



New Media and Knowledge Networks

Manuel José Damásio

CICANT – Universidade Lusófona de Humanidades e Tecnologias

mjdamasio@ulusofona.pt

Agenda

- The “new” in New Media;
- Inside the Evolution: what’s shaping technology;
- Activities and knowledge;
- Media, Communities and knowledge;
- Social and technical interaction;
- Social Capital and knowledge production;
- Media as social things.

My approach...

- Theoretical and ideological concepts;
- Empirical evidence;
- Recommendations;
- The argument: knowledge sharing and production increases in communities that rely on mediated activities.

The “new” in New Media



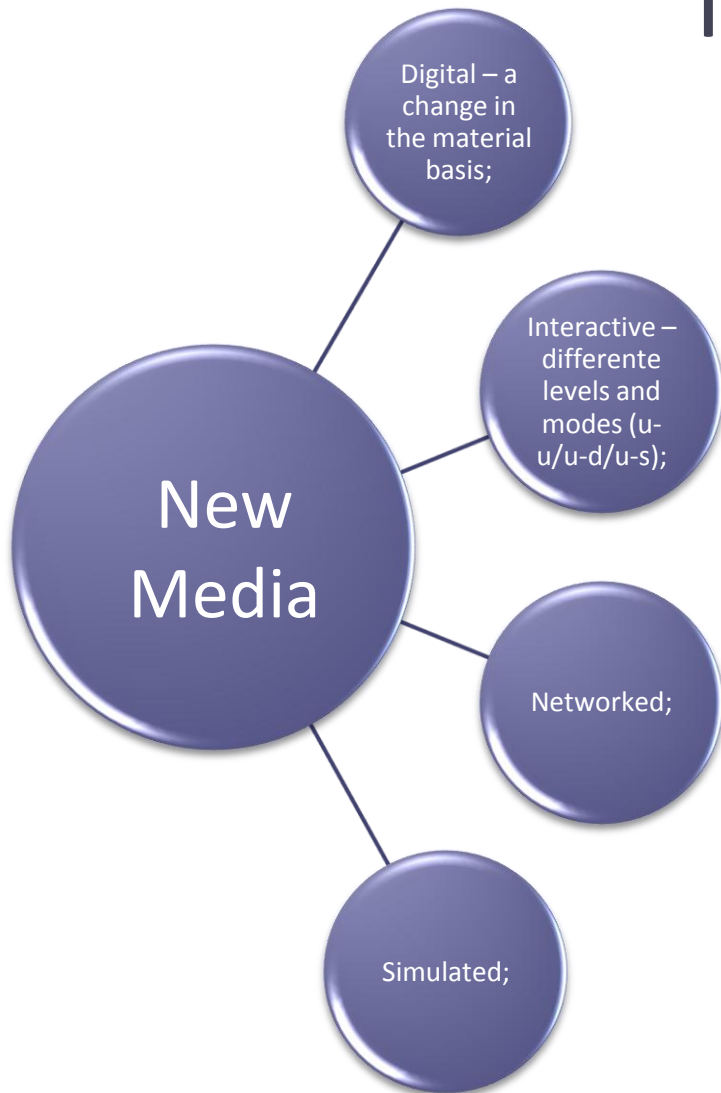
- New textual experiences;
- New forms of representation;
- New relations between subjects and media technologies (patterns of use);
- New forms of identity and community;
- New patterns of organization and production.

The “new” in New Media

“Show me a knife and I’ll show you whether I’m a butcher, an assassin, or a chef.”

