

Encouraging Participation & Contributions in Online Communities


Thursday, April 4th, 2013
CSC112D -- DMS103

Web 1.0




Web 1.0 vs Web 2.0

Web 1.0



Web 2.0



The image illustrates the transition from Web 1.0 to Web 2.0 using LEGO minifigures. The top section, labeled 'Web 1.0', shows three separate, isolated scenes: a person in a forest, a person in a field, and a person with a surfboard. The bottom section, labeled 'Web 2.0', shows a single, integrated scene where all three characters are present together, interacting in a shared environment. Three orange arrows point to the characters in the Web 2.0 scene, highlighting their interaction.

Types of Contributions

- ▶ Generating Data & Information
 - Wikipedia, Open Street Maps
 - Rankings (Yelp, RottenTomatoes)
 - Photo tagging on Facebook
 - Tutorials, Instructables
 - Resolving bugs on GitHub

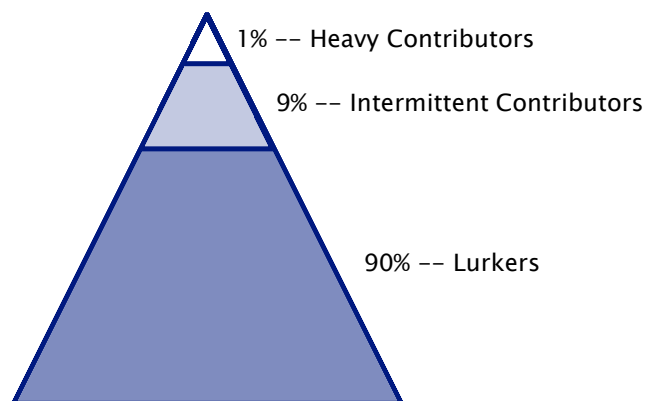
Types of Contributions

- ▶ Communication
 - Forum discussions
 - Comments on blogs
 - Messages on Facebook, Twitter
 - Asks on Tumblr

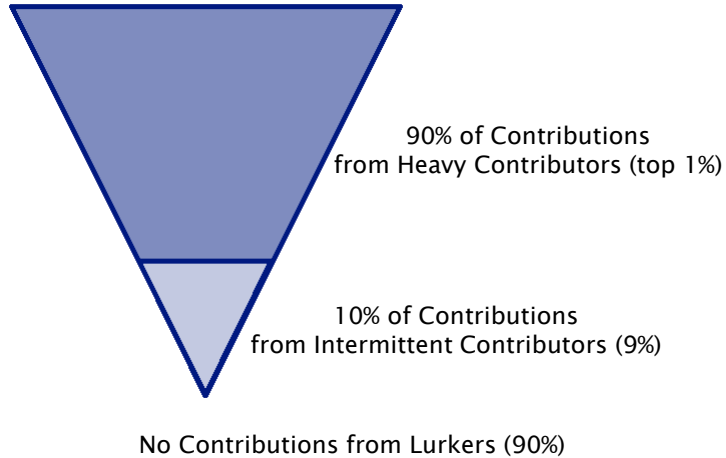
Types of Contributions

- ▶ Creating Profiles
- ▶ Sharing Media (eg. songs, shows)

Participation Inequality



Participation Inequality



Participation Inequality

- ▶ 20% to 30% on Facebook are “power” users
 - Friend requests, likes, messaging, tagging
- ▶ 11% of internet users have blogs
- ▶ 1% of Amazon customers write reviews
- ▶ .02% of Wikipedia readers do 5 or more edits
 - 0.003% have contributed 67% of edits

Why fix participation inequality?

- ▶ Not a representative sample
 - Customer feedback, political insights
- ▶ Biased towards extreme
 - Yelp! Reviews
- ▶ Lack of diversity
 - Posts may be skipped due to volume

Why do users participate?

