

Understanding Versus Designing Online Communities

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Premise

- Collective intelligence is more likely to emerge and be effective if the social environment is organized appropriately to solve enduring problems in many group and organizations.

Online groups face challenges typical of off-line groups

Start-up
Recruit members
Socialize newcomers
Develop commitment
Elicit contribution
Regulate behavior
Coordinate work

But anonymity, weak ties, high turnover, & lack of institutional context make challenges more daunting online

My Research Style

- Social science: Empirical research on the ways that existing online groups meet these challenges
- Engineering: Design and implementation research on ways make to make online groups more successful

Managing volunteers

- Self-direction: Volunteers work on any task they want.

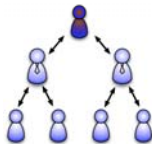


- Benefits: Volunteers work on task where they have motivation & expertise
- Drawback: Volunteers' interests may not match group's needs

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Managing volunteers

How do communities manage their of volunteer members?



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Misalignment in Wikipedia: Iron Man

Iron Man

From Wikipedia, the free encyclopedia

This article is about the American superhero. For other uses, see Iron Man (disambiguation).

It has been suggested that *Alternative versions of Iron Man* be merged into this article or section. (Discuss) Proposed since September 2011.

Iron Man (**Anthony Edward "Tony" Stark**) is a fictional character, a superhero in the *Marvel Comics Universe*. The character was created by writer-editor Stan Lee, developed by scripter Larry Lieber, and designed by artists Don Heck and Jack Kirby, first appearing in *Tales of Suspense* #39 (March 1963).

A billionaire playboy, industrialist and ingenious engineer, Stark suffers a severe chest injury during a kidnapping. While captives attempt to force him to build a weapon of mass destruction, he instead creates a powered suit of armor to save himself and escape captivity. He later uses the suit to protect the world as Iron Man. Through his multinational corporation, Stark Industries — Tony has created many military weapons, some of which, along with other technological devices, have been integrated into his suit, helping him fight crime. Initially, Iron Man was a vehicle for Stan Lee's feature columns, particularly the role of American technology and business in the fight against communism. Subsequent beginnings of Iron Man have transitioned from Cold War themes to contemporary concerns, such as corporate social responsibility.

Throughout most of the character's publication history, Iron Man has been a member of the superhero team the *Avengers* and has been featured in several incarnations of the various comic book series. Iron Man has been adapted for several animated TV shows and films. The character is portrayed by Robert Downey Jr. in the live action film *Iron Man* (2008), which was a critical and box office success. Downey has received much acclaim for his performance, reprised the role in the sequel, *Iron Man 2* (2010), and also played the character in a cameo in *The Incredible Hulk* (2008). Downey will also play the role in the upcoming film *The Avengers* (2012) and the planned *Iron Man 3* (2013). Iron Man was ranked 12th on IGN's Top 100 Comic Book Heroes in 2011.

Contents [show]

Publication history

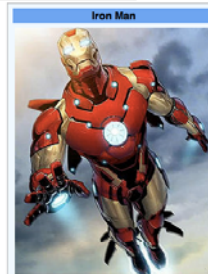
[edit]

Premiere

[edit]



Iron Man's premiere was a collaboration among editor and story-plotter Stan Lee, scripter Larry Lieber, story-artist Don Heck, and cover-artist and character-designer Jack Kirby. In 1963, Lee had been toying with the idea of a businessman superhero.^[1] He wanted to create



Promotional art for the invincible Iron Man vol. 5, #29 (second printing) (June 2010) by Salvador Larroca.

Publication information	
Publisher	Marvel Comics
First appearance	<i>Tales of Suspense</i> #39 (March 1963)
Created by	Stan Lee Larry Lieber

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16th Century Philosophy

16th century philosophy

From Wikipedia, the free encyclopedia

< The template below (*Expand subject*) is being considered for deletion. See templates for discussion to help reach a consensus.



This article **needs attention from an expert on the subject**. See the talk page for details. WikiProject Philosophy or the Philosophy Portal may be able to help recruit an expert. (February 2011)

16th-century philosophy in the Western world is generally regarded as the later part of Renaissance philosophy.

