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The Use of Wikis for Regional Development Processes

An Empirical Analysis in Austria, Germany,
and Switzerland

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Main hypothesis

It seems to be promising to use the web 2.0 applications to foster processes of regional development.

Such platforms can achieve new actors and upgrade the public discourse.

Structure of the Presentation

1. Web 2.0 and Wiki - some definitions and insights
2. Scientific aspects of a social and technological change
3. An empirical analysis of local and regional Wikis
4. Final considerations of the use of wikis for regional development

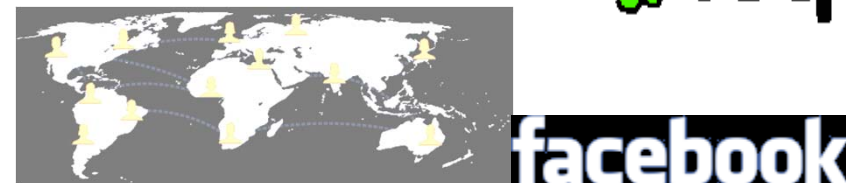
Definition: Social Web (Web 2.0)

...is the sum of new internet- tools and applications
using the world wide web as a platform for data
which are created and controlled by the users
collectively



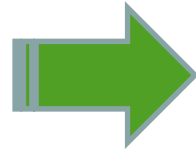
Definition: Social Network Sites (SNS)

- allow individuals to construct a (semi-)public profile within a bounded system
- users can define a list of other users to share a connection with
- users can view and traverse their list of connections and those made by other users



Technological change may cause social change

Group forming
sharing
collaborating
collective acting



new culture of participation



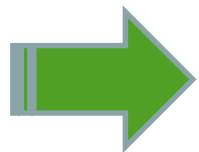
user generated (created) content
completes and partly replaces
experts / professional knowledge

Technological preconditions for social change

- the possibility to reach a global audience with nearly no costs
- the access to a huge amount of contents to be used for creating new information
- the possibility to communicate with other users sharing the same interest

Decreasing Transaction Costs (Coase Theorem)

- complexity grows faster than size of a system
- also rapidly the transaction costs for management grow
 - hierarchical organisation needed



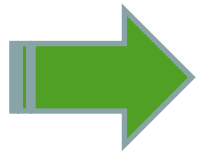
new tools for large-scale coordination
with nearly no costs -

but no central definition of goals and strategies

Wiki

Definition:

A wiki is a website which allows users to add, remove, edit, and change contents and to structure the existing contents from other users in a very simple way.



- integrates different expertise and viewpoints
- offers the opportunity for participation
- enables flexible time management
- improves transparency

Added value of a local / regional Wiki (...as a hypothesis)

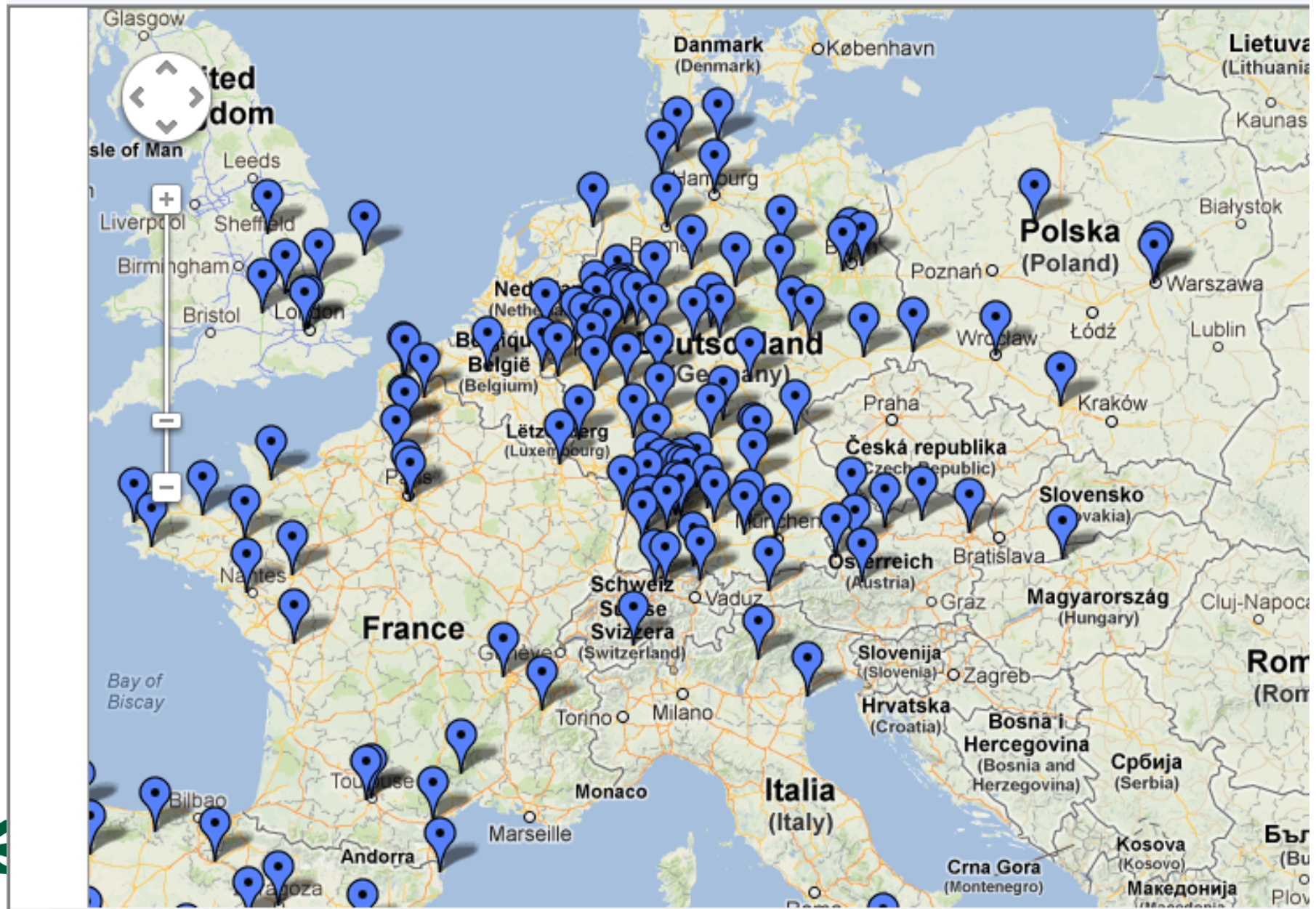
- to manage the amount of information and to increase the quality of information
- to motivate regional actors to participate
- to support the marketing of regional development processes

