

Contents

1	Introduction.....	1
1.1	Inequality in Online Groups.....	1
1.2	Theoretical Starting Points.....	3
1.3	Problem Significance	5
1.4	Research Strategy.....	7
1.5	Theoretical Perspective	8
1.5.1	Inequality and Evolutionary Processes	8
1.5.2	Adhocracy: Social Mobility Moderates Inequality	11
1.5.3	Wikipedia as a Site of Investigation: Significance, Research Review, and Data.....	13
	References.....	15
 Part I Structural Differentiation and Social Media: Theoretical Framework		
2	Macro-Structural Perspectives on Social Differentiation and Organizational Evolution in Online Groups	21
2.1	Introduction.....	21
2.2	Human Sociability: Possible Definitions	22
2.3	Sociability and Structural Differentiation	24
2.4	Online Sociability and Structural Differentiation: Connections and Directions of Study	27
	References.....	28
3	Specifying a Wikipedia-Centric Explanatory Model for Online Group Evolution and Structural Differentiation	31
3.1	Introduction.....	31
3.2	Volunteering and Social Inequality	32
3.3	Why Inequality Matters	33
3.4	Social Roles and Structural Differentiation	34
3.5	Research Questions.....	40
	References.....	41

4	Social Structuration Online: Entropy and Social Systems	45
4.1	Introduction.....	45
4.2	Diversity and Social Entropy: A Neglected Tradition.....	47
4.3	Wikipedia.....	50
4.4	Determinants of Structuration.....	53
4.5	Conceptual Underpinning	54
4.5.1	Social Entropy as a Measure of Diversity and Equality	56
4.5.2	Normalized Social Entropy as a Diversity/Equality Measure.....	58
4.6	Using Entropy to Study Online Collaborative Systems such as Wikipedia	60
4.7	What Have We Learned So Far?	64
	References.....	65
5	Analytic Investigation of a Structural Differentiation Model for Social Media Production Groups.....	69
5.1	Introduction.....	69
5.2	Methods.....	70
5.2.1	Data.....	70
5.2.2	Overall Analysis Strategy.....	72
5.2.3	Descriptive Exploration	73
5.2.4	Inferential Analysis	76
5.3	Looking Back, Looking Forward.....	82
	References.....	84
 Part II Configurational Change Phases and Motors in Online Collaboration		
6	The Foundations of a Theoretical Model for Organizational Configurations and Change in Online Collaborative Processes	87
6.1	Introduction.....	87
6.2	Toward a Theoretical Explanatory Model of Organizational Change in Online Collaborative Structures	88
6.3	Configurational Change: Critical Theoretical Gap and Bridges	89
6.4	Conclusion	92
	References.....	93
7	Organizational Configurations and Configurational Change	97
7.1	Introduction.....	97
7.2	Organizational Configurations	97
7.2.1	Configurations and Archetypes.....	97
7.2.2	Mintzberg's Configurational Array	99
7.3	Configurational Change	101
7.3.1	Configurations and Change in Virtual Organizations	101
7.3.2	Evolutionary and Revolutionary Change.....	104
7.3.3	Pinpointing Configurational Evolution and Revolution.....	105
7.4	Conclusion	109
	References.....	110

8	A Synthesized Theoretical Framework for Motors Driving Organizational Configurational Change	113
8.1	Introduction.....	113
8.2	Organizational Change Motors	113
8.2.1	Organizational Change Motor Typology	113
8.2.2	Configurational Change Motors.....	117
8.3	Practical Implications.....	118
8.3.1	Identifying Existing Informal Configurations.....	118
8.3.2	Influencing Informal Configurations.....	119
8.3.3	Inciting Formal Configurational Change	121
8.4	Conclusion	123
	References.....	123
9	Wikipedia Evolution: Trends and Phases	125
9.1	Introduction.....	125
9.2	Configurational Phase Shifts: Criteria and Significance.....	126
9.3	Existing Breakpoint Detection Algorithms.....	127
9.4	Stepwise Segmented Regression Analysis.....	129
9.5	Breakpoints as Revolutionary Change.....	130
9.5.1	Simple Structure or Entrepreneurial Organization	132
9.5.2	Machine Bureaucracy	132
9.5.3	Professional Bureaucracy.....	133
9.5.4	Diversified Organization	133
9.5.5	Adhocracy	134
9.5.6	Classification of Archetypes	135
9.6	Analysis.....	136
9.7	The Path Toward Adhocracy	140
9.8	Conclusion	141
	References.....	142
10	Breakpoints and Concurrent Factors.....	143
10.1	Introduction.....	143
10.2	Identifying Concurrent Factors and Change Modalities	145
10.2.1	First Breakpoint: Week 7	146
10.2.2	Second Breakpoint: Week 42.....	147
10.2.3	Third Breakpoint: Week 54.....	147
10.2.4	Fourth Breakpoint: Week 92	149
10.2.5	Fifth Breakpoint: Week 142.....	149
10.2.6	Sixth Breakpoint: Week 204	150
10.2.7	Seventh Breakpoint: Week 250	150
10.2.8	Eighth Breakpoint: Week 335	151
10.3	Systematic Overview of the Factors Shaping Wikipedia's Evolution.....	152
10.4	Conclusion	160
	References.....	162

Part III Future Theoretical and Practical Directions

11 Conclusions	167
11.1 Overall Narrative.....	167
11.2 Elites and Social Structuration.....	168
11.3 Looking Forward: Wisdom of the Differentiated Crowd.....	171
11.4 The Fallacy of the Mini-Wikipedia.....	171
11.5 Embracing Revolution	172
11.6 Interchangeable, Irreplaceable Leaders	174
11.7 Structures and Structuration Through an Entropy Lens: What Is the Optimal Range?.....	175
References.....	178
Appendix A: Data Collection, Management, Preprocessing, and Analysis	179
Appendix B: Historical and Media Analysis of Wikipedia's Evolutionary Context	227
Appendix C: Advantages and Disadvantages of Stepwise Segmented Regression Analysis	245

Structural Differentiation in Social Media
Adhocracy, Entropy, and the "1 % Effect"

Matei, S.A.; Britt, B.C.

2017, XI, 247 p. 33 illus., 32 illus. in color., Hardcover

ISBN: 978-3-319-64424-0