

Building Online Community:

Survey methods and results analysis for the development of a professional and social networking community

Master's Project

Presented by
Andrew Williams

May 8, 2008



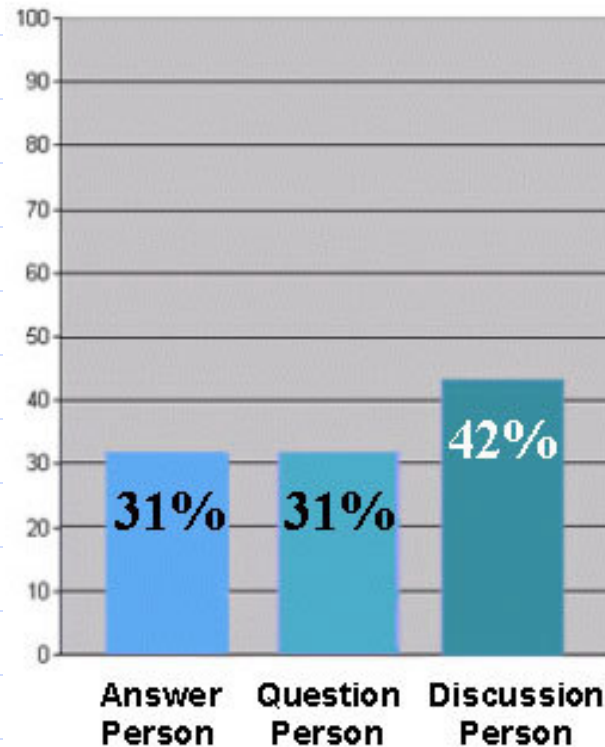
Master of Science in Professional and Technical Communication

Agenda

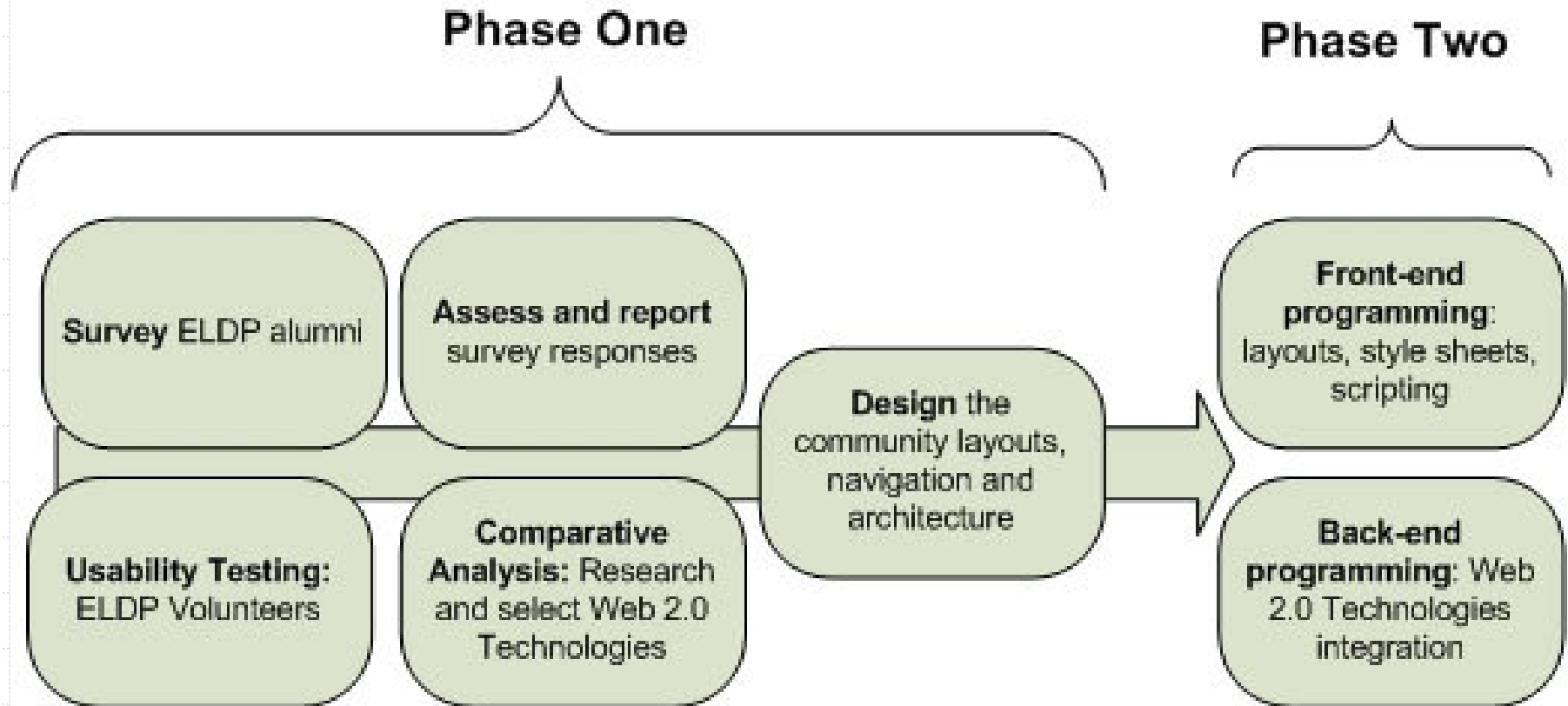
- The Introduction
- The Strategy
- The Client
- The Theory
- The Variables Model
- The Questions
- The Responses, with Analysis
- The End