Datei Bearbeiten Ansicht Favoriten Extras ?

★ Favoriten

 Regiowikis - Google Maps

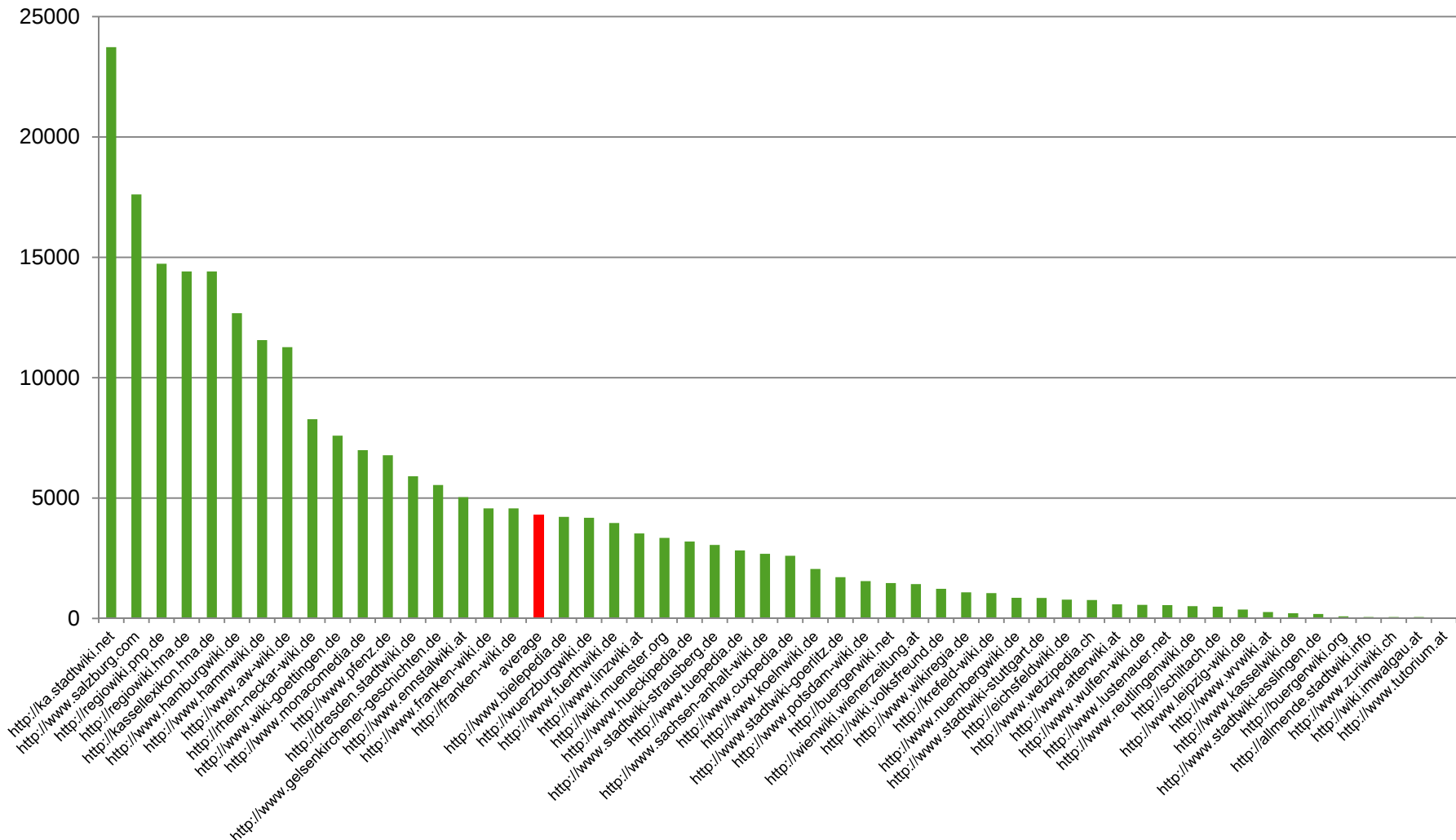
Regio - Wikis