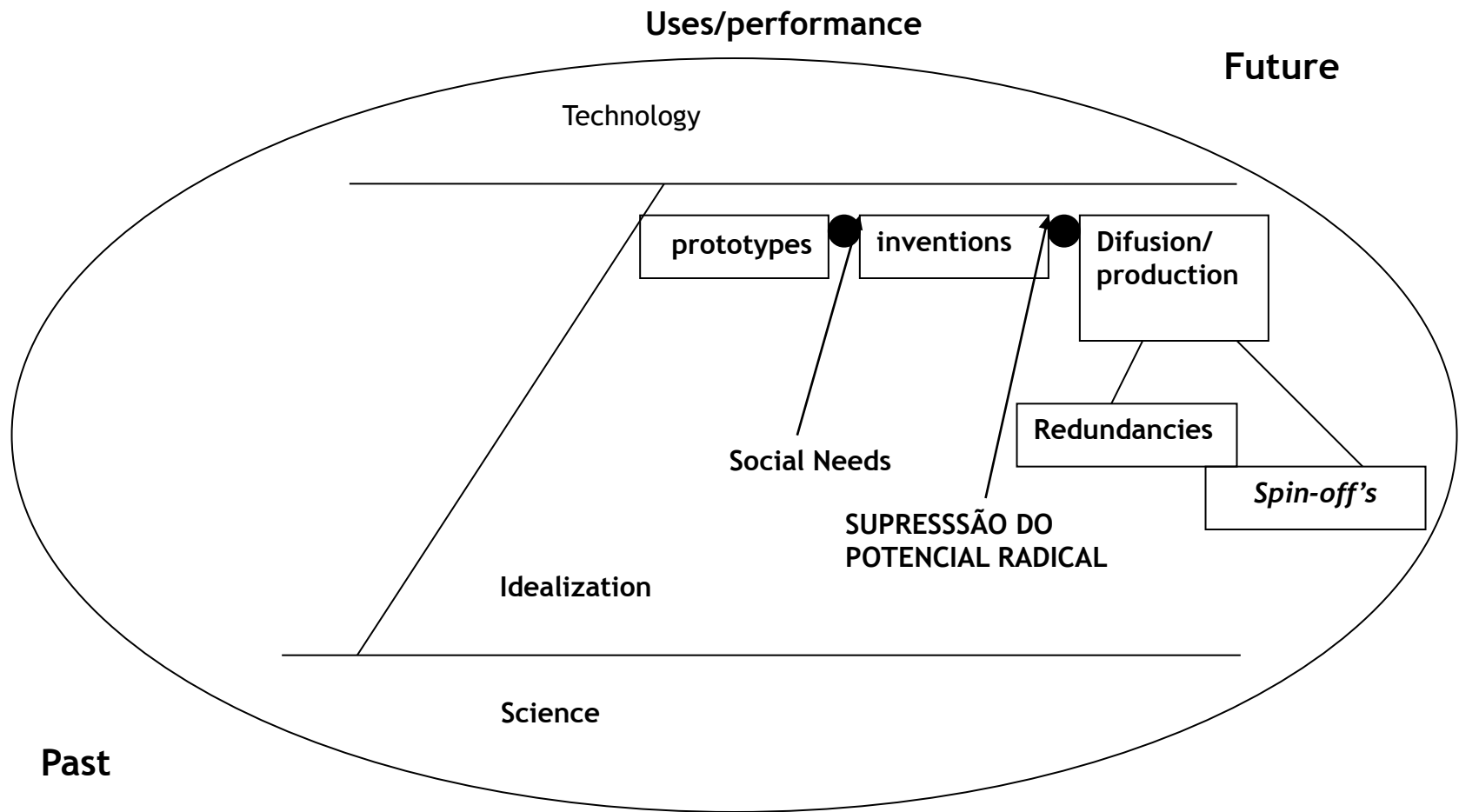


The “new” in New Media



Not so different
al all...

Inside the Evolution: what's shaping technology



Activities and knowledge;

