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ANALYSING THE DEVELOPMENT, MANANGEMENT AND GROWTH OF INTEGRATED DIGITAL COMMUNITIES

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A thesis submitted to
The University of Birmingham for the degree of
DOCTOR OF PHILOSOPHY

School of Electronic, Electrical and Computing Engineering The University of Birmingham January 2003

APPENDIX A

Communities reviewed for Principle Components Analysis

SeniorNet: (www.seniornet.org) An online community for the 50+ age group. The aim of the community is to provide access to and support for technology. The community also provides an opportunity for members to pass on their knowledge and wisdom. In addition to the online site, SeniorNet also runs learning centres across the US and in New Zealand, where seniors can learn IT skills. Ito et al (1999) report that a sense of affiliation is afforded by inclusion in the 50+cohert. However the interest is not limited to a senior identity and there are over 350 different interest discussion boards. Part of the success of SeniorNet is that it permits strong and numerous links between online and physical space in the form of gatherings (Ito et al, 1999). In a short study it was noted that although 'being a senior' was a term to challenge it also structured a lot of the community activity. For example, the site does not have labelled 'experts' as many online communities have. SeniorNet is felt to be 'knowledge rich' with most people being expert in some aspect of life. Actual experts are seen as members first and experts second.

Christian Union: A group of people who meet to discuss religious issues, pray and study the bible. The group meets regularly and keeps in touch between meetings using a physical notice board and a website.

ParentSoup: (www.parentsoup.com) An online community for parents and those interested in becoming parents or in finding out more information about pregnancy, children and teenagers. A study by Trabak (2000) noted that the majority of ParentSoup members are female and highlighted the social aspect of this community site. Strong relationships had been developed and were based upon multiple relations. Members had even found alternative ways to communicate in case there was ever a problem with the site.

R.a.t.s: A newsgroup devoted to the discussion of daytime soap operas. R.a.t.s is the subject of an extensive study by Baym (1995a; 1995b).

Stop smoking group: A support group for those who wish to give up smoking. Although several different models exist for support groups, including the education only support group (Uzark et al, 1997), this framework uses the model based on mutual peer support.

University Classmates: A group of people who have all elected to follow the same course. The interactions often involve collaboration on group work, social and emotional support and organising social activities.

Long distance learners: A group of classmates who may only meet once during the year and then have to rely on various forms of technology to communicate and collaborate. Haythornthwaite (1998) has studied the development of community in long distance learners.

Virtual work teams: Dispersed, networked teams within organisations. These groups are established to complete tasks when it is not feasible for them to meet in person. Various technologies are used to support such groups, including videoconferencing and CMC. Unlike some communities, the organisation (members and roles) of virtual work teams is already well established and they have clear and defined objectives. As they are time limited, these groups often only develop a few relations based around their objectives. Although Chidambaram (1996) describes relational development over time in computer supported groups. He notes that it takes longer than in face-to-face situations but argues that relations do become more intimate as measured by a sense of group cohesion.

Blacksburg Electronic Village: A community network set up in October 1993. Over 45% of the inhabitants of Blacksburg have access to the electronic village (BEV) from either home or work and there are many public access terminals throughout the town (Carroll & Rosson, 1996). The community site provides access to information about local services and events and there are many sub communities within the BEV, which have

developed their own discussion groups, mailing lists and chat rooms. The aim of the BEV is to increase access to and participation in the local community and many groups, for example, the Church believes that the BEV has increased communication between members. The community also incorporates business and work groups who use the services and the Internet access to complete tasks and to extend their activities beyond the immediate community.

Genealogy group: A group who is interested in tracing family histories and meeting new relations. The group helps each other trace family and provide advice and information on how to establish new lines of investigation. The group occasionally invites guest speakers to the meetings.

Motley Fool: (www.motleyfool.co.uk) An online community concerned with information and education on financial matters. Trabak (2000) found that members typically use the site to learn more about investing and to read expert opinion. Relationships tend to go no further than people sharing a common interest in financial education.

Local Elderly group: A group of elderly people living within a specially allocated housing estate (Zaff & Sloan-Devlin 1998). Amount of interaction between members and components of the physical environment led to a sense of community between members.

Deaf Community group: A group of deaf and hearing people, which supports the needs and interests of deaf people. In addition to regular meetings the group organises evening events and day trips as well as longer excursions.

Barton neighbourhood: A neighbourhood community supporting many different interest groups. The community interacts via periodic parish council meetings, a monthly newsletter and through the village notice boards.

Senior.com: An online community for seniors. Unlike SeniorNet this site is sponsored and there are links to senior targeting insurance companies. The site uses forums, chat

and clubs. Forums are like message boards and members can post messages to sub divided boards. The boards have quite general topic headings apart from 'Departures' which allows members to post death notices and offer condolences. Senior com members also post requests for face-to-face meetings based on close geographical proximity. Chat is the 'heartbeat' of the senior com community and members can also join pre-set clubs which are in fact mailing lists. Feedback on the site, questions, criticism and praise, is made public. Developing a greater sense of community feeling is an explicit goal on the senior com site. Registered users are referred to as other Senior Com members and members are given a free email account.

Phish.net fan community: "Yes we are a community not a fan club." This is a community site for discussion based around the topic of Phish. Phish is an unorthodox band from Vermont. The band allows tapes of their shows to be made and copied. The shows are unique as they are as much about performance as music. It was started for fans and is administered, to the extent that there is any administration, by volunteers. It is primarily a newsgroup (rec.music.phish) although it has extended further into cyberspace through other newsgroups and lots of web sites, chat rooms and mailing lists. The sort of posts that are encouraged include, reviews of shows, tapes and songs, interpretation of lyrics, questions about tapes and tickets. Members also post stories about Phish influenced events in their lives. There are over 60,000 members but there is great subdivision. Unity within the community is based on the values of reciprocity and the sharing of music and information.

Alt.good.morning: A newsgroup which started in 1992 and which does not have a predefined topic. Its purpose is friendship and support, combined with a lot of silliness and a strong international presence. The newsgroup requires that messages are posted in the morning, but as they point out 'it is always morning somewhere'. Topics discussed are wide ranging but people tend to avoid posting messages that are likely to stir up controversy or intense debate. Patterson (1996) studied the newsgroup over a 3 month period. She found that the members of the newsgroup were a community i.e., a group of distinct individuals with a shared history, distinct behaviours and with expectations for a

shared future. The group is diverse enough to be interesting and homogeneous enough to engender friendship feelings. AGM is not restricted to Usenet, members also communicate via email, real time chat, snail mail, telephone and increasingly frequent-face-to-face meetings. AGM also has a web site (www.agm.net). This site has an official homepage, birthday lists, photo galleries of individuals and group AGMers as well as personal homepages. Members take on different roles, for example, one person keeps a list of AGMers postal addresses and any AGMer whose address is on the list can obtain a copy. Face-to-face meetings happen on a small scale worldwide and there are also world wide gatherings.

IVillage – the women's network: (www.ivillage.com) A site devoted to solving any woman's problems by utilising the gathered community of smart women, experts and interactive tools. The person to person contact is maintained through boards and chat. The boards relate to both general topics and those focused on women specifically. The boards are very subdivided, although pre-set and demonstrate some elements of human feeling. The chat is either open topic or has a predefined topic and both types are scheduled during the day and have moderators. Members can also post messages to experts or chat to experts online at a predefined time. The tools are 'gimmicky' but are designed to be quick and easy to use. This gives the visitor something to do straight away. The site is heavily sponsored and there are links to online shops. Parent soup is a specific community within iVillage.

Trading communities on eBay: eBay (www.ebay.com) is an online auction site. It serves as a listing agency. Members have to register on the site to buy and sell but transactions are finalised in a one-to-one manner via email, fax or telephone. Person to person contact has been extended in order to facilitate trust and therefore boost sales. Trust and reputation are built upon a system of feedback. There are in excess of 7.7 million registered users on eBay. The site is subdivided into trading categories and within each of these areas the central focus is a shared interest in a particular commodity. Whilst some individuals visit eBay only once or sporadically to buy particular objects there are also core groups of traders in each category area who are there continually and come to know

one another (Kollock, 1999). As a member, you are defined by your interests and your actions, as they are interpreted by others (Alevizou, 1999). However within some trading communities the sense of fellowship is striking (Kollock, 1999). People act as experts and watchdogs, offering advice to newcomers and in some cases donating gifts and money. Face-to-face interaction occurs during eBay tours or between members who share a close geographical location.