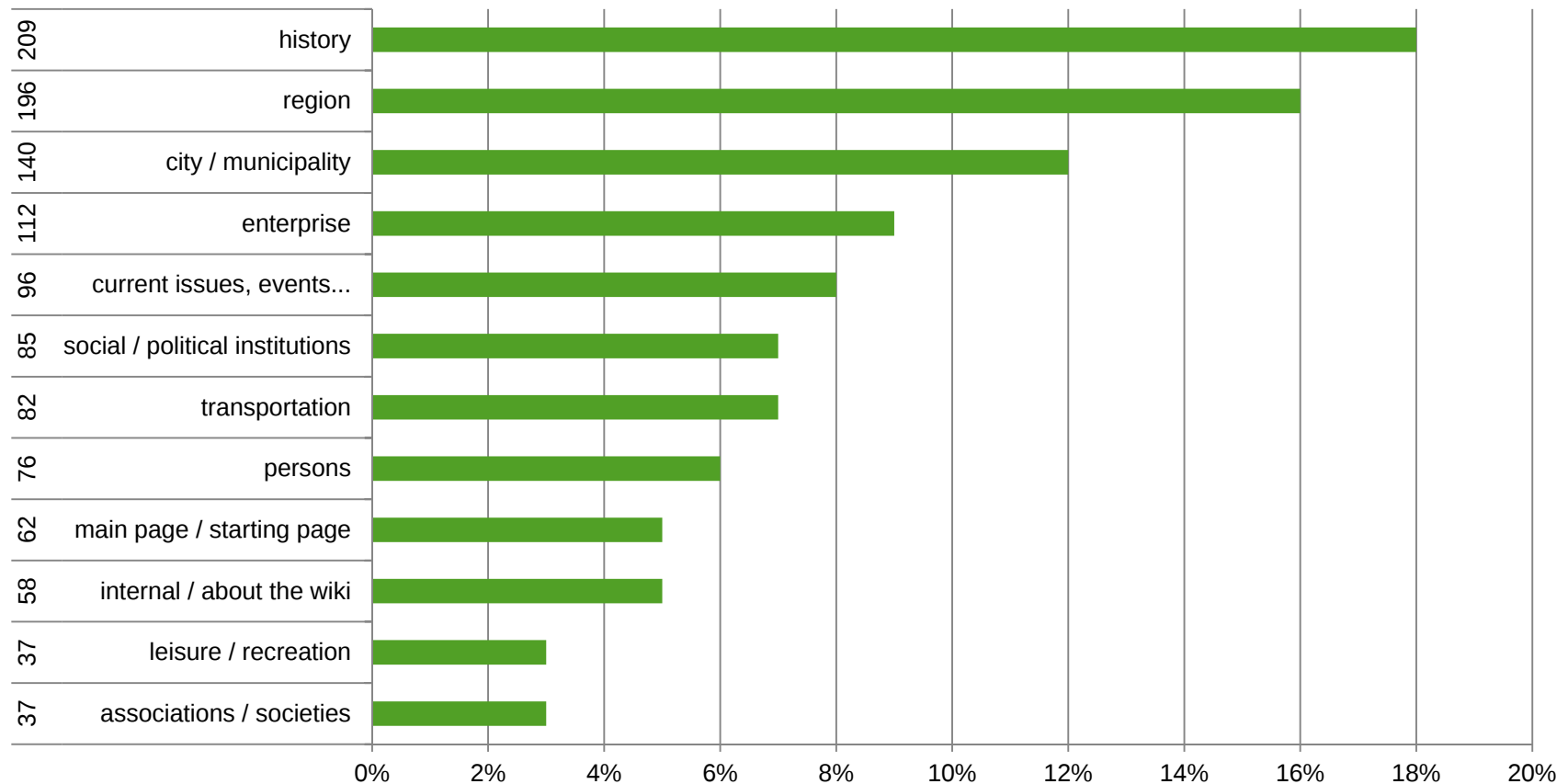
Hypothesis 1

The added value of a local / regional wiki is to manage the amount and to increase the quality of information.