3 dimensional MDS

Interpreting dimensions

Dimension 1: Easy task

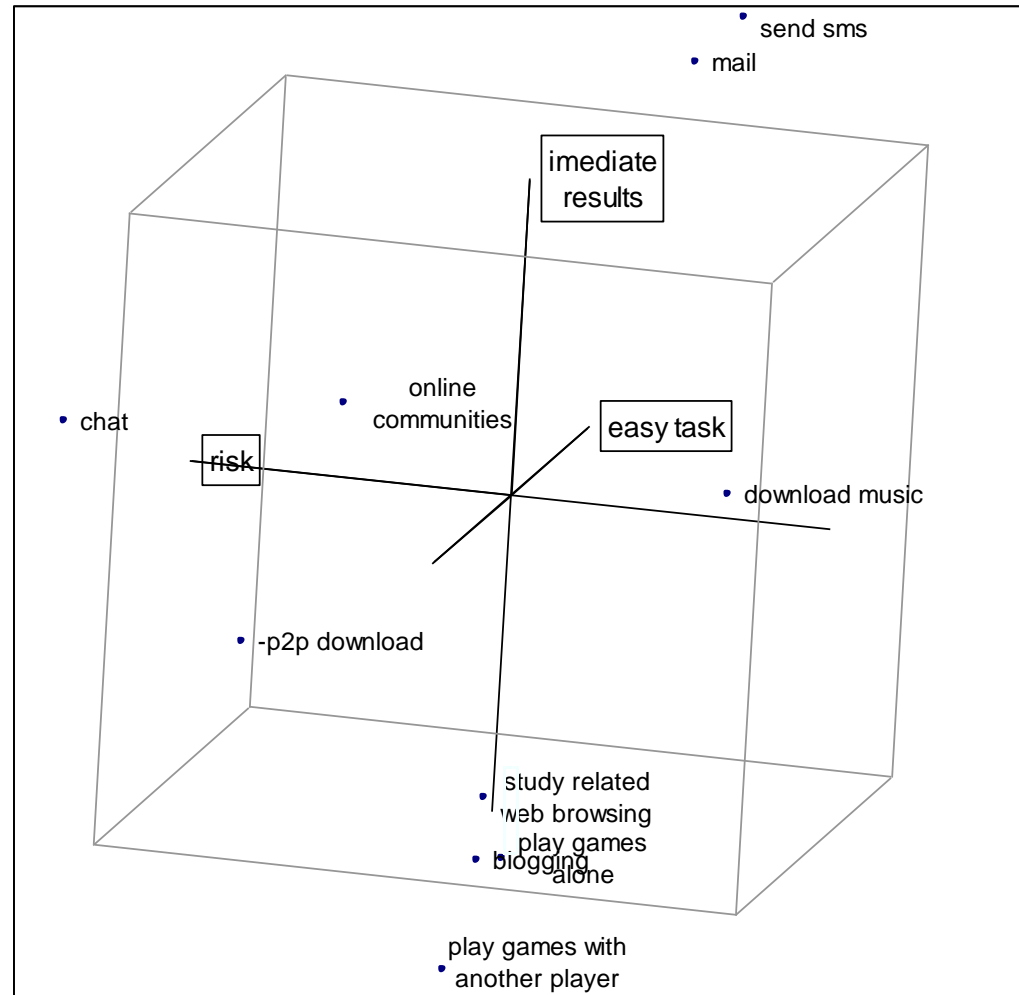
orientation (High/Low)

Dimension 2: Immediate

results orientation (High/Low)

