Máté Bencze

Capture the moment – showcasing collaboration

Corvinus University of Budapest, Department of Media, Marketingcommunications and Designcommunications; mate.bencze3@stud.uni-corvinus.hu

Reviewer: Dr. Dóra Horváth

Abstract

This study presents how to capture networking and collaboration in a community space using the methodology of videography. In addition, this research method allows presenting an artistic vision, matching science and visual art. According to Sherry and Schouten (2002) one of the more compelling advantages of video presentation is the ability to engage the audience with a multi-sensory set of materials that ideally make it easier to gain not only a cognitive knowledge about something, but also a more emotional and "resonant" knowledge of the experience of something (Belk, 1998).

We filmed four days in Vászoly, in Balaton-uplands, in the first coliving in Hungary named PortusHome Coworking & Coliving. This space is an office with an apartment where people regardless of their job can work in an open setting or a small office. They can use the shared facilities, engage with other people and even might be able participate in events (Orel, Mayerhoffer, Fraticova, Pilkova, Starnawska & Horvath 2021). We participated in the Re-charge coliving camp and interviewed the owner, the community manager, the participants, and the locals providing the community-building programmes. Our goal was to explore the methods of tribal community building as much as possible and observe the collaboration between the participants. The result of several days of filming is a depiction of an intangible phenomenon.

Keywords: collaboration, coliving, neotribalism, videography

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1. Introduction

The worldwide spread of the coronavirus affected our working environment also. As a result, many employers switched to remote working, even in some industries where it would have been previously unthinkable. In order to cover increased workforce needs, the coworking spaces provide part of the solution. These spaces are shared workplaces utilized by different sorts of professionals. Practically conceived as office-renting facilities where workers hire a desk and a wi-fi connection, coworking spaces offer a solution to the problem of isolation that these workers can experience when they work from home and enable them to work side-by-side with professional peers (Gandini, 2015). Modern coworking spaces first appeared in the early 2000s, with their numbers almost doubling on an annual basis ever since. It had been projected that by the end of 2024, the number of coworking spaces will surpass 42,000, with an estimated 5 million individuals using their local coworking hub daily (Di Risio, 2020). Clearly, these projections will need to be adjusted in light of the presentday pandemic.

This is a trend that is moving towards to coliving, where people with the same knowledge and interests not only work, but also live together. Coliving is a for-profit, intentional, purpose-driven, privately managed and delivered shared housing, emerging as a 'commercial response to the specific needs of young professionals sharing mainly in large cities' (Heath, Davies, Edwards, & Scicluna, 2018). Coworking and also coliving spaces increase productivity, boost creativity, provide individuals with greater flexibility, and enhance networking opportunities. Due to their open or semi-open workspace design and the availability of a vast array of mediation mechanisms, coworking environments tend to foster both formal and informal encounters between regular users. Furthermore, human interaction positively contributes to an individual's well-being, helping him or her to balance work-life obligations. (Kwiatowski, 2012; Gordan, 2018).

The main characteristic features of these spaces (in addition to ensuring a sophisticated working environment) is giving the opportunity to make connections, build a network and be part of a community, more precisely, become a tribal member. This research aimed to examine how the space design and the expertise of the management of a coliving space supports the interactions be-

tween the members. What are the main mediation technics which facilitates building a community and its transformation into a post-modern neotribe? Especially when participants only stay one week on the coliving. What types of relationships are formed, friendships or business partnerships, or do the participants have no purpose of making relationships and are they just for leisure and recreation purposes?

