

Title	会員の継続を促進するクラブ組織のラーニングエコシステム～合気道道場での集団稽古のパーソナルネットワーク分析・質的内容分析～
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Citation	
Issue Date	2024-06
Type	Thesis or Dissertation
Text version	ETD
URL	http://hdl.handle.net/10119/19330
Rights	
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Abstract

This study analyzes the mechanisms of learning ecosystems in club organizations (membership organizations) based on interests and hobbies, focusing on enhancing the sustainability of member involvement. Unlike business organizations, club organizations involve self-directed and free-choice learning by each actor. As a case study, an Aikido club, which has been successful in sustaining long-term participation, was chosen. The study analyzes the interactions and interdependencies among actors using a theoretical framework encompassing (1) co-creation of value, (2) cooperative learning, and (3) collective intelligence.

The research methodology combined personal network analysis among members during group practice in Aikido and qualitative content analysis of the actors, forming a mixed-method analysis.

The analysis revealed that freely choosing the optimal partner promotes co-creation of value. However, it also became evident that choosing inappropriate partners can lead to the destruction of this value. As a response to such issues, the learning ecosystem is suggested to be equipped with self-regulation functions.

Furthermore, for promoting long-term continuation, it was suggested that fostering intrinsic motivation through cooperative learning is crucial, and in terms of addressing value destruction, collective intelligence appears to play a role in the self-regulation function. These findings provide valuable insights for improving the learning environment and encouraging sustainable participation in club organizations based on interests and hobbies.

Keywords: learning ecosystem, value co-creation, cooperative learning, collective intelligence, aikido-dojo, somatic knowledge, membership organizations