Design to Thrive

Creating Social Networks and Online Communities that Last

Tharon W. Howard

Table of Contents

FOREWORD	ix
ACKNOWLEDGMENTS	xi
CHAPTER 1 • Why Design to Thrive?	
Why?'	1
Buzz—Why Should You Be Interested?	1
What Experience Has Taught Me	2
Five Types of Online Groups Clients Seek	4
Technological Testosterone Poisoning	6
RIBS: The Four Elements Necessary for Long-Term Success	
What Are Ribs Good for?	8
Works Cited	9
CHAPTER 2 • The Nature of the Beasts What Are We Talking About?	11
Synopsis.	
What Is a Social Network (Compared to an Online Community)?.	
What is an Online Community (Compared to Lists, Discussion	
Groups, or Forums)?	22
Conclusion.	
Works Cited	
CHAPTER 3 • Why Invest in Social Networks and Online Communities	
What Are These Systems Good For?	29
Synopsis	29
Why Build Social Networks and Communities?	29
Conclusion	41
Works Cited	41

CHAPTER 4 • Remuneration Crafting Meaningful Social Experiences......43 Remuneration Does Not Equal Functionality or the Business Model 47 Putting "Business before Pleasure"......53 What Is Remuneration?54 1. Make The Text Editor Fun; Add Emoticons......58 2. Use a Subscription Application Form......61 3. Mentors Teach. 62 4. Seed the Discussion......63 5. Use Stars on Messages to show Memberships Contribution 6. Rank the Value of Members' Messages.......66 Remove the Fear Factor by Providing Examples of How to Participate68 8. Create a Safe Environment by Sending out "Tickle" Messages.......70 9. Create a Regular Event......71 10. Don't Automatically Archive.......73 11. Discourage Attempts to Send Conversations to Other Blogs, Conclusion. 77 CHAPTER 5 • Influence The Importance of Influence.......82 The Consequence of Disallowing Influence......83 Play......84 Types of Members and Need for Influence......85

1. Set Up an Advisory Council	103
2. Respond to Every Concern Without "Administrivia"	106
3. Show the Number of Times that a Message has been Viewed	107
4. Have a "Report-a-Problem" on Every Page of the Site	109
5. Include in Your Application Why They Want to Join	110
6. Have Exit Surveys	
7. Run Periodic Surveys	112
8. Allow Avatars	113
9. Require Profiles	115
10. Create a Visitor's Center	117
11. Put Novices with Novices	117
12. Give Elders Opportunities	118
13. Demand Respect	118
14. Publish and Enforce Safety Policies	121
Conclusion	127
Works Cited	127
CHAPTER 6 • Belonging Designing the Experience of Belonging	129
Synopsis.	
Introduction	
Initiation Rituals	
Stories of Origin	
Leveling Up Rituals	
Mythologies	
Symbols and Codes	
Protocols, Routines, and Schemas	
Techniques.	
1. Create and Distribute a Story of Origin	144
2. Create an Initiation Ritual	145
3. Encourage Your Leaders and Elders to Share Mythologies	146
4. Encourage Members to Share Myths and Stories About	
Themselves	148
5. Create Leveling Up Ceremonies	152
6. Establish Routines and Protocols	154
7. Establish Symbols, Colors, and Visual Identities	157
8. Use an Application for Membership as an Initiation Ritual	162
Conclusion	
Works Cited	165

CHAPTER 7 • Significance Synopsis 167 The Paradox of Exclusivity.......168 Acquiring "Social Capital" and Significance......170 Quality vs Quantity......173 Using Nodes and Connectors to Start the Conversation......173 2. List Members' Accomplishments.......188 3. Participate in Influential Communities to Create Trails Back to Yours 188 4. Build Your Social Network or Community in a Custom Space......189 6. Celebrate Celebrities 191 7. Create a Contest, Game, or Video......193 8. Mobilize your Existing Members......193 Conclusion. 196 Works Cited 196 CHAPTER 8 • Technology Changes Rapidly; Humans Don't How Lessons from Communication Technologies of the Past The Dilemma of Control vs Creativity......215 Decision-Making Contexts will Dominate the Marketplace......221 Works Cited 223 Index 225