This presentation focuses on the survey and the survey analysis used to research online community

Motivations



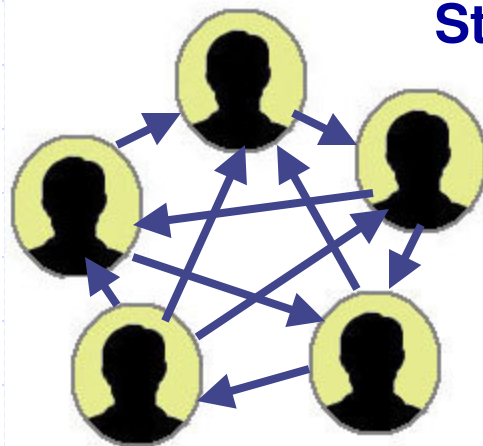
Strategy for creating a virtual community



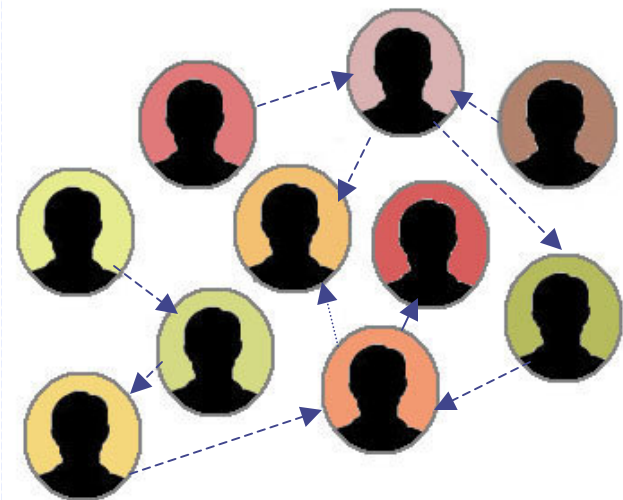
NAMIC: promoting multi-ethnic diversity in the communications industry