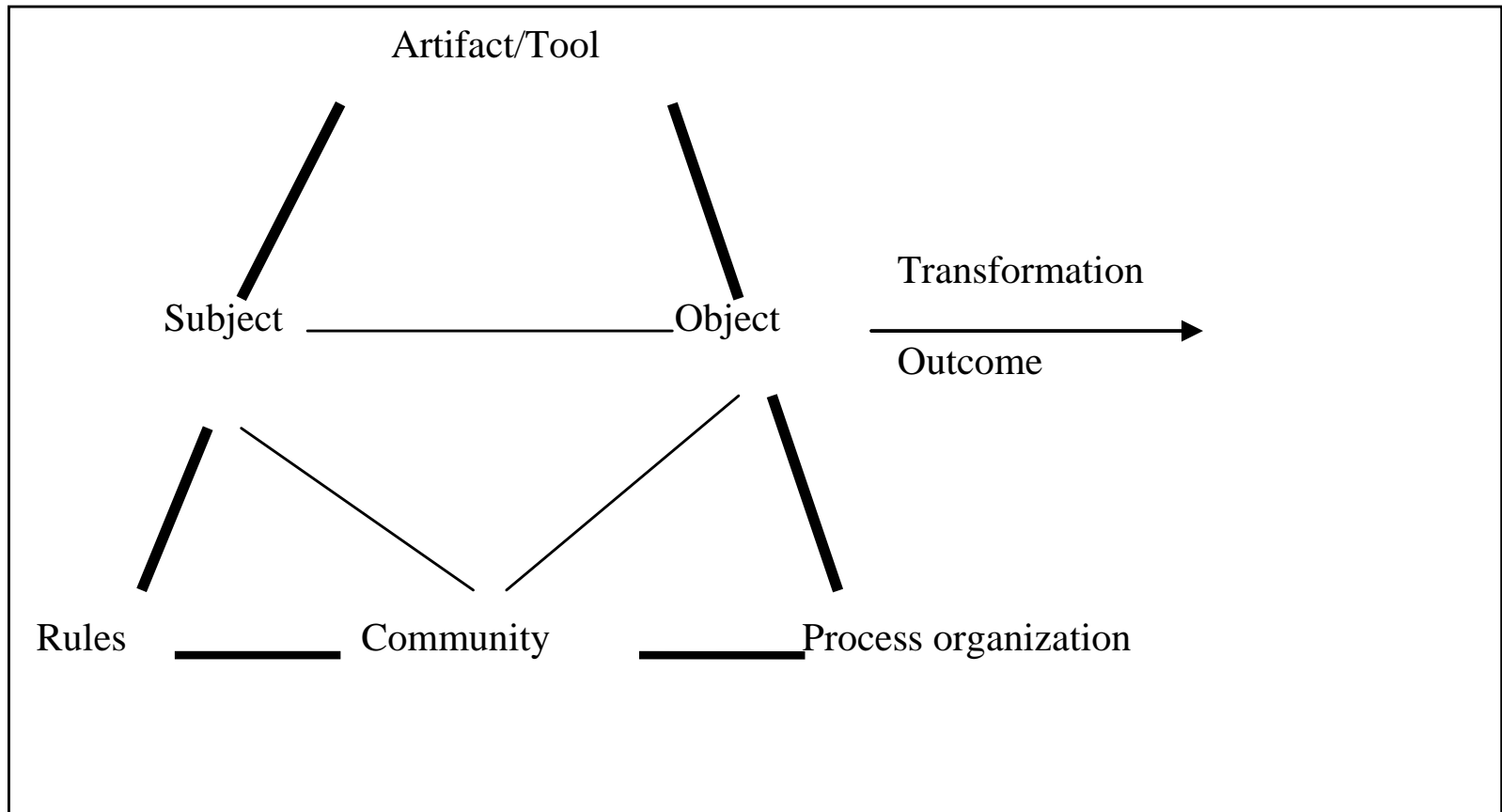
Dimension 3: Risk orientation

(High/Low)



Activities and production

- Activities involve ideas; implements and materials.

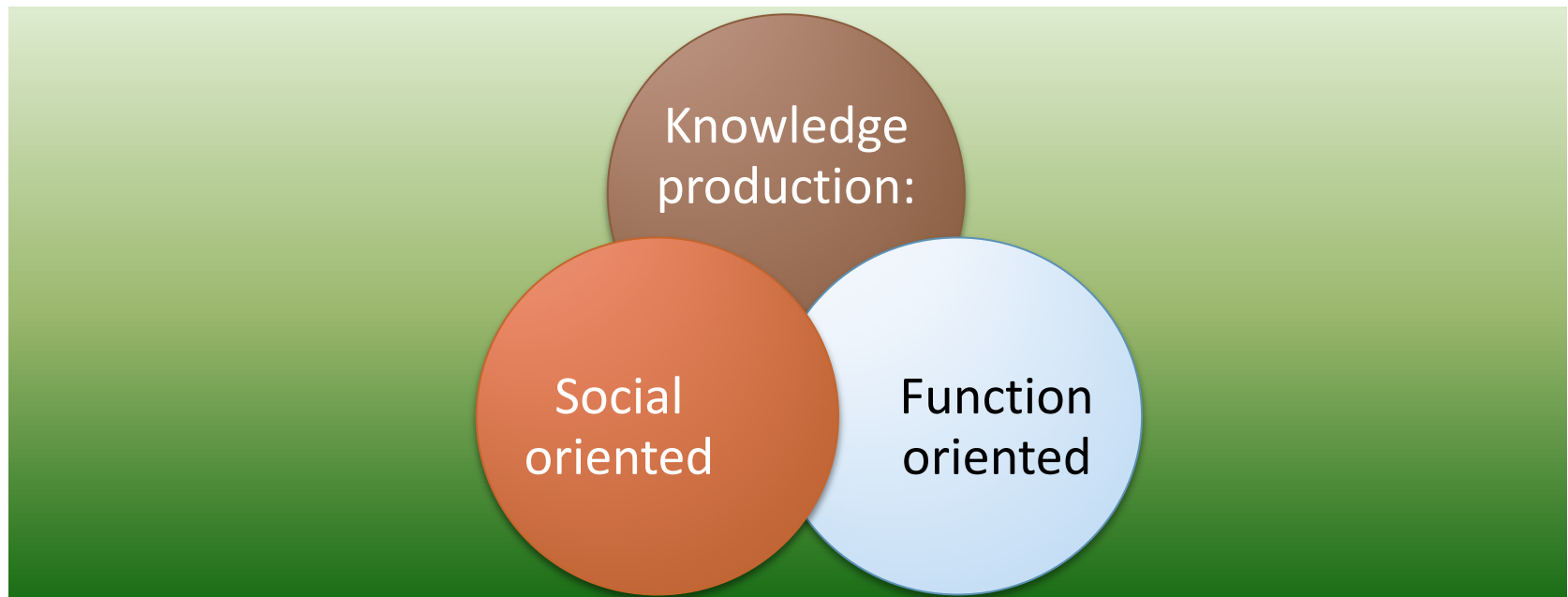


Communities and knowledge;



