

# Building Faculty Communities of Practice in a Networked Age

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Ruben R. Puentedura, Ph.D.

# Two Questions to Get Started

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- What are the essential characteristics that faculty Communities of Practice should have in your institution?
- What current institutional aspects or practices work against the creation of faculty Communities of Practice with these characteristics?

Thinking About Web 2.0

# Genesis

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- Ted Nelson: **Project Xanadu** (1960)

- Rule 7: Links are visible and can be followed from all endpoints



*Photo by Tim Brailsford*

- Tim Berners-Lee: **WorldWideWeb** (a.k.a. **Nexus**) (1991)

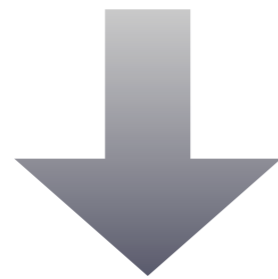
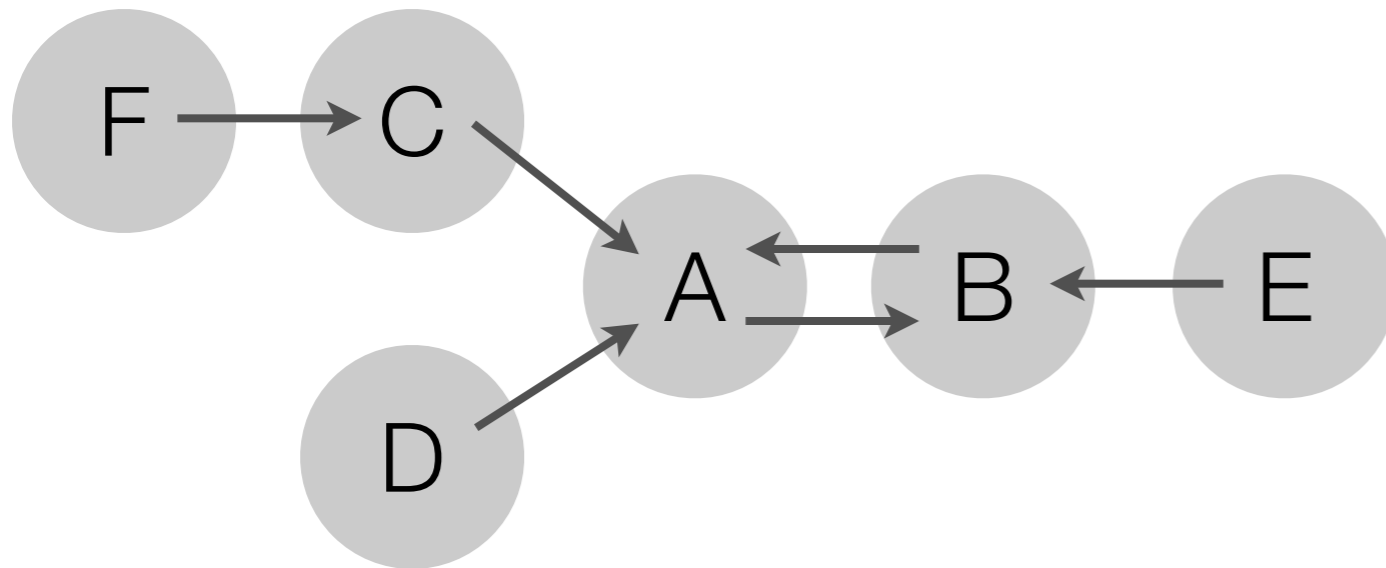
- Program acted as both browser and editor



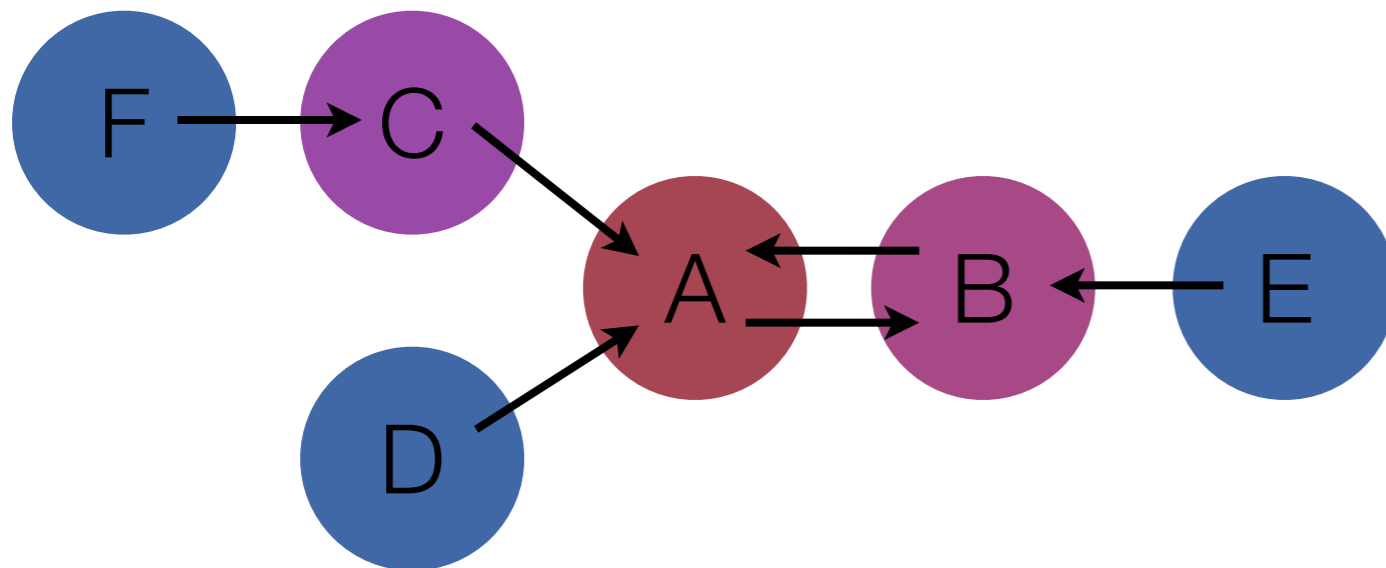
*Photo by Uldis Bojars*

# Filling In the Blanks

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Larry Page & Sergey Brin  
**PageRank** (1996-1998)



*Photo by Ehud Kenan*

# The Definition

- Tim O'Reilly (2004-2005):