- ▶ Anticipated reciprocity (bridging social capital)
- ▶ Reputation & Attribution
- ▶ Sense of efficacy
- ▶ Sense of belonging & emotional connection

Anticipated Reciprocity

English Sign Up for Yelp Log In

yelp

Welcome About Me Write a Review Find Friends Messaging Talk Events
Member Search

Good Luck Restaurant

★★★★☆ 104 reviews [Rating Details](#)
 Categories: American (New), Burgers, Bars [\[Edit\]](#)
 50 Anderson Ave
 Rochester, NY 14607
 (585) 340-6161
<http://www.restaurantgoodluck.com>
[Explore the menu](#)


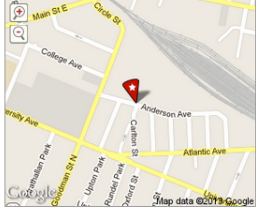
Hours:
Wed-Sat 5 pm - 2 am
Delivery: No
Accepts Credit Cards: Yes
Parking: Street, Private Lot
Attire: Casual
Good for Groups: Yes
Good for Kids: No
Takes Reservations: Yes

Price Range: \$\$\$
Take-out: No
Waiter Service: Yes
Outdoor Seating: No
Wi-Fi: No
Good For: Dinner
Music: Background
Best Nights: Thu, Fri, Sat
Alcohol: Full Bar

Coat Check: Yes
Drive-Thru: No
Noise Level: Loud
Good For Dancing: No
Ambience: Trendy
Has TV: No
Wheelchair Accessible: Yes
Dogs Allowed: No

[Edit Business Info](#) [Work Here? Unlock This Business Page](#) [First to Review](#)

[Send to Friend](#)
[Bookmark](#)
[Send to Phone](#)
[Write a Review](#)

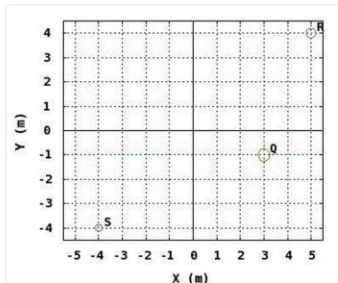
[View Larger Map/Directions](#)

Browse Nearby:
[Restaurants](#) | [Nightlife](#) | [Shopping](#) | [Movies](#) | [All](#)

Bridging Social Capital



Crap. Can someone give me the coordinates for these three masses? I think I need them and forgot to get the dang diagrams for this week. :((And please tell me which mass it is when you give me the coordinates. :) Thanks much!!!



Like · Comment · Share · 57 minutes ago via OS X · 28

= (-4, -4), Q = (3, -1) & R = (5, 4) given in standard x,y coordinates. The units are meters.
 52 minutes ago · Like · 1

hank you!!!
 29 minutes ago via mobile · Like

Welcome!
 28 minutes ago · Like

Write a comment...

Reputation

















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• (cur prev)	10:05, 14 April 2013	77.56.53.183 (talk)	... (47,112 bytes) () ... (undo)
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Sense of Efficacy

I've got baggage.

I've been feeling really crappy lately. Every time I turn around, something else is falling apart. Say, could you hold this for a minute?




check it

Take a minute to unload whatever's been bringing you down. Big or small, doesn't matter. Sometimes it just helps to get it out there and know someone heard it.

emotionalbagcheck.com
sincerely a stress site

Take that for you?

I'm really loving life right now. Things are finally clicking into place. I've got happiness to spare. Let me lighten your load.



carry it

Take a minute to read about someone else's issues. Then choose a song to help get them through the pain. We'll send it along to them.



Kate_ash ABOUT 13 HOURS AGO

lunch with boyfriend. which dress? please comment!