Using social ties to strengthen social capital

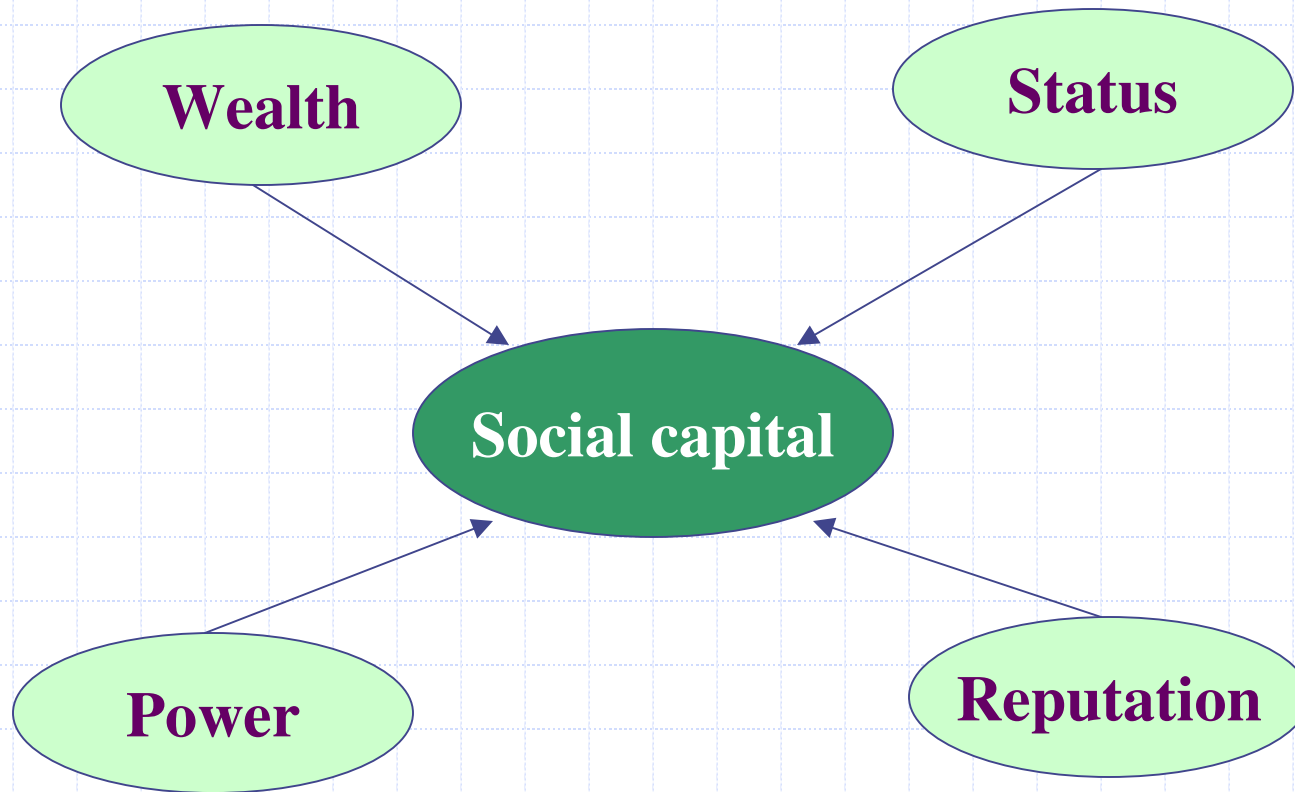


Strong tie networks



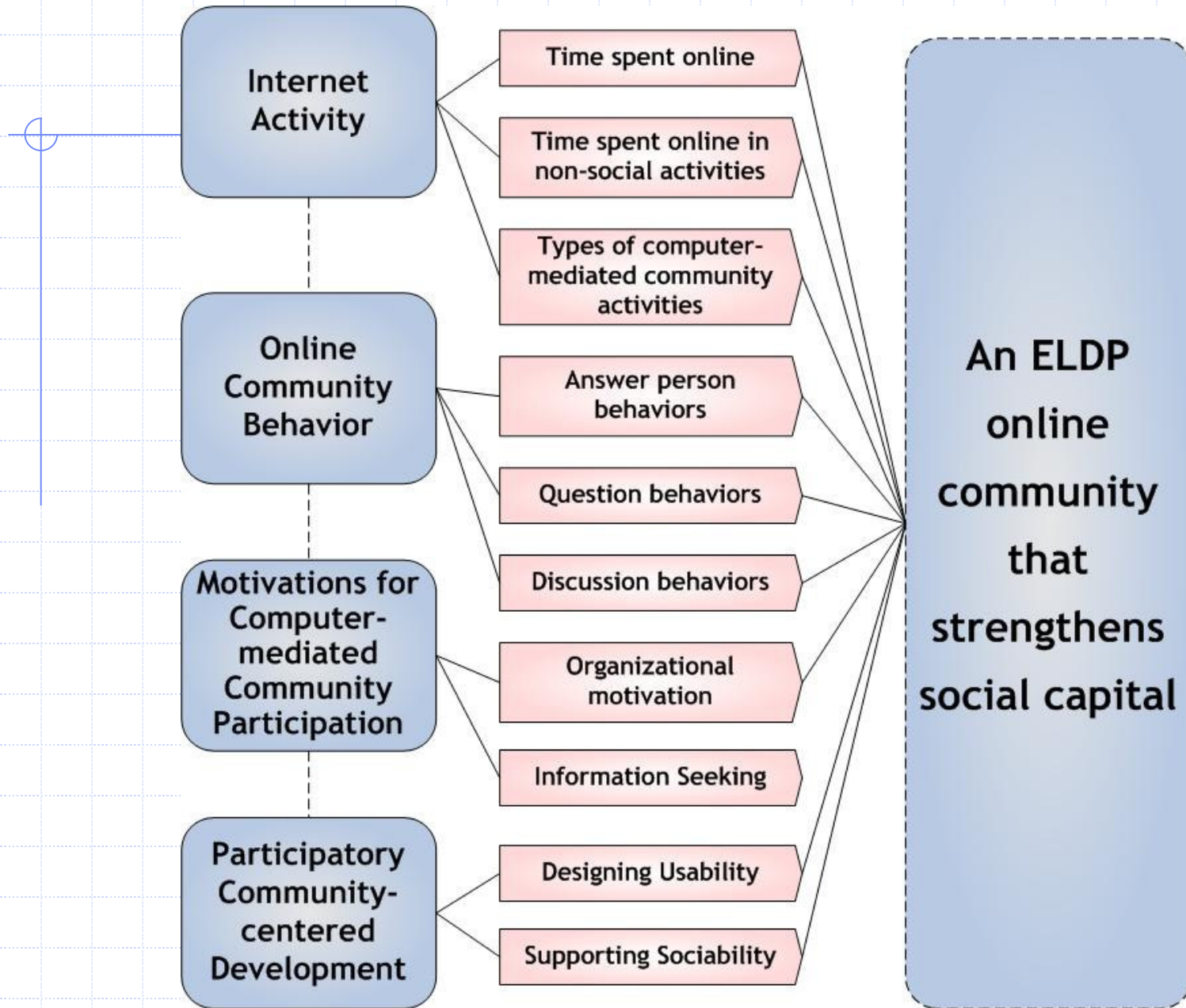
Weak tie networks

Goal: Create an ELDP virtual community that strengthens social capital



The value of a network is expressed in terms of social capital

Survey questions were based on variables model

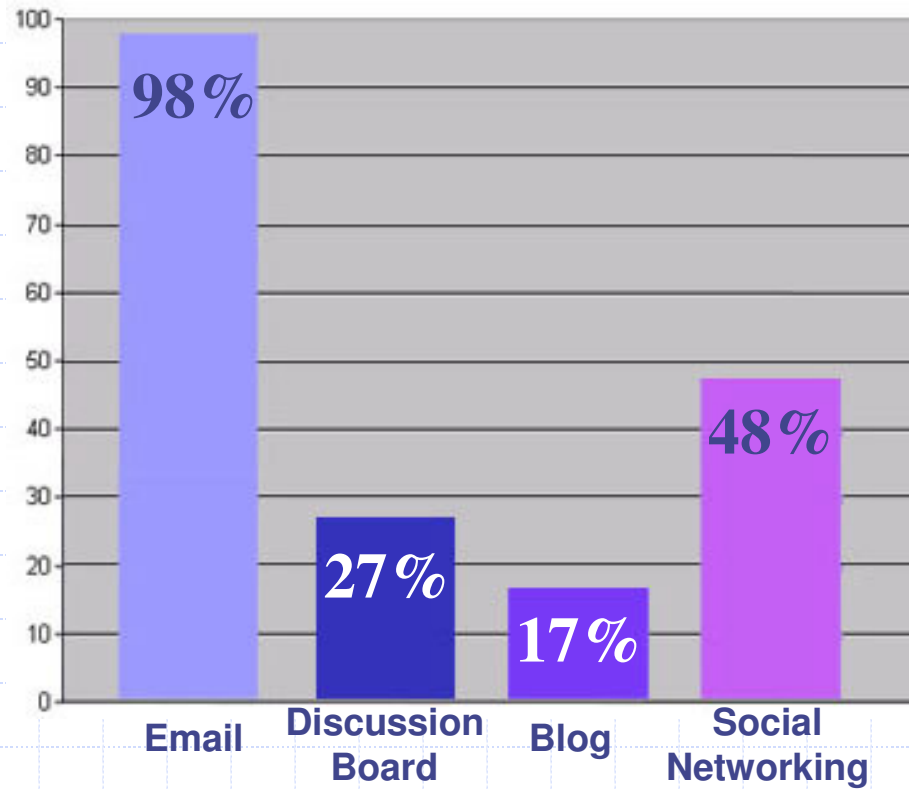


Correlations support the ELDP using community to increase social capital