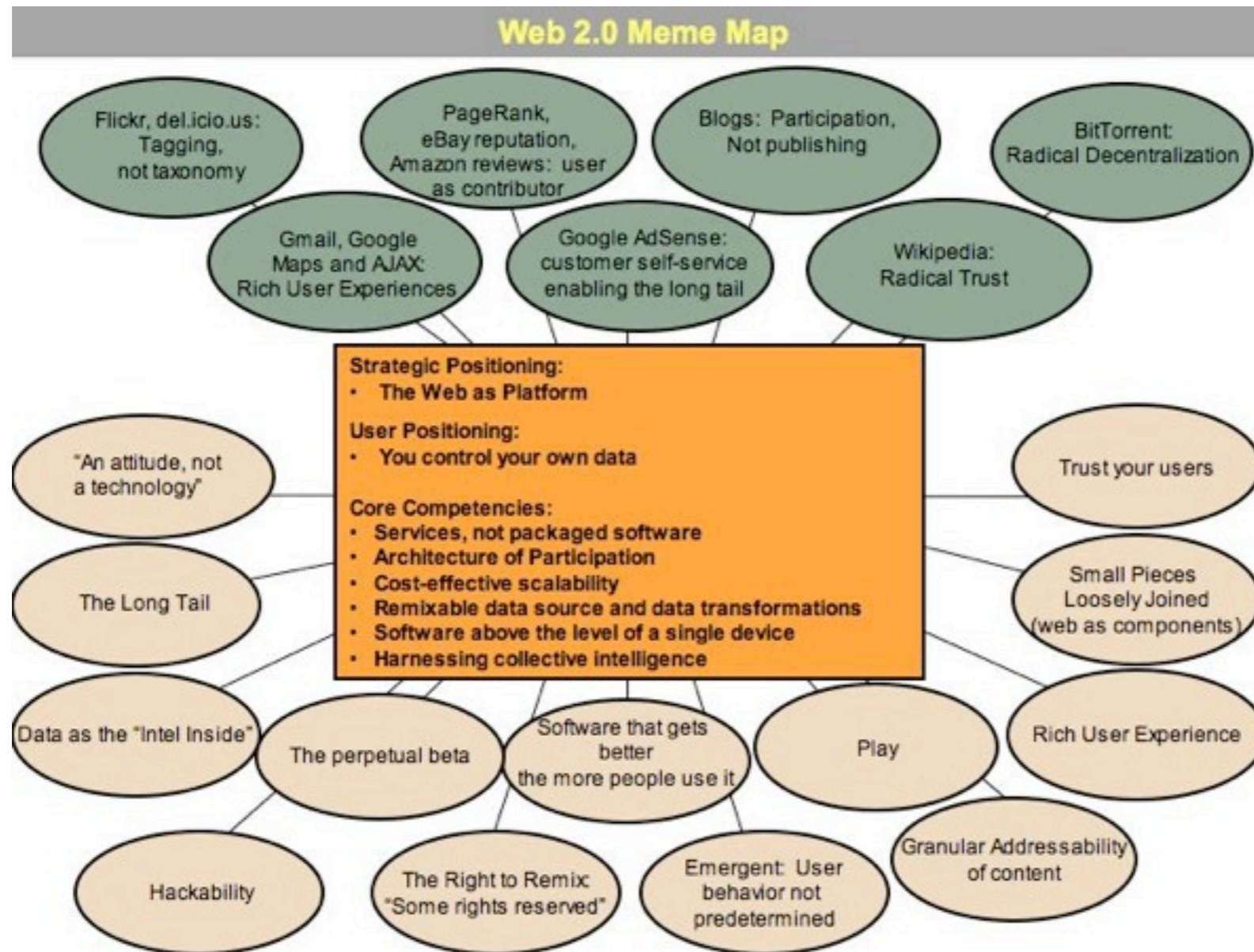


Photo by Jeff Ooi

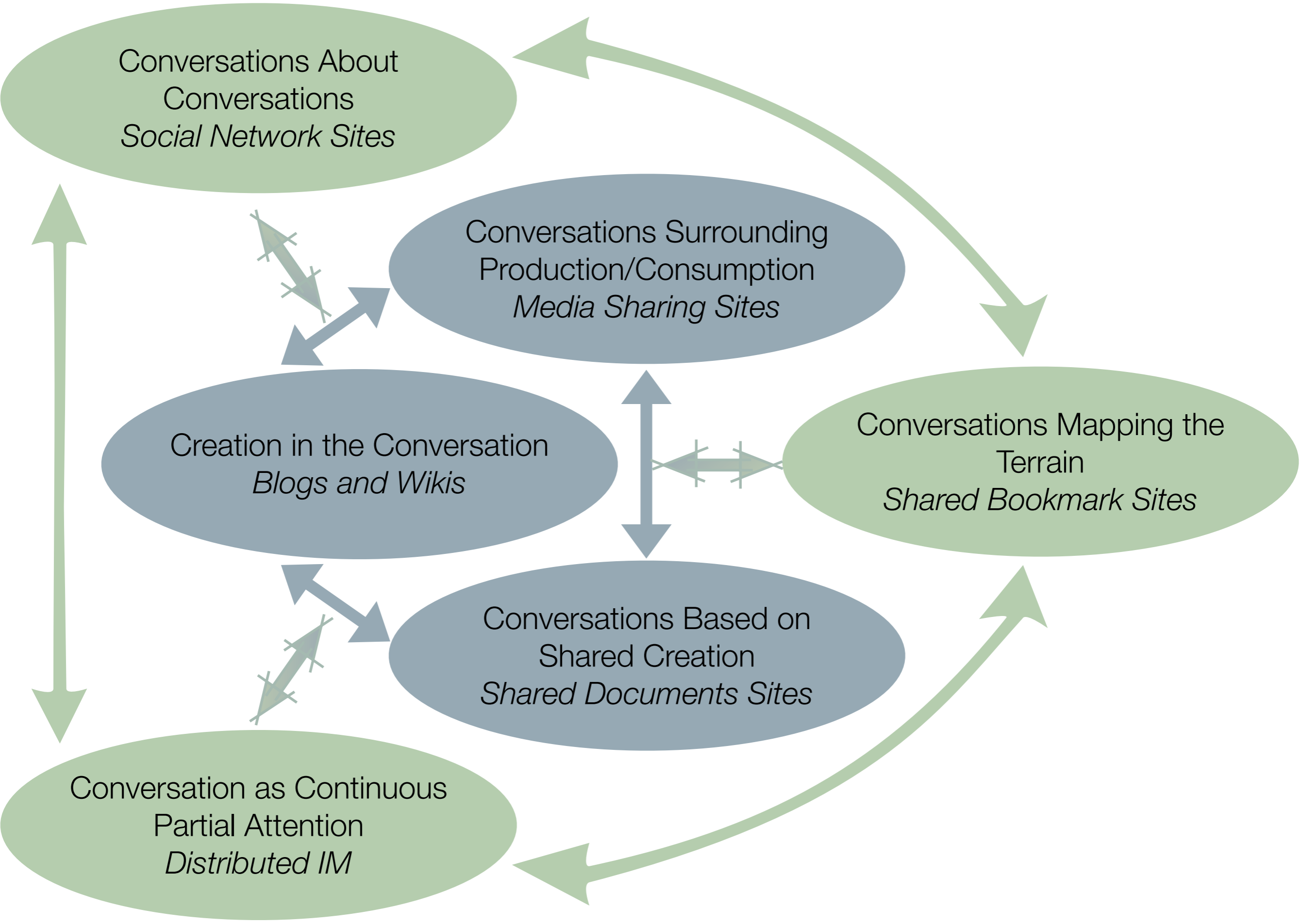
# Some Key Elements

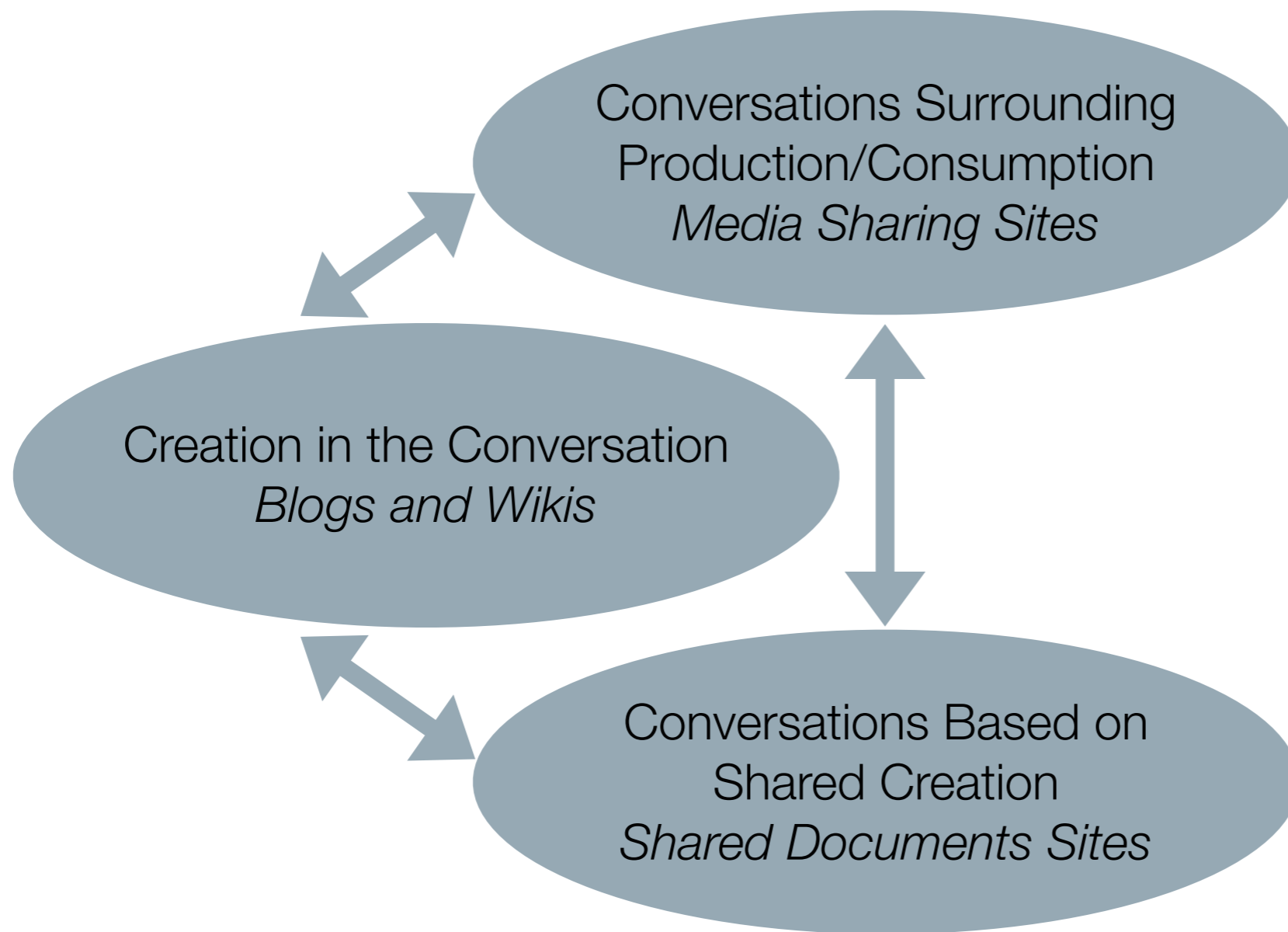
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- The Web as platform
- Small pieces loosely joined
- Architecture of participation
- Remixable data source and data transformations
- Harnessing collective intelligence

# Web 2.0 Conversations







# Conversations Surrounding Production/Consumption

## Flickr

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**Japan Service Area**  
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Uploaded on 22 April 2007

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**Empty train, Japan**  
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# Conversations Surrounding Production/Consumption YouTube




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## Laurie Anderson - O Superman



01:15 / 08:25

Share Favorite Add to Playlists Flag

Rate: ★★★★★  
1007 ratings

Views: 284,952

Comments: 746 Favorited: 3,311 times Honors: 0 Links: 5

### Comments & Responses

Show: average (-5 or better) Help

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[Post a text comment](#)

[Aarachne](#) (20 hours ago) [Reply](#) 0

i love this song!!  
i think the lyrics are extremely philosophic, but kind of sad.. :(  
i adore the "heart-beat" all trough the song...  
and when it suddenly stops.. <3

That's not the music, i usually listen to.. (i listen to all genres of metal..)  
My father showed me a cd.. and i love it.. but unfortunately i can't listen to her music for too long, i get kind of nervous.. =)

[tbhamdg](#) (14 hours ago) [Reply](#) 0

Yes, it definitely has a hypnotic quality. You can get lost in it. But I can also understand how it makes you nervous. It has a very sinister vibe.

