

# ***Virtuosity: Techniques, Procedures and Skills for Effective Virtual Communications***

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## **Topics Covered**

- Virtuosity Model
  - Initiation
  - Experimentation
  - Integration
- Typology of High level Virtual Users

## Research Base

- Changing Dynamics of Organisational Theory
- Computer mediated Organisational Structures
  - Virtual Organisations and Virtual Teams
- Social/Learning Organisations
- Reductions of Stress and Burnout
- Problems:
  - Misunderstandings
  - Lack of technical skills
  - Distrust of technology
- Research Question: How do you communicate effectively in a virtual environment?

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## Method

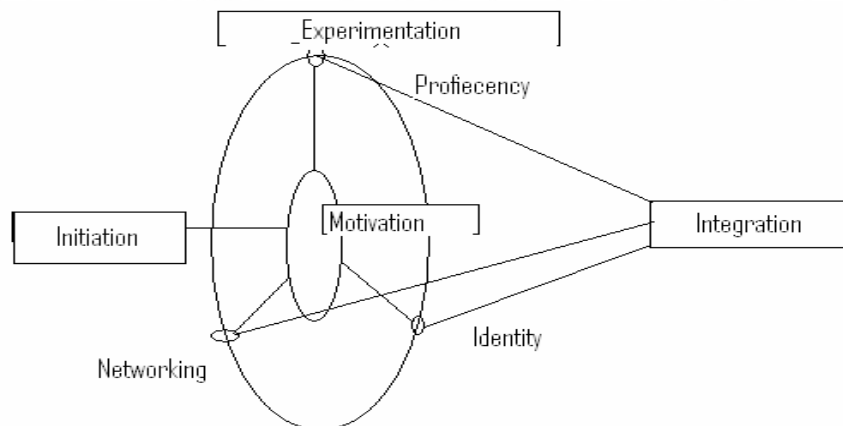
- Grounded Theory
  - Qualitative in Nature
    - Holistic view of data gathering and coding
    - Theoretical rather than Statistical Sampling
  - Pragmatic in Approach
  - Model Development directed
  - Grounded in experience of Users
  - Inductive and Recursive
- 26 extensive Interviews with users who spend more than 60 hours per week in Computer Mediated Environments

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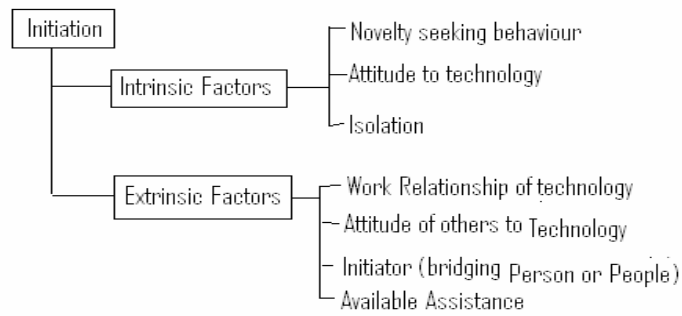
## Three Stages of Model

- Initiation
- Experimentation
  - Proficiency
  - Identity
  - Networking
- Integration