Correlation Coefficients Matrix			
Sample size	48	Critical Value(5%)	2.0129
		Q1. Time Online	Q3 .Social
Q1. Time Online	Pearson Correlation Coefficient	1	
Q3 .Social	Pearson Correlation Coefficient	0.6245	1
	<i>R Standard Error</i>	0.0133	
	<i>t</i>	5.4234	
	<i>Significance Level</i>	0	
	<i>Ho (5%)</i>	rejected	
R			
<i>Series vs. Series</i>	<i>R</i>		
<i>Q3 .Social vs. Q1. Time Online</i>	0.6245		
		Q2. Non-social	Q3 .Social
Q2. Non-social	Pearson Correlation Coefficient	1	
Q3 .Social	Pearson Correlation Coefficient	0.4925	1
	<i>R Standard Error</i>	0.0165	
	<i>t</i>	3.8377	
	<i>Significance Level</i>	0.0004	
	<i>Ho (5%)</i>	rejected	
R			
<i>Series vs. Series</i>	<i>R</i>		
<i>Q3 .Social vs. Q2. Non-social</i>	0.4925		

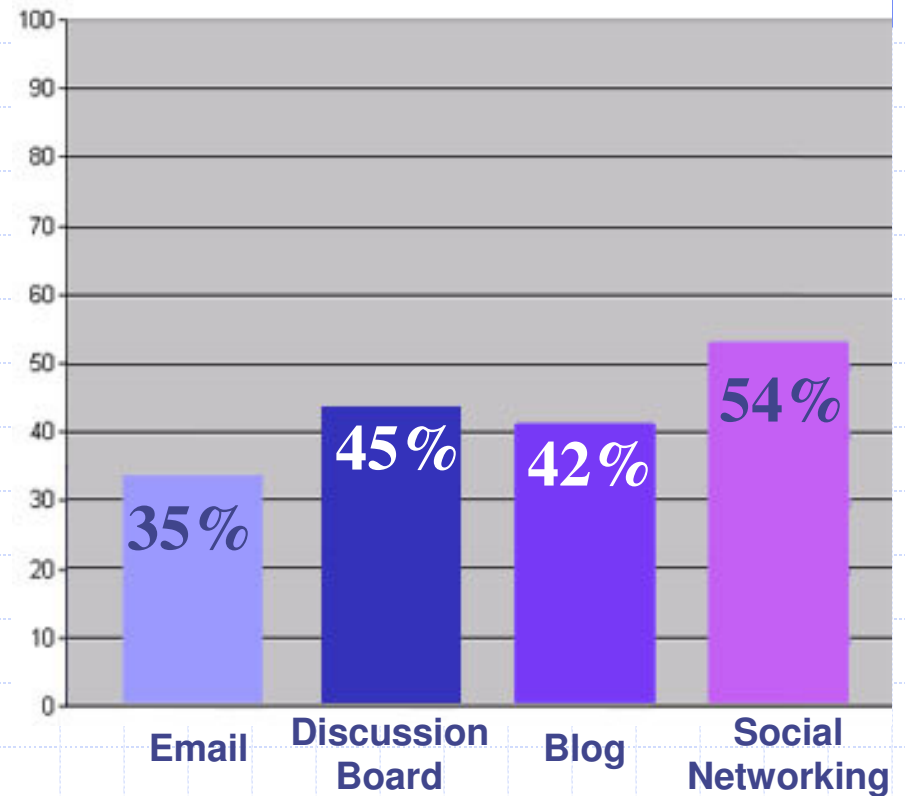
Frequency distributions support the ELDP using community to increase social capital