I love the whole album. I also like the title track, Big Science. "Hallelujah -- Yodel-ay-hee-hoo -- Every man for himself". It makes me think of the filme Koyaniskatsi with its soundtrack by Phillip Glass. They're really pretty similar in some ways.

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Joined: 1 year ago  
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Views: 1,525,933
-  [BOOKA SHADE - OH SUPERMAN](#)  
06:50 From: [angelus5924](#)  
Views: 52,839
-  [Excellent Birds - Laurie Anderson featuring Peter Gabriel](#)  
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# Conversations Surrounding Production/Consumption

## Ustream

The screenshot displays the Ustream website interface. At the top, there is a search bar with the text "Search here...", a "Search" button, and links for "Log In" and "Sign Up". The main navigation menu includes "Home", "Live", "All Shows", "Recorded", and "People". A prominent yellow button labeled "BROADCAST NOW" is located in the top right corner.

The central focus is a live broadcast titled "UNIS-UN", showing a speaker at a podium in a large assembly hall. Below the video player, there is a "Go to Show Room and Chat!" button. To the right of the video player, a large text block reads "LIVE, INTERACTIVE BROADCASTING." followed by a paragraph: "In just minutes, you can broadcast and interact with a global audience from one to thousands! All it takes is a camera and an Internet connection." and a "Try it now!" button.

Below this, a section titled "See what's on Ustream now!" indicates "475 Live Shows". A row of thumbnails for various live shows is displayed, including "RAW AND STEVE" and "T". A category filter bar at the bottom of this section includes "All", "Tech", "The Stage", "Video Games/Sports", "People", "The Zoo", and "Religion".

At the bottom left, there is a banner for "FREE Screensavers" with a "3D" logo. At the bottom right, an "Events and Announcements" section features a banner for "Experience Live" with the text "LIVE SXSW Coverage, Concerts And Craziess Mar 9th-15th".

The footer of the page contains the text "Recent Highlights on Ustream".



# Conversations Surrounding Production/Consumption

## Swivel

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[MakeTheStand.com -- The..](#)  
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**8758 Data Sets**  
[stuff over time](#)  
Contributed by [bugusnot](#) 1 day

**Spotlight** [Obama and Clinton: Total Delegate Votes](#)

Candidate	Total Delegates
Barack Obama	1512
Hillary Rodham Clinton	1423

Source: [CBS Early Show](#)

In yesterday's Democratic primaries Clinton showed her strength once again in winning the big states by her victories in Ohio and Texas. However, Obama is still the leading candidate when it comes to [delegates](#). This graph shows the **total number of pledged delegates won by each candidate as of March 5, 2008**. Obama has a total of 1,512 delegates; Clinton, 1,423. A candidate needs 2,025 delegates to win the primary election and Clinton is hoping to narrow the margin so that she may win more superdelegate votes (unpledged) at the Democratic National Convention to be held in Denver in August.

**Featured Graphs**

**U.S. Greenhouse Gas Emissions**  
This graph shows **historical trends in energy-related carbon dioxide emissions by fuel type: natural gas, petroleum, coal, and other (non-biogenic biomass and geothermal)**. In 2004, total greenhouse gas [emissions](#) amounted to 5,957.4 million metric tons of carbon dioxide. [States](#) Texas, California, and Pennsylvania were the biggest contributors. Graph by [omerida](#).

Source: [Energy Information Administration](#)

**Children Adopted to the U.S.**  
This graph shows the **total number of immigrant visas issued to orphans in the United States**. In [2006](#) the U.S. issued 20,700 visas to orphans being adopted by American parents; 6,500 of which were given to children coming from China, and 4,100 from [Guatemala](#). It is estimated that one in every 100 Guatemalan children grows up a U.S. citizen. However, many see the adoption process as a "baby" [stuff over time](#).

Source: [US State Department](#)

# Conversations Based on Shared Creation

## Google Docs



New Upload Share Move to Hide Delete Rename More actions

Name	Folders / Sharing	Date
EARLIER THIS YEAR		
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Test for Forms 1	me	Feb 18
OLDER		
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Hewlett Proposal Outline Draft	Published me, Bmanchester, Davids, Pbuffington, Rubenrp	12/14/07 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Hewlett Proposal Outline	me	12/14/07 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Copy of Untitled	me	12/14/07 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Safari Sheet 1	me	12/3/07
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> This is a test of Google Docs - seem .	me	12/3/07 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> COMMENTARY: Maine and Beyond	me, Bmanchester, Bspielvogel, Davids, Pbuffington, Rubenrp	11/27/07 Davids
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Maine and Beyond: Creating a Testbe	me	11/26/07 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> ATT	me	7/14/07 me
<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Test for Charts	me	6/11/07 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Gaming Summit Speakers	me	4/15/07 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Gaming Summit	me	4/15/07 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Emerging Technologies in Higher Edu	Cyprien, Nick.noakes, Nick.noakes, me, Rubenrp, Wbrent	1/15/07 Cyprien
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> SL - Teaching Ethnography	me	11/16/06 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Virtual Teams in Second Life	me	11/12/06 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Second Life into UT Freshman Englis	me	11/9/06 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Student & Social Software Apps	me	11/9/06 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Gardner - Future of Metaphor	me	11/9/06 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Zora - Virtual Communities	me	11/8/06 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Educause_Tues_3	me	10/18/06 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Closing Session	me	10/12/06 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> PennTags	me	10/12/06 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> TestOne	me	10/11/06
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Educause_Wed_S2	me	10/11/06 me
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Educause_Wed_S1	me	10/11/06 me

Select: All 31, None

Showing items 1-31 of 31

# Conversations Based on Shared Creation

## Gliffy

The screenshot displays the Gliffy Online web application interface. At the top, the title bar reads "gliffy Online - demo2, v1, this diagram is private". Below the title bar is a menu bar with "File", "Edit", "Share", "Create", "Modify", and "View" options, along with a "log out" and "profile" link. A blue banner at the top of the workspace says "Click here to upgrade your Free Gliffy Online Basic account to Premium:". The central workspace is a grid with a diagram consisting of five orange shapes: a central circle connected to four rectangles. The left sidebar, titled "Basic Shapes", contains icons for Triangle, Ellipse, Rectangle, Circle, Square, Pentagon, Hexagon, Octagon, Right Triangle, Star 5, Rounded Rectangle, Cross, Arrow 45 Single, Arrow 45 Double, and Cylinder. The right sidebar, titled "Properties", shows "Document Name: demo2" and buttons for "Blog this diagram" and "Collaborate diagram". Below this, "Page Properties" includes fields for width (5000 px), height (5000 px), and color, along with checkboxes for "grid visible", "snap to grid", and "page breaks". The "Revision History" section shows a single entry: "v1 2008-03-06".



