

Exploring Transitions between Communal- and Market-Based Knowledge Sharing

Authors : Benbya Hind, Belbaly Nassim

Abstract : Markets and communities are often cast as alternative forms of knowledge sharing, but an open question is how and why people dynamically transition between them. To study these transitions, we design a technology that allows geographically distributed participants to either buy knowledge (using virtual points) or request it for free. We use a data-driven, inductive approach, studying 550 members in over 5000 interactions, during nine months. Because the technology offered participants choices between market or community forms, we can document both individual and collective transitions that emerge as people cycle between these forms. Our inductive analysis revealed that uncertainties endemic to knowledge sharing were the impetus for these transitions. Communities evoke uncertainties about knowledge sharing's costs and benefits, which markets resolve by quantifying explicit prices. However, if people manipulate markets, they create uncertainties about the validity of those prices, allowing communities to reemerge to establish certainty via identity-based validation.

Keywords : knowledge sharing, communities, information technology design, transitions, markets

Conference Title : ICCAIS 2018 : International Conference on Computer Applications and Information Systems

Conference Location : Sydney, Australia

Conference Dates : December 03-04, 2018