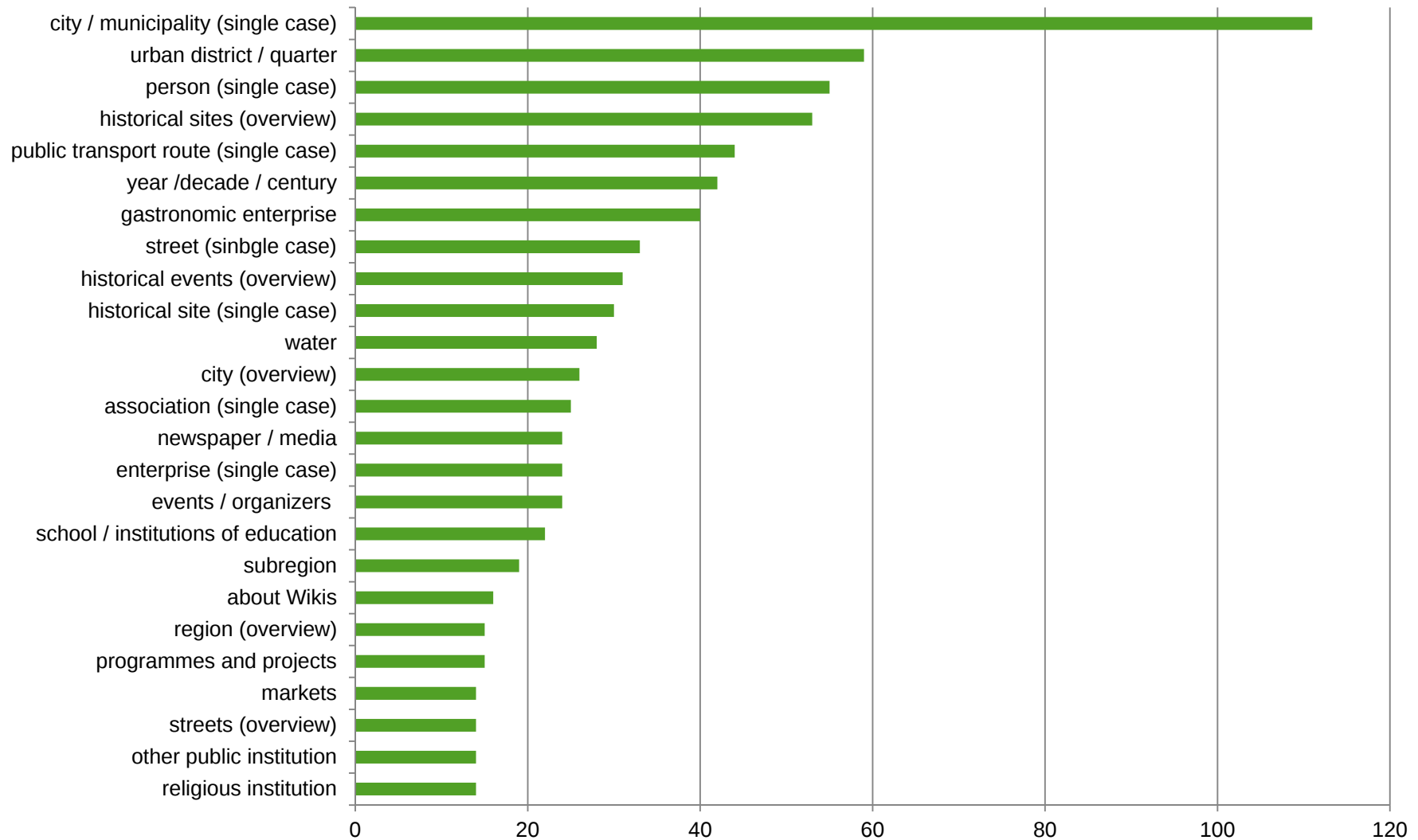
Number of thematic articles per Wiki



RegioWiki Top Categories