# Creation in the Conversation

## *Blogs*



## Gardner Writes

### Samuel Taylor Coleridge

March 3rd, 2008



I was privileged to read several lyrics by Coleridge this past Thursday as part of the University of Mary Washington's venerable "Thursday Poems" series. The idea is simple: gather on Thursday afternoon to hear someone read thirty minutes worth of poetry. No lectures, minimal commentary, mostly just great verse. My colleague and mentor Bill Kemp (of Kemp Symposium fame) started the series several years ago. For my money, it was a great accomplishment. My colleague (and fellow music- and poetry-lover) Eric Lorentzen has kept the tradition going with panache, and with

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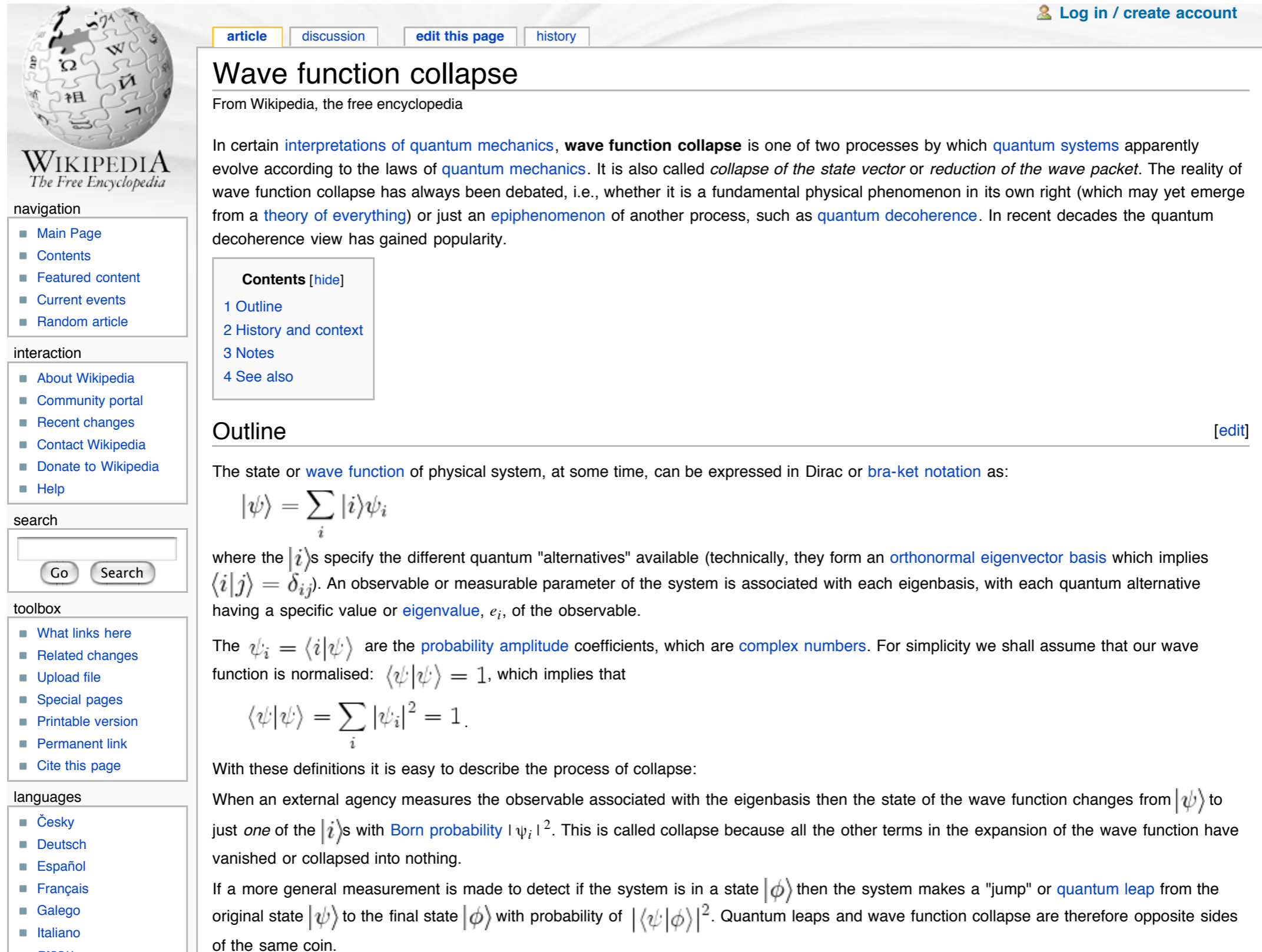
#### Author

Gardner Campbell is a Professor of English at the University of Mary Washington in Fredericksburg, Virginia, where he teaches literature of the English Renaissance, film studies, new media studies, and writing. He's worked in teaching and learning technologies for over a decade, at the University of Mary Washington and the University of Richmond, and currently serves on the Advisory Board of the EDUCAUSE Learning Initiative, the Electronic Campus of Virginia, and the Virginia Learning Technology Advisory Committee. He is also a Fellow of the Frye Leadership Institute, class of 2005.

