Co-creation design of content for learning communities

Exploring the research and technological challenges of using virtual worlds and other social media in the co-creation design process

Trial Lecture

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Trondheim, Norway
Co-creation design of content for learning communities

Exploring the research and technological challenges of using virtual worlds and other social media in the co-creation design process
Outline

- Part I
  - learning communities
  - co-creation design
  - virtual worlds and social media

- Part II
  - research challenges
  - technological challenges
Learning communities

- Since 1980s
- Communities of practice
- Communities of interest
Learning communities

- Since 1980s
- Communities of practice
- Communities of interest, goal-oriented
Co-creation design

- Since 1970s/2000s
- Participatory/User-centered design
- Service-dominant logic
Community–Collaboration–Value

- **Learning communities**
  - membership
  - influence
  - fulfilment
  - emotional connections

- **Community of customers**
- **Co-creation design**

- **Customers**

- **Firm**

- **Mutual value**

- **Learning**

- **Learners**
Social media

- learners
- Social media
- Community of customers
- Co-creation design
- customers
- firm

Learning communities

- membership
- influence
- fulfilment
- emotional connections

learning

mutual value

memberships

emotional connections

NTNU
Social media

- **2D**
  - Social networking e.g. Facebook
  - Collaborative projects e.g. Wikipedia
  - [Micro]blogging e.g. Twitter
  - Content communities e.g. YouTube

- **3D**
  - Social virtual worlds e.g. Second Life
  - Gaming virtual worlds e.g. World of Warcraft
Outline

○ Part I
  – learning communities
  – co-creation design
  – virtual worlds and social media

○ Part II
  – technological challenges
  – research challenges
Challenges

Search

About 3,300 results (0.24 seconds)

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**Events at IDI NTNU**

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**Enabling co-creation of e-services through virtual worlds**

[www slideshare net/.../enablingcocreationofeservicesthroughvirtu ...](http://www.slideshare.net/.../enablingcocreationofeservicesthroughvirtu ...)

1 Feb 2011 – 30; New opportunities for co-creation innovation-related knowledge

Conclusion creation **Technological challenges** remainTheorEcal ...

**Workplace Learning in Context - Google Books Result**


Business & Economics

... are needed to confront contemporary organizational and **technological challenges**. 

... through networking activities as facilitating the **co-creation** of knowledge.
Challenges

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Co-creation design, Morphological approach - Business School ...
www.business.auckland.ac.nz > ... > Seminars and events > All events
12 Apr 2012 – This seminar adopts a novel approach to co-creation design, using a morphological ... In this research, the term co-creation refers to resource integration, which ... Design is commonly applied to “lower order” marketing issues ...

The Value & Process of Insight Discovery & Design Research | Fred ...
www.fredsparks.com/the-value-process-of-insight-discovery-design-r...
Their understanding of additional investment in research to align the ... for ethnographic research, co-creation, design thinking, business transformation ... and allow new directions to emerge from the research which challenge their ...

Design Research Lab
www.laboratories.telekom.com/public/...research/.../default.aspx?uid...
The goal of design research is to design technology products in such a way that they ... In the Design Research Lab, social issues such as security, privacy, health or ...
Technological challenges

- Exploration of affordances for co-creation
- Designing new tools
- Support for communities and relationships between stakeholders
Technological challenges

You are familiar with the technology?

Will you learn the technology?

X members

Community

X>Y members

X>Y>Z members

learning

mutual value

supporting organization

Facebook
Wikipedia
Twitter
YouTube
Second Life

3D virtual worlds

2D social media

t1 < t2
Research challenges

- Multidisciplinary topic
- Rapidly changing topic
- Little control and massive context
References


– Wenger E., Communities of Practice a brief introduction http://www.ewenger.com/index.htm

References

References

- Sanders E. & Stappers P.J. (2008) Co-creation and the new landscapes of design
Thank you!

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