

Creating a Web Community - Examples

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- What we know about it

*Globale soziale Netzwerke, wie sie in Form von Netzgemeinschaften durch die Verwendung von Sozialer Software entstehen, **sind hinsichtlich ihrer soziologischen, kulturellen und politischen Folgen noch nicht hinreichend erforscht**, während es zu den ökonomischen und nutzungsspezifischen Aspekten bereits eine Reihe von Studien gibt.*

Source: [http://de.wikipedia.org/wiki/Soziales_Netzwerk_\(Soziologie\)](http://de.wikipedia.org/wiki/Soziales_Netzwerk_(Soziologie))

So, in other words....

What we **do** know.... is that we **don't know**

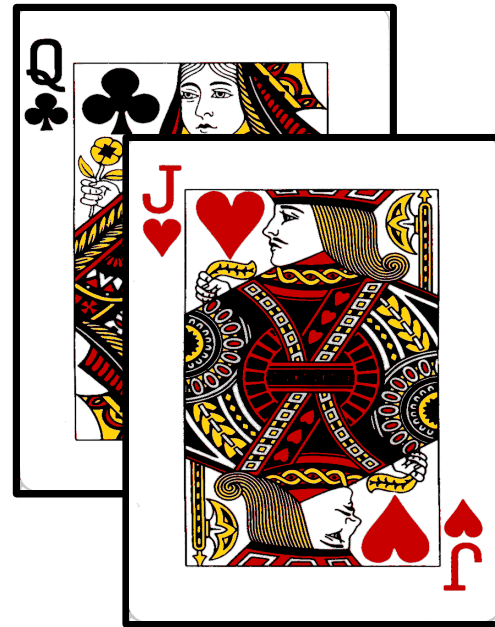


Groups: alpha, beta, gamma ... omega

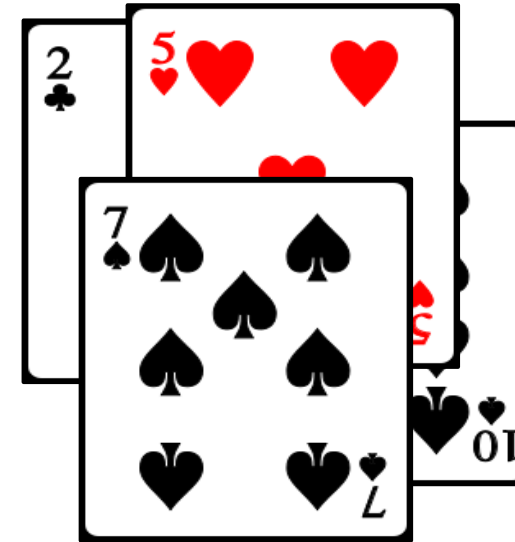
alpha



beta



gamma



omega



- **MY WILD GUESS**: web communities are functioning (more or less) on the base of same principles that we already know (behaviour of small groups of people)