LOVE IT

HATE IT

11 Love it
including

8 Comments

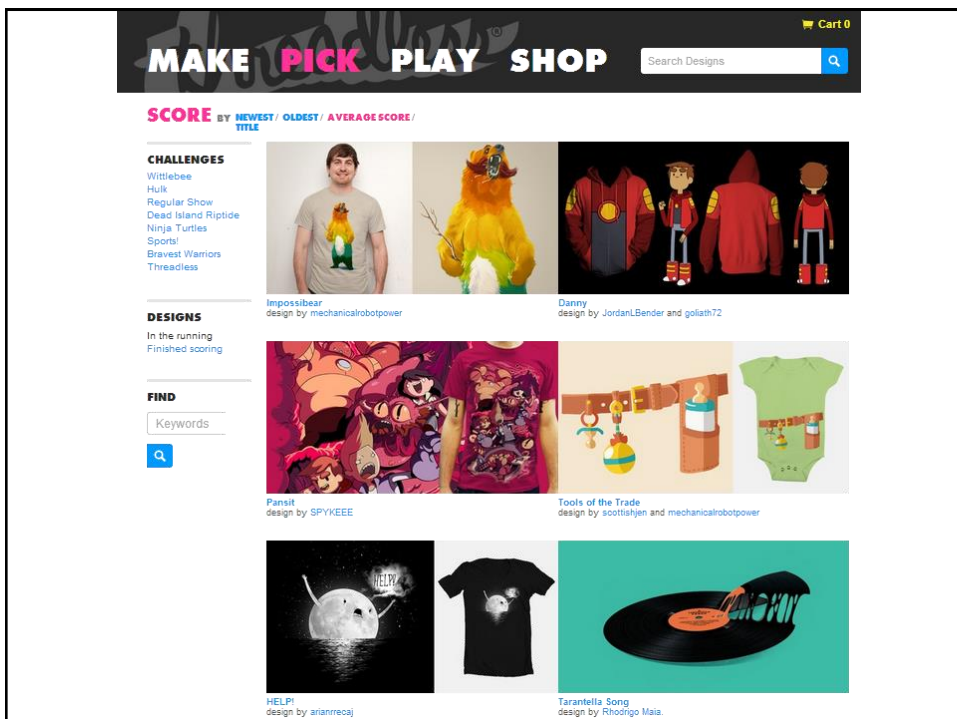
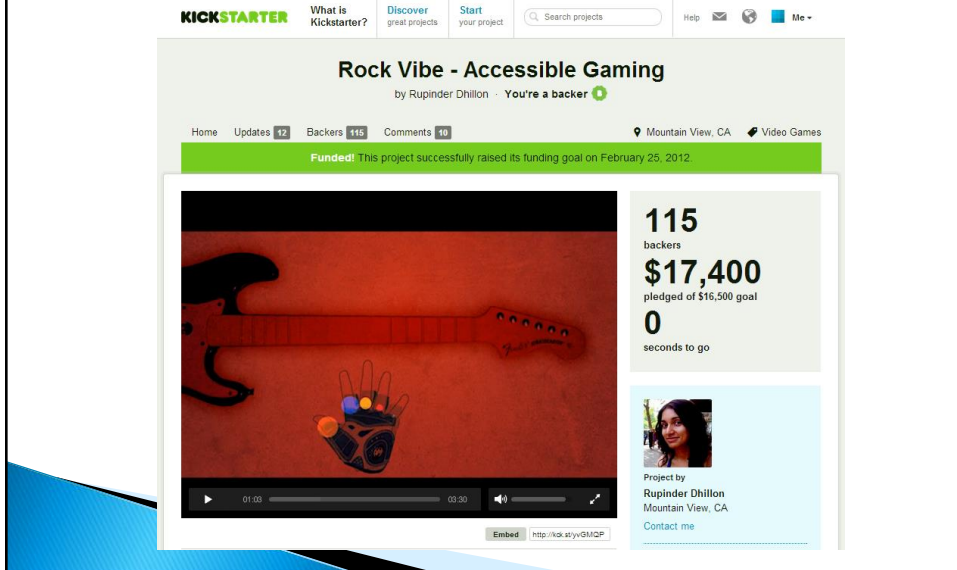
Claire Hublé 4
about 9 hours

DaisyPop Bottom left
about 11 hours

Give your thoughts on this look...