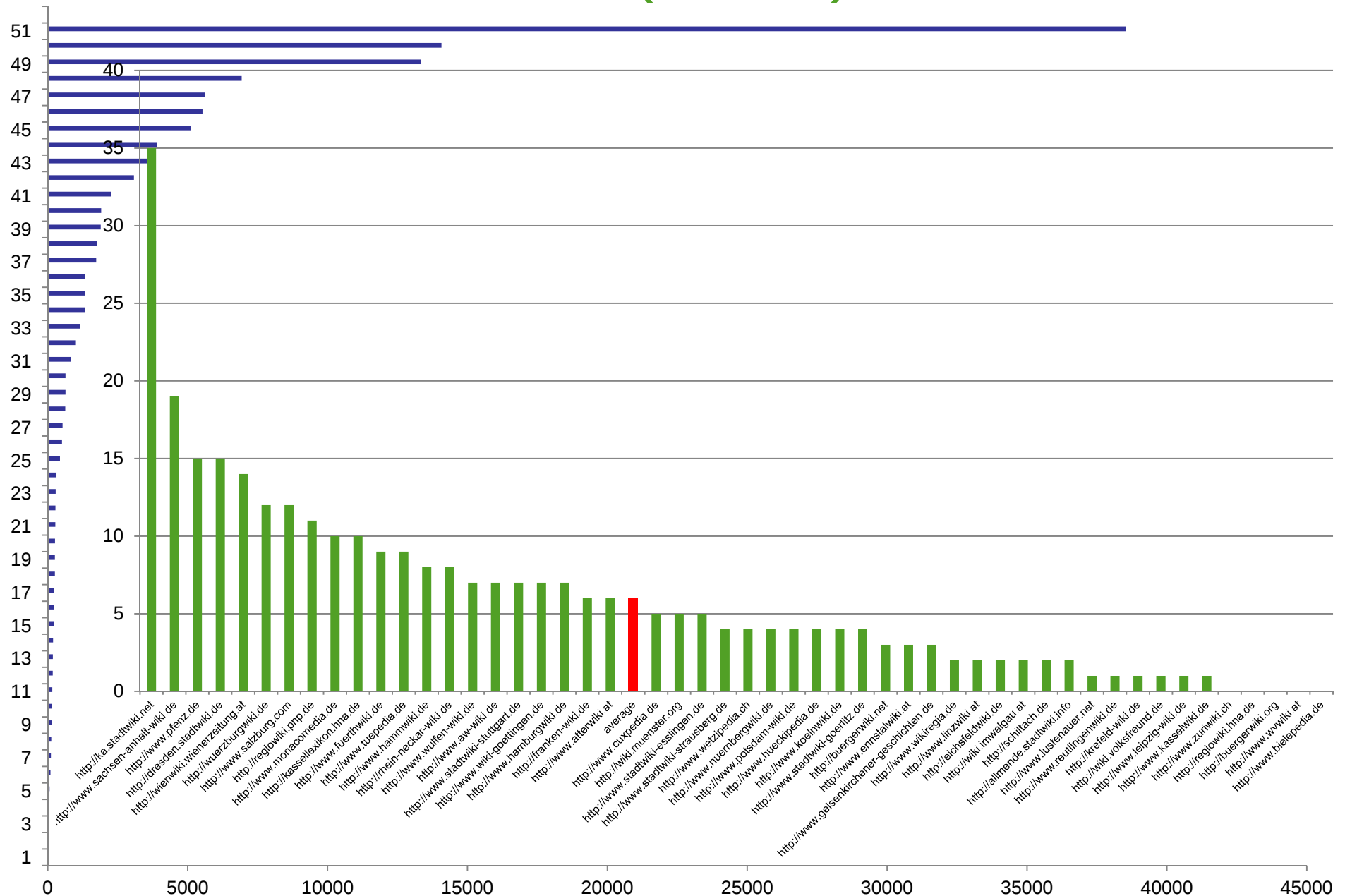
RegioWiki Detail Categories



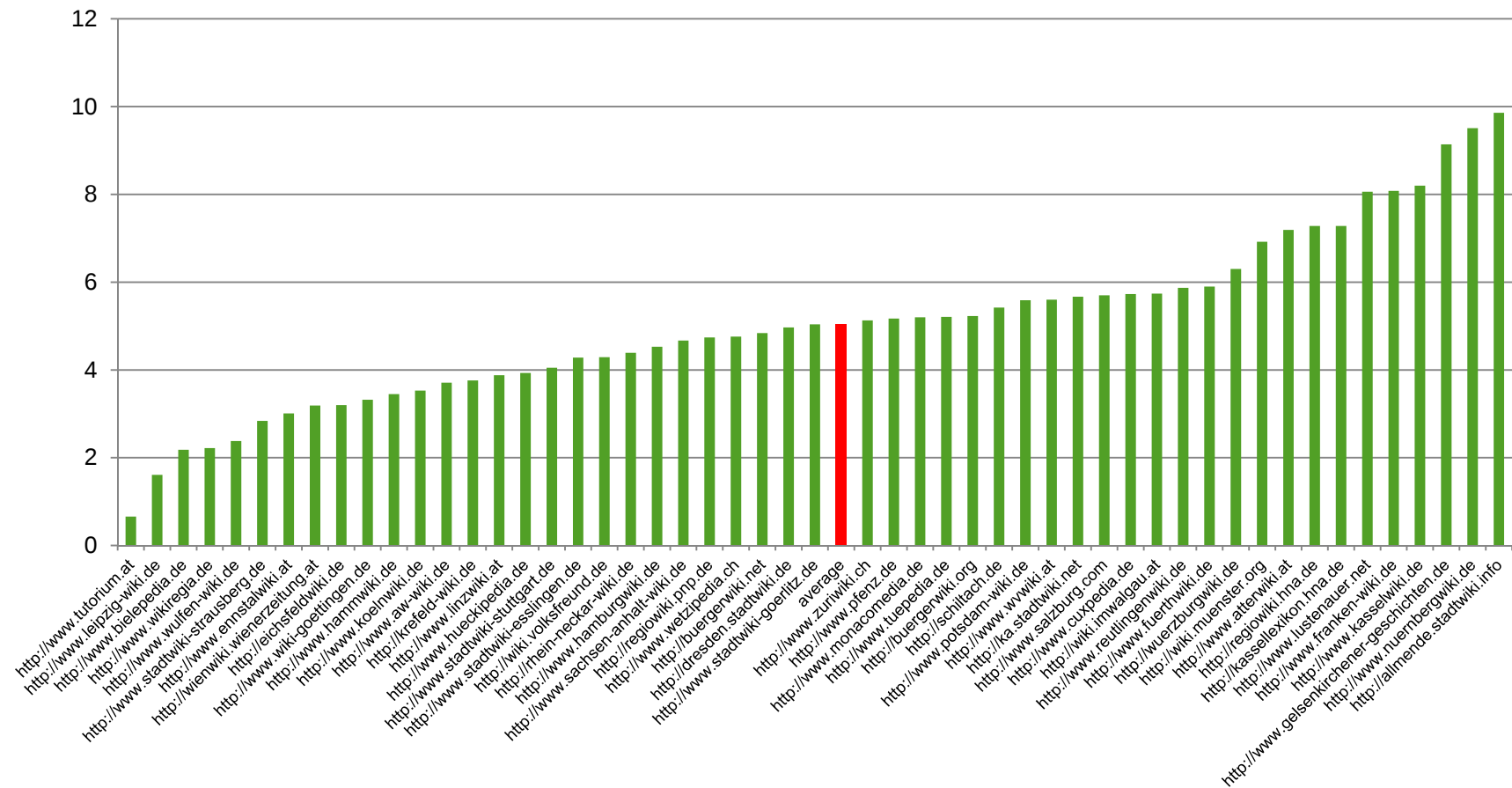
Hypothesis 2

The added value of a local / regional wiki is to motivate regional actors to participate.

