

One Community Does Not Rule Them All

Problem:

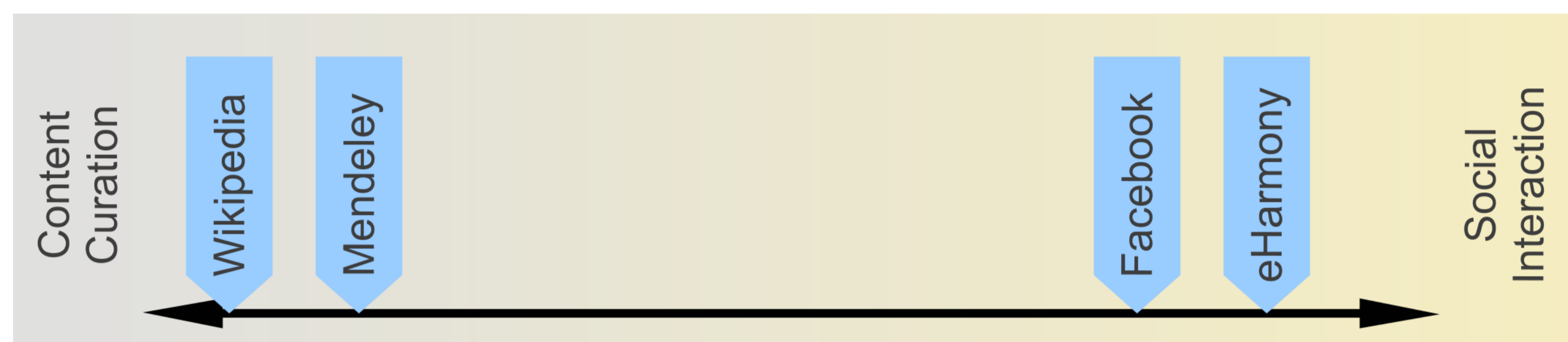
- Why do some online communities take over each other, while others coexist?

Solution:

- Characterize online communities by five facets

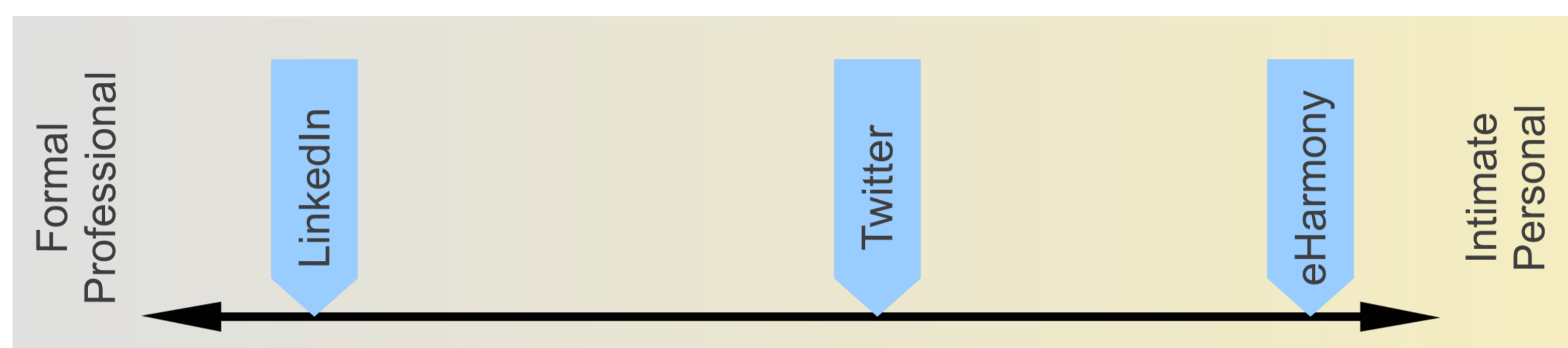
1. Purpose

What is the goal of the community?



2. Culture

Formal or personal?