2. Theoretical background

The central idea of coliving is to create conditions where life reaches fulfillment through the realisation of professional or entrepreneurial ambition and which maximize the chances of work-related and economic success. Simultaneously, colivings seek to make life 'liveable' and attractive in relation to often intense and demanding work (Musilek 2020). It is important to note that these spaces are not homogenous. There are currently different types of coliving spaces in the market, such as single versus branded co-living, small versus big scaled coliving, as well as different themes and designed coliving (Wang et. al. 2019). The rural coliving offers a short-term apartment renting that focuses mainly on recreation and relaxation. In contrast, urban coliving is more of an opportunity for business connectivity and a rental of long-term accommodation. In order to interact the users with each other, it is essential to have a community manager in the space. Community managers are not only responsible for handling administrative tasks and handling complaints, they are also responsible for organizing events, so that these events create opportunities for networking, socializing and a feeling of community to breed. (Wang et al. 2019; Fix and Lesniak 2017).

It is important to emphasize that the resulting community is not a simple fellowship but rather a post-modern neotribe. Communities are based on tribalism, but the two concepts should not be confused. Neo-tribes are "characterized by fluidity, occasional gatherings and dispersal" (Maffesoli 1996). The tribes are held together by the ritual manifestations of the members, they are made up of the symbols they interpret, and they are capable of forming a specific subculture. According to Cova and Cova (2002) the characteristic feature of postmodern neo-tribalism is that it expresses belonging to several groups at the same time, thus tribalism does not give personality characteristics, but rather expresses common experiences. Because today consumers are looking

not only for products and services which enable them to be freer, but also for products, services, employees and physical surroundings which can link them to others, to a tribe.

Therefore the main task of the community manager is to bring common interest to the surface and facilitate the sharing of symbols, which can lead to the formation of a neotribe and this relationship facilitates collaboration easily between them. The primary purpose of the research was to examine collaborations in the space. Accordingly it is required to clarify the phenomena of collaboration. Collaboration differs from cooperation in two main ways. First, cooperation is motivated by the benefits each party expects to receive from combining ideas, information, and resources. Therefore, while cooperative behavior may be enjoyable in its own right, it is primarily extrinsically motivated. Second, because cooperative behavior ultimately involves the pursuit of self-interest, it requires periodic or even continual assessment by each party of the amount of trust and commitment of the other party. In collaborative relationships, on the other hand, each party is as committed to the other's interests as it is to its own, and this commitment reduces the need for the continual assessment of trust and its implications for how rewards will be divided. Because it is the relationship itself that is valued, collaborators can focus on its intrinsic aspects confident - that any future returns will be equitably allocated. Thus, a collaborative relationship is built on intrinsic motivation and caring trust (von Krogh, 1998) In the course of my research I also examined the steps of creating intrinsic motivation and caring trust.

The specificity of coworking and coliving spaces are collaborative mechanisms emerge not only between the users but also the spaces and the environment. From a broader perspective, coworking and coliving spaces can help stimulate local economies as they offer support to small businesses, establish a network for the purchase and sale of services, keep highly skilled talent in the area, and open access to business resources that can be accessible both to users as well as for the surrounding communities (Kwiatowski, 2012; Gordan, 2018).

3. Methods

The methodology of my research is a relatively new scientific approach. Videography is a way of representing and theorising phenomena in social, cultural and spatio-temporal contexts; a way of isolating 'difference, dialogue, place and time' (Cubitt, 1991). Over the past 30 years, these films have evolved from 'talking-head' interviews and didactic films with 'voice-of-God' narration to more observational, active and experimental films. This evolution has resulted from both trying to make these films more effective research rather than pedagogic vehicles and from trying to engage the audience and stimulate two-way active exchanges rather than passive viewership – an ever-present danger with films.(Belk et.al. 2017) For me personally this method is an opportunity to present an artistic vision, and try to match science and visual art. Belk et. al. (2017) reveals that videography has assumed increasing importance as a medium of scholarship within the domains of consumer research and marketing. Philosophically anchored by the traditions of visual anthropology, sociology, arts and aesthetics as well as visual culture, it represents a different perspective on phenomena from that traditionally associated with marketing or business. Kozinets and Belk (2006) have described six different types of videography, i.e., (1) videotaped interview, (2) observational videography, (3) autovideography, (4) collaborative videography, (5) retrospective videography, and (6) impressionistic videography. However, they are quick to state that these six formats are neither mutually exclusive, nor exhaustive. This videographic research can be considered a combination of the above three archetypes because videotaped interview, observational videography, and collaborative videography elements both appear in it.

