

## **Knowledge Communities in Business, Science and Public Administration**

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### **1 Introduction**

The 20th Communities in New Media (GeNeMe) Conference presents innovative technologies and processes for the organization, cooperation, and communication in virtual communities. It is a forum for professional exchange especially in the fields of knowledge management and online learning. The conference focuses not only on technological and economic aspects of the use of new media, but takes a closer look at sociological, psychological, economic, didactic, and legal facets as well. GeNeMe is geared towards experts from research and industry. It is designed to promote practical and scholarly insights among participants from various disciplines, organizations, and institutions from academia, business and administration.

The currently discussed digital transformation processes (Industry 4.0, IoT) are the most prominent topics of the GeNeMe 2017. The focus lays on innovation and research, constituting pivotal methods and tools for digitally mapping knowledge-intensive cooperation in increasingly heterogeneous communities (augmented knowledge communities). The fields of knowledge visualization and knowledge-based architecture provide additional stimuli. In addition to the informal and media-technological analyses, the practice of (organizational) knowledge integration, whether through knowledge management, learning or education processes, is also considered.

The GeNeMe 2017 invites speakers and guests to take a closer look at current trends. Overall, our answers to outstanding questions determine more than ever how professional and private action can be shaped. The ever-increasing mobility of modern multi-media systems such as smartphones and tablets technologizes every part of life, resulting in high availability and / or immersion.

## **2 Contributions**

The contributions to this volume cover of the following topics: Economic activity and information management of online communities, public administration: infrastructure for and working field of social communities, technologies and methods for online communities and digital knowledge architecture, mixed reality concepts for online communities, and knowledge-work in teaching and research.

Specifically, this volume focuses on the following topics:

### **Community Manager, Action- and Information Management in Online Communities**

- Framework conditions and incentives for the design of proactive learning and knowledge communities: Requirements for community management
- “With A Little Help from My (Online?) Friends” – A Comparison of Support
- How to ensure sustainability within online communities? Raising the problem from the point of view of the Erasmus Plus project “European Social Entrepreneurs
- The MOOC “Ready for Study”: competence-oriented learning in heterogeneous groups

### **Public Administration: Infrastructure and Application Field of Social Communities**

- Application of the e-competence study in the IT area of a municipal authority
- The catastrophe in view: navigation through the (information) flood
- Performance monitoring and information technologies in the management of schools in Germany

### **Online Communities and Digital Knowledge Architecture**

- Entrepreneurship on the Road: Raising Awareness for Digital Business Modelling & Marketing in Mobile Innovation Labs
- Design of Smart Learning Environments in in-company training as an interdisciplinary challenge
- Absorptive Capacity in Start-ups – Organizational as well as external determinants and their impact on the knowledge acquisition of young companies

### **Discourse Analyses and Empirical Analyses and Technologies**

- Analysis of scientific conference tweets using the Codebook and the software Tweet Classifier
- Listening to the Crowd: Discourse Structure Analysis for Urban Design
- Usability of questionnaires on mobile devices
- It depends on the types. An empirical analysis of student types
- Learning and Academic Analytics in learning management systems. Challenges and areas of action in the national university context
- Virtual Scavenger Hunts – Exploring Customer Satisfaction in Alternate Reality Games

### **Knowledge-Based Online (Collaborative) Work in Teaching and Research**

- Student readiness for Online Learning
- Measuring Knowledge in Computer Network Vocational Training by Monitoring Learning Style Preferences of Students
- The imparting of e-competences in places of the digital learning. Experiences from the European co-operation project CODEMOB at the interface between research and practice
- Anchoring digitization in the minds - using the example of a medium-sized company
- Open Educational Resources (OER) in Saxony Status Quo – Potentials – Challenges
- Knowledge as a Facebook Instant Article – a possible future scenario

### **Video-based cooperation in education**

- Video portal systems in the university – results of a system function comparison for the Video campus of Saxony
- Presentation of the Video campus Saxony pilot platform
- Video-supported reflection in Iran: Impact of gender and experience
- Computer-assisted professional training of sports teachers

### **Mixed-reality concepts for online communities**

- Which type of gamification does motivate? An experiment on badge, feedback, progress indicator and story
- Catch them all! - Pokémon Go leads to increasing physical activity and social affiliation
- Experiences on the use of mixed and virtual reality at the HTW Dresden

As in previous years, the GeNeMe is open to interested colleagues from the English-speaking world - with German being the predominant language of the texts published here. With regard to the improved international visibility of the GeNeMe community, it is worth mentioning that Scopus via Elsevier provides a powerful citation database of peer-reviewed literature. It will include the conference volume at hand as soon as the full text version has been published on the Open Access System of the TU Dresden under [www.qucosa.de](http://www.qucosa.de). The complete texts from all GeNeMe conferences since the beginning of the conference series in 1998 can be accessed on the Open Access Repository Qucosa,

### **3 Acknowledgements**

The conference is chaired by a group of scientists from the faculties of education and economics as well as the Media Centre of the Dresden University of Technology, with the kind support of the Silicon Saxony Network. As partner universities, the Hochschule Meißen (FH) and the Training Center of the HGU Bad Hersfeld, the HTW Dresden and the University of Applied Sciences Dresden helped to set up the 20th GeNeMe 2017. The international Steering Committee guarantees the assessment of the submissions.

As editors, we would like to thank all the authors, who, with their contributions, give this volume a special quality. We would also like to thank the more than 20 evaluators from science and industry. It was only through their highly professional work as members of the program committee that it was possible to make the present selection and to give constructive, detailed feedback to the authors of rejected articles, reflecting both the special focus of this year's topics and the large number of submitted contributions.

Finally, we would like to thank all those in charge of managing the review process and helping to compile the manuscripts for the conference proceedings, as well as the person ensuring the smooth operation of the online review system! Mrs. Nicole Filz has taken over the editorial support and the layout of the present volume with experience and proficiency, and had unwearingly patience with the editors in time-critical phases.

We wish you a profound reading!

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