

Community Orientations

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University
of Regina



FACULTY OF ENGINEERING
& APPLIED SCIENCE
Software Systems Engineering



Outline

- Community orientations
- Variants/types
- Signs of life/success factors
- Design questions
- Technology implications
- Activity/tool/practice notes

Community orientations

- Note, Chapter 5 <> 6



Community orientations

- Note, Chapter 5 <> 6
- What is an orientation
 - E.g. RCE Saskatchewan



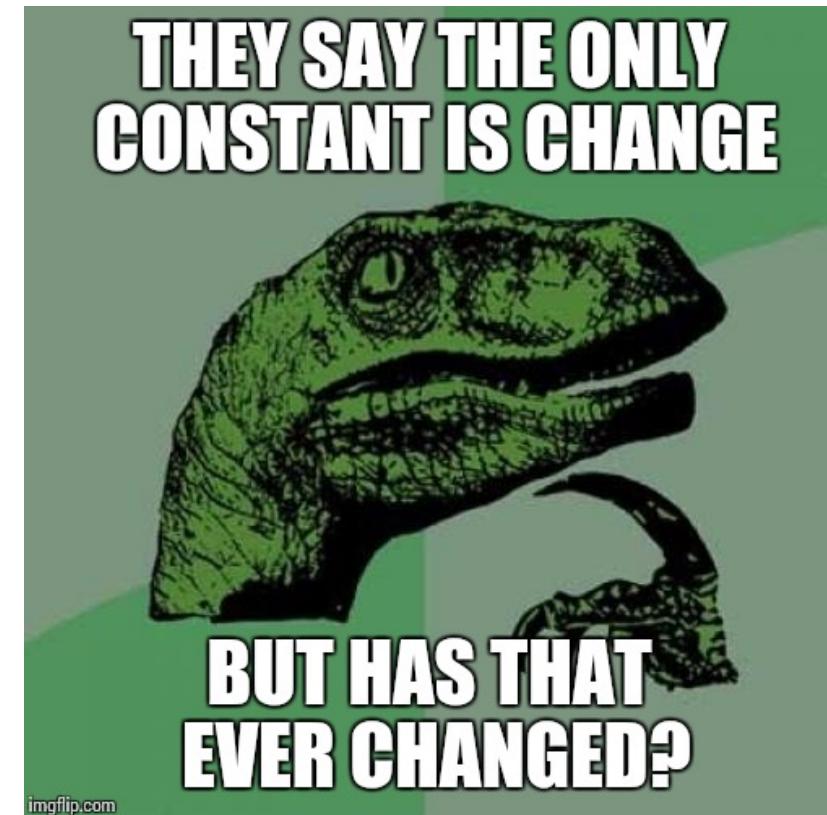
Community orientations

- Note, Chapter 5 <> 6
- What is an orientation
 - E.g. RCE Saskatchewan
- Not mutually exclusive to one orientation



Community orientations

- Note, Chapter 5 <> 6
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- Orientations are not fixed (typically)



Community orientations

- Note, Chapter 5 <> 6
- What is an orientation
 - E.g. RCE Saskatchewan
- Not mutually exclusive to one orientation
- Orientations are not fixed (typically)
- Technology framework for supporting community life
 - RCE Sask + MailChimp



Learning together in different ways

- Meetings
- Open-ended conversations
- Projects
- Content
- Access to expertise
 - Knowledge mapping
- Relationships
 - Knowledge + Service mapping
- Individual participation
- Community cultivation
- Serving a context