COMMENT

Belonging & Emotions



Encouraging Participation

- ▶ Ask!
- ▶ Make contributing easy
- ▶ Reward participation and quality
- ▶ Promote community

Ask

- ▶ Ask everyone
 - Broadcast a description of the need
 - “Fear campaigns”

i Dear Wikipedia readers: We are the small non-profit that runs the #5 website in the world. We have only 150 staff but serve 450 million users, and have costs like any other top site: servers, power, rent, programs, staff and legal help. To protect our independence, we'll never run ads. We take no government funds. We run on donations averaging about £30. If everyone reading this gave £5, our fundraiser would be done within an hour. If Wikipedia is useful to you, take one minute to keep it online another year by donating whatever you can today. We just need 1% of readers to donate. We're not there yet. Please help us forget fundraising and get back to Wikipedia. *Thank you.* ×

Criticism

PLEASE HELP

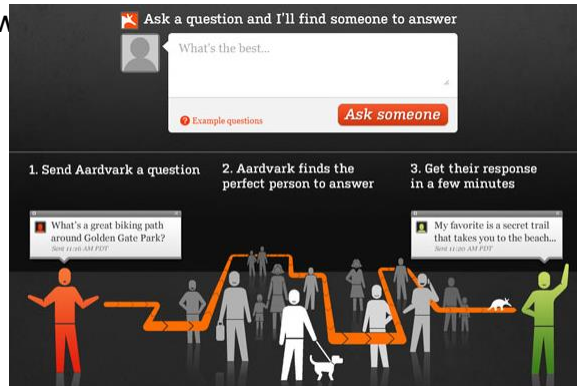
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Frequent complaints about paid street fundraisers include the use of aggressive or deceitful tactics, lack of knowledge of the charity, refusal to listen to a person who doesn't want to stop, the use of sarcasm or other negative language intended to make a person feel guilty if they decline to stop. Paid street fundraisers are sometimes known as **chuggers** because usually fundraising is viewed as aggressive or invasive (a *portmanteau* of "charity" and "mugger"). It became popular as a way of referring to street fundraisers after several articles appeared in British newspapers which pointed out the negative image of the people doing the job.^{[2][3][4]}

Sometimes the sheer frequency of fundraisers in a certain area will lead to frustration, a survey of four roads in London during 2009 found 500 of them working on four roads over a six-week period.^[5] However, those in the charity sector see street fundraising as an invaluable method of raising brand awareness, and recruiting younger donors under the age of 35 who are "like gold-dust for a charity because they will give over a longer lifetime".^[6]

Ask

- ▶ Target specific people
 - Make participants feel unique
 - Target requests to their interests
 - Requests from w



Make Contributing Easy

- ▶ Design flow
 - Allow limited participation without an account

WHERE SUPER-FANS BECOME SUPERSTARS! >>

KE\$HA

Ask Ke\$ha
Ask Ke\$ha a question you'd like her to answer.

0 pts

★☆☆ Ke\$ha Earn Points Get Insider Scoops

Leaderboard
Top fans with most votes
Check back soon for a new vote!

What question do you want Ke\$ha to answer next?

What question do you want Ke\$ha to answer next?

Name

Email

Twitter Handle

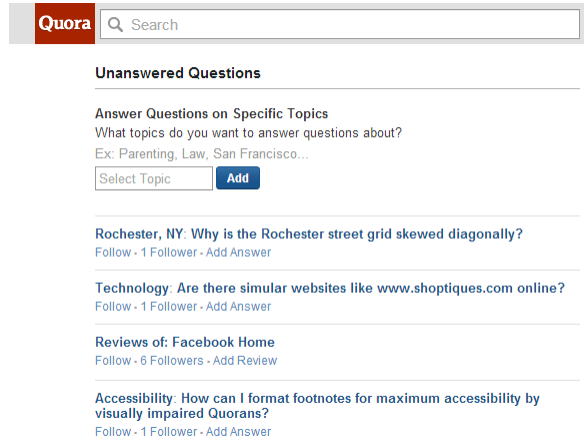
SUBMIT

+20 pts

Make Contributing Easy

- Design flow
 - Allow limited participation without an account
 - Make needed contributions visible & trackable

Make Needs Visible



Quora

Unanswered Questions

Answer Questions on Specific Topics
 What topics do you want to answer questions about?
 Ex: Parenting, Law, San Francisco...

