Aim
To understand the cognitive and motivational processes underlying (strategic) information sharing in knowledge sharing communities.

Methodology
A mixed method approach (lab and field experiments; surveys; semi-structured interviews) will be used in order to efficiently generate a greater understanding of the cognitive and motivational processes underlying (strategic) information sharing in knowledge sharing communities.

Theory
An integrated theoretical approach will bring together insights from social psychology, interpersonal communication and relations, communication and information technology literature to construct a model for investigating the cognitive and motivational processes underlying (strategic) information sharing.

Product
Understanding of the cognitive and motivational processes underlying (strategic) information sharing in knowledge sharing communities & Recommendations for knowledge sharing community features

Project 2
Aim
To develop an automated market information network model, which can be used to understand information mediation opportunities in funding markets.

Methodology
This project will employ a mixed method approach for inductive and deductive enquiry, such as semi-structured interviews, social network analysis, game-theoretical modeling & simulation, web-mining and experiments aimed at understanding and mapping funding markets.

Theory
Insights from various fields will be employed to understand funding markets, mainly drawing from supply chain management, innovation collaboration and electronic market literature, which will be integrated, adapted and expanded upon to reflect the unique characteristics of funding markets.

Product
An automated market analysis algorithm based on web-mining technology capable of identifying structural holes for mediation opportunities. & Identification model of optimal initial adopters in potential markets.

Project 1 PhD: Nicoleta Balau
Nicoleta Balau is currently a PhD candidate within the Communication Science Department at VU University of Amsterdam. Her PhD focuses on the cognitive and motivational processes underlying (strategic) information sharing in knowledge sharing communities.

Contact: n.balau@vu.nl

Project 2 PhD: Bob van de Velde
Bob is a PhD-candidate working on the development of standardized market analysis models and technologies oriented towards funding markets. His prior studies range from business management and philosophy to public administration.

Contact: r.vande.velde@vu.nl

The INFUSE project:
INFUSE is an Eurostars research project led by Scan4news, based on the OptiNews and CrossWall technology. The consortium partners are Scan4news, Gjøvik university college, and VU University Amsterdam.

The project aims to integrate innovative vertical semantic search technologies, able to extract semantic data from unstructured online documents, with knowledge sharing technologies in order to provide communities of users with timely and targeted information on relevant funding opportunities.

The VU team:
Sonja Utz: Supervision of Project 1
Ivar Vermeulen: Supervision of Project 2
Friederike Schultz: Media & Presentation

Project 1: Knowledge sharing behaviour

Project 2: Funding markets as networks