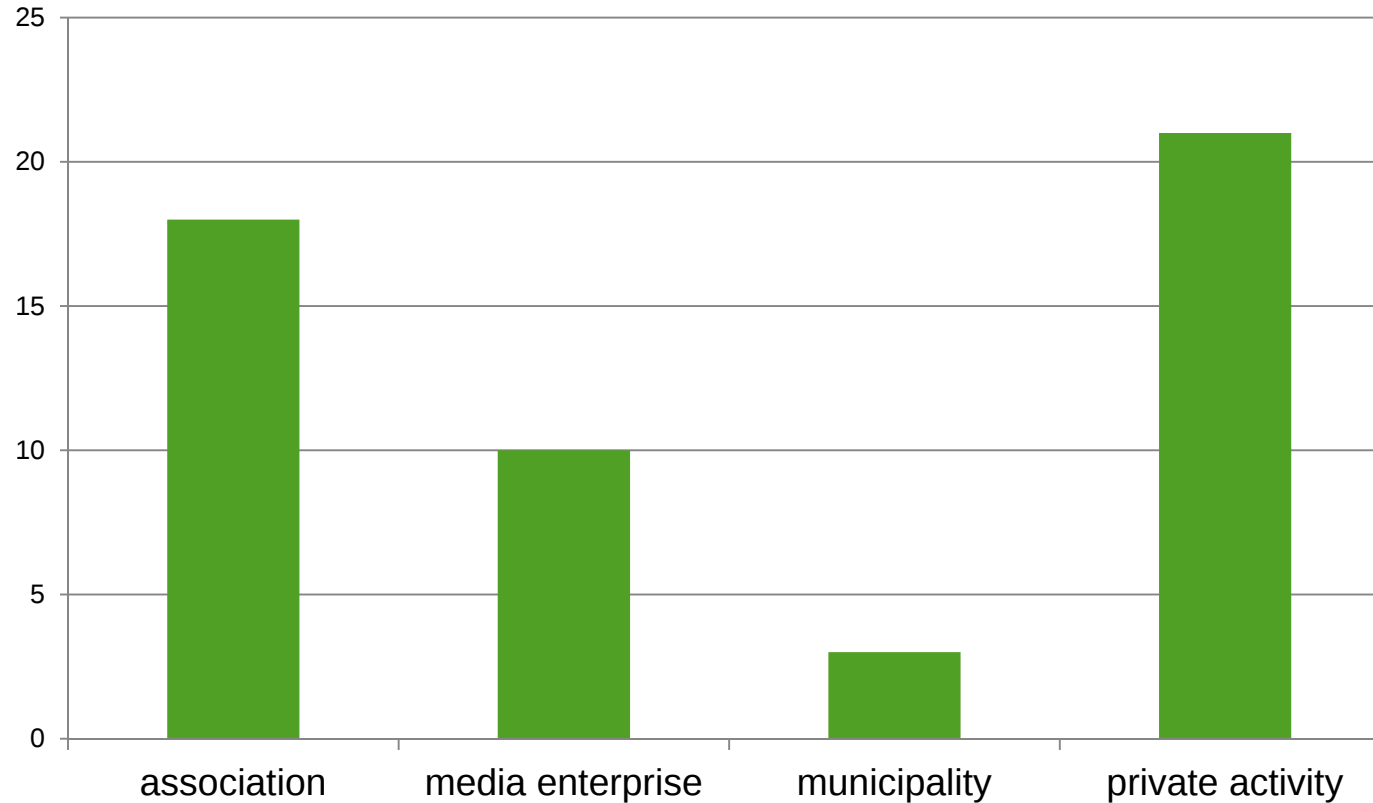
Number of (active) users



Number of adaptations per article



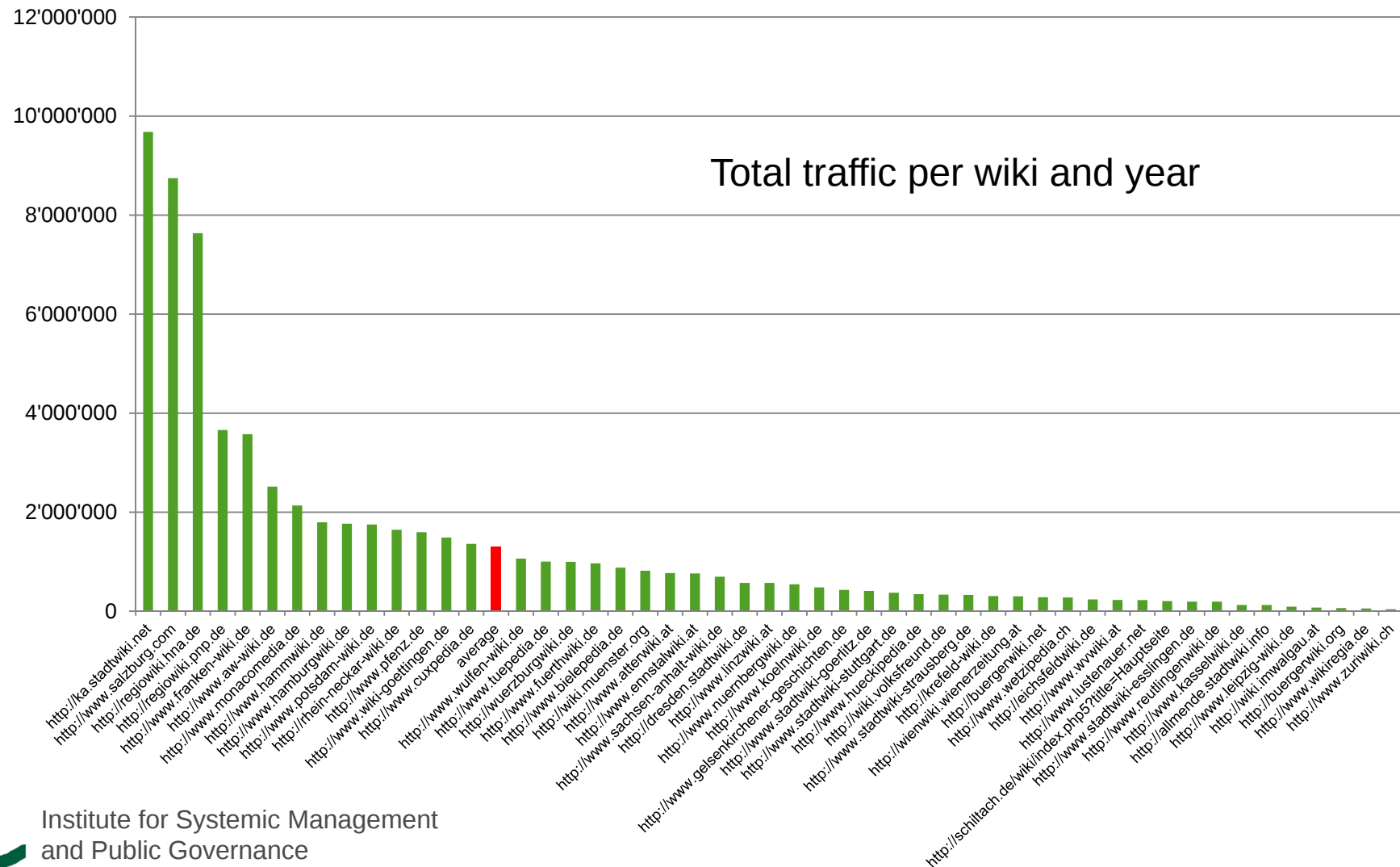
Organising Institution



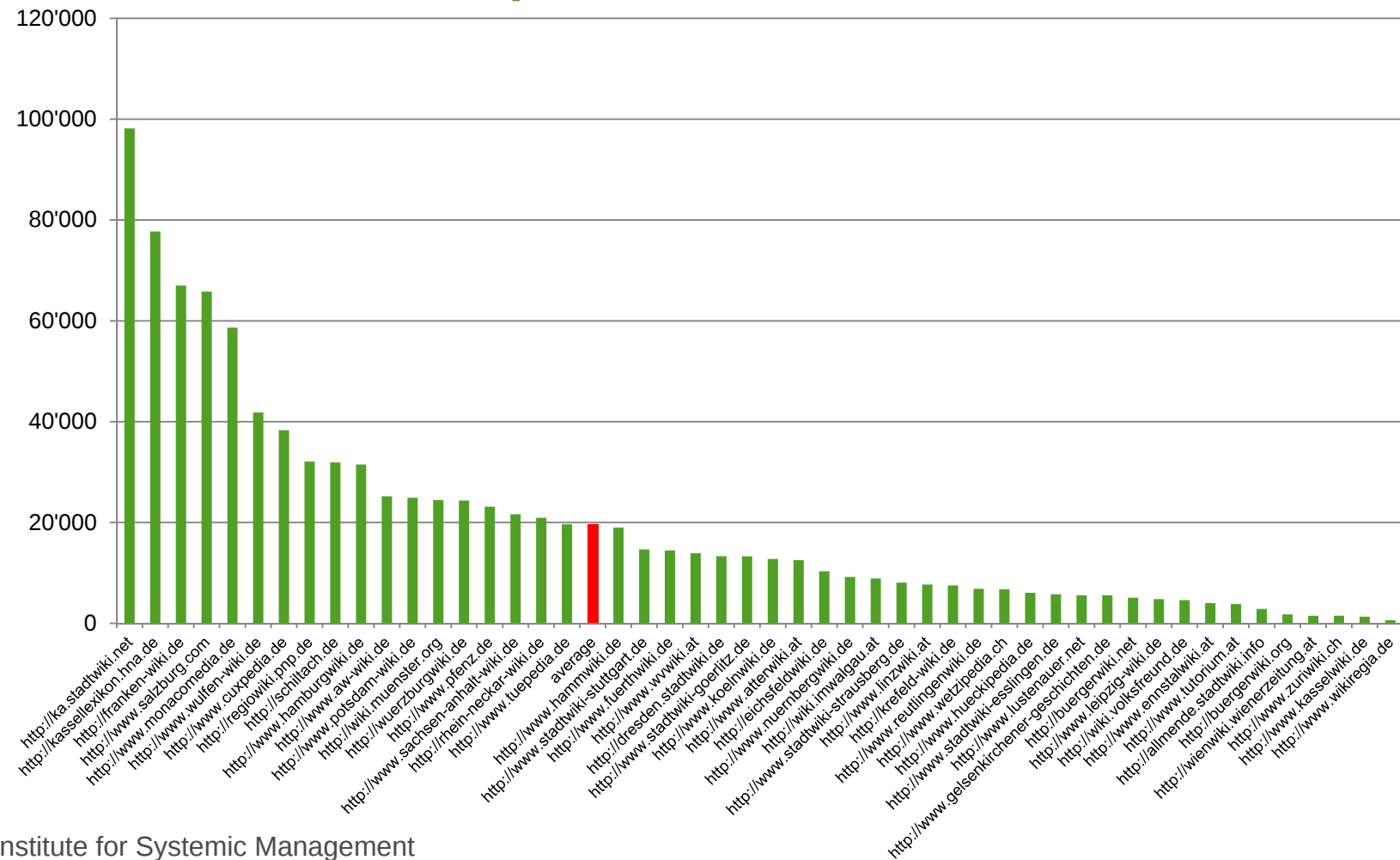
Hypothesis 3

The added value of a local / regional wiki is to support the marketing of regional development processes.

Article traffic statistics



Top 25 – average number of accesses per article



Conclusion

1. It's an own world – worth to be observed
2. Useful complement of existing tools
3. Cultural change will affect regional development processes
4. Learning a new culture
5. The tip of an iceberg (from a researchers point of view)

Thank you very much for
your attention

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