Rochester, NY: Why is the Rochester street grid skewed diagonally?
 Follow · 1 Follower · Add Answer

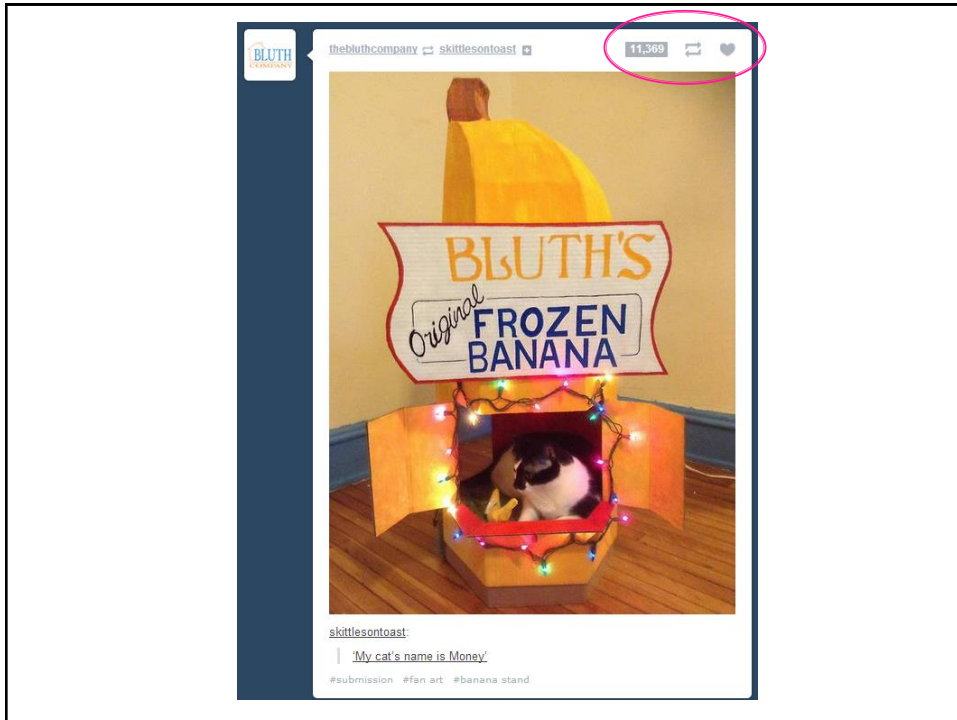
Technology: Are there similar websites like www.shoptiques.com online?
 Follow · 1 Follower · Add Answer

Reviews of: Facebook Home
 Follow · 6 Followers · Add Review

Accessibility: How can I format footnotes for maximum accessibility by visually impaired Quorans?
 Follow · 1 Follower · Add Answer

Make Contributing Easy

- ▶ Design flow
 - Allow limited participation without an account
 - Make needed contributions visible & trackable
- ▶ Low-impact participation
 - Like/Favorite buttons



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 - Provide the bulk of information, users edit

Macklemore and Ryan Lewis – Thrift Shop Lyrics

Featuring: **Macklemore & Wanz** Produced By: **Ryan Lewis**

[Listen](#)
[Embed](#)
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[Intro]
What what, what, what (x8)

[Hook: Wanz]
I'm gonna pop some tags, only got twenty dollars in my pocket
I'm, I'm, I'm hunting, looking for a come up, this is fucking awesome

