The Growth of Community in Practice of Zemereshe Project
(Poster)

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Abstract

Researchers claim that a Community of Practice may develop subtly and unintentionally in an organization. The present study examines this claim in relations to the Zemereshe Project (www.zemereshet.co.il) - a project for the rescue (from extinction) of early-Zionism Hebrew songs. Qualitative research tools were utilized to identify the community of practice According to Wenger model, within the 15,300 e-mail correspondences, 299 messages on Facebook and social activities in the Zemereshe YouTube channel during the years 2010-2012. Results indicate the existence of a community of practice in which 55% of the interactions were in the "Practice" component, 29% in the "Domain" component and 16% in the "Community" component. These results clearly expose a vibrant community of practice that have been subtly and unintentionally developed around the Zemereshe organization.

We believe that elements like different levels of participation, connections that happen both in the public and private spaces and focusing on the value of the project, helped the growth of this community. Enriching interactions found a low percentage, encouraging interactions in Zemereshe YouTube channel and design innovative activities - Will help further the development of this community.

Keywords: Community of Practice, social interaction, organization, project.
The study found that the community of practice fostered by the organization included 55% of the interactions in the 'practical' component, 29% in the 'work performance' component, and the remaining 16% in the 'learning' component. The community was: 1. the working environment, 2. the community, and 3. the performance.

We believe that the social interactions that developed helped the community to become a community of practice: 1. Different degrees of participation 2. and public characteristics in the space of activity 3. and the community's value was low in the number of interactions that developed and planning on YouTube encouraged new activities. This is a community of development that can help.

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