#### Recent Jaunts

- » [Colleges Expect Heroics From Professors, Without Fixing Themselves, a President Says - Chronicle.com](#) - "If colleges are going to change teaching?and the impact it has on student-learning outcomes?they must change their entire culture."
- » [C.R.A.P.:The Four Principles of Sound Design](#) - via Techfoot
- » [Use MERLOT to Develop Hybrid/Online Classes More Easily | EDUCAUSE CONNECT](#)
- » [JamStudio.com - The online music factory - Jam, remix, arrange chords](#)

# Creation in the Conversation Wikis



The screenshot shows a Wikipedia article page for "Wave function collapse". At the top right, there are links for "Log in / create account". Below that are navigation tabs for "article", "discussion", "edit this page", and "history". The article title "Wave function collapse" is prominently displayed, followed by the text "From Wikipedia, the free encyclopedia". The main body of the article begins with a paragraph explaining that in certain interpretations of quantum mechanics, wave function collapse is one of two processes by which quantum systems appear to evolve. It also mentions that the reality of wave function collapse has been debated, and that in recent decades, the quantum decoherence view has gained popularity. A "Contents" box is visible, listing sections: 1 Outline, 2 History and context, 3 Notes, and 4 See also. Below the article text, there is an "Outline" section with an "[edit]" link. The article text in this section states: "The state or wave function of physical system, at some time, can be expressed in Dirac or bra-ket notation as:" followed by the equation 
$$|\psi\rangle = \sum_i |i\rangle\psi_i$$
 where the  $|i\rangle$ s specify the different quantum "alternatives" available (technically, they form an orthonormal eigenvector basis which implies  $\langle i|j\rangle = \delta_{ij}$ ). An observable or measurable parameter of the system is associated with each eigenbasis, with each quantum alternative having a specific value or eigenvalue,  $e_i$ , of the observable. The  $\psi_i = \langle i|\psi\rangle$  are the probability amplitude coefficients, which are complex numbers. For simplicity we shall assume that our wave function is normalised:  $\langle\psi|\psi\rangle = 1$ , which implies that 
$$\langle\psi|\psi\rangle = \sum_i |\psi_i|^2 = 1.$$
 With these definitions it is easy to describe the process of collapse: When an external agency measures the observable associated with the eigenbasis then the state of the wave function changes from  $|\psi\rangle$  to just one of the  $|i\rangle$ s with Born probability  $|\psi_i|^2$ . This is called collapse because all the other terms in the expansion of the wave function have vanished or collapsed into nothing. If a more general measurement is made to detect if the system is in a state  $|\phi\rangle$  then the system makes a "jump" or quantum leap from the original state  $|\psi\rangle$  to the final state  $|\phi\rangle$  with probability of  $|\langle\psi|\phi\rangle|^2$ . Quantum leaps and wave function collapse are therefore opposite sides of the same coin.

WIKIPEDIA  
The Free Encyclopedia

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- Random article

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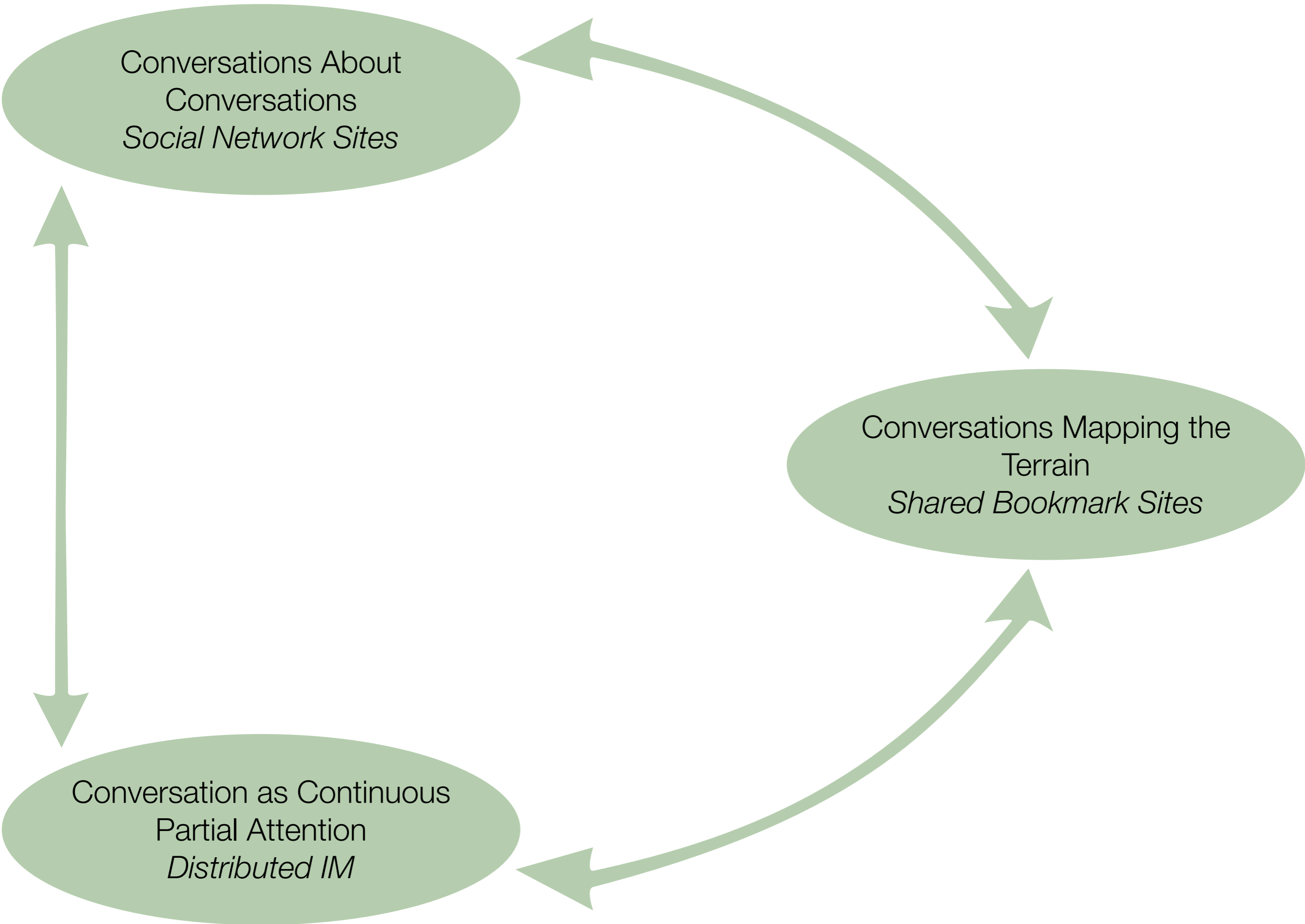
Go Search

toolbox

- What links here
- Related changes
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- Cite this page

languages

- Český
- Deutsch
- Español
- Français
- Galego
- Italiano



# Conversation as Continuous Partial Attention

## Twitter

The screenshot shows the Twitter website interface. At the top left is the Twitter logo. To the right of the logo is a navigation bar with links: Home, Find & Follow, Public Timeline, Settings, Help, and Sign out. Below the navigation bar is a text input field with the placeholder text "What are you doing?" and a character count of "140". Below the input field is an "update" button. Below the "update" button are three tabs: "Archive", "Replies", and "Recent". Below the tabs is a list of tweets. Each tweet includes a profile picture, the user's name, the text of the tweet, and the time it was posted. The tweets are as follows:

- BryanAlexander** Working on games from liberal arts campuses, while feeling the temp rise to 30 F. 28 minutes ago from web
- rubenrp** Talking later today about Web 2.0 as conversations at Williams College - Twitter to be prominently featured about 2 hours ago from web
- kcreamer** Prepping for outreach presentation to our continuing studies department chairs. about 2 hours ago from twhirl
- MiekS** even binnen kijken bij ministerie LNV, waar ik al 5,5 jaar naast werk, maar nooit binnen was geweest, nu wel door lunchen met @david:-) about 3 hours ago from web
- berniedodge** Just back from dinner at Quark's Bar in the Star Trek Experience. Targ Flaming Ribs and a couple Liquid Latinums. I'm toasted. about 7 hours ago from twitterrific
- cogdog** If you are at Drupalcon, say hello to my friend Colen Wilson, who built the insides of Maricopa Learning eXchange. Hes goin' Drupal about 8 hours ago from web
- dtd** Deep editing required tonight & tomorrow. I'll have to try to ignore Twitter. about 11 hours ago from web
- cogdog** Ever so curious about what tweets make sounds like @GardnerCampbell 's evangelism. Going outside to chop wood and daydream. about 14 hours ago from web
- brlamb** Man, @GardnerCampbell is just kicking back and riffing off the top of his head, ripping the top of my head off... what intellectual stamina! about 15 hours ago from web
- injenuity** My 366 photo from yesterday http://www.flickr.com/photo... about 16 hours ago from web

On the right side of the page is a sidebar with the following sections:

- Hi,** [your profile](#)
- Ruben R. Puentedura**
- Currently**  
Talking later today about Web 2.0 as conversations at Williams College - Twitter to be prominently featured
- Notifications** [add device](#)
- Take Twitter with you! Set up your phone or IM!
- Stats**

Following	28
Followers	21
Favorites	1
Direct Messages	2
Updates	123
- People** [invite more](#)
- Find folks!
- A grid of profile pictures of people.

# Conversations Mapping the Terrain

## *del.icio.us*

What's New? | Signed in as **rubenrp** | [Inbox](#) | [Settings](#) | [Help](#) | [Sign Out](#)

**delicious** [Home](#) [Bookmarks](#) [People](#) [Tags](#)

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Tags [web2.0](#)

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- [Look up a URL](#)

18 SEP 08 [Twitturly - Real-time Link Tracking on Twitter](#) [SAVE](#) **866**

Twitturly is a service for tracking what URLs people are talking about as they talk about them on Twitter.

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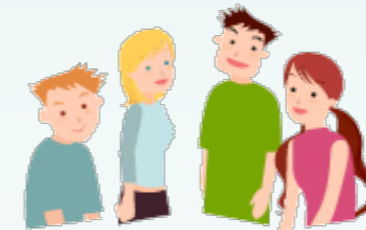
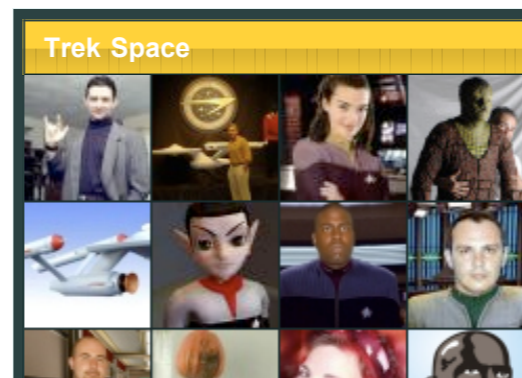
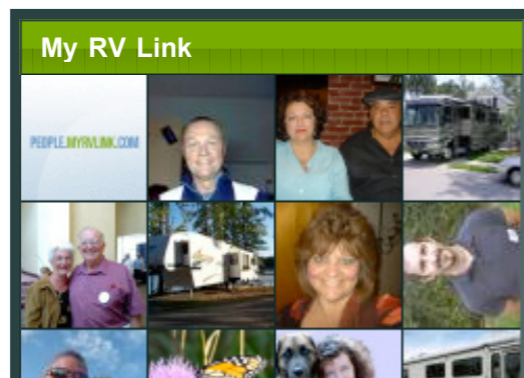
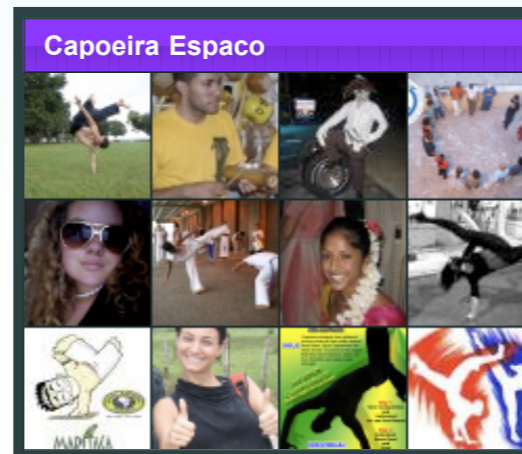
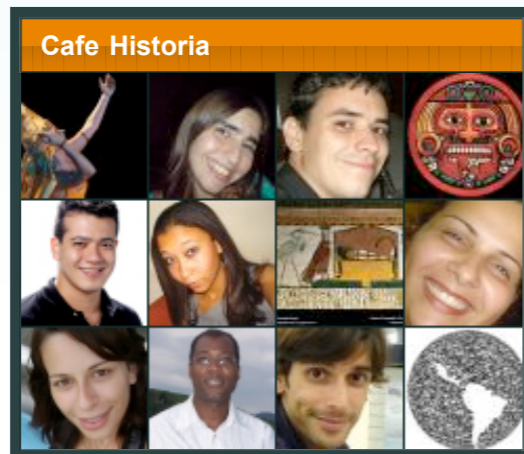
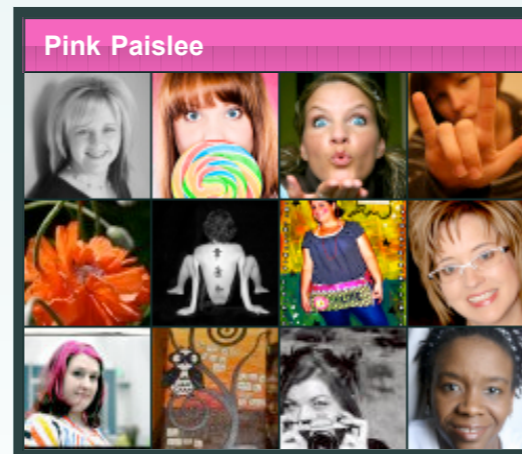
# Conversations About Conversations

## Ning

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### Get Your Own Social Network!