Private network communities of AOL members: America Online (AOL) has 14 million members and offers exclusive content to paying customers. With so many members, Hamman (1998) suggests that AOL is more like a city in cyberspace rather than a single community. It consists of thousands of different communities. Hamman (1998; 1999) studied AOL members in order to assess claims that being online led to social isolation and loneliness. His study showed that 75% of participants got an AOL account in order to keep in touch with already established friends or for research purposes. Few people obtained an account with the express intention of making new friends although this did often occur. The communities within AOL are network communities and are based upon individuals rather than groups of people. The participants said that they were members of an online community. The community is a private network community to which they already belonged before they went online.

ACL bulletin board community: The focus of this online community is a single, strong shared concern about a torn Anterior Cruxiate Ligament (ACL) a common and feared injury among sporting people. The bulletin board (http://factotem.com/kneeboard) was started by Bob, a fellow sufferer, in 1996 and forms part of the ACL web site. The site provides factual information, useful links and even videos of the necessary surgery. The bulletin board is less concerned with detailed, factual information and more with empathy and sharing experiences. The messages are posted by fellow sufferers and the communication is open and friendly. People want to share experiences and help each other (Preece & Ghozati, 1998). The messages are very contextual and are not heavily moderated. Membership is transient, most people are newly injured although a few old

timers keep coming back. There was no evidence of face-to-face contact although many members emailed each other directly and provided links to their homepages.

Epinions (<u>www.epinions.com</u>) This is a product advice community. Members can contribute their reviews on particular products as set out by the website. Members can build up reputations as valued and respected reviewers.

Consumer review (www.consumerreview.com) A series of communities focused around a particular product or topic, for example, 'babygear'. Members post messages, rate products, ask expert advice and buy and sell items.

H2g2 (www.h2g2.com) Online version of the hitchhikers guide to the galaxy. Members contribute to an online guide. The guide reflects 'life, the universe and everything' and encourages members to submit interesting entries based around this theme. Members also keep a journal and can exchange ideas with one another (Schenker, 2000).

Vavo (www.vavo.com) This is an online community for the over 45s. Unlike SeniorNet and Senior.com it is based in the UK and has a UK bias in terms of discussion topics and special offers. There are over 105 different topic forums. Members are also interested in campaigning on topical issues and securing special age related deals in, for example, holidays and car insurance (Phillips, 2000).

Coding scheme for rating the communities in terms of the attributes

(1) Guide to multiple relations and rating scheme

1	2	3	4	5
Members are		Members are		Members are connected by
connected by a		connected by more		a number of different ties
single tie only		than one tie but don't		and communicate across
		communicate across		different topics and for
		different topics		different reasons

- Friendships exist across different relations, for example, information exchange, social exchanges and emotional support
- Evidence of relationships existing at different levels for example, colleagues, friends, neighbours
- Communication is across different topics

(2) Guide to voluntary membership and rating scheme

1	2	3	4	5
Members have been		There is some		Members have joined the
obliged to join the		obligation to join the		community voluntarily
community		community		

- No evidence of being obliged to join the community
- Encouragement to new members to join

(3) Guide to informal communication and rating scheme

1	2	3	4	5
Communication is		Community contains		Community
formal		some informal		communication is informal
		communication		rather than formal

- Evidence of less goal-based communication
- Less structured communication
- Informal and colloquial language use

(4) Guide to ongoing community and rating scheme

1	2	3	4	5
Community only		Some elements of the		Community has no
exists for a short,		community are finite		obvious time limit and is
fixed time period		but others are longer		ongoing
		lasting		

- Discussions of future plans
- Announcements of upcoming events
- No obvious deadlines for the end of the community

(5) Guide to opportunity for personal investment and rating scheme

1	2	3	4	5
Community does not		Community contains		Community contains many
provide		some opportunities		opportunities for personal
opportunities for		for personal		investment
personal investment		investment		

- Examples of members giving time and content to the community
- Calls for participation
- Requests for assistance

(6) Guide to shared history/context and rating scheme

1	2	3	4	5
There is no archive		There is some		The community has
of community		community history		recorded its own history
history or sense of		within the group		and built up a shared
shared context				context among members

- References to common or shared activities
- (Searchable) archives
- Posters/displays
- Web pages
- Photos

(7) Guide to strong human feeling and rating scheme

1	2	3	4	5
No sense of human		Some sense of human		Strong sense of personal
feeling between		feeling between		regard for fellow members
members		members		

- Messages contain examples of empathy
- Communication uses first names and is directed
- One-to-one communication

(8) Guide to social identification and rating scheme

1	2	3	4	5
No sense of social		Moderate sense of		Strong sense that members
identity amongst		social identity		belong to the community
members		amongst most		and define themselves in
		members		relation to the community

- Identity signalled through language of messages
- Group names
- Community headings
- Membership cards or logins or ids

(9) Guide to member control and rating scheme

1	2	3	4	5
Community members have no control over their		Community members have some but not complete control over		Community members have control over membership issues, topics and activities
own community		community issues		and can make decisions regarding their community

- Evidence of member roles
- Discussions between members regarding policies and membership issues
- Decision-making between members
- Evidence of resolving disputes

(10) Guide to provided content and rating scheme

1	2	3	4	5
There is no provided		There is some		The community content is
content within the		provided content		provided by an
community		within the community		organisation

- Organisation behind the community provides community materials
- Sponsored material in the community

(11) Guide to homegrown experts and rating scheme

1	2	3	4	5
The community does		There are some		There are many unofficial
not contain any		homegrown experts	}	or homegrown experts in
homegrown experts		in the community		the community

- Multiple roles
- References to current and/or previous careers and roles outside of the community
- Examples of volunteering expertise
- Direct requests to other members for expertise

(12) Guide to member generated content and rating scheme

1	2	3	4	5
None of the		Some of the		The members of the
community content		community content		community themselves
has been generated	1	has been generated		have generated the content
by the members		by the members		of the community
themselves		themselves		

- Personal postings
- Member written reports
- Member produced display materials

APPENDIX B

Questionnaire and results for Site A (email list) and Site B (message board)

Site A

- 1. Are you male or female?
- 2. How old are you?
- 3. What country do you live in?
- 4. Do you use your real name, a nickname or both?
- 5. Why did you join the group? (chat about HP, make friends, information, other please specify)
- 6. What is your main use of the Internet? (communication, research, entertainment, other please specify
- 7. What, for you, is the most important aspect of the Internet? (www, email, chat, newsgroups, MUDS, other please specify)
- 8. How long ago did you join the group? (<1 week, <1 month, 1 month, 2-3 months, 4-6 months, >6 months)
- 9. How would you describe your affiliation with the group? (member, oldbie, newbie, lurker, other please specify)
- 10. Are the discussions easy to follow?
- 11. Do you look at or use the extra features e.g. votes, quizzes?
- 12. If you could only keep 1 extra feature which would it be? (calendar, ballot, quiz, document area)
- 13. Have you set up any extra features?
- 14. Do you have any other ways of communicating with the other members of the group? If yes please indicate which of the following you use (personal email, letter, phone, face-to-face, chat, other please specify)
- 15. Do you discuss the group offline?

Site B

- 1. Are you male or female?
- 2. How old are you?
- 3. What country do you live in?
- 4. Why did you join the group? (chat about HP, make friends, information, other please specify)
- 5. What is your main use of the Internet? (communication, research, entertainment, other please specify
- 6. What, for you, is the most important aspect of the Internet? (www, email, chat, newsgroups, MUDS, other please specify)
- 7. How often do you read the boards? (daily, weekly, occasionally)
- 8. How would you describe your posting habits? (heavy, regular, occasional, never)
- 9. Do you consider yourself to be a member of the group?
- 10. Are the discussions easy to follow?
- 11. Do you have any other ways of communicating with the other members of the group? If yes please indicate which of the following you use (personal email. letter, phone, face-to-face, chat, other please specify)
- 12. Do you discuss the group offline?