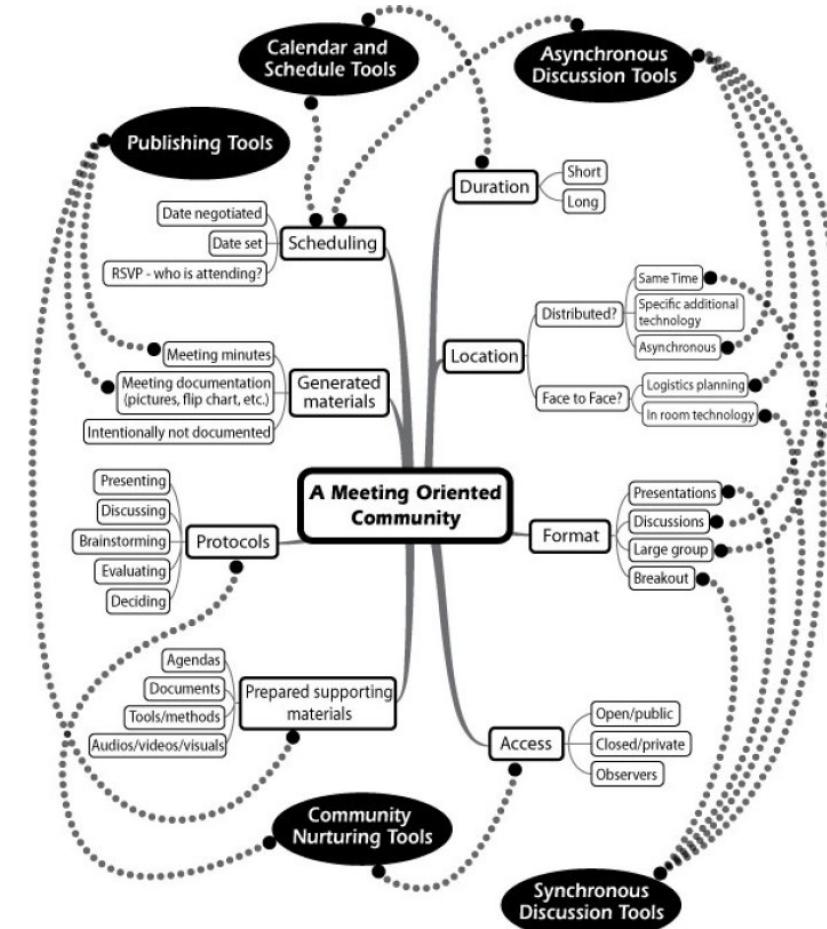


Figure 6.1: The potential configuration of technologies serving a community's orientation to meetings