Early 16th-century philosophy is often called the **High Renaissance** and is considered to succeed the Renaissance philosophy era and precede the Age of Rationalism. Notable philosophers from the time period include, Bartolomé de las Casas, Desiderius Erasmus, Niccolò Machiavelli, Martin Luther, John Calvin, Nicolaus Copernicus, Michel de Montaigne, and Francis Bacon.^{[1][2]}

References

[edit]

- ↑ http://oregonstate.edu/instruct/phil302/philosophers.html#
- ↑ http://books.google.com/books?id=4Ak-



History of Western philosophy

Western philosophy
Pre-Socratic · Ancient
Medieval · Renaissance · Modern
Contemporary
16th · 17th · 18th · 19th · 20th Century
See also
Religious philosophy
Christian · Jewish · Islamic · Hindu · Buddhist
Eastern philosophy
Babylonian · Indian · Iranian
Chinese · Japanese · Korean
Western culture · **Western world**

v · t · e

C3Qb8GAC&printsec=frontcover&dq=early+modern+philosophy&source=bl&ots=26JGvd4Y32&sig=1jImTBpew59m1cvOxXn7PXIKD&hl=en&ei=vsV1Ts_VCo-rMtu59_Cg8ss=X&oi=book_result&ct=result&resnum=8&ved=0CGMQ6AEwCA#v=onepage&q&f=true#

Φ This philosophy-related article is a stub. You can help Wikipedia by expanding it.

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Social mechanisms

- Social identity + goal setting
- Shared leadership
- Effective socialization



Raising the Flag on Iwo Jima, by [Joe Rosenthal](#) / The [Associated Press](#).

- Social identity aligns group goals with individual goals

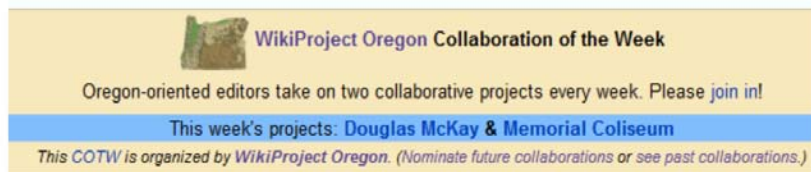
- Hypothesis:
Publicizing important community task via group goal setting will motivate volunteers who self-identify as group members
- Method:
Natural experiment in Wikipedia


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Collaborations of the Week (COTW)

Collaborations of the Week

Group goal setting mechanism: let us work on Article X together this week!



 **WikiProject Oregon Collaboration of the Week**

Oregon-oriented editors take on two collaborative projects every week. Please join in!

This week's projects: Douglas McKay & Memorial Coliseum

This COTW is organized by WikiProject Oregon. (Nominate future collaborations or see past collaborations.)

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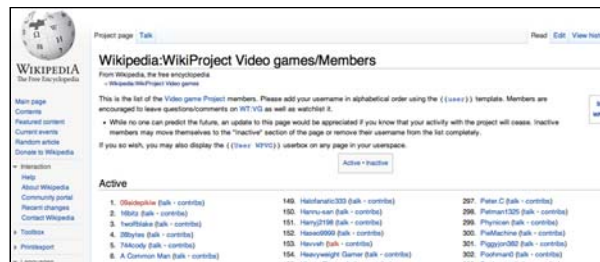
Group identification

Self-identified group members:

Those who edited the project member lists.

Non self-identified editors:

Those who edited the project member lists.