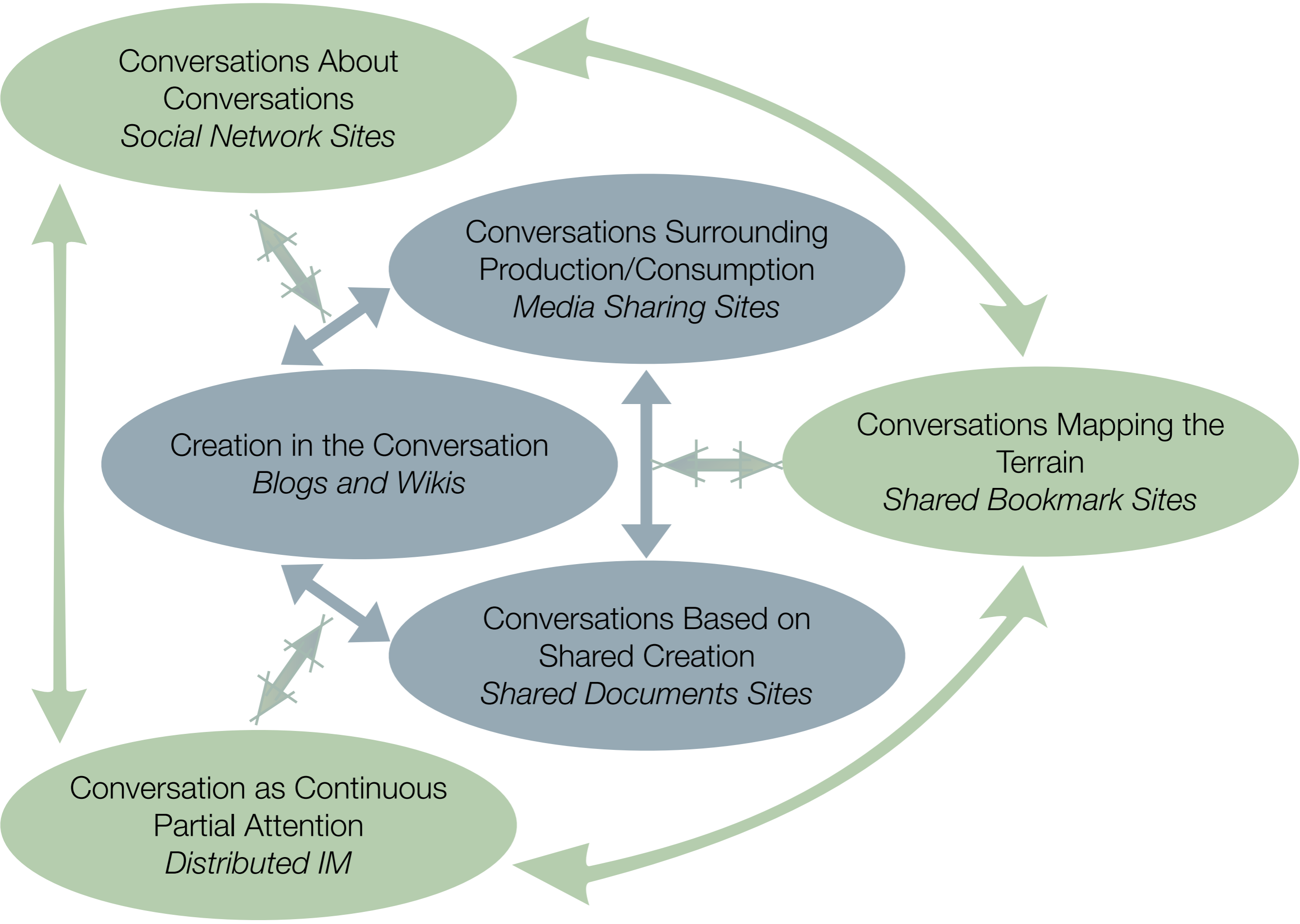
Ning is the only online service where you can create, customize, and share your own Social Network for free in seconds.

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We are looking for talented and passionate individuals to join our growing team.

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Two Additional Dimensions



# Ephemerality of Content

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- Two possibilities here:
  - ephemeral (think of music, drama)
  - non-ephemeral (think of painting, sculpture)
- Perceived ephemerality (rather than actual ephemerality) is the key component.

# Social Domains of Interaction

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- These are the social domains occupied by:
  - the sender of material
  - the receiver of material
- They can be:
  - private (single author/reader)
  - private collective (selected group of authors or readers)
  - public collective (nonspecific group of responsive authors/readers)
  - public (nonspecific group of passive authors/readers)

# Some Examples

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- Web page: originating in a private sphere, receiving in a public sphere; nonephemeral
- Listserver: originating in a private sphere, receiving in a private collective sphere; nonephemeral
- Personal email: originating and receiving in a private sphere; semi-ephemeral
- Blog: originating in a private sphere, receiving in a public collective sphere; semi-ephemeral
- Wiki: originating and receiving in a public collective sphere; semi-ephemeral
- Chatrooms: originating and receiving in a public collective sphere; ephemeral

# Resources

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- Etienne Wenger, “Communities of Practice: A Brief Introduction”. (2006)  
Online at: <http://www.ewenger.com/theory/>
- Tim O'Reilly, “What Is Web 2.0: Design Patterns and Business Models for the Next Generation of Software”. (2005) Online at:  
<http://oreilly.com/web2/archive/what-is-web-20.html>
- M.S. Granovetter, “The Strength of Weak Ties”. *The American Journal of Sociology*, 78 (May), 1360-1380. (1973)
- M.S. Granovetter, “The Strength of Weak Ties: A Network Theory Revisited”. *Sociological Theory*, Volume 1, 201-233. (1983)

# Hippasus

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