Meeting orientation

- About



Meeting orientation

- About
- Variants



Meeting orientation

- About
- Variants
- Signs of life/success factors



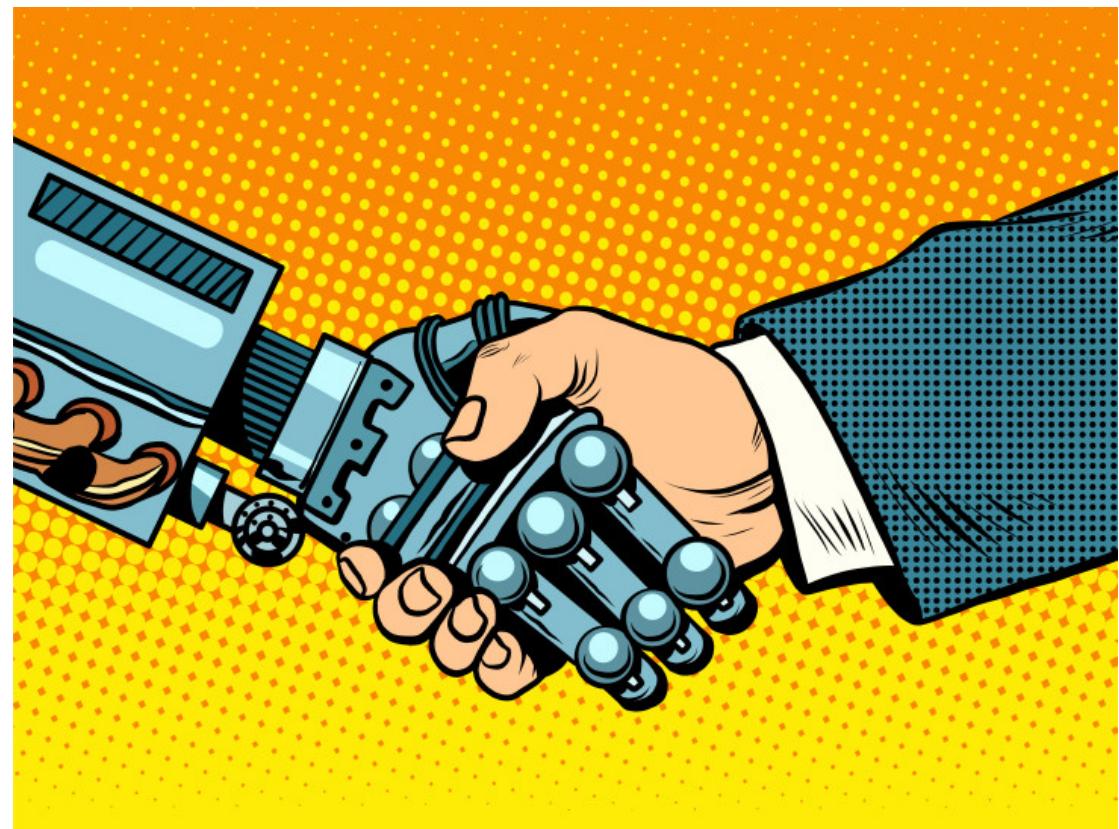
Meeting orientation

- About
- Variants
- Signs of life/success factors
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Meeting orientation

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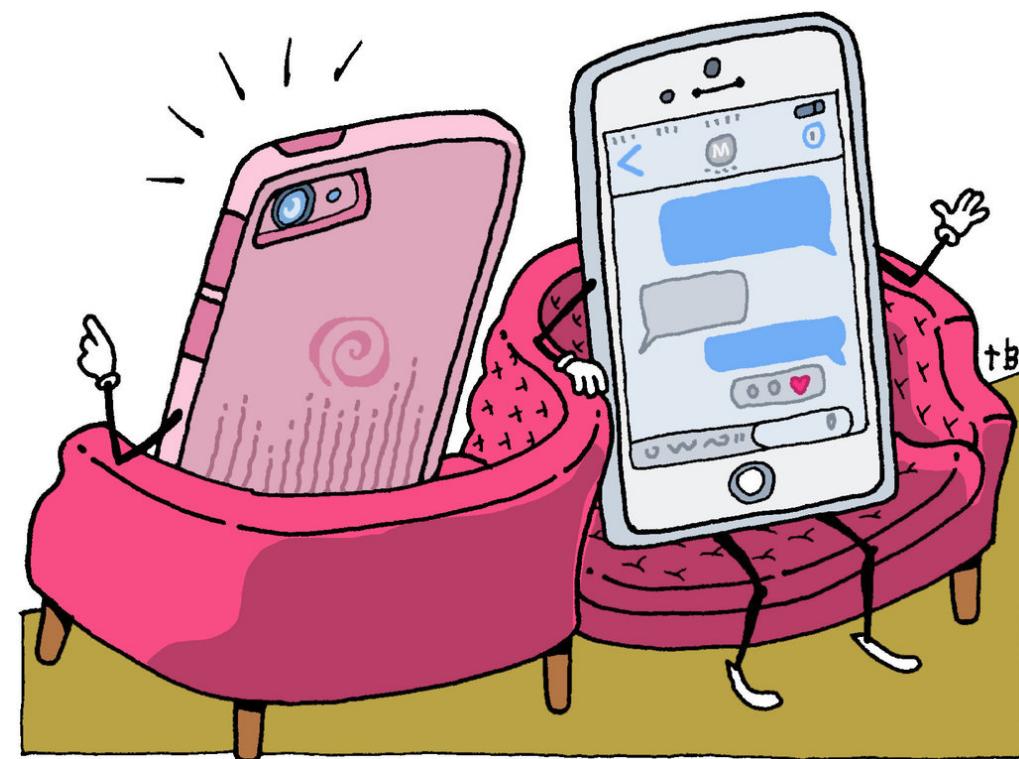
Meeting orientation

- About
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- Activity/tool/practice notes