Media, Communities and knowledge;

- Knowledge and media: knowledge sharing and learning (productivity) is influenced by mediation;
- Knowledge and communities: knowledge and information as support for action (i.e production in the case of organizations);



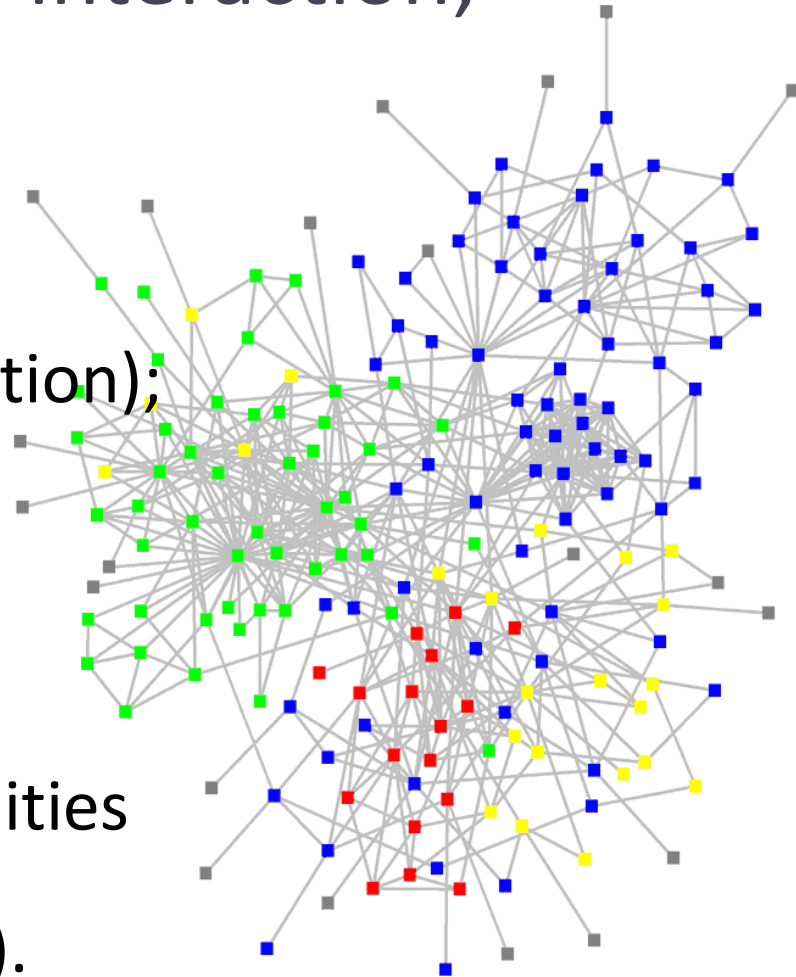
Knowledge and communities

- Communities as forms of social interaction;
- Communities and SNS;
- Face-to-face vs virtual communities – we reinforce what we already know.

