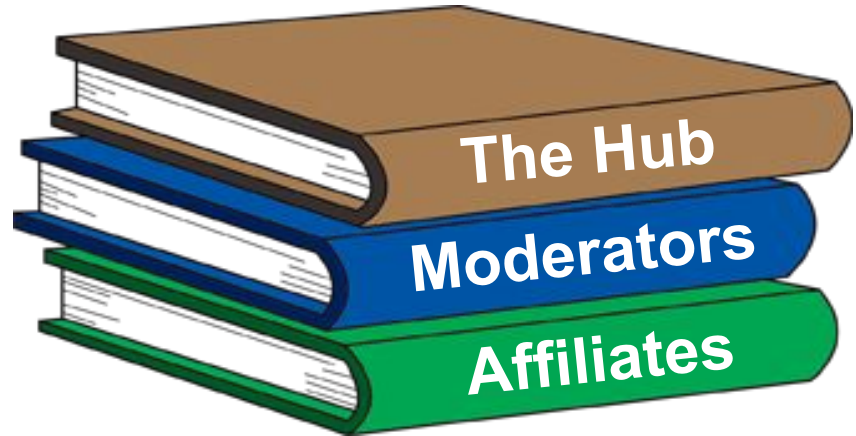
Training Materials and Designated Governance Structures are Vital to a Community's Success

“To make a community work, you not only need a software platform but you also need people to manage it... The software product itself can't solve everything, **it's just an instrument and you will have to explain to people how to use it in the best way**...a start with the kind of roles, responsibilities, and guidelines would be an extra.”

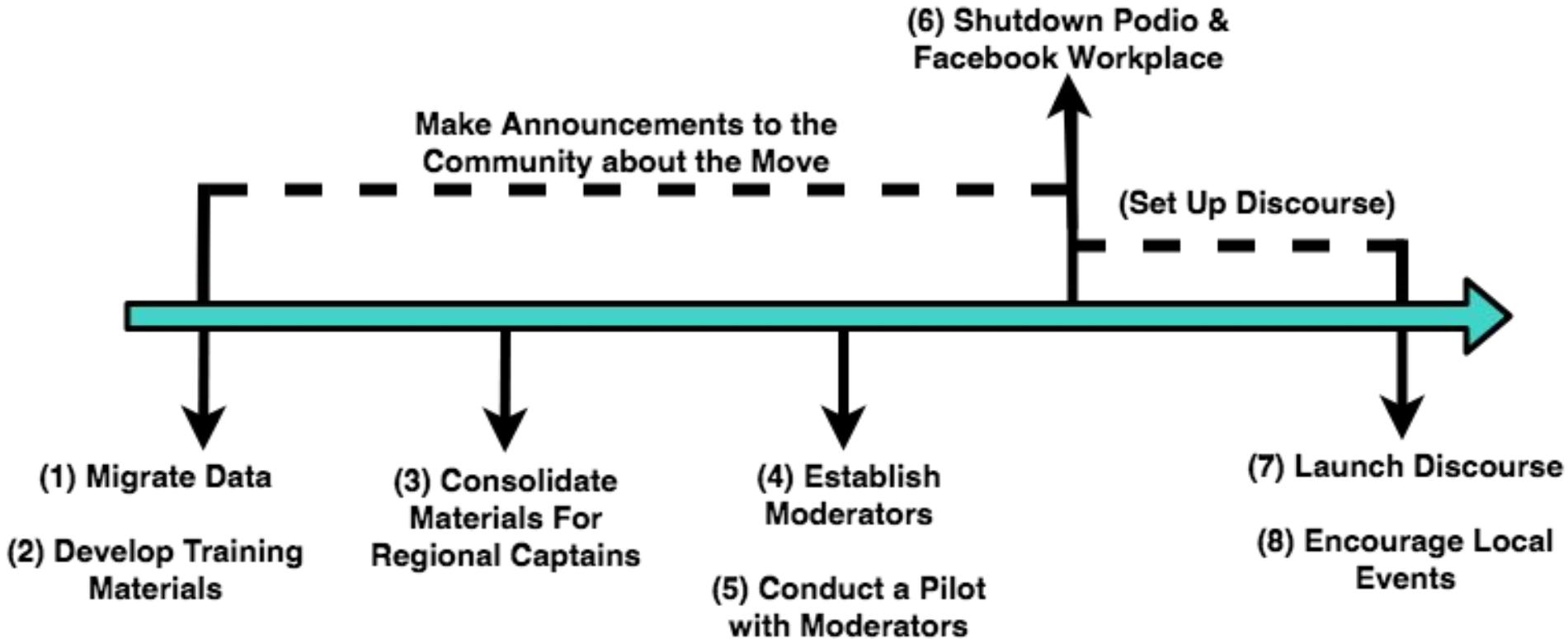
Final Iteration

**Community
Behavioral
Guidelines**

Training Materials For:



Recommendations:



Acknowledgements

- **Our Sponsors:**

Ole Kassow, Pernille Bussone, Dorthe Pedersen, and Maren Warming.

- **Our Advisors:**

Professor Katherine Foo, and Professor Holly Ault

- **The CWA Community:**

Particularly, The CWA Canadian Captain, Jane Hu, and the CWA US Captain, Kelly Talcott



Questions