Table 6.1 - Activities and tools for meetings		
Activities	Tools	Practice Notes
Scheduling and announcements	<ul style="list-style-type: none">• Shared calendar• Email• Scheduling utilities• SMS to call ad hoc meetings	When members are not in the same place, it is useful to have a calendar that can send automated reminders or can coordinate with members' calendars. Group mobile phone texting tools can geolocate members, enabling instant meeting opportunities without pre-scheduling.
Synchronous interactions	<ul style="list-style-type: none">• Videoconference• Web conference, webcasting• Teleconference, VoIP• Chat room• IM	Synchronous meetings hold the attention of some people and may be their preferred communication mode. Shared visuals are good for focusing group attention. Using chat during a teleconference call is a good way to take notes publicly and makes it easier for those working in a second language or having a bad connection.
Asynchronous interactions	<ul style="list-style-type: none">• Discussion boards• Wikis• Email lists	Turn-taking discussions work well in discussion boards or email lists, while a wiki can be great for building an agenda prior to a meeting.
Attendance	<ul style="list-style-type: none">• Presence tools• Directories• Participant pictures	For distributed meetings, it helps to know who is present and be able to read their bios. It is also useful to have a feature that highlights who is talking.
Meeting facilitation and support	<ul style="list-style-type: none">• Presentation broadcast• Application sharing• Whiteboards• Document distribution/sharing• Guided web tours• Group process tools (brainstorming, prioritizing, decision-making)	Do not assume that people are engaged and not distracted during online meetings. Offering activities that people can engage in interactively increases the sense of togetherness, for example, visiting a website or drawing on a whiteboard. Long presentations without interaction are not good community-building formats and this is even truer online when people do not see each other. For these reasons, online meetings can require design and facilitation to ensure an experience of active participation.
Enabling backchannel	<ul style="list-style-type: none">• Chat	In complicated, large, or high-stakes meetings, it is useful