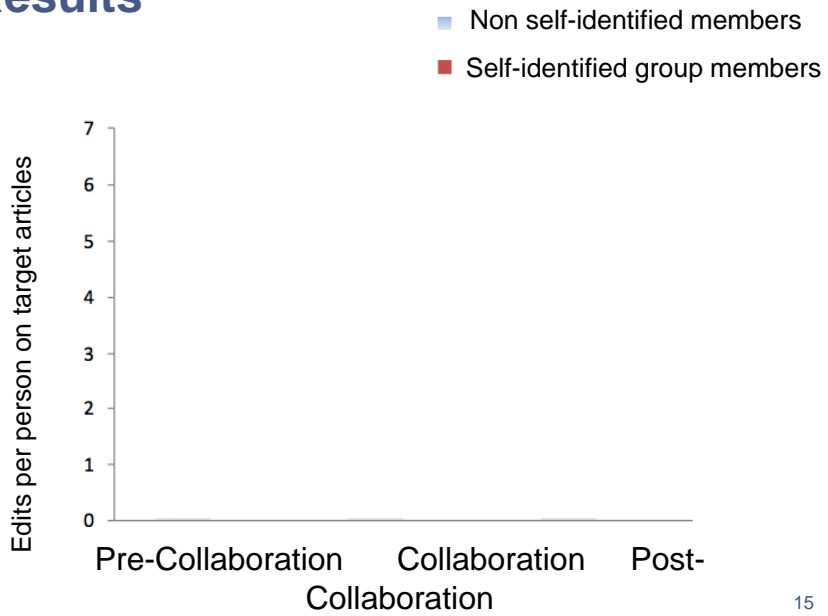
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Data collection

- 618 COTWs from 2004 to 2008
- 26 projects
- On average, each project consisted of 26,553 articles and 471 members

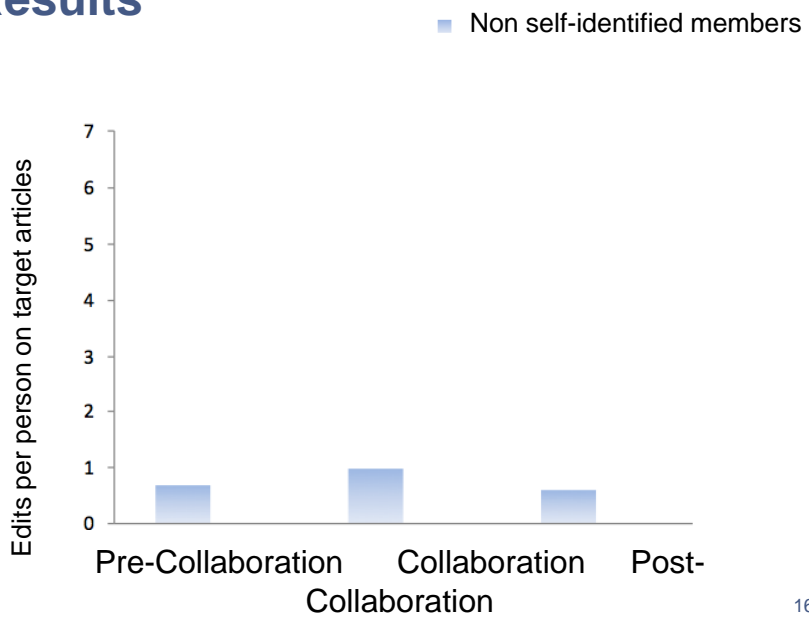
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Results



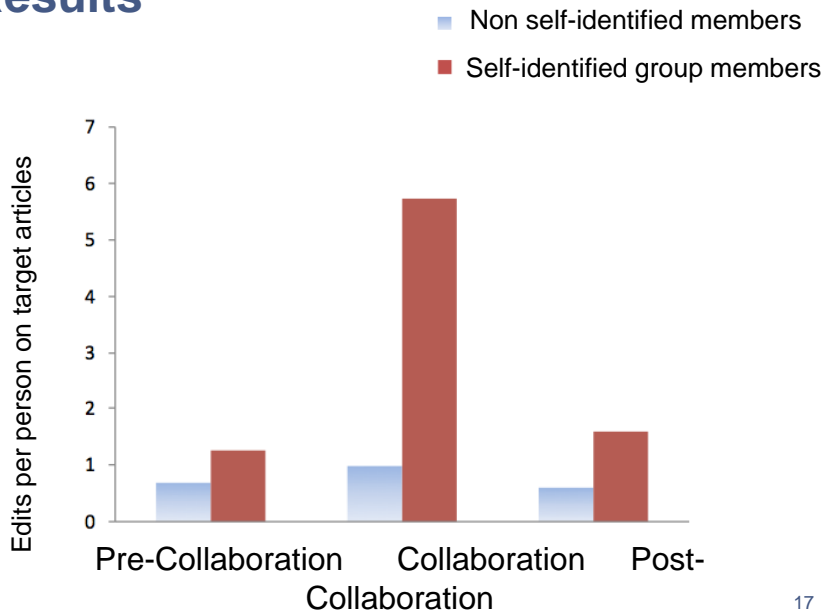
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Results