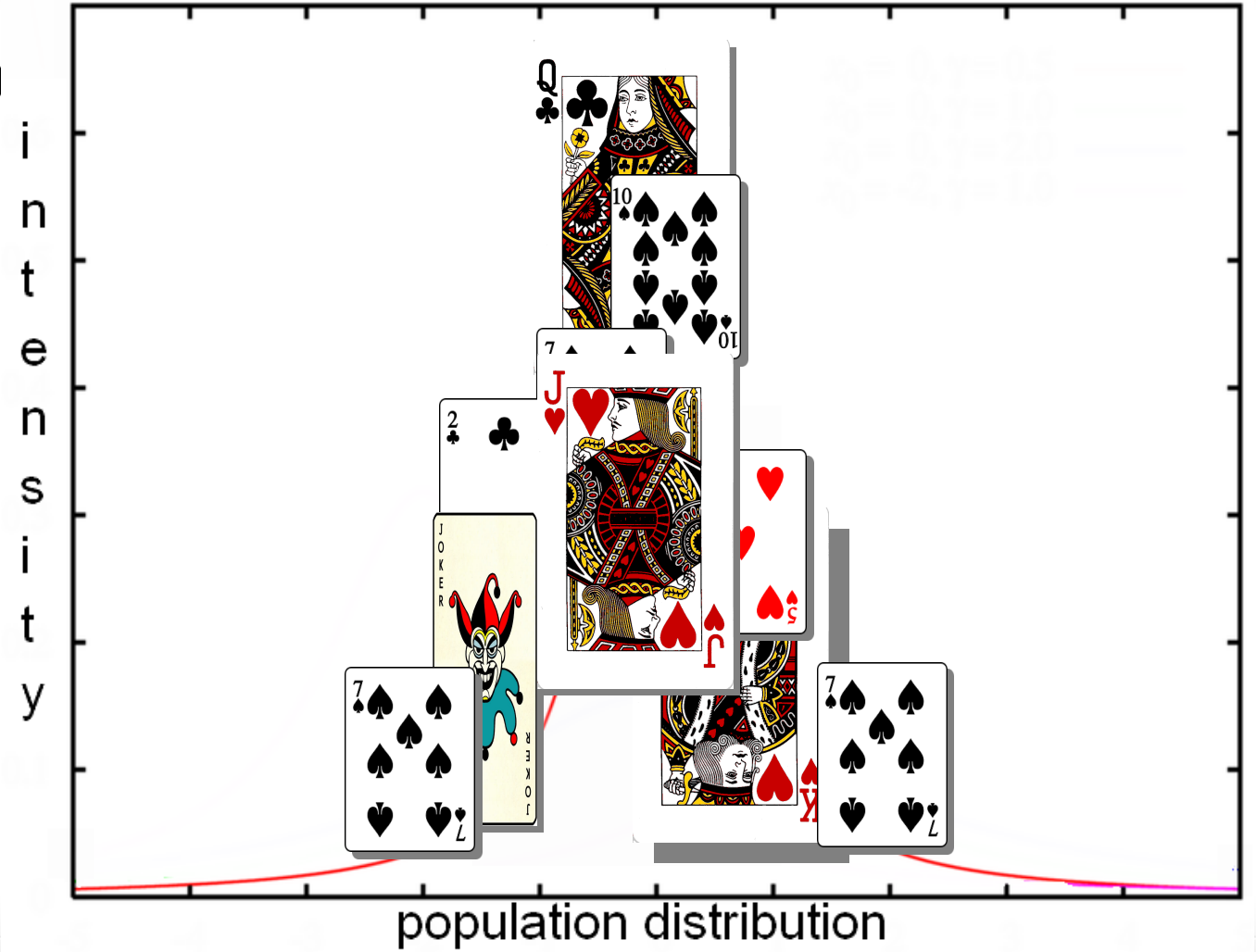
Group size vs intense of interest

Paleolithic instincts (surviving)

vs.

modern society (interest)

- Large groups
 - Fashion & Style
- Small groups
 - D7 Core developers



Creating a community

- what fields of interests drive your community?
- Distribution through society? (age, education, etc...)
- small vs. large group? (impact on marketing strategy)
- alpha/beta/gamma/omega distribution?
- Time scale? (when do you expect „results“?)

creating the website itself is not enough

- **Field of interests**
Austrian Council: government founding and R&D policy
- **Distribution**
people from the “system“
- **alpha/beta/gamma/omega**
unknown
- **small vs large group?**
small, „hi“ => be „personal“
- **Timeline**
5 weeks to make community & get enough feedback



The screenshot shows the website for 'FORSCHUNGSSTRATEGIE 2020' by the Austrian Council. The interface is in German and features a navigation bar with links for 'Abstimmung', 'Blog', 'Foren', 'Diskussion', and 'My account'. A search bar is also present. The main content area includes a 'Logout' section, a 'Willkommen zur Diskussion der Forschungsstrategie 2020' message, and a 'So funktioniert es' section with a flow diagram. The flow diagram shows a process starting with 'Kapitel 1', followed by 'Kapitelname', 'Hier wählen', 'Absatz Status', 'Absatz wird diskutiert', and 'Angehänge Datei'. A voting section with 'JA' and 'NEIN' buttons is visible. On the right, there is a 'Foren' section with a table of forums and contributions.

Foren	Beiträge
Technologie & Wirtschaft	[103]
Wissenschaft	[13]
Missionen sehr lang sehr	[13]

- **400+ accounts in 2 weeks**
- **Feedback**
 - 700+ comments
 - 7000 votes on 400 nodes
- **Timeline & group small** ⇒
 - personal conntacts, media cover.
(standard, futurezone, press conf.)
- **Attitude to users**
 - Betas identification through Forum & num of comments.
 - Omega found ⇒ „embedding?“



The screenshot shows the website interface for 'FORSCHUNGSSTRATEGIE 2020'. The header includes the Austrian Council logo and navigation links for 'Abstimmung', 'Blog', 'Foren', 'Diskussion', and 'My account'. A search bar is also present. The main content area features a 'Logout' section, a 'Die wichtigsten' sidebar with links to Partner, Studien, Statistiken, Institutionen, and a download for 'Strategie2020'. The central part of the page displays a discussion post titled 'Willkommen zur Diskussion der Forschungsstrategie 2020' by Reinhold Mitterlehner. Below this, there is a section 'So funktioniert es' with a flow diagram showing the process from 'Kapitelname' to 'Hier wählen' (with JA/NEIN buttons), then to 'Absatz-Status', and finally to 'Angehänge Datei'. A status bar indicates 'Status (3) - Final' and shows an attachment 'test02.pdf' (6.14 KB). On the right, there is a 'Foren' section with a table of contributions:

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Missionen sehr lang sehr	[13]

- „Give everyone a toy“

Alpha (RTFE stuff): moderation (user & content) mailing lists etc.