Along with a professional documentary cinematographer, we filmed four days in Vászoly, in Balaton-uplands, in the first coliving in Hungary named PortusHome Coworking & Coliving in January 2022. In addition, the management set up a one-week program (Re-charge) which focused on networking and relaxation. According to Portushome Impact Report, Re-charge program is one of the flagships of PortusHome, designed for location independent entrepreneurs and home office employees who want a little peace of mind and recharge, but would also like to combine this with efficient working days. During the day everyone is working in a beautiful environment in a modern coworking place, from Sunday to Friday. After work the participants are clos-

ing the day with a special, recharging experience every day. These programmes were as follows: nordic walking tour, cooking workshop, fragrance journey, filling out a year compass book, and a community breakfast. We interviewed the owner of Portushome, the community manager, the participants, and the local service providers who arranged the community-building programmes.

Table 1 Management and participants relation to collaboration

Role	Employment	Collaborative approach
Founder and owner of Portushome	remote worker (engineer)	I would like to create a small microcosm here where like-minded people from all over the world gather to share their experiences, best practices on entrepreneurship, career, work-life balance and good life in general.
Community manager and marketing specialist of Portushome	employee (marketing & business development strategist)	Some people connect very quickly with others, some people need some time. The key elements of community management are to understand what is the different speed of the different people and create this frame in this whole atmosphere and environment where the participants can naturally connect to each other.
Service provider	Co-founder of an SME (chef)	Somebody talks about how he cooks and during the making process, we share our knowledge.
Participant	extended worker (software developer)	I was also planning to open a coworking space. That is why I am here and I would like to meet similar people and make relationships.
Participant	freelancer (UX & marketing specialist)	I want to recharge here and during the pandemic, it was tough to meet new people and connect them, so it is an excellent opportunity.
Participant	bank employee (corporate finance division)	I was wondering where I am after two years of closure and I would like to get new impulses.
Participant	employee (IT project manager)	I think these kind of people, including me, always search for new opportunities. Maybe you do not have a goal or an intention, but who knows? Maybe there is. You are open to that possibility and anything can happen.

Participant	employee of an NPO (events industry sales manager)	There will be a chance to collaborate with some of the people here. Unfortunately, I did not arrive at the exact idea to collaborate. However, always lovely to meet new people and find the meeting points.

Source: own research

We also analysed the role of the community manager, asking her to check in before each event and record on her cell phone what she expects from the programme what she is doing to get participants to interact with each other.

4. Results

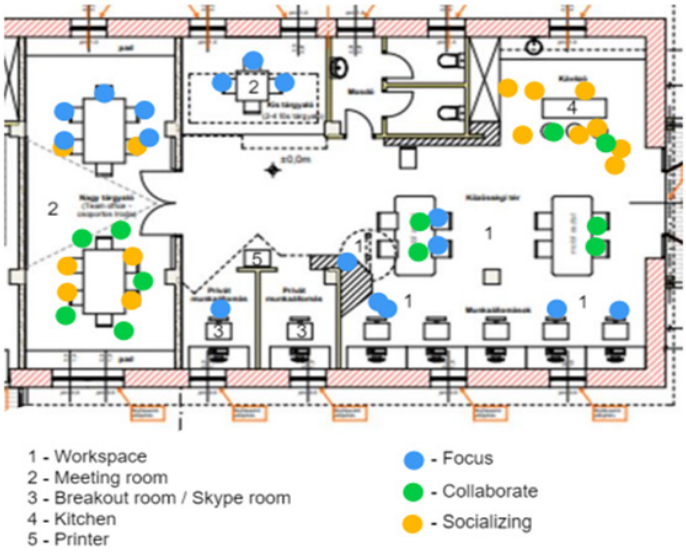
The participants got to know each other by the end of the first day. After their arrival, the community manager guided them around and in the evening, they introduced themselves. On the first full day during the working hours, everyone worked on their project, but in the nordic walking tour, they were mixed in a group of 2-3 people where the common interests were revealed, mainly job-related, business or family topics were discussed. In the evening, the community manager organized a board and card game event, where half of the participants attended. Some were still working. Some were relaxing in the apartment.