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Results



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WIKIPEDIA INITIATIVE



APS is calling on its Members to support the Association's mission to deploy the power of Wikipedia to represent scientific psychology as fully and as accurately as possible and thereby to promote the free teaching of psychology worldwide.

Use Wikipedia for Writing Assignments in Your Classroom

Your students will ensure psychological science entries are accurate and complete

Early results

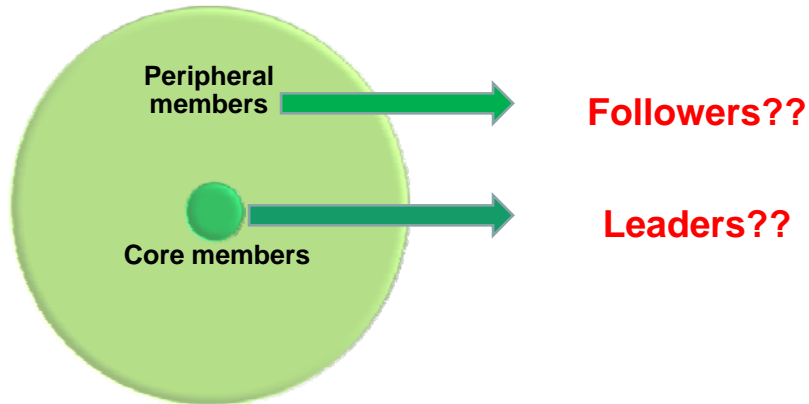
- Gratifying amounts of high quality work is being done
 - 126 PhD psychologists
 - 31 psychology classes with 671 students
 - Collectively improved more than 1,000 Wikipedia and wrote over 3,000 pages of text

Users	Number editing	Number editing articles	Articles edited	Words added
All	874	603	1079	826,636
PhDs	126	67	256	107,267
Students	752	535	749	720,021

Leadership to direct volunteers

- Good leaders are important to successful groups and organizations
- Help set group direction & influence people to follow it

Leadership in online communities

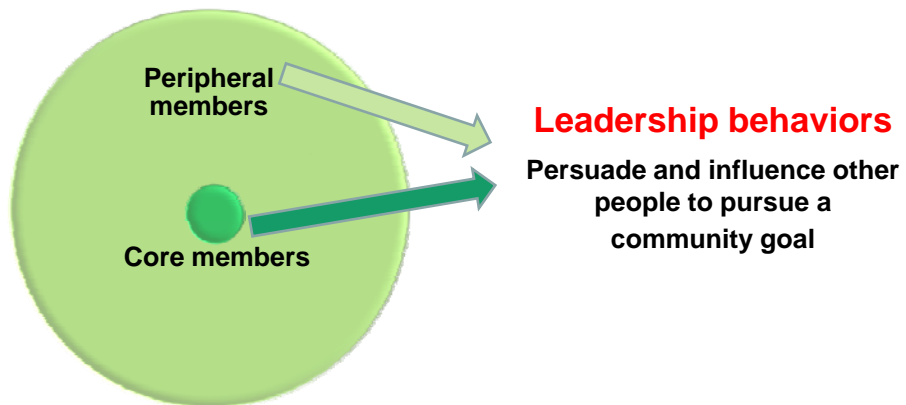


Preece & Shneiderman 2009, Kittur et al 2007.