Email interview- themes

- 1. Harry Potter community (what is the nature of the community, how does it compare to other communities that you are involved with, do all members feel involved, why do you feel/not feel like a member of the community?)
- 2. Contact with other members (what is the level of your contact with other members, what do you discuss, have you made friends on the site, did you know anyone on the site before you joined the group, do you meet offline?)
- 3. Integration (do you discuss the group offline, with whom do you discuss the group offline, do you discuss your physical life with members of the group online?)
- 4. Problems with the communities (following discussions, moderation)

Results

The number of responses is in parenthesis. Some questions received multiple answers and in these cases the percentages do not add up to 100%.

Site A data (15 people)

Gender	Age	Location	Nicknames
Male (5) 33% Female (10) 67%	<18 (10) 67% 18-25 (2) 13% 26-35 (2) 13% 56-65 (1) 7%	UK (10) 67% USA (4) 27% Philippines (1) 7%	Real name (5) 33% Nickname (5) 33% Both (5) 33%

Reasons for joining	Main use of Internet	Most important aspect of Internet
Chat/exchange ideas about HP (10) 67% To find like minded individuals or make friends (6) 40% To find out information on HP (3) 20%	Communication (7) 47% Research (2) 13 % Entertainment (5) 33 % Teaching tool (1) 7 %	WWW (7) 47 % Email (6) 40 % Research (2) 13 %

How long since joined	Affiliation	Easy to follow	Look/use extra features?
< 1 week (2) 13%	Member (12) 80%	Yes (8) 53%	Yes (13) 87%
< 1 month (1) 7 %	Oldbie (2) 13%	No (3) 20%	Mostly (2) 13%
1 month (5) 33 %	Newbie (2) 13%	Mostly (1) 7%	Never (2) 13%
2-3 months (5) 33%	Lurker (3) 20%	Sometimes (3) 20%	
4-6 months (2) 13%			
+ 6 months			

Keep only 1 extra feature	Have you set up extra features? Other ways of communicating with members		Discuss group offline?
Calendar (3) 20 %	Yes (2) 13%	Yes (7) 47%	Yes (7) 47%
Ballot (5) 33%	No (13) 87%	No (8) 53%	No (8) 53%
Quiz (1) 7%		Personal email (7) 47%	
Documents (1) 7%		Letter (2) 13%	
Don't know (3) 20%	and the second	Phone (1) 7%	
None (2) 13%		Face-to-face (1) 7%	

Site B data (17 people)

Gender	Age	Location	Main reasons for joining	
Male (2) 12%	<18 (1) 6%	UK (1) 6%	Chat about HP (13) 76%	
Female (15) 88%	18-25 (15) 88%	USA (13) 76%	Make friends (6) 35%	
	46-55(1) 6%	Australia (2) 12%	Information (5) 29%	
		Indonesia (1) 6%	Escapism (2) 12%	
			Aids to teaching (1) 6%	

Main use of Internet	Most important use of Internet	How often do you read the boards?	How often do you post?
Communication (10) 59%	Email (15) 88%	Daily (12) 71%	Heavy (6) 35%
Entertainment (6) 35 %	WWW (2) 12%	Weekly (2) 12%	Regular (5) 29%
Teaching tool (1) 6 %		Occasionally (3)	Occasional (5) 29%
		18%	Never (1) 6%

Do you consider yourself to be a member?	Easy to follow?	Other ways of communicating with members?	Do you talk about group outside of the group?
Yes (14) 82% No (2) 12% Don't know (1) 6%	Yes (10) 59% No (0) Sometimes (3) 18% Not all (4) 24%	Yes (14) 82 % No (3) 18% Email (12) 71% Instant messaging (2) 12% Chat (2) 12%	Yes (16) 94% No (1)

APPENDIX C

Instructions for taking part in the SMS-World Cup football group

KEEP THIS INFORMATION IN A SAFE PLACE

Instructions for taking part in the SMS-World Cup football group

The SMS World Cup football group website can be found at: www.smsfifa.net

The mobile phone number for sending text messages to the website is



Your teams: Ireland and South Korea

Country codes IE and KR

Your goal scoring numbers (4 and 22)

1 Introduction and Background Information

Thanks for taking part in this SMS World Cup football group. Its success depends on your active involvement. The idea of the group is to follow the World Cup and to interact with the other group members via SMS and the website. There are two main ways of taking part in the group. The first is by sending messages via SMS to the website. This lets you share your thoughts and opinions with the other group members. You can ask questions, moan about your teams' performances or tell everyone else why your teams are the greatest. Discuss who is going to win the World Cup, who's going to get sent off and who will be picked for the different matches. The second way of taking part in the group is by taking part in the competition. You can claim points based on the teams and player numbers that you have been assigned. The more points you claim the more likely you are to win the competition.

1.1 The World Cup 2002

The World Cup 2002 is taking place in Japan and Korea and there are 32 teams taking part. All the members of this group have been given two teams to support and follow. Your teams are Ireland and South Korea. The ISO country codes for these teams are IE

and KR respectively and you will be known as these codes on the website. For example if you send a text message to the website it will be appear as:

IE/KR: Hiya, did anyone see the game this morning?

In additional all members of the group have been given two player numbers. Your player numbers are 4 and 22. These numbers are independent of your teams. You can follow the fortunes of players 4 and 22 in any team taking part in the World Cup.

1.2 Using the Website - How it Works

When you send a SMS message to the number given in the box at the top of the page it will be picked up by a mobile phone and relayed to a computer. It will then be uploaded to a website. When the website is up and running you will receive a 'welcome' text message to let you know that you can start sending messages. It is important to enter the mobile phone number given at the top of the page into your address book. This will make it easier for you to send SMS messages to the website.

You will be able to read messages on the website and follow the fortunes of your teams and of your fellow group members. You will NOT be able to type messages directly onto website. To send messages to the website you MUST send a SMS.

IMPORTANT: You must only use the mobile phone you have registered with me to send SMS messages to the website. If you use a different phone your messages will not appear on the message board and your claims cannot be recorded in the WINS or the GOALS table. Likewise you cannot send SMS messages from a web service e.g. Genie as we won't be able to detect who the message came from.

1.3 Privacy and Rules

No-one else on the website will know your identity (unless you disclose it) and no-one will have access to your mobile phone number. There are no real rules regarding the content of the SMS messages but I trust that no-one will post any horrible or offensive messages. I reserve the right to hide messages, which I think might cause genuine offence.

1.4 Prizes

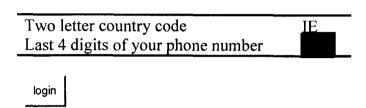
There are a number of prizes on offer. Firstly there is the sweepstake prize of £16. This will be given to the person allocated the eventual winner of the World Cup. Secondly there will be a £5 prize for the winner of the WINS table and there will also be a £5 prize for the winner of the GOALS table (see below for details of the WINS and GOALS tables).

2. Interacting with the SMS-World Cup Football group's Website

The website consists of three different areas. The first is the **chat area** where chat messages appear. The second is the **WINS and GOALS tables**. The third is the **games table**, which provides details of fixtures and results.

2.1 Logging On

To ensure that the site is only used by registered members you will be asked to log onto the website each time you want to check the messages or check your position within the WINS and GOALS tables. You will be presented with a username and password box and you should enter your first country code as your username and the last four digits of your mobile phone number as your password.



2.2 Receiving Text Messages

During the course of the World Cup you will receive text messages from the site. These messages will be of two kinds.

- 1) Alerts: These will alert you to the fact that the website has been updated or that it is time to fill in an online questionnaire (see section 6).
- 2) **Relayed Messages:** From time to time messages sent to the board will be forwarded on to the rest of the group. This will give you an opportunity to see the messages straight away.

2.2.1 Replying to Text Messages

When you receive a relayed text message from one of the other members of the group it is quite likely that you will want to reply to it.

IMPORTANT: It is important however to send your reply to the mobile phone number given at the top of the page rather than just replying to the message directly. If you try to reply to the message directly the message will fail to send.

3 Chatting and Sending Chat Messages

Although during the course of the World Cup you will receive a few text messages the main way of interacting is by reading the website and sending text messages to the site. Sending in comments and exchanging thoughts is a key part of the group. I am hoping that everyone will take part in discussions about their teams, the matches and the competition in general. The chat area is the place to exchange ideas & opinions, ask questions and convince us of the merits of your team (or their absolute lack of talent!) Whatever teams you have been assigned and however much you know or don't know about football and the World Cup here is the place to chat.