The second day they communicated a lot more during the working hours, asking for each other's help, having a coffee together, and having lunch together. In the early afternoon, preparations began for the cooking workshop. The event was also attended by outsider participants from the neighbourhood, who easily fitted in. During the cooking, everyone focused on the food preparation. The joint dinner created the place to become better acquainted. Commensality, defined as "eating at the same table" or the act of eating together which has a long lineage of research and has been regarded as one of the milestones of human civilization helping to form bonds both within and beyond immediate family groups. Eating together is regarded as interactional, as an act of communication between participants; (Giacoman, 2016:463) Material element that contributes to more intimacy is the sitting together at the same table eating the same food, which not only increases trust around the edibility of the meal, but it also engenders social relationships thanks to the sustained encounter between participants.

The ritual of the meal reduces anxieties about encounter of social differences (Wise, 2011) and it is instrumental to the creation of a space of safety (Wise and Noble, 2016).

The following action map can be drawn on the third day's working hours based on our video analysis. Users have come outside of the Re-charge programme. Their interactions are also on the action map.

Figure 1 Action map



Source: own research

The blue-coloured symbols show the focused work. The green-coloured symbols show collaborative interactions, business workshops, or business conversations. The yellow symbols illustrate eating, drinking coffee, or small talk. It should be noted that the apartments are not displayed, but in addition to relaxing, the participants often worked there if they did not want to participate in the program or worked with sensitive data.

The fragrance journey was a spiritual adventure in the afternoon, where the participants created their essential oils. Unfortunately, the organizer of the programme did not even allow us to make footage not to disturb the spiritual part of the workshop; therefore, only after the event could we talk to the participants. However, they seemed transfigured, balanced, spirited and felt victorious.

On the fourth day, all workstations were busy. As a result, there were fewer socializing and collaborative interactions. After lunch, the programme was to fill out a year planner book. In this event, the focus shifts from community to individual planning, thus conditioning participants the Re-charge coliving camp coming to an end soon. The community breakfast of the last day was already about saying goodbye.

However, the participants had all the circumstances to collaborate, this did not happen entirely because it was not the primary goal of them (there were exceptions, e.g. the bank officer had a business consultancy concerning finance and financing matters). Instead they were focusing on recreation, and to recharge, also they were trying to work on their projects, away from workplace away from a home office. This attitude also stems from the fact that most employees were not entrepreneurs or start-uppers. Therefore, the design of the space provided an ideal opportunity to concentrate on work; the organized events gave a chance to build friendships throughout the week. However, for them, the most crucial aspect was to be around people in the same life period when a decision has to be made to be an employee or an entrepreneur, self-employed person, or freelancer.

5. Discussion and recommendations

Seen from the community manager's perspective Re-charge coliving-camp was successful, the post-modern neotribe was created due to the programs and her facilitation techniques, and last but not least, the open-minded attitude of the participants became visible. This tribalism leads to a higher level of consumer engagement, which results in them becoming part of the company completing specific value-creating work processes. As a result, the Portus-tribe started to develop day after day. An example of sharing the symbols was that one of the participants named its essential oil to Portus-drops. The

Portus tribe's evolution also reflects that social media group have been active ever since, and all the participants stated that they will return, working or relaxing and communicating this lifestyle to their colleagues and friends as well. The management organized programs that are present in our everyday lives, but we have no time to spare during the rush hour. These events also help the participants to find directions for their path and find themselves without leaving society altogether but paying attention to themselves and each other.

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