SI 529 - eCommunities: Analysis and Design of Online Interaction Environments, Winter 2009

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http://hdl.handle.net/2027.42/64960
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

• Wellman, Barry (1996). An Electronic Group is Virtually a Social Network.
• Preece. Getting Acquainted with Online Communities.

Class #2: Niches; Ethics


Class #3: Conversation and Other Activities

• Resnick, Paul, & Hansen, Derek, & Riedl, John, & Terveen, Loren, & Ackerman, Mark (2005). Beyond Threaded Conversation. In CHI 2005 Workshops.
Class #4: Roles; Member Lifecycle; Entry Barriers
- 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

Class #6: Getting People to Stay

Class #7: Regulating Behavior

Class #8: Boundaries and Inter-Group Relations
- 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

- 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:
  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.

Class #11: Goals, Feedback and Social Comparisons


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.

Class #13: The Startup Phase Revisited