Document ⇒ Chapter ⇒ Paragraph

Betas: VIP Blogs/Forum creation & comment creation (**text creation**)

Gammas: voting on paragraph and comments (**mouse clicking**)

- „Make it cool“

AJAX/JQuery use, D6 add-ons:
Cpanel/Views/CCK, nodehierarchy,
popups, custom voting module
(over voting API)



The screenshot shows the website interface for 'FORSCHUNGSSTRATEGIE 2020'. The top navigation bar includes 'Abstimmung', 'Blog', 'Foren', 'Diskussion', and 'My account'. The main content area displays 'Document 1 / Chapter 1' and 'Chapter 4 / 210'. A voting section shows 'JA' (green) and 'NEIN' (red) buttons. Below this is a 'DOC_MANAGER' section titled 'Die aktuellsten Kommentare' with a table of comments and votes.

Kapitel / Absatz:	Kommentare / Stimmen
Ch4/Abs3:	[25 / 4]
Ch4/Abs311:	[25 / 4]
Ch4/Abs311:	[25 / 4]
Ch4/Abs311:	[25 / 4]
Ch4/Abs311:	[25 / 4]

Below the comments table is another section titled 'Die aktuellsten Forumsbeiträge' with a table of forum posts.

Themen:	Erstellt am / Kommentare
Bei Risikokapital muss wirklich mehr passieren	20-Apr-2004 [24]
Österreichische Investition...	20-Apr-2004 [24]

- **Field of interests**
concerts, movies, events
- **Distribution**
target: teenagers without
an bank account
- **small vs large group?**
Large group \Rightarrow speak loud!
(flyers, bilboards, magazines)
- **Timeline**
Old CMS hard to scale,
SEO problems \Rightarrow
migrate to Drupal



The screenshot shows the MegaCard website homepage. At the top, there is a search bar and an RSS feed icon. Below the search bar is a navigation menu with links for 'home', 'megafun', 'megacard', 'megavorteile', 'faq', and 'online banking'. A red banner below the navigation menu contains links for 'Funktionen', 'Alle Vorteile', 'Hier Anfordern', 'Mein Bank-Service', 'Anlageformen', and 'Website Neu'. The main content area is titled 'Website Neu' and features a 'tell-a-friend' and 'drucken' button. The text below the title reads: 'Vielleicht ist dir aufgefallen, dass sich die www.megacard.at website optisch ein wenig verändert hat. Im Hintergrund hat sich aber noch viel mehr getan...'. There are three bullet points: 'Member Login', 'Neue Strukturierung', and 'Neue Community-Features'. To the right of the text is a photograph of a family of six people, including a man in a suit and hat, a woman in sunglasses, and four children. They are holding a sign that says 'MegaCard alt wirst du noch früh genug!'.

- **Outside of web**

Beta: Paying for article (50€)

Gamma: Discounts for tickets

- **Attitude toward users**

Beta identification through moderation of articles

Omega “not an option” ⇒ heavy moderation (mollom & co not enough for German native speakers?)