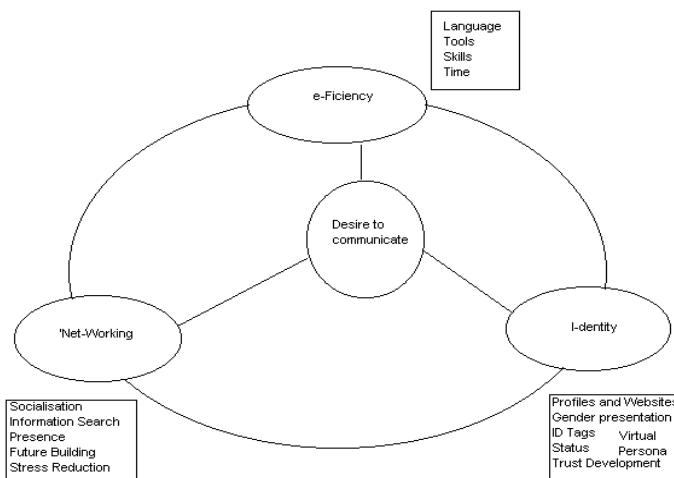
## Virtuosity Model



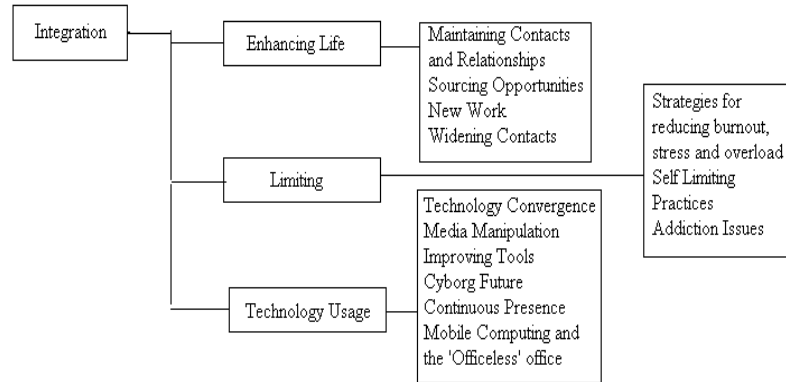
# Initiation



# Experimentation



## Integration



## Typology of High End Users

- New Frontiersmen
- Pragmatic Entrepreneurs
- Technicians
- Virtual Workers
- Entertainers
- Social Networkers

## New Frontiersmen

- Early Adopters and Users of Internet
- Mainly male
- Believe in the Net as a power for social change (Utopian Ideals) (See: Rheingold, 1994)
- Have reduced their interaction time and actively self limit their Internet usage
- Are saddened by the behaviour of others
- In the past have been big socialisers but now consider it a 'wombat'

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## Pragmatic Entrepreneurs

- Small Business People
- Mainly Women
- See Net as a mechanism and outlet for their business interests
- Have more than one business
- Focus on business interests and do little exploring and do not socialise through it
- Have a close relative or friend who provides technical assistance
- Are very protective of their computer and its physical environment- "No-one touches my computer... ever!" (Respondent 5)

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## Technicians

- Fascinated by Technology and like new gadgets
- Mainly Male
- See the Net as “The Word’s Biggest Library with all the trivia and porn you could need” (Respondent 11)
- Work within the IT industry
- Disparage the use most people make of the Net
- Distrust Net-based non-verifiable information
- Seem to have a strong liking for Strategy based games (but not to socialise, ‘stick to the game play’)
- Have a penchant for Anime and Scifi TV
- Keenly aware of the potential for Addiction and actively self limit

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## Virtual Workers

- See the Virtual Environments as a work space
- Even gender distribution
- Will explore other virtual environments but will strongly separate their Virtual Persona (Changing Roles and associated Norms) and the physical computer they use
- Use the Net for Information and Trust that information
- Very good at manipulating Virtual Environments
- Focused on speed and efficiency

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## Entertainers

- See the web as a “big Carnival filled with freaks and new rides” (Respondent 25)
- Even gender split
- Play a broad range of games as a social activity (Go, WoW, Doom, Card-games, Poker)
- Use Net for: dating, downloading materials, social networking, contact keeping, socialising and games
- Love the constant ‘newness’ of the Net
- Early adopters of Secondlife and Social Networking sites (but move on fast)
- Unaware of addictive potential and tend towards socially isolated in real life

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## Social Networkers

- The net is all about them
- Mainly women and under 25
- See the Net as a way to remain in constant contact with friends
- Have a very loose attitude toward ‘private’ information
- Extremely outgoing but prefer to socialise in person
- Use the net to coordinate activities, share information about personal activities (photos, reviews of activities, gossip) between friends
- Use Net as ‘Proof’ and a way to brag. “Ya gotta show ‘em what they missed, right, that’s half the fun, right?” (Respondent 22)
- Love the convergence of technology, especially if it helps them document their lives
- Engage in activities that facilitate and enhance the lives they lead but do not spend time playing games, prefer to go to the movies to downloading one from the web (“It just takes soooo long” Respondent 22)

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Thank You

Please feel free to ask  
any and all questions

