

Abstract

Online social software applications pervade our everyday lives. These applications stimulate and support group interaction and connect communities of practice.

Lave and Wenger (1991), Wenger (2000) and Wenger, White and Smith (2010) have identified and explored the characteristics of these communities of practice and their digital habitats. To date there has been very little attention paid to these communities in the sporting domain. This paper aims to address this absence. It is an account of a participant observation study from within an information and communications technology company that was developing an online social software application for sport.

We present a qualitative account of the adoption of the application by two communities of practice. We have an example of non-adoption to share too. We draw attention to the role and impact of a community driver in the adoption process and conclude the paper with a discussion of the trust that can be nurtured by a sensitive and reflective driver.