Current uses to engage community



Range: 81

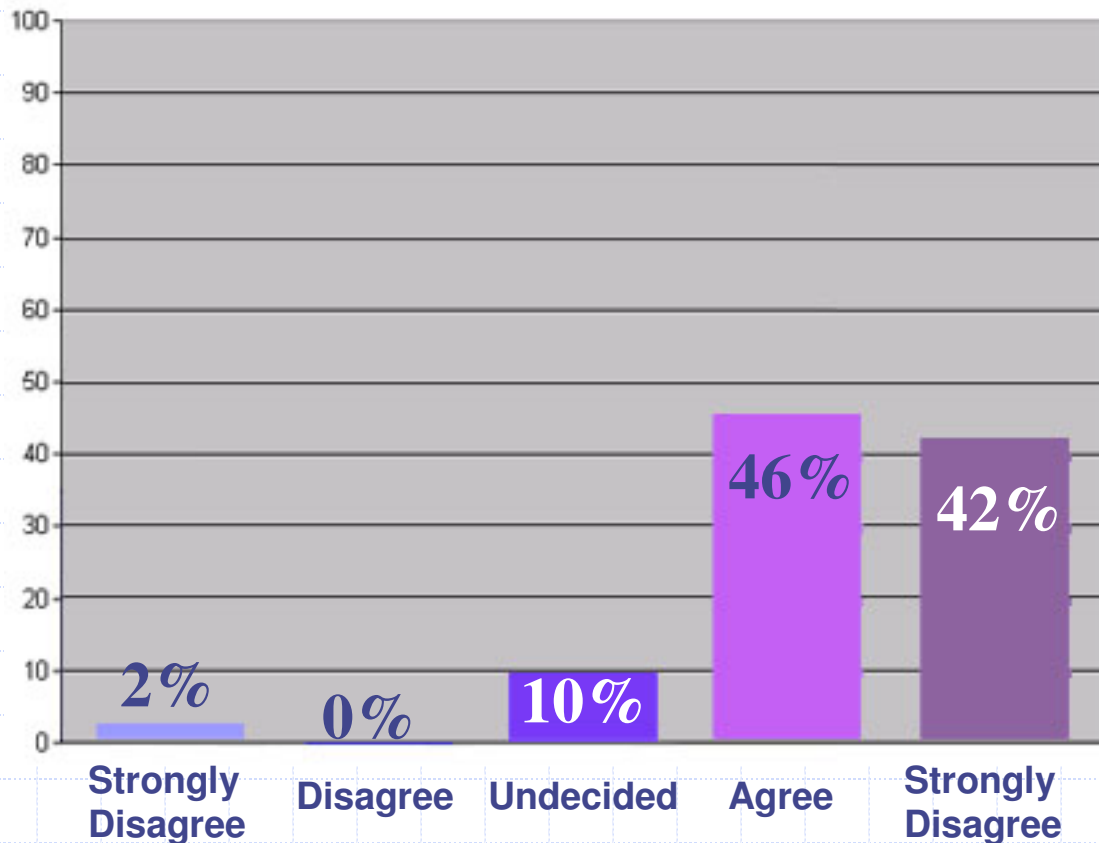
Preference to engage community



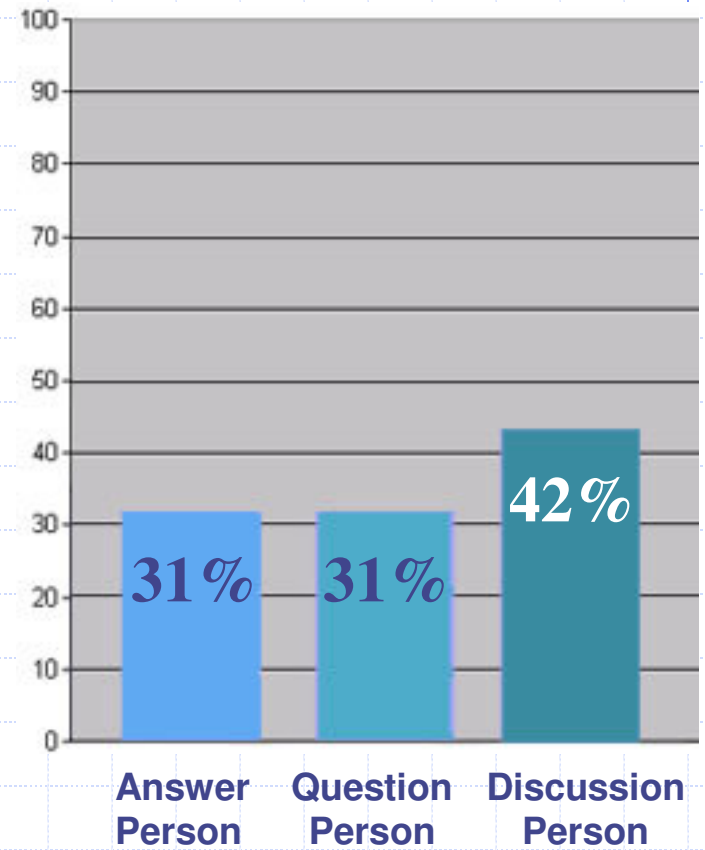
Range: 19

Frequency distributions support the ELDP using community to increase social capital

Organizational motivations: helping fellow ELDP members is important



Behavioral motivations



Thank you