3.1 How to Send SMS Messages to the Chat Area of the Website

To send a message to the chat area of the website simply send your text message to the mobile phone number given in the box at the top of the page. Your phone number will be recognised and your message will be displayed on the chat area with your country code prefix. The date and time of your message will also be displayed. For example:

You send: very tired but very happy with Ireland's performance It appears as: 6/6 15:00 very tired but very happy with Ireland's performance (post by IE/KR)

3.2 How to Reply to a Message on the Website

Messages in the chat area will be numbered. This makes them easier to reply to. If you want to reply to a specific message you need to include the message number and the prefix **re**

For example if you wanted to reply to message number 5 you would begin your text message re5

re5 they were but why was he sent off?

- 5. 7/6 16:34 Down to ten men and still France were brilliant (post by FR/HR)
- 6. 7/6 17:23 Did anyone watch the Russia game this morning (post by RU/CN)

When you send your reply it will appear underneath the message you replied to and subsequent replies will appear underneath.

- 7/6 16:34 Down to ten men and still France were brilliant (post by FR/HR)
 7. 7/6 18:08 they were but why was he sent off? (post by IE/KR)
 8. 7/6 18:56 cos that tackle was really bad (post by FR/HR)
- 6. 7/6 17:23 Did anyone watch the Russia game this morning (post by RU/CN)

3.3 Staying Involved Via Chat

Remember that you can send messages to the group's website whenever you want. The messages do not have to be about your two assigned teams and if and when either or both of your teams are knocked out you can still send in messages about the rest of the tournament.

4 Making claims to league table (WINS and GOALS)

In addition to the chat area there are also two league tables. One table relates to WINS and the other to GOALS. The two tables contain details of the position of each member of this group in relation to the claims they have made. After the final has been played on Sunday 30th June. The winners of the WINS and the GOALS tables will be announced.

4.1 How to make claims to the WINS table

The WINS table relates to the teams you have been assigned (IE and KR).

You can claim points in the WINS table by sending a text message to the website when one of your teams wins (or loses see section 4.1.1). Text messages sent to the WINS table must follow a set format so that they are easily distinguishable from a message being sent to the chat area.

There are two key features of a claims message:

- 1) The text message MUST begin with the letters LT as a prefix, this stands for League Table. If they don't contain this prefix the points will not be awarded.
- 2) The text message must end with the date of the match e.g. 5 for the 5th of June

Example of claiming a win for Ireland (IE) on 5th June

LT WIN IE 5

If you correctly claim a win for one of your teams then you will be awarded a point in the WINS table.

4.1.1 Blocking other teams

Although it is called the WINS table you can still send in a text message when one of your teams loses. By doing this you have a chance of blocking another team from gaining a point. The secret is to record the fact that your team lost BEFORE the opponent records their win.

Example: Your team South Korea (KR) is playing USA. South Korea loses the match. You send a text message to the WINS table 'claiming' the loss using the format shown below. If you claim the loss by South Korea before USA claim their victory then you will block USA and they will not receive a point. Although you cannot be awarded points for successfully blocking another team it does stop them from getting a point and could assist you in winning the WINS table competition. The number of successful blocks you have made will be recorded in the WINS table.

There are two key features of a claims message:

- 3) The text message MUST begin with the letters LT as a prefix, this stands for League Table. If they don't contain this prefix the points will not be awarded.
- 4) The text message must end with the date of the match e.g. 10 for the 10th of June

Example of claiming a loss for South Korea (KR) to try and block USA on 10th June

LT LOSE KR 10

IMPORTANT: Claims for losses and wins can only be made on your own teams i.e. Ireland (IE) and South Korea (KR).

4.1.2 How long have I got to claim a win or a loss?

You have got until 23:59 on the day following the match you are claiming for to make the claim. If, for example, you claim the win for Ireland on the 1st of June you have until 23.59 on the 2nd June to claim the win. Claims sent after this time will not be recorded.

4.1.3 What sources can I use to claim a win or a loss?

Many of you will watch the match live, others might watch highlights. Other ways of finding out the information include the Internet, radio and TV. Various mobile phone operators also offer alert systems. See for example ITV's SMS alert service at www.itv-worldcup.com/static/sms/index.html

The top three positions of the WINS table will be shown on the first page of the website. The full table will show everybody's position. There will be a link to the full table from the first page of the website. The full table will also detail information about successful claims and blocks as well as unsuccessful claims and blocks.

4.2 Staying Involved Via WINS Table Claims

Remember that even if one of your teams gets knocked out you can still send in claims to the WINS table for the other.

4.3 How to Make Claims to the GOALS Table

You have also been assigned numbers 4 and 22. These numbers are independent of your teams. If any player wearing a number 4 or a number 22 scores a goal for any team during any of the matches of the World Cup it is possible for you to claim a point in the GOALS table.

Once again it is important to format your claim to the GOALS table correctly. A GOALS message must be distinguishable from a chat message.

There are two key features of a claims message:

- 1) The text message MUST begin with the letters LT as a prefix, which denotes league table. If they don't contain this prefix the points will not be awarded.
- 2) It must include the number of the goal scorer and the name of their team.
- 3) The text message must end with the date of the match e.g. 31 for the 31st of May

Example of claiming a goal for number 4 by France on the 31st May

LT 4 France 31

4.3.1 How long have I got to claim a win or a loss?

As with the WINS table you have until 23:59 on the day following the match to claim the point. Points you have claimed for goal scorers will appear in the GOALS table.

IMPORTANT: Claims for goals can be made for any team using the numbers you have been assigned.

The top three positions of the GOALS table will be shown on the first page of the website. The full table will show everybody's position. There will be a link to the full table from the first page of the website

4.3.2 Date Verification

Date and time verification will take place on all claims to prevent any cheating!

4.4 Staying Involved Via GOALS Table Claims

Remember that even if one or both of your teams get knocked out you can still send in claims to the GOALS table for either of your two numbers. These numbers are valid throughout the tournament.

5 Games Table

The games table provides you with information about the matches, the teams and the results. There is a link to the games table from the main page of the website.

5.1 Fixtures and Results

The games table displays all the match fixtures, dates and times. The results of the matches will also be displayed in the games table but not immediately (to prevent any opportunistic cheating!)

5.2 Country Codes

All the ISO country codes for the teams will also be displayed in the games table. This will enable you to look up other people's codes to find out for example that HR is the ISO country code for Croatia.

6 Filling in the Questionnaire

At various time throughout the World Cup I will ask you to fill in an online questionnaire. There will be a clearly marked link to the questionnaire on the website. It will only take a few minutes and points cannot be updated till it's completed;)

7 Key Points – Important Information to remember

- Use the LT format when sending a claim to the WINS or the GOALS table.
- You have until 23:59 on the day following the match to send in a claim for that match
- You can only claim wins and loses for the teams you have been assigned.
- You can claim goals for your two number players for any team in any match in the World Cup.
- If you want to reply to specific messages on the website you must use the format re and the number of the message you are replying to.
- If you want to reply to a text message that you have received that must enter the mobile phone number and not just hit reply.
- Finally only use the mobile phone that you have registered with me. Do not use any web service to send SMS messages either. If you have to change phones let me know the new number asap.

7.1 Membership Card

Enclosed is a membership card which contains a summary of the key instructions and information. It includes your teams and numbers, the website URL and the mobile phone

number to which you should send all SMS messages. It also contains a reminder about making claims and if possible you should try and carry it with you at all times.