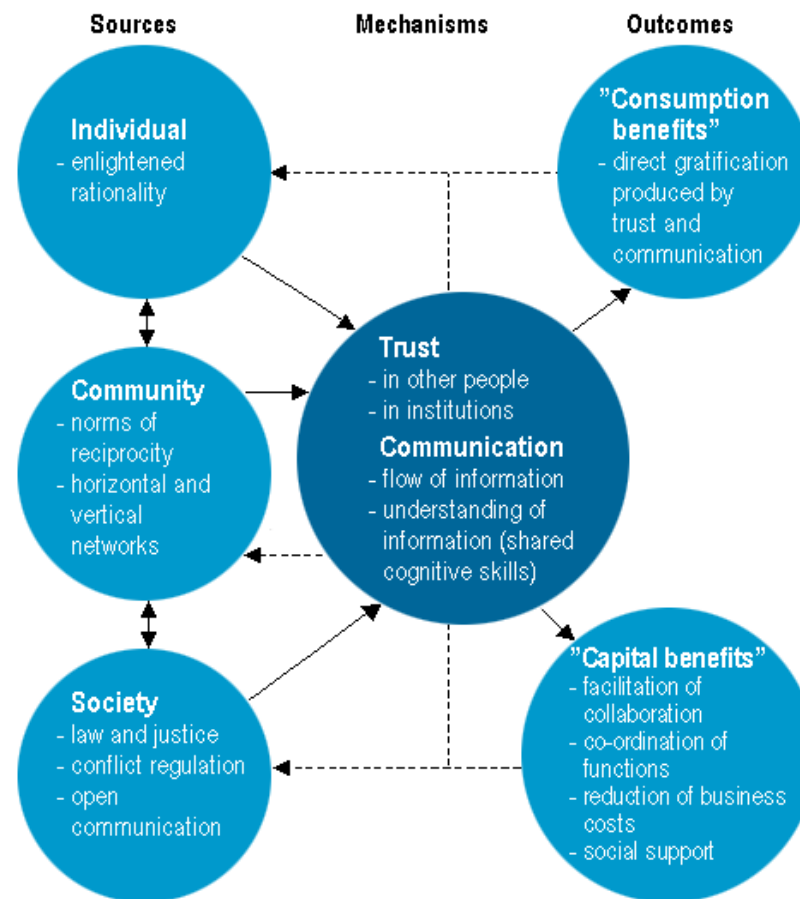


Social and technical interaction;

- Access;
- Involvement (participation);
- Social interaction and Expression (between individuals and communities and material expression).



Social Capital and knowledge production



Media as social things

- Social shaping: media have a social form;
- The development and use of media are imprinted by the circumstances of their creation/production;
- The community and its use of the media will define the level of knowledge sharing and learning;
- That will be done via the community activities;
- The levels of bonding and bridging of the community will frame that process.

Validation of Williams scale (2006) to Portugal

PCA Results

- Initial Extraction: 7 components (no justification);
- PCA forced to 4 factors: Stable solution, but 1 item in Bonding has low factor loading, therefore it was eliminated;
- Results similar to original study from Williams (2006).

Original ISCS Vs PT Version (I)

Question text with online/offline version difference indicated	Online Sampling		Offline Sampling	
	Original alpha=.894	Portuguese alpha=.884	Original alpha=.859	Portuguese alpha=.889
Bonding subscale				
There are several people online/offline I trust to help solve my problems.	.818	-,459	.747	.770
There is someone online/offline I can turn to for advice about making very important decisions.	.828	-,474	.741	.740
There is no one online/offline that I feel comfortable talking to about intimate personal problems. (reversed)	.668	-,504	.654	.603
When I feel lonely, there are several people online/offline I can talk to.	.693	-,481	.694	.714
If I needed an emergency loan of \$500, I know someone online/offline I can turn to.	.717	-,803	.751	.665
The people I interact with online/offline would put their reputation on the line for me.	.735	-,827	.657	.604
The people I interact with online/offline would be good job references for me.	.654	-,452	.548	.705
The people I interact with online/offline would share their last dollar with me.	.702	-,871	.609	.735
I do not know people online/offline well enough to get them to do anything important. (reversed)	.697	*	.594	*
The people I interact with online/offline would help me fight an injustice.	.655	-,708	.653	.627

Original ISCS Vs PT Version (I)

Question text with online/offline version difference indicated	Online Bridging		Offline Bridging	
	Original alpha=.894	Portuguese alpha=.884	Original alpha=.859	Portuguese alpha=.889
Bonding subscale				
There are several people online/offline I trust to help solve my problems.	.641	.795	.739	.648
There is someone online/offline I can turn to for advice about making very important decisions.	.671	.774	.699	.538
There is no one online/offline that I feel comfortable talking to about intimate personal problems. (reversed)	.605	.757	.491	.525
When I feel lonely, there are several people online/offline I can talk to.	.683	.802	.687	.687
If I needed an emergency loan of \$500, I know someone online/offline I can turn to.	.648	.687	.699	.784
The people I interact with online/offline would put their reputation on the line for me.	.709	.605	.771	.672
The people I interact with online/offline would be good job references for me.	.610	.568	.678	.714
The people I interact with online/offline would share their last dollar with me.	.593	.581	.483	.480
I do not know people online/offline well enough to get them to do anything important. (reversed)	.619	.679	.630	.682
The people I interact with online/offline would help me fight an injustice.	.578	.521	.632	.477

Internal Consistency

4 Component solution:

	Bonding	Bridging
Online	$\alpha = .884$	$\alpha = .881$
Offline	$\alpha = .889$	$\alpha = .869$

2 Component solution:

	Component
Online	$\alpha = .884$
Offline	$\alpha = .889$

Conclusions

- Is social capital an explanation? Not entirely....
- New knowledge results from existing knowledge via intermediation through joint (or individual) social activity (the importance of situations and creativity).
- And in those cases...



