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## SI 529 Readings:

### No Required Texts

### Recommended Texts

- Powazek, Derek (2001) Design for Community (Out of print)
- Kim, Amy Jo (2000) Community Building on the Web (Out of Print)

### Class #1: Introduction: Metaphors of Online Communities

- Wenger, Etienne, McDermott, Richard, and Snyder, William. *Cultivating Communities of Practice* ([http://www.amazon.com/Cultivating-Communities-Practice-Etienne-Wenger/dp/1578513308/ref=pd\\_bbs\\_sr\\_2?ie=UTF8&s=books&qid=1199302891&sr=8-2](http://www.amazon.com/Cultivating-Communities-Practice-Etienne-Wenger/dp/1578513308/ref=pd_bbs_sr_2?ie=UTF8&s=books&qid=1199302891&sr=8-2)) Chapter One, Communities of Practice and their Value to Organizations. Pages 1-22 and notes pp. 233-239.
- Wellman, Barry (1996). An Electronic Group is Virtually a Social Network.
- Powazek, Derek (2001). Preface. In *Design for Community* (Preface). Waite Group Press.
- Preece. Getting Acquainted with Online Communities.
- Oldenburg, R. (1989). The great good place. Chapter 2, pages 20-42.

### Class #2: Niches; Ethics

- Wenger, Etienne, & McDermott, Richard, & Snyder, William M. (2002). Communities of Practice and Their Structural Elements. In *Cultivating Communities of Practice* (chap 2). Boston: Harvard Business School Press.
- Draft of introduction chapter to the CommunityLab Handbook. Robert Kraut and Paul Resnick.
- Kim, Amy Jo (2000). Purpose. In *Community Building on the Web* (chap 1). Berkeley, Peachpit Press.
- Kraut, Robert, & Olson, Judith, & Banaji, Mahzarin, & Bruckman, Amy, & Cohen, Jeffrey, & Couper, Mick (2003). Psychological Research Online: Opportunities and Challenges.
- Powazek, Derek (2001). Is This Trip Really Necessary? In *Design for Community* (chap 1). Waite Group Press.

### Class #3: Conversation and Other Activities

- The Right Way To Fix Inaccurate Wikipedia Articles. <http://searchengineland.com/070807-085103.php>
- Wenger, Etienne, & McDermott, Richard, & Snyder, William M. (2002). Seven Principles for Cultivating Communities of Practice. In *Cultivating Communities of Practice* (chap 3). Boston: Harvard Business School Press.
- Kim, Amy Jo (2000). EVENTS: Meetings, Performances and Competitions. In *Community Building on the Web* (chap 7). Berkeley, Peachpit Press.
- Kim, Amy Jo (2000). RITUALS: Handshakes, Holidays, and Rites of Passage. In *Community Building on the Web* (chap 8). Berkeley, Peachpit Press.
- Hansen, Derek L., & Ackerman, Mark S., & Resnick, Paul J., & Munson, Sean (2008). Virtual Community Maintenance with a Collaborative Repository.
- Resnick, Paul, & Hansen, Derek, & Riedl, John, & Terveen, Loren, & Ackerman, Mark (2005). Beyond Threaded Conversation. In *CHI 2005 Workshops*.
- Zhou, Xiaodan Daniel, & Oostendorp, Nathan, & Hess, Michael, & Resnick, Paul (2008). Conversation Pivots and Double Pivots. In *Proceedings of CHI 2008*.

#### **Class #4: Roles; Member Lifecycle; Entry Barriers**

- Robert Kraut, Moira Burke, John Riedl, Sara Drenner. Draft of Chapter 3 of the CommunityLab Handbook.
- Powazek, Derek M (2002). Entry Barriers. In *Design for Community: The Art of Connecting Real People in Virtual Places* (chap. 8). Indianapolis, New Riders.
- Milgrom, Paul and Roberts, John (1992). Motivation: Contracts, Information and Incentives (pp. 154-159). In *Economics, Organization and Management*. Prentice Hall.
- Viral marketing: [http://en.wikipedia.org/wiki/Viral\\_marketing](http://en.wikipedia.org/wiki/Viral_marketing)
- Search engine optimization:
  - <http://www.google.com/support/webmasters/bin/answer.py?answer=35291>
  - <http://www.google.com/support/webmasters/bin/answer.py?answer=35769>

#### **Class #5: Socializing Newcomers**

- Wikipedia Adopting a User/Adopter's Area/Experience: [http://en.wikipedia.org/wiki/Wikipedia:Adopt-a-User/Adopter%27s\\_Area/Experiences](http://en.wikipedia.org/wiki/Wikipedia:Adopt-a-User/Adopter%27s_Area/Experiences)
- Van Maanen, J., & Schein, E. H. (1979). Toward a theory of organizational socialization. In *Research in Organizational Behavior*, Barry Straw, Ed. 1, 209–264.
- Bauer, Tayla N., & Bodner, Todd, & Erdogan, Berrin, & Truxillo, Donald M., Tucker, Jennifer S. (2007). Newcomer Adjustment During Organizational Socialization: A Meta-Analytic Review of Antecedents, Outcomes, and Methods. *Journal of Applied Psychology*, Vol. 92, No. 3, pp. 707-721.