8 My Contact Details

If you have any questions or problems before or during the World Cup do not hesitate to get in touch with me

YOUR COUNTRY CODES: CM/EC
YOUR NUMBERS: 7,19

SEND SMS MESSAGES TO

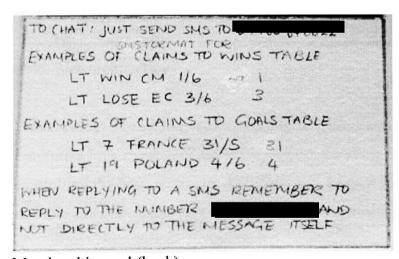
WEBSITE: WNW. SMS Fifa. net

LOG IN DETAILS: USERNAME CM

PASSNORD

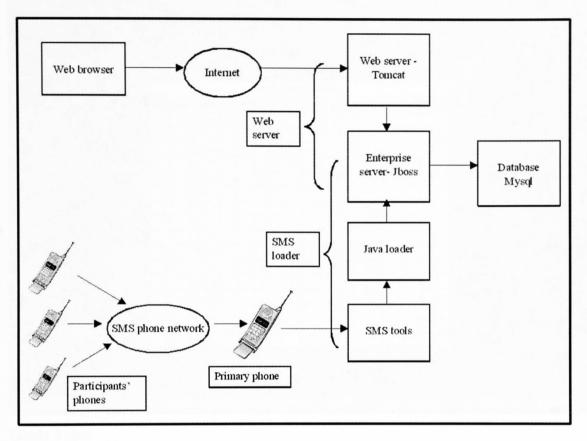
WHEN REPLYING TO A SPECIFIC MESSAGE
ON CHAT AREA REMEMBER TO START YOUR
SMS MESSAGE WITH TE and the message
NUMBER E.G. re5

Membership card (front)



Membership card (back)

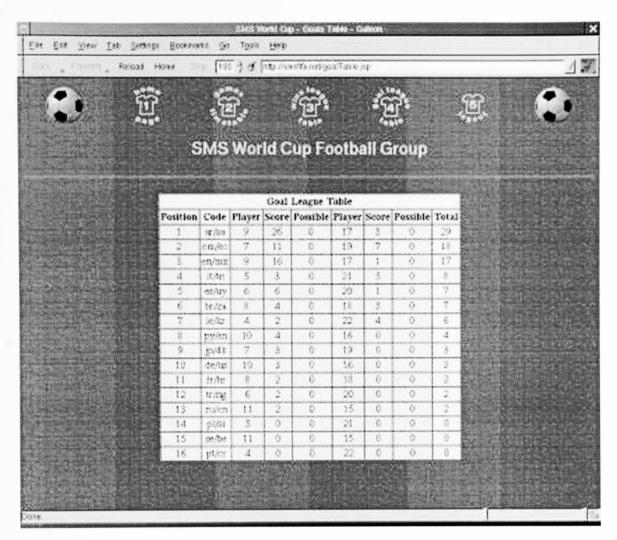
APPENDIX D
Web pages from SMS World cup football website



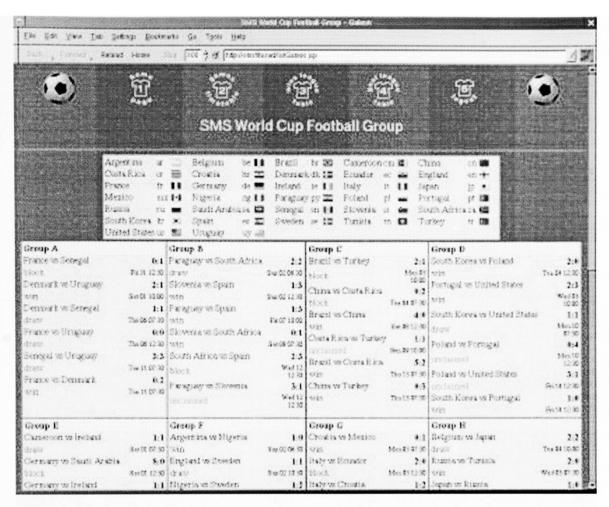
SMS-Web architecture

Webserving: The webserver (supporting jsp, filters and servlets) was Tomcat. The Enterprise Java Bean (EJB) server was Jboss, handling the pooling of connections and controlling the bean resources. The Jboss and Tomcat combination eases the creation of a scalable authenticated dynamic database driven website such as this.

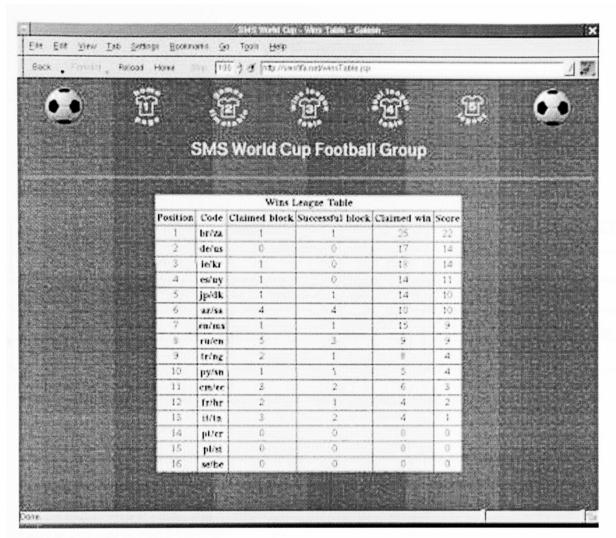
Loading of text messages: The 'SMS tools' (Frings, 2002) package was used to send and retrieve the messages from the phone. The retrieved messages were put into a queue and loaded by a java application via an EJB within Jboss.



Goals Table



Games Table



Wins Table

APPENDIX E

SMS-Web Questionnaires

(Pre study questionnaire)							
Name			Age			-	
Occupation							
Mobile phone number:							
•							
							T
		terested at					Very interested
	all						_
1. Please rate your interest in		1	2		3	4	5
football							
2. Please rate your interest in		1	2		3	4	5
the World Cup 2002	ļ						
	Not at						Very
	knowl	edgeable					knowledgeable
3. How knowledgeable are		1	2		3	4	5
you about football?	<u> </u>					L	<u> </u>
4. Do you have a favourite t	eam tak	ing nart in th	e World	d Cup 20	0022 Ves 🗆	No 🗂	
4. Do you have a lavourte t	cam tan	ang part in ti	10 11 011	u Cup 20	702: TC3 _	1110	
If yes please state which team							
if yes please state which team.			•••				
5. Which statement best matche	es vour f	eelings of affi	liation w	ith the tes	ams vou have	heen assigned?	•
5. Willen statement best materi	cs your r		eden (SE		gium (BE)	been assigned.	
I am a big fan of the team		0	oden (DE	, Deig	0		
I am interested in the team							
I am moderately interested in the	t	0			0		
		0			0		
I have no particular feelings for	r the tear				О		
I am not too keen on the team		O			О		
I actively dislike the team		O			О		
		Not at all					Very
		knowledgea	ble				knowledgeable
6. How knowledgeable are you	about	1		2	3	4	5
Sweden (SE) football team?	acour	Ī					
7. How knowledgeable are you	about	1		2	3	4	5
Belgium (BE) football team?	about	_		-			
Beigium (BE) footour team.		·				1	
8. On average how often do y	ou send	text message	s?		_		
More than once a day ☐ Or	ice a da	y □Once or	twice a	week 🗀	Less frequ	ently 🗖	
9. How do you pay for your n	nobile pl	hone?					
Pay as you go □							
Contract (either monthly/an	nually)						
,	• /	_					
10. If contract, do you receive	free tal	lk minutes Ye	es 🗆 No	☐ free te	ext messages	? Yes □ No □	
10.11.00			_		<u> </u>		
11. How much does it cost to	send a to	ext message?					
		8					
12. Have you got predictiv	e text ii	nput on vou	r phone	? Yes □	No 🗆 Do	n't know 🗖	
13. How long have you bee	n usino	the Interne	et? <1 ve	ear □ 1-	3 years □ >	>3 years □	
15. How long have you bee	usiilg		£4ha I	townot?	I om logge	lon most of th	se day 🗖

I log on several times a day □	I log on once a day 🗆 I log o	n once or twice a week ☐ less often ☐