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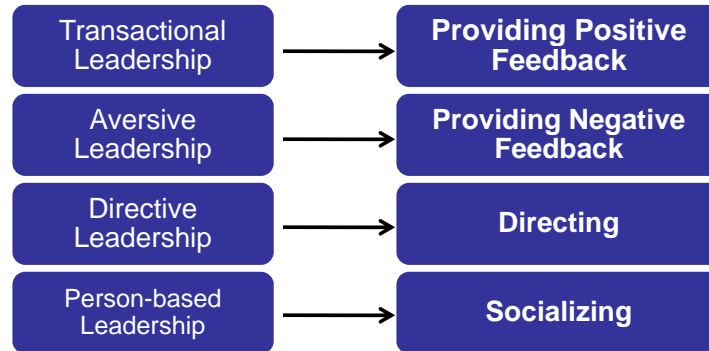
Shared leadership

- Leadership is an activity, not a social role



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Types of leadership -



Burke et al 2006, Pearce et al 2002, Yukl 1998

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Leadership type: Positive feedback

I am so impressed. This is a very fine article!

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Leadership type: Negative feedback

“...there is a concern that the rationale you have provided for using this image under "fair use" may be invalid. ... If it is determined that the image does not qualify under fair use, it will be deleted within a couple of days...

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Leadership type: Direction

Hey, one of these days do you think you could take some pictures at Mission Mill? I'd like to spruce up the article but it really needs some photos. Thanks!

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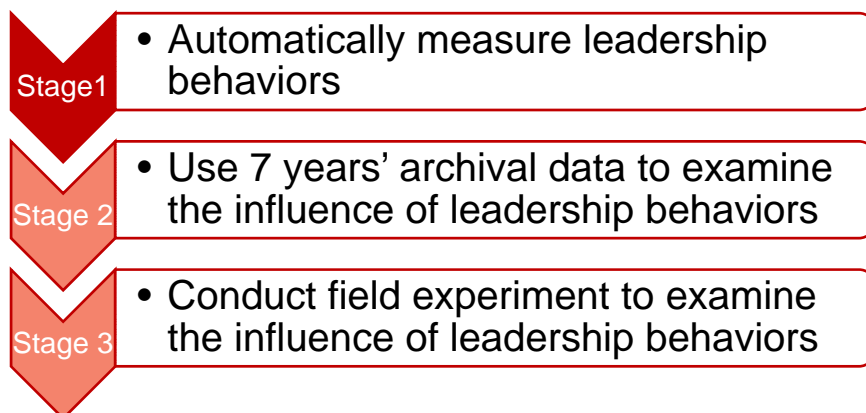
Leadership type: Friendly interaction

Socializing

Drop me a line on my talk page sometime, we'll get a coffee over at Hot Rize or the new King Kocoa...

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Three studies



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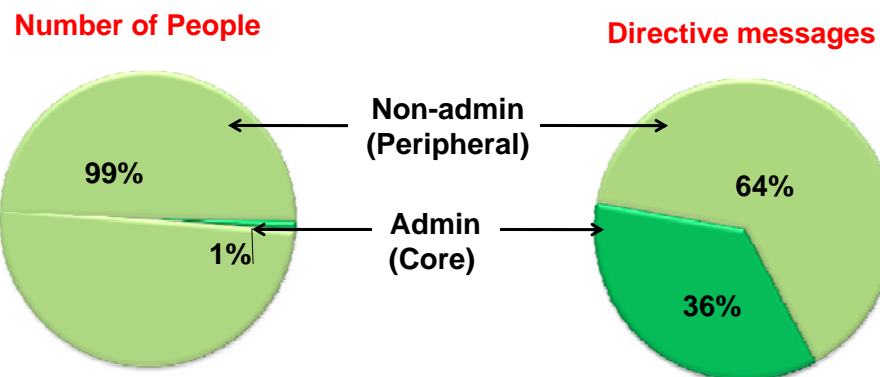
Stage 1: Measure Shared Leadership

Machine learning models to classify four types of leadership messages

- 21 features based on domain knowledge, e.g., the frequency of the phrase “thank you for”, “you should” or “if you”.
- 500 hand-coded messages as training set, 100 messages as test set
- Four SVM classifiers
- Avg accuracy = 0.89, Avg Kappa = 0.7

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Distribution of directive messages in Wikipedia