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- „Give every role a toy“

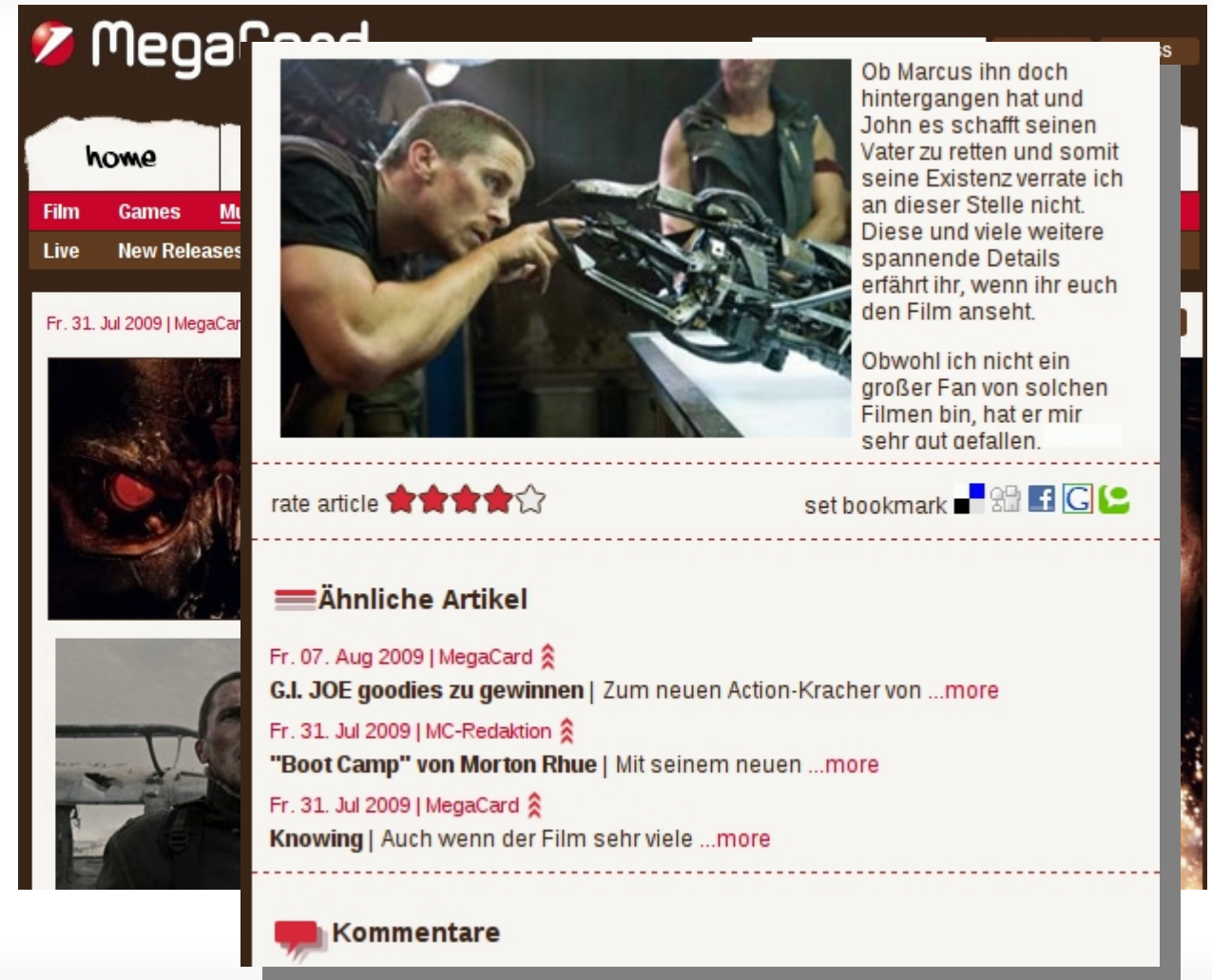
Alpha (mods): content & users,
Article creation (payed)

Beta: payed event review (text
creation) ⇒ costs goes down

Gamma: voting on articles,
commenting (clicking around)

- „Make it cool“

moderate AJAX/JQuery use:
star voting, social bookmarking,
similar (SQL MATCH)



The screenshot shows the MegaCard website interface. At the top, there's a navigation menu with 'home', 'Film', 'Games', and 'MC'. Below the menu, there's a date indicator 'Fr. 31. Jul 2009 | MegaCard'. The main content area features a large image of a man working on a motorcycle, with a text overlay that reads: 'Ob Marcus ihn doch hintergangen hat und John es schafft seinen Vater zu retten und somit seine Existenz verrate ich an dieser Stelle nicht. Diese und viele weitere spannende Details erfährt ihr, wenn ihr euch den Film anseht. Obwohl ich nicht ein großer Fan von solchen Filmen bin, hat er mir sehr gut gefallen.' Below the image, there's a star rating system 'rate article' with five stars (four filled, one empty) and a 'set bookmark' button with social media icons for Facebook, Google+, and Twitter. A section titled 'Ähnliche Artikel' (Similar Articles) lists three related articles with their dates and authors: 'Fr. 07. Aug 2009 | MegaCard | G.I. JOE goodies zu gewinnen | Zum neuen Action-Kracher von ...more', 'Fr. 31. Jul 2009 | MC-Redaktion | "Boot Camp" von Morton Rhue | Mit seinem neuen ...more', and 'Fr. 31. Jul 2009 | MegaCard | Knowing | Auch wenn der Film sehr viele ...more'. At the bottom, there's a 'Kommentare' (Comments) section with a speech bubble icon.

- www.forschungsstrategie.at
 - “small” community / “low” on budget / “low” on time
 - LOT OF PERSONAL INVOLVEMENT NECESSARY
 - INCORPORATE YOUR CLIENT IN DEVELOPMENT (EXPLAIN AMOUNT OF WORK)
 - INCORPORATE COMMUNITY PEARS AS BETAS EARLY (when possible)
- www.MegaCard.at
 - “big” community / “medium” budget / “medium” time scale
 - NON-WEB MARKETING TOOLS WILL BE APPLIED
 - START PROJECT EARLY, TEST HARD (WEEKLY DEV CYCLE, xP)
 - INVOLVE ALL STAKEHOLDERS IN TESTING & DEVELOPMENT ISSUES

Questions & T-shirts

? X