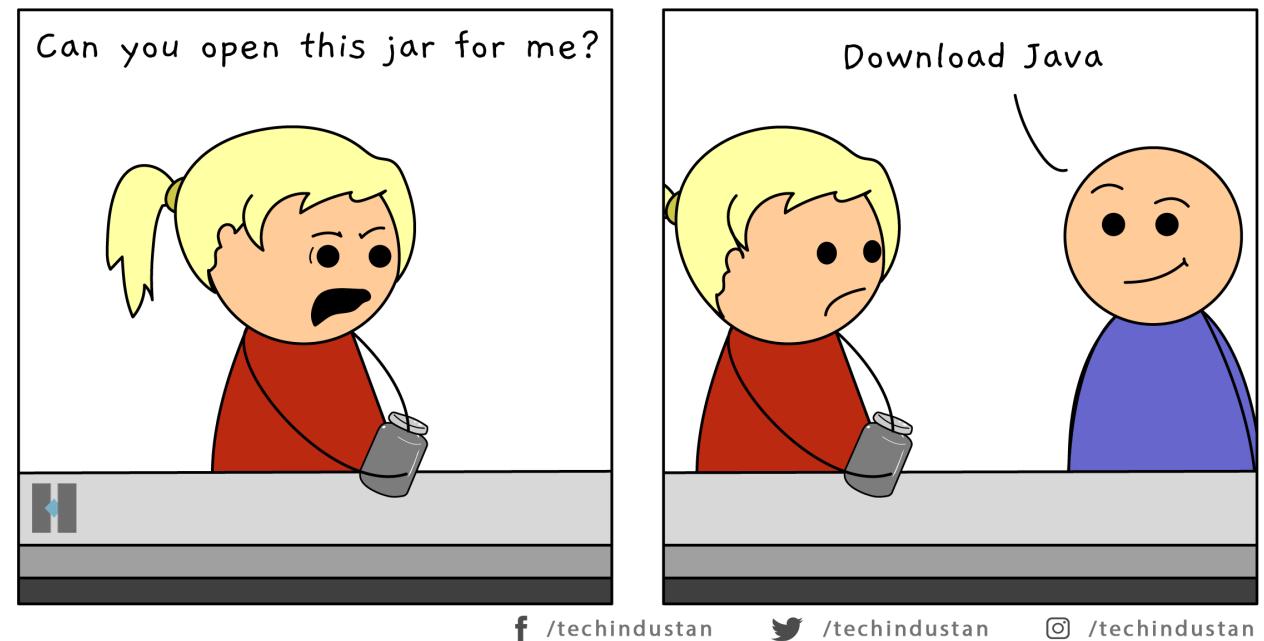
Open-ended conversation orientation

- About



Open-ended conversation orientation

- About
- Variants



Open-ended conversation orientation

- About
- Variants
- Signs of life/success factors



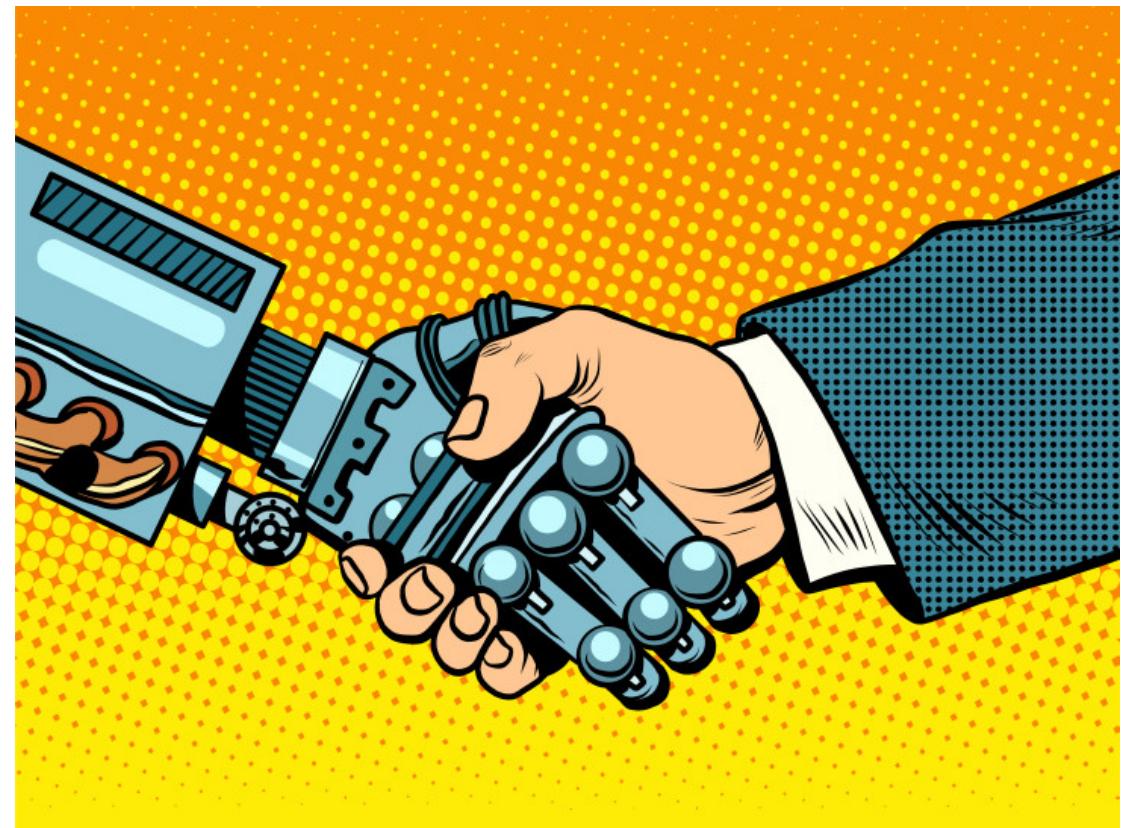
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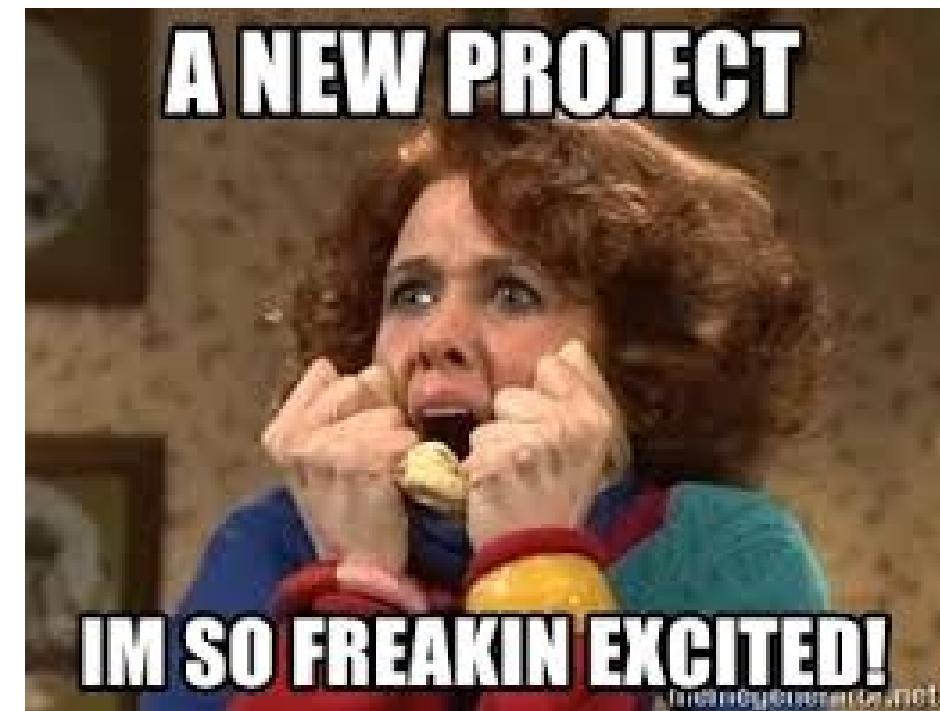
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- About
- Variants
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Table 6.2 - Activities and tools for open-ended conversations		
Activities	Tools	Practice Notes
One-topic-at-a-time conversations	<ul style="list-style-type: none">• Email• Email lists• Chat• The comment feature of blogs• Group mobile phone messaging (SMS)	As illustrated by the Solcient story, a community's early conversations may be focused in a single topic but may grow more complex over time, suggesting a shift to multiple parallel conversation options.
Multiple concurrent topics of conversation	<ul style="list-style-type: none">• Web-based discussion boards• Wikis• Blog discussion tracking, categories, trackbacks, pings and aggregation services• Microblogging• SMS/text	There is a tension between keeping everyone together and allowing topics to branch out. Separate topics make for in-depth, focused conversations. But when there are too many distinct discussions for different topics, fragmentation is the risk and members can feel lost, not knowing where to post or pay attention.
Highlighting key learning	<ul style="list-style-type: none">• "Frequently Asked Questions" (FAQ) area• Wikis for summaries• Tags, categories• "Thumbs up" and other rating mechanisms to mark the value of an individual post• Tools that move active discussions into primary view (for example, a "What's hot?" section on the home page)	Tools to highlight key learnings vary in the amount of intentional cultivation they require. Some are distributed and automatically aggregated, such as tags and ratings. Some require substantial attention such as adding polls to surface community feedback or creating and stewarding wikis for summaries and FAQs.
Subgroups/privacy	<ul style="list-style-type: none">• Access control (who can participate)	It is good to find out early what a community's perspective is about openness or privacy. Some communities