Similar patterns for the other three types of leadership behaviors

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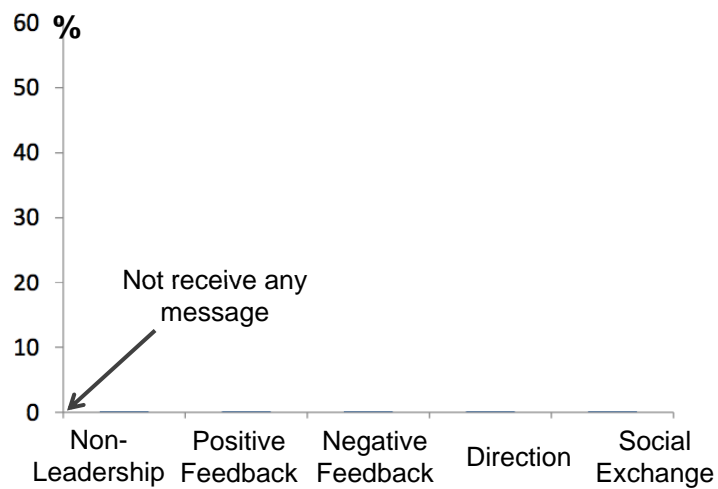
Three studies

- Study 1
 - Automatically measure leadership behaviors
- Study 2
 - Use 7 years' archival data to examine the influence of leadership behaviors
- Study 3
 - Conduct field experiment to examine the influence of leadership behaviors