	Not at all Interested	1	2		3		4	Very Interested 5	
Please rate your current interest in football	100		C		¢°		¢°	€	
2. Please rate your current interest in the World Cup	£***		(**		(*)		C	¢.	
		***************************************		nenerezenzezenen	***************************************				
	Not at all knowledg 1	eable	2		3		4	Very knowledgeable 5	
3. Currently, how knowledgeable are you about football?	C		<i>(*</i>		C		gr.	r	
4. Which statement beceen assigned?	st matche	s your	current fee	lings	of affilia	ation wi	th the two	teams you hav	
	S	elect y	our 1st ass	igned	team	select y	our 2nd a	ssigned team	
I am a big fan of the team	(<i>(</i> **			
I am interested in the team						\$"x			
I am moderately interested the team	d in				C				
I have no feelings for the t	eam 🧨					("			
I am not too keen on the te	am 🦿					C			
I actively dislike the team	(0			
5.At this moment in time	how kno	wledge	eable are you	about	the two	teams yo	ou have bee	n assigned?	
		Not a know 1	t all ledgeable	2		3	4	Very knowledgeable 5	
select your 1st assigne	d team		0	(0	(C	
select your 2nd assign	ed team		(*)	8"		~	(?	
	ır two teal	ms							
6. Which groups are youn?					Group	cannot	remembe	r	
	d team				1 1	cannot	romombo	r	
n?					Group	camot	remembe	1.8	
n? select your 1st assigne	ed team	d Cup	Football gro	up, ple		*********			

I like finding out more about the other people in the group	£**	("	<i>("</i>	<i>(**</i>	("	0	("
I like finding out more about football and the World Cup through the SMS messages and the website	6	0	£	€	6	0	0
I send SMS messages after reading the messages on the site	4	("	£**	Ę×-	(°	5	600
I send SMS messages after watching a match	("	(-	("	("	€00	6
I send SMS messages after reading/hearing a match report	800	6	6	£	-	-	(
I am more likely to send a message to the site after receiving a text message	~	0	~	~	~	€	C
I reply to existing messages but wouldn't start a discussion myself	*	(**)	~	(C	4 "	6
It was easy to get a sense of personal contact through the SMS messages	€	C	~	f"	0	C	0
It was easy to get an idea about other members' personalities through the SMS messages	8"	§***	(*)	(**)	C	0	(
		1	1	1	1	1	1

14. Please choose one statement that most closely matches your own preference

I prefer claiming points and blocking points to sending messages to the message board	E.
I prefer sending messages to the message board rather than claiming and blocking points	0
I enjoy both sending messages to the message board and claiming and blocking points	€

15. Are you aware of the identities of any other members of this group? Yes No No If yes please enter their name(s) and (if you know them) their teams below

Name	Team1	Team2			
	I don't know their first team	I don't know their second team			
	I don't know their first team	I don't know their second team			
	I don't know their first team	I don't know their second team			
	I don't know their first team	I don't know their second team			
	I don't know their first team	I don't know their second team			
	I don't know their first team	I don't know their second team			
	I don't know their first team	I don't know their second team			
	I don't know their first team	I don't know their second team			

	All	Nearly all (missed 1 or 2)	About half	A few (missed most)	None
16 Please indicate how many matches (involving any teams) you have watched so far	C	C	C	(*	C
17 Please indicate how many of your teams' matches you have watched so far	C	C	<i>(*</i>	£**	0

18. Have you watched ALL of the following matches?

b) Your favourite team's match	es Yes No	I don't have a favourite team
Please indicate which information sources yo	u have used when making cl	aims to the WINS and to the GOALS tables
f you have not made any claims tick here)		
Watched the match live	goods.	
Watched the match highlights	Prox.	
Heard on radio	£***	
Newspaper	\$	
Someone told me (face-to-face)	general and a second a second and a second a	
Someone told me (via email)	grove	
Someone told me (via phone call)	§****	
Someone told me (via SMS)	F***	
Internet	[
Text message alert	T.	
Other (please state)		enclared Color (construction and Color)

Landline call Mobile call Internet discussion Face-to-face SMS Email Friends ---Family r... Work Colleagues ----Strangers Other (please state) ... **** ****

submit

	Not at all Interested 1	2	3	4	Very Interested
Please rate your current interest in football	0		C	ę	C
2. Please rate your current interest in the World Cup	€***	g ⁽ⁿ⁾	ę.	0	0

T. Phone Salinary and he	Not at all knowledgeable 1	2	3	4	Very knowledgeable 5
3. Currently, how knowledgeable are you about football?		C	C	C	C

4. Are either of your teams still in the tournament? Yes No If YES please indicate below which statement best matches your current feelings of affiliation with your remaining team(s)

	My 1st team is already out of the WC	My 2nd team is already out of the WC
I am a big fan of the team	•	r
I am interested in the team	r	•
I am moderately interested in the team	C	С
I have no feelings for the team	r-	€~
I am not too keen on the team	C	i ^{re}
I actively dislike the team	r	C

 $5. \ Thinking \ about \ the \ SMS-World \ Cup \ Football \ group, \ please \ indicate \ your \ agreement \ with \ the following \ statements$

Statements	To a very little extent		То	some ext	To a very great extent		
	1	2	3	4	5	6	7
I feel that I belong to this group	(*	(€	£ "	C	((**
I am happy to be part of this group	-	6	~	(0	g ^{ov.}	-
I do NOT see myself as part of this group	€	6	-	\$ ^{co}	\$200	(*)	1
I am enthusiastic about this group	6	C	€	\$000	C	0	(**)
I feel that I am a member of this group	6	1	<	(£**	f**	
I am NOT content to be a part of this group	C	6	C	(*)	(*)	100	£**

6.Please describe your affiliation to the SMS-World Cup Football group? (Tick all those that

I am an active member	-
I feel involved with the SMS football group and the other teams	20000
I am starting to get involved	9.000
I am a lurker (I look but I don't send messages)	3WA
I get involved when it suits me	Name:
I don't feel involved at all	1 2***

	Message Board	WINS Table	GOALS Table	Games Table
7. Please indicate which features of the website you look at (tick all that apply)	300000	F	9****	F***
8. Please rank the features of the website according to how much time you spend looking at them. (1=most time & 4 = least time)	4	4	4	[4]
9. Please rank the features of the website according to how interesting you think they are. (1=most interesting & 4 = least interesting)	4	4	4	4

10.Please indicate how often you look at the smsfifa.net website

I look more than once a day (Logged on to the site all day)	€"
I look more than once a day (Log in several times a day)	if"x
I look once a day	<i>(**</i>
I look once or twice a week	§000
I look once a week	{ ^^
I look less often	~

11. Please indicate the level to which you feel the following statements are true by marking the appropriate button

Statements	To a very little extent		To some extent			To a very great extent	
	1	2	3	4	5	6	7
I enjoy taking part in the SMS discussions	((*	£***	£**	f**	("	4"
I like providing information for the other group members	\$***	~	("	((m)	("	4
I like finding out more about the other people in the group	0	é _{oo} .	4"	ě*	(*)	(₹"
I like finding out more about football and the World Cup through the SMS messages and the website	0	£ 600	4**	ğ'm	e ^{so}	0	¢"
I send SMS messages after reading the messages on the site		₹ ⁸⁰	1	€**	1000	("	€
I send SMS messages after watching a match	***	(**	100	€	(**	(€
I send SMS messages after reading/hearing a match report	~	(*	(**	-	(€	4
I am more likely to send a message to the site after receiving a text message	C	(*	C	(C	-	40

I reply to existing messages but wouldn't start a discussion myself	8***	<i>(**</i>	(")	0	("	0	£**
It was easy to get a sense of personal contact through the SMS messages	Ç	(C	(**	(6	6
It was easy to get an idea about other members' personalities through the SMS messages	(*	(*)	C	<i>(</i> "	(*)	€°^	<i>(</i> **

12. Can you name a frequent poster to the message board (other than yourself)?	I can't think of a frequent poster to the message board		
13. Can you name a competitive person (other than yourself) within the group?	I can't think of a competitive person in the group		
14. Approximately what percentage of the SMS football group do you think is male and what percentage female?	Male Please select Female Please select		
15. Who won the offside competition?	I don't know who won the offside competition		

16 Approximately how many messages are there currently on the message board area of the website?

50-75 messages	₹°
75-100 messages	€°°
100-125 messages	£**
125-150 messages	C
150-175 messages	<i>C</i>

17. Since you filled in the 1st questionnaire have you discovered any further identities of group members? Yes $\ ^{\circ}$ No $\ ^{\circ}$

If yes please enter the details of the newly discovered identities below

Name	Team1	Team2		
		I don't know their second team		
		I don't know their second team		
	I don't know their first team	I don't know their second team		