[Verse 1: Macklemore]
Now walk into the club like "What up? I got a big cock!"
Nah, I'm just pumped, I bought some shit from the thrift shop
Ice on the fringe is so damn frosty
The people like "Damn, that's a cold"
Rolling in hella deep, headed to the
Dressed in all pink except my gator
Draped in a leopard mink, girl stand
Probably should've washed this, sn
(Pisssss...)
But shit, it was 99 cents!
Fuck it, coppin' it, washin' it, 'bout to
Passing up on those moccasins so
Bummy and grungy, fuck it man, I a
Saving my money and I'm hella hap
I'ma take your grandpa's style, I'ma
No for real, ask your grandpa: can I
Velour jumpsuit and some house st

ABOUT THRIFT SHOP
Backed by a super-funky beat, Macklemore shows how much \$20 can do by ditching expensive labels for thrift shop clothing.
Released as a single and on the LP *The Heist*.
The song has become a huge hit, certified triple platinum in the US claiming the number 1 spot on the US Billboard, and Australian ARIA Music Charts.


THRIFT SHOP

Listening to this song right now

Hours

"Ice on the fringe" refers to coats that were popular primarily in the 80's and featured leather fringe and rhinestone embellishments. In some cases, small items like crystals, charms, feathers etc. were knotted directly to the fringe (though it probably wasn't meant that literally).

Here it would be false stones on fringe.



Make Contributing Easy

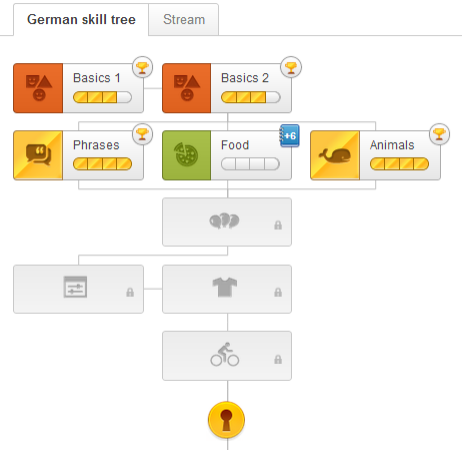
- ▶ Design flow
 - Allow limited participation without an account
 - Make needed contributions visible & trackable
- ▶ Low-impact participation
 - Like/Favorite buttons
 - Provide the bulk of information, users edit
- ▶ No-impact participation
 - "Customers Who Bought This Item Also Bought"

Customers Who Bought This Item Also Bought

 Latest Web Design Trends, The Road To Good Website Costin Gama Kindle Edition (4) \$5.74	 Responsive Web Design with HTML5 and CSS3 Ben Frain Kindle Edition (6) \$18.29	 Learn HTML5 Website Basics Features And Elements In ... Ruben D'Oliveira Kindle Edition (9) \$5.74	 jQuery Compressed Jakub Jankov Kindle Edition (14) \$6.41
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Reward Participation & Quality

- ▶ Reward participation
- ▶ Reward quality co
 - Let users rate each
 - Leaderboards
 - Sort by best



Promote Community

- ▶ Allow & display profiles
- ▶ Notify users of comments or answers
- ▶ Recognize other people's contributions

Community Commitment

- ▶ Affective commitment (want to continue)
 - Identity-based (part of the community)
 - Bond-based (close to individual members)
- ▶ Normative commitment (should continue)
- ▶ Need-based commitment (must continue)

Community Commitment

- ▶ Cluster users into small, named groups
[bonds-based, identity-based]
- ▶ Recruit people with existing social ties
[bonds-based]
- ▶ Off-topic conversation
[bonds-based]
- ▶ Make content exclusive or difficult to transfer
[needs-based]
- ▶ Highlight ability to return favors
[normative]

Community Commitment

- ▶ Large community, high volume communication
[bonds-based]
- ▶ Diversity of interest
[identity-based]
- ▶ Off-topic conversation
[identity-based]
- ▶ Highlight similar communities
[need-based]

Summary

- ▶ Types of contributions
- ▶ Why people participate
- ▶ How to encourage participation
- ▶ How to build and retain a community