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Results

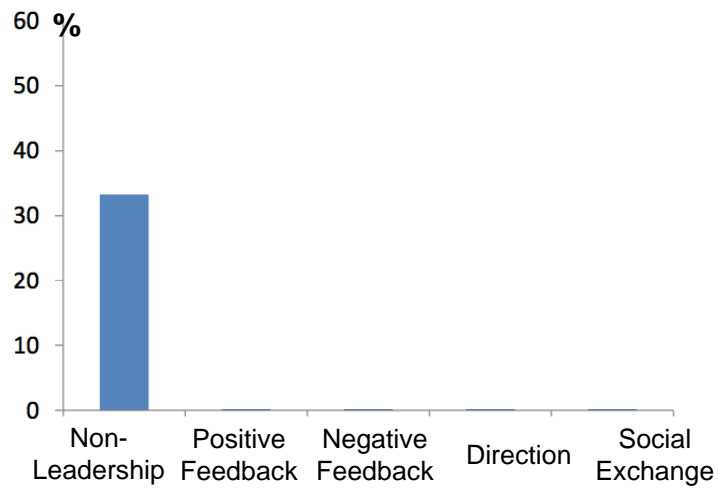
Weekly change in number of edits



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Results

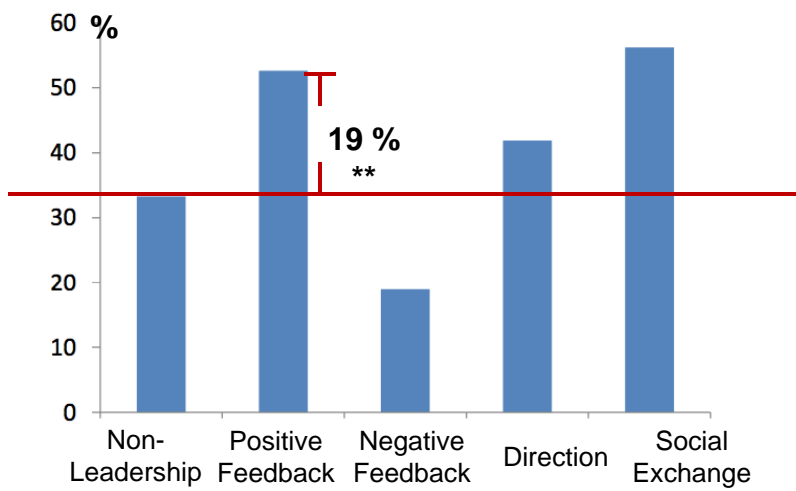
Weekly change in number of edits



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Results

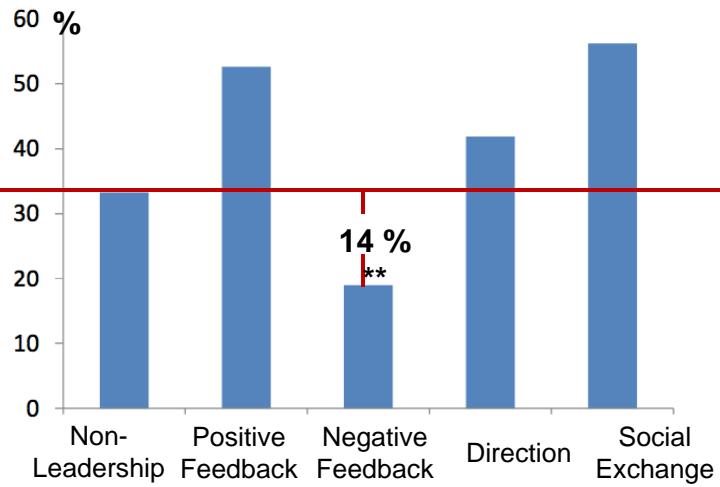
Weekly change in number of edits



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Results

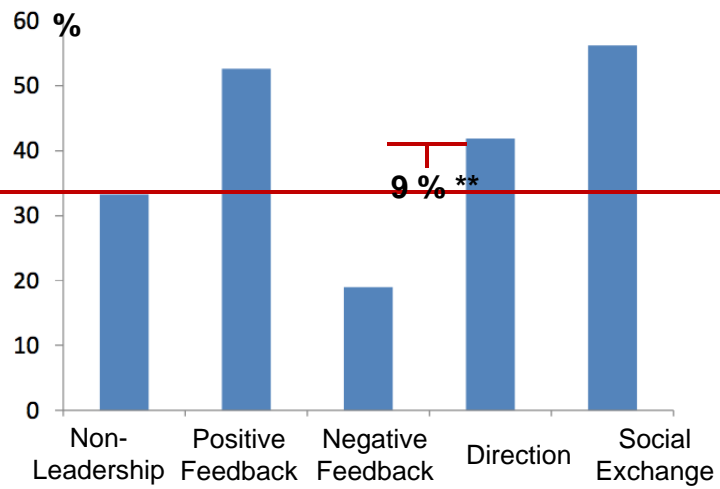
Weekly change in number of edits



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Results

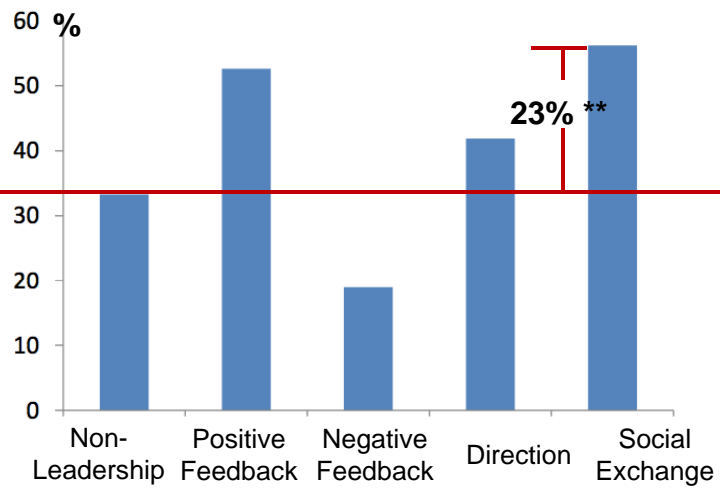
Weekly change in number of edits



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Results

Weekly change in number of edits



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Results

- Effects are stronger when sender is an administrator or project leaders

Three studies

- Study 1
 - Automatically measure leadership behaviors
- Study 2
 - Use 7 years' archival data to examine the effectiveness of shared leadership
- Study 3
 - Random assignment field experiment confirms results

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Analysis

- Send relevant message to Wikipedians creating new articles
 - Neutral
 - Positive feedback
 - Negative feedback
 - Friendly social
- Compare newcomers and established members' response to leadership messages.