	All	Nearly all (missed 1 or 2)	About half	A few (missed most)	None
18 Please indicate how many matches (involving any teams) you have watched so far	0	C	4**	€"	€*
19 Please indicate how many of your teams' matches you have watched so far	£**	C	₹°°°	§°°°×	r

20. Have you watched ALL of the following matches?

a) England's matches Yes No No I don't have a favourite team submit

Please enter ways face	THE CONTRACTOR PROPERTY OF THE	Minoral de constituto de mante de constituto de mante de constituto de c							
Please enter your first nar 1. Please indicate the leve outton		el the following sta	temen	ts are tr	ue by	marki	ng the	арргој	oriate
	Statements			very extent	То	some e	xtent	To a ver great extent	
			1	2	3	4	5	6	7
I have enjoyed taking pa	rt in the SMS disc	ussions	₹°×	£":	4	6	f"	£**	6
I liked providing informs		· · · · · · · · · · · · · · · · · · ·	€"	1	1	€	(*)	((
I liked finding out more			(100	\$ man	€***	f	(<i>{</i>
I liked finding out more a through the SMS messag			6	ę ^{no}	ages.	€***	4"	6	4"
I sent SMS messages after	er reading the mes	sages on the site	("	E	₹***	(*	₹ [™]	€"	€
I sent SMS messages after	er watching a mate	ch	4"	3505	£***	*	(**)	(€"
I sent SMS messages afte		the same of the sa	("	g ^{an}	f.	E _{co}	€"	0	(
I was more likely to send a text message	d a message to the	site after receiving	(*)	<i>**</i>	*	É.	£**	0	0
I replied to existing mess myself	sages but didn't st	art a discussion	(*)	~	~	~	€"	<	(
It was easy to get a sense of personal contact through the SMS messages			6	(*)	(**	6	1"	£**.	£"
It was easy to get an idea through the SMS messag		bers' personalities	€"	4"	<i>(**</i>	(m)	("	6	<
					***************************************			an Iranaran ana ana	
	Not at all						Ver	y Inter	octe.
	Interested 1	2	3			4	5	y mici	CSICI
2. Please rate your current interest in football	£***	C.	ſ^			ď.	<i>(*</i>		
3. Please rate your overall interest in the World Cup	€**	C	r c			de.			
	Not at all knowledgeable 1	2	3 4			Very knowledgeabl			
4. Currently, how knowledgeable are you about football?	C	<i>*************************************</i>	0			C		(*	
5. Thinking about the	ne SMS-World Cu	p Football group, p	lease i	ndicate	your	agreen	nent w	ith the	
Ollowing statements									

	1	2	3	4	5	6	7
felt that I belonged to this group	("	(*)	("	("	(*)	(*)	£**
was happy to be part of this group	("	-	("	("	0	(**	(*)
I did NOT see myself as part of this group	(*)	Ç"	C	0	(*)	9,415	(
I was enthusiastic about this group	C	~	(*)	0	(*)	6 "	(
I felt that I was a member of this group	(*	("	("	4"	£**	(*)	300
I was NOT content to be a part of this group	C	0	(*)	(*	(*)	(*)	6
A sense of community exists within this group	C	0	C	(*)	*	(*)	(
6.Please describe your affiliation to the pply) I have been an active member	ne SMS	-World Cu	p Footb	all group	? (Tick	all those	that
I have felt involved with the SMS football and the other teams	group	and the same of th					
I was starting to get involved		- Poor					
I was a lurker (I look but I don't send mess	sages)	Proof.					
I got involved when it suits me	/	peop					
I didn't feel involved at all		3					
	Toav	ery little				Toa	
	To a v	ery little tent	То	some ex	tent	To a great	exter
appropriate button Statements	To a ve	ery little tent	To 3	some ext	tent 5	To a great	exter 7
Statements I have enjoyed taking part in this group I have got more out of the World Cup by	To a v	ery little tent	То	some ex	tent	To a great	exter
Statements I have enjoyed taking part in this group	To a very	ery little tent	To	some ext	tent 5	To a great	7
Statements I have enjoyed taking part in this group I have got more out of the World Cup by being involved with this group I have watched more matches involving my assigned teams than I would have done had I not been involved in this group 8. Please indicate which statement best of ffected the amount of football matches yo Being in this group has meant I've watche have done otherwise.	To a vex	ery little tent 2 C the extent vatched on the extent watched watc	To 3 to which the TV of th	some ext	olvement di.e. on 1	To a great 6 6 6 in this g	exter 7
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I don't know their first team			I don't k	now the	ır sec	ond team	
ve enjoyed taki	ng part or no	t can you co	njure up a	sentence	or tw	o on why?	
	ed my interest is a in terms of how me Didn't like at all 1 o did you discuss with your methods of the real conditions of the real condi	increased nor decreased my ed my interest in the World is in terms of how much you liked then Didn't like at all 1 O did you discuss the SMS-for with your methods of communication Face-to-face Landline call Pand questionnaire have you details of the newly discovered the contract of the newly discovered the newly discovered the contract of the newly discovered the newly discove	ed my interest in the World Cup s in terms of how much you liked them Didn't like at all 1 Odid you discuss the SMS-football group g with your methods of communication Face-to-face Landline call call Part of the newly discovered identification Team 1 I don't know their first team I don't know their first team	increased nor decreased my interest in the World Ceed my interest in the World Cup s in terms of how much you liked them Didn't like at all 1 2 3 3	increased nor decreased my interest in the World Cup ed my interest in the World Cup s in terms of how much you liked them Didn't like at 2 3 4 all 1	ed my interest in the World Cup s in terms of how much you liked them Didn't like at 2 3 4 Li all 1	

APPENDIX F

Text messaging diary and social network questionnaire

Instructions for filling in your SMS diary

Every time you send or receive a text message during the next 10 days I would like you to make a note of it and record it by answering a few simple questions about the message. I would like you to keep the diary for 10 days or until you have recorded 20 messages whichever happens sooner. Remember to try and carry on text messaging as normal and not to let the diary influence your text messaging behaviour.

An example of how to fill in your diary is given below.
Diary Entry Date: / / Sent message Received message
Name of communication partner
Length of message: Less than 1 line 1-2 lines 3-4 lines More than 4 lines
Time of day when message sent/received: Morning Afternoon Evening
Your location when message was sent or received:
Home Travelling Pub/Café/Restaurant Work/College/University Other
Was the message for: Immediate use or for future reference
What was the content of the message? Tick as many boxes as appropriate or feel free to describe the content in your own words
Greetings message Joke Reminder Planning/organisational Insult
Offering/ receiving/asking for advice Offering/ receiving/asking for information
Own description
Was the message related to: Another text message
A Land line phone call Unrelated to any previous communication
Was the communication:

A single message A single message and reply
Social network Questionnaire
Looking back over your diaries I have identified all the people that you have
communicated. This includes both the people you sent messages to and those whose
messages you received. I would be grateful if you could complete the following short
questionnaires about these communication partners. You will need to fill in a separate
entry for each of your communication partners (I have already added in their names).
Name of communication partner
Type(s) of relationship (tick as many as appropriate or describe in your own words under the 'other' category)
Friend Fellow course member Work colleague Casual friend or acquaintance Neighbour/housemate Family member Team member (sports, hobbies, projects) Supervisor/Teacher/Lecturer
Other (please state)
Would you describe your relationship as Very close Close Quite close Not close
How long have you known this person?
Less than 3 months 3 months - 1 year 1-3 years Over 3 years
How many other people in your diary does this person know?
None One or two Most of them All of them
What is the location of this person (usually) relative to you? Same building Same town Different town
How else do you communicate with this person? Tick all the methods that are appropriate.
Face-to-face Mobile phone call Email Land line phone call
No other way of communicating with this person

Please turn to next page to fill in details of your other communication partners

Telephone interviews discussion guide

1. Mobile phone use

Reasons for buying a phone, attitudes towards the phone (positive and negative features)

2. SMS use

Attitudes towards SMS (best features, limiting features) Typical SMS use (when, where, how often, with whom)

3. Community membership

What communities do you belong to?
What is function, purpose of the community?
How long have you been a member, who else belongs to the community?
Perceptions of community membership and involvement

4. Communication within communities

How do you communicate with other members of your communities? Relative importance of face-to-face versus technology mediated communications

5. Role of SMS in communities

When used, why useful

APPENDIX G

Group Identity - Perceived Cohesion scale

Background to the scale

Cohesion encompasses an individual's sense of belonging to a particular group and his or her feelings of morale associated with membership in the group. Belonging is viewed to comprise both cognitive and affective elements developed through experiences with the group while morale is a primarily global affective response associated with belonging to the group. It comprises two dimensions: Sense of belonging (1,3,5) and Feelings of morale (2,4,6)

Please indicate (by means of circling) the extent to which you agree or disagree with the following statements.