#### **Class #6: Getting People to Stay**

- Introductions and Requests: Rhetorical Strategies That Elicit Response in Online Communities, M Burke, E Joyce, T Kim, V Anand, R Kraut - Proc. Communities & Technologies, 2007
- Ren, Yuqing, & Kraut, Robert, & Kiesler, Sara (2007). Applying Common Identity and Bond Theory to Design of Online Communities. *Organizational Studies* Vol. 28, No. 3. pp.377-408.
- Hogg, M.A. (2001). Social categorization, depersonalization, and group behavior. In M. Hogg. & T. S. Tinsdale. *Blackwell Handbook of Social Psychology: Group Processes* (pp 57-85). Malden, MA: Blackwell.

#### **Class #7: Regulating Behavior**

- Kim, Amy Jo (2000). Etiquette: Rules to Live By. In *Community Building on the Web* (chap 6). Berkeley, Peachpit Press.
- Lessig, Lawrence (1999). *What things regulate*. In *Code and Other Laws of Cyberspace* (chap. 7). New York: Basic Books.
- Kiesler, Sara (2008). Draft.

#### **Class #8: Boundaries and Inter-Group Relations**

- Wenger, Etienne. (2000) Communities of Practice and Social Learning Systems. *Organization*. Volume 7(2):225-246.
- Kim, Amy Jo (2000). Chapter 9

#### **Class #9: Encouraging Contribution**

- Encouraging contribution to online communities, Robert E. Kraut, Carnegie Mellon University, Paul Resnick, University of Michigan, In Kraut, R. E., Resnick, P., eds. (in

preparation). Designing from theory: Using the social sciences as the basis for building online communities.

### **Class #10: Invitations; Intrinsic and Extrinsic Rewards**

- Deci, Edward, Koestner, Richard, and Ryan, Richard M. A Meta-Analytic Review of Experiments Examining the Effects of Extrinsic Rewards on Intrinsic Motivation. *Psychological Bulletin* 1999, vol. 125, number 6, pp. 627-668. Read pp. 627-630 and 653-659 only, unless you understand what a meta-analysis is from some previous research methods class.
- Our general topic here is to understand what makes the experience of doing something intrinsically rewarding, and how we can make the activities that we want to encourage in online communities more intrinsically rewarding. There are three things to look at in this regard:
  1. The short Wikipedia article ([http://en.wikipedia.org/wiki/Flow\\_\(psychology\)](http://en.wikipedia.org/wiki/Flow_(psychology))) on Csíkszentmihályi's notion of flow.
  2. Malone, Tom (1982). *Heuristics for Designing Enjoyable User Interfaces: Lessons from Computer Games*. In *Proceedings for the 1982 conference on Human factors in computing systems*.
  3. Luis Von Ahn's presentation (<http://video.google.com/videoplay?docid=-8246463980976635143>) on the ESP Game (<http://www.espgame.org/gwap/>) and some related games. Focus especially on his anecdotes about why people like the game, in about minutes 20-25 of the presentation. I think there are some additional (social) characteristics that are not captured in the other readings and that we'll want to pull out in our discussion.
- Gneezy, Uri and Rustichini, Aldo (August, 2000). *Pay Enough or Don't Pay At All*. *The Quarterly Journal of Economics*.
- Cosley, Dan, & Frankowski, Dan, & Terveen, Loren, & Ridel, John (2007). *SuggestBot: Using Intelligent Task Routing to Help People Find Work in Wikipedia*. In *Proceedings in Intelligent User Interfaces*.

### **Class #11: Goals, Feedback and Social Comparisons**

- Wood, Joanne V (1989). *Theory and Research Concerning Social Comparisons of Personal Attributes*. *Psychological Bulletin* Vol. 106, No. 2.
- Suls, Jerry, & Martin, Rene, & Wheeler, Ladd (2002). *Social Comparison: Why, With Whom, and With What Effect?* *Current Directions in Psychological Science*.
- Beenen, Gerard, & Ling, Kimberly, & Wang, Xiaoqing, & Chang, Klarissa & Frankowski, Dan, & Resnick, Paul, & Kraut, Robert (2004). In *Proceedings of Computer Supported Collaborate Work*.
- Schunk, Dale H. (2002). *Self-Regulation through Goal Setting*. ERIC Digest.

### **Class #12: Community Health Metrics**

- For this node, please read the wikipedia page on "Exit, Voice & Loyalty" at [http://en.wikipedia.org/wiki/Exit,\\_Voice,\\_and\\_Loyalty](http://en.wikipedia.org/wiki/Exit,_Voice,_and_Loyalty).
- Lithium Technologies White Paper. copyright 2009.

### **Class #13: The Startup Phase Revisited**

- Powazek, Derek M (2002). Content Comes First. In *Design for Community: The Art of Connecting Real People in Virtual Places* (chap. 2). Indianapolis, New Riders.
- Chen, Yan., Konstan, Joseph A., and Resnick, Paul. *Introduction to Chapter on Starting New OLCs*. 2008 draft.