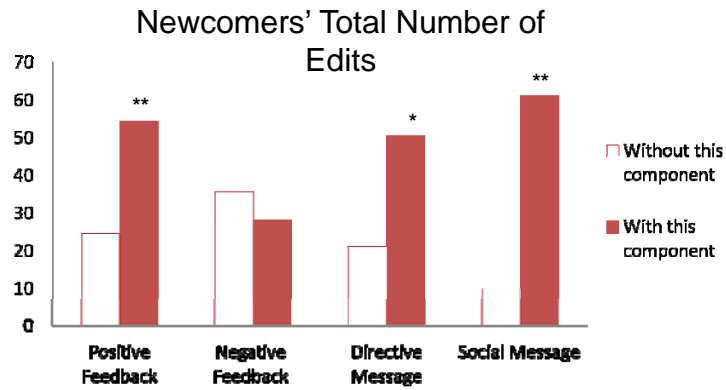


VS



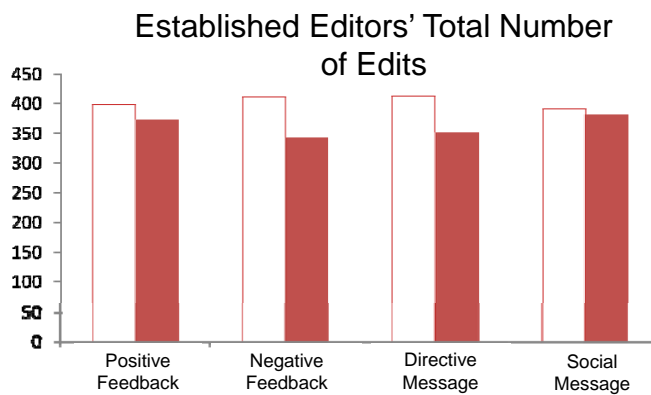
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Strong Effects on Newcomers



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No Effects on Established Members



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Socialization

- Since appropriate interaction with formal leaders and peers shapes contributions, is it possible to select and develop leadership in online communities?
- Socialization: Process through which group members acquire the behaviors and attitudes essential to playing their roles in a group or organization

Six month socialization experiments in a tax Q&A community

- Use initial behavior in the community to identify volunteers with leadership potential
- Invite them to participate in a training/socialization experience
 - Recruit & socialize in cohort, not individually
 - with peer-to-peer feedback
 - Isolate cohort from on-going community during socialization period
 - Predictable sequence of roles
 - Structured exercises
- Evaluate effects in the community

Research process

Stage 1 – Select potential core contributors

Design and implement of ML algorithms to automatically identify potential superusers



Stage 2 – Socialization experiment

Give “candidates” good experiences to build competence and commitment (vs control condition)

Success at prediction

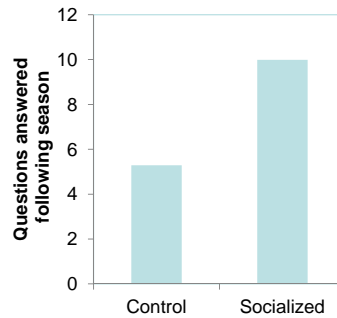
- Can accurately identify from 2 weeks of behavior people with “potential” -- who will become core contributors

	N	Mean # of answers in following tax season
Low potential	606	0.01 (SE=0.005)
High potential	283	2.42 (SE=.181)

- ~ 20% of high potentials volunteered for socialization experiences

Partial success at socialization

- People in the socialization condition participated more next text season



- Participation depended on feedback they received during socialization phase
- Quality of answers didn't increase

Natural Science versus Engineering Approaches to Research

	Natural science approach	Engineering approach
Assumption	Online communities are natural phenomena to be understood	Online communities are socio-technical systems to be (partially) designed
Research Question	How do they operate?	How can we improve them?
Relation to theory	Community as a setting to develop and test theory	Theory is a tool to help design the community
Methods	Observation, surveys, log data and regression analysis with small numbers of variables and few interactions	Plus: experiments & simulations with more variables and higher-order interactions

Engineering is harder

More Information

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Websites:
www.cs.cmu.edu/~kraut

Building Successful Online Communities : Evidence-Based Social Design (MIT Press, 2012) :