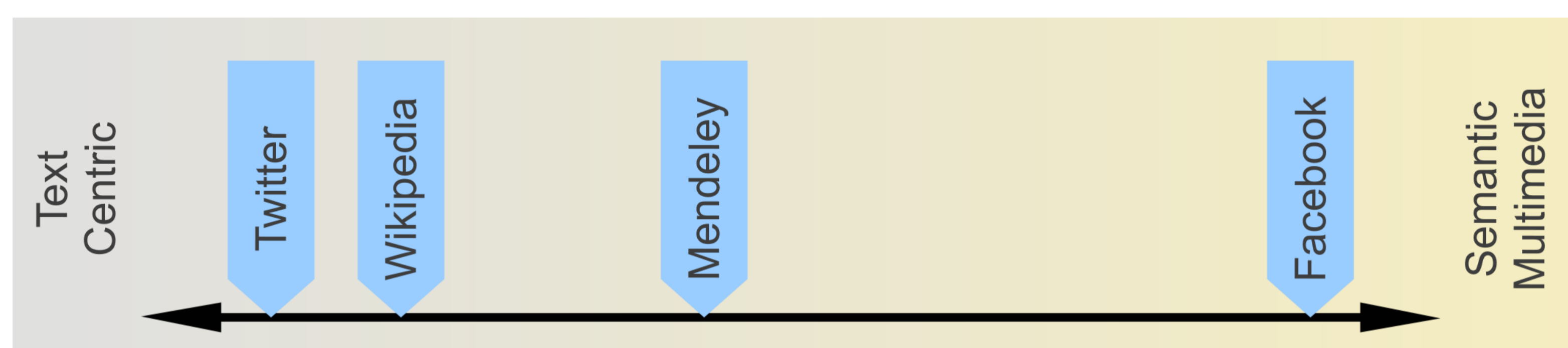
3. Communication

Which channels do people use?



4. Media Support

Which media are supported?

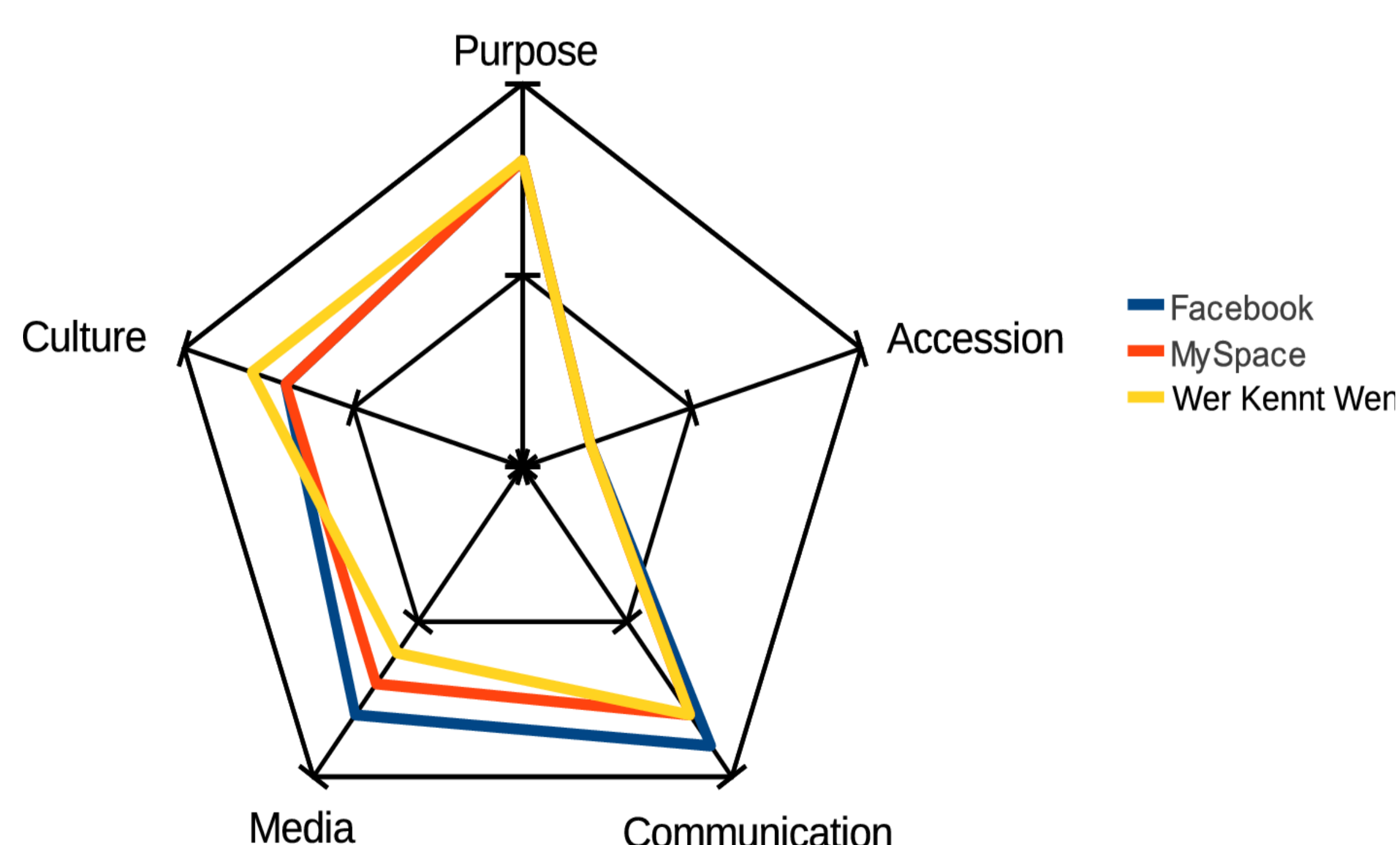


5. Accession and Activity Model

Is the community open or closed?



Competitive Communities



Coexisting Communities