Statements		very extent	To se	ome e	xtent	To gre ext		
	1	2	3	4	5	6	7	
I feel that I belong to this group I am happy to be part of this group I do NOT see myself as part of this group I am enthusiastic about this group I feel that I am a member of this group I am NOT content to be a part of this			.					
group								

The scale was presented three times where the 'group' in question was altered as below:

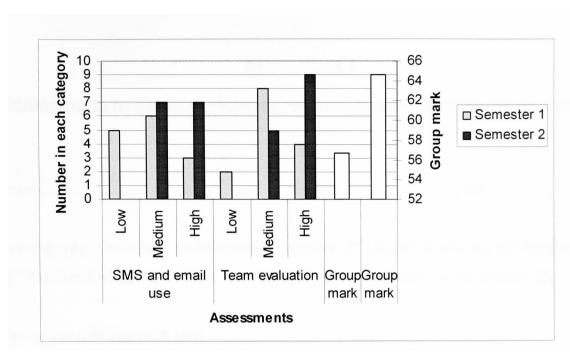
Group = Student population

Group = Birmingham University

Group = Interactive Systems Community

APPENDIX H
Individual group data for coursework over semesters 1 and 2

Group	Semester 1			Semester 2				
	SMS and email use	Team evaluation	Group mark	SMS and email use	Team evaluation	Group mark		
1	Low	Medium	69	High	High	83		
2	High	High	55	High	High	72		
3	High	Medium	58	High	High	55		
4	Medium	Medium	72	High	Medium	61		
5	Medium	Medium	70	High	High	82		
6	Low	Low	56	Medium	High	60		
7	Medium	Medium	56	Medium	Medium	64		
8	Low	Medium	49	Medium	High	65		
9	Low	Low	48	Medium	Medium	54		
10	Medium	High	68	Medium	High	82		
11	High	Medium	56	High	Medium	56		
12	Medium	High	20	High	High	50		
13	Medium	Medium	82	Medium	Medium	71		
14	Low	High	35	Medium	High	50		



Graph showing SMS and email use, team evaluation and average group marks across Semesters 1 and 2

APPENDIX I

Scales used to assess perceptions, information exchanges and roles

Name		• • • • • • • • • • • • • • • • • • • •		C	Group		Da	te	
	_				,	•		ard (all toge	,
	onal white	board (se	ome rem	iote) 🗀	Digital v	vhiteboai	rd (some	e remote) 🗖	
During this	s meeting	were yo	u:						
Either- In t	the same r	oom as 1	the tradi	tional/di	gital whi	teboard			
Or- In a di	fferent roo	om to the	traditic	nal/digit	tal white	board □			
1. Please o	consider t	he follov	wing co	mmunic	ation ch	aracteri	stics of t	he entire m	eeting
environm	ent you us	sed toda	y and c	ircle the	point a	long the	scale th	at you cons	ider to
be the mo	st approp	riate. W	ork qu	ickly an	d do not	return	to previ	ously compl	eted
responses	(scale 1-7	') e.g. se	e below						
	1	2	3	4	5	6	7		
Good	0	0	0	o	o	0	0	Bad	
Inaccessib	le-Accessi	ible			Dehu	ımanisin	g-Humai	nising	
Distorted-	Accurate				Impe	rsonal-P	ersonal		
True-False	;				Expr	essive-Ir	nexpressi	ive	
Pleasurable	e-Painful				Dista	int-Close	•		
Meaningle	ss-Meanir	ngful			Hot-	Cold			
Slow-Fast					Emo	tional-U	nemotio	nal	
Successful	_Unsucces	eeful			Sens	itive-Ins	ensitive		

2. Indicate your agreement with the following statements. The "system" refers to the meeting type environment you used today. Please do not leave out any of the statements. If you feel you cannot respond to a particular item, please circle the centre point of the scale. Scale = 1 (strongly disagree) - 5 (strongly agree).

I think I would like to use this system frequently.

I found the system unnecessarily complex.

I thought the system was easy to use.

I think that I would need the support of a technical person to be able to use this system

I found the various functions in this system were well integrated.

I thought there was too much inconsistency in this system.

I would imagine that most people would learn to use this system very quickly.

I found the system very cumbersome to use.

I felt very confident using the system.

I need to learn a lot of things before I could get going with this system.

3. Indicate the level to which you feel the following statements are true by circling the appropriate number

Statements	To a		1	some	extent	1	
During the meeting I got a good idea of how the other group members were reacting	1	2	3	4	5	6	7

During the meeting it was difficult to get a real impression of personal contact with the other group members

We have worked out a routine for using the technology in our group

We have developed certain operating procedures for using the technology

We have created innovative new uses for the technology

I feel that I belong to this group

I am happy to be part of this group	
I do NOT see myself as part of this group	
I am enthusiastic about this group	
I feel that I am a member of this group	
I am NOT content to be a part of this group	
A sense of community exists between member	ers
Group members were committed to the goals	and objectives of the group
Trust was NOT exhibited within the group	
Members had a strong sense of belonging to	the group
Members had a strong sense of belonging to	the group
Group members recognized and respected in	dividual differences and contributions
Group members were open and frank in expr	essing their ideas and feelings
Overall I was personally satisfied with this m	neeting
This group produced effective and valuable r	results during this meeting
Overall the quality of this meeting was NOT	high
The technology used in this meeting was suit	table for the purpose of this meeting
It was easy to build upon the previous meeting	ng (If this is your first meeting go straight to
question 4)	
4. Choose TWO activities that best represent	ent the groups' main activities during this
meeting	
Planning □	Combining members' data and material
Allocating tasks to group members □	into one piece of work□
Generating ideas/brainstorming ☐	Revising/reviewing the work□
Collecting material/data□	Planning/putting together presentation ☐
Reporting on collected material/data□	Practising presentation ☐
Discussing ideas and suggestions□	

5. Shade in the time blocks to indicate how much of your time you spent doing the following activities during the meeting

Activities	Time blocks	3	
EXAMPLE: Encourages/praises others ideas			
	•		
Generating new ideas, suggesting ways to			
approach the task			
Raising important facts and opinions based on			
personal knowledge and experience			
Writing down ideas and thoughts of the group			
Asking for information, knowledge & experience			
from other members			
Bringing together the different members' ideas			
Helping group assess the quality of			
suggestions/solutions			
Pulling things together and restating them			
offering a decision or conclusion for the group to			
consider			
Encouraging/praising others ideas			
Mediating any differences/problems between			
members			
Ensuring all members have a chance to share			
their ideas/feelings			
Helping the group set appropriate goals and			
evaluating group processes			
Agreeing with others and pursuing their			
ideas/suggestions	<u> </u>		
Monitoring group processes and providing			
feedback on group functioning			

6. Shade in the time blocks to show how much of your time you spent on different discussions

Description of discussion	Time blocks
Type 1: Worked together on the actual	
presentation e.g. combining data, exchanging	
ideas	
Type 2: Discussed work related topics e.g. how	
to use the technology, time of lectures, how to	
get a good mark	
Type 3: Non task based discussion e.g. about	
television, the night before, family, friends	
Type 4: Discussion about a minor /major upset	
that has occurred for a group member	

7. Tick (\checkmark) the types of discussions you had with specific group members during the meeting

Name of group member	Type of discussion				
	Type 1	Type 2	Type3	Type 4	

8. During the last few days, please () which of the following interactions took place with the other members of your group (outside of specific meeting times)

	Yes	No
We discussed pros and cons of the meeting technologies		
We discussed better ways of using the meeting technologies		
We engaged in social exchanges		

9. During the last few days, please () which of the following interactions took place with members of the IS course who are NOT in your group?

	Yes	No
We discussed the project		
We discussed better ways of using the meeting technologies		

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