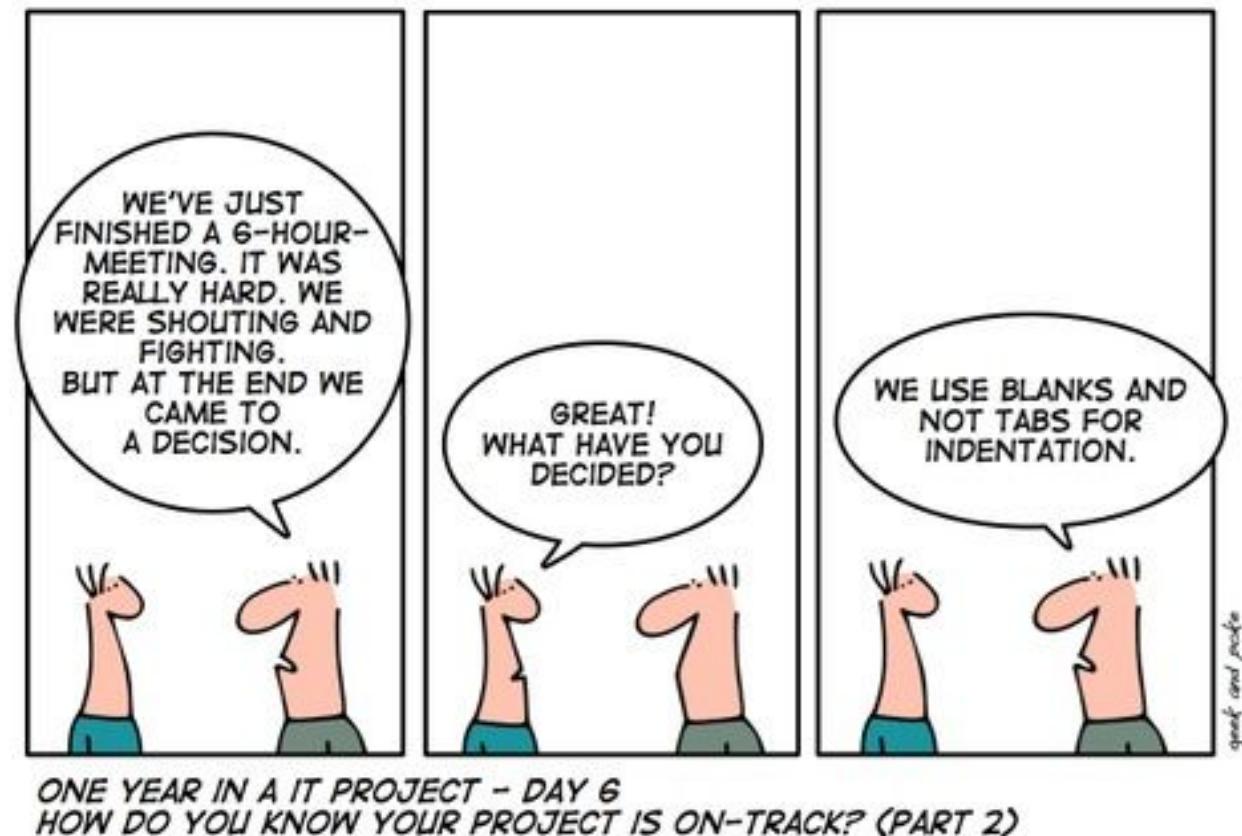
Projects orientation

- About



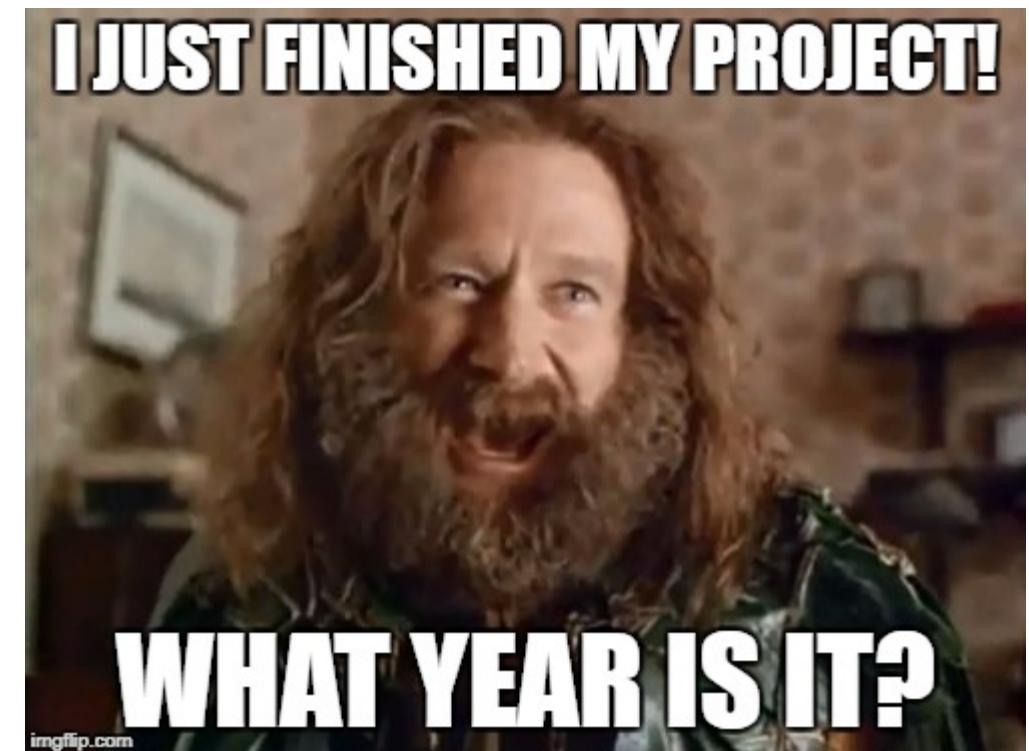
Projects orientation

- About
- Variants



Projects orientation

- About
- Variants
- Signs of life/success factors



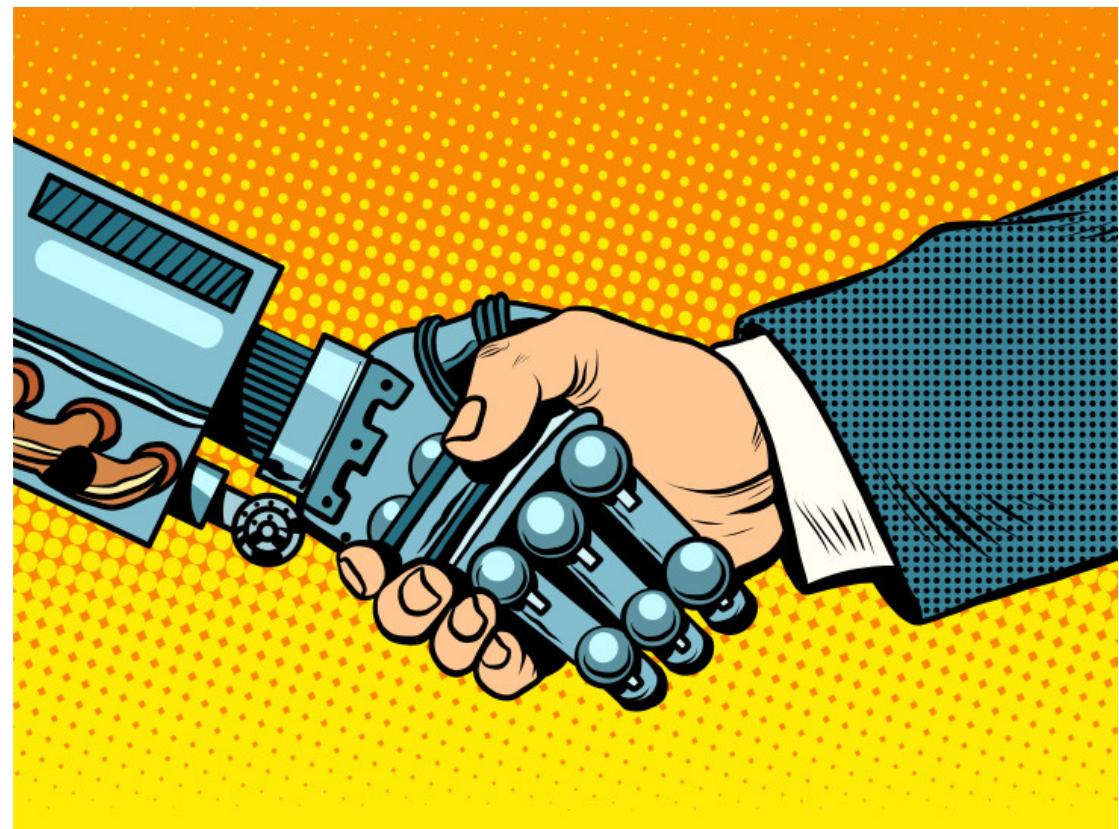
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- About
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- About
- Variants
- Signs of life/success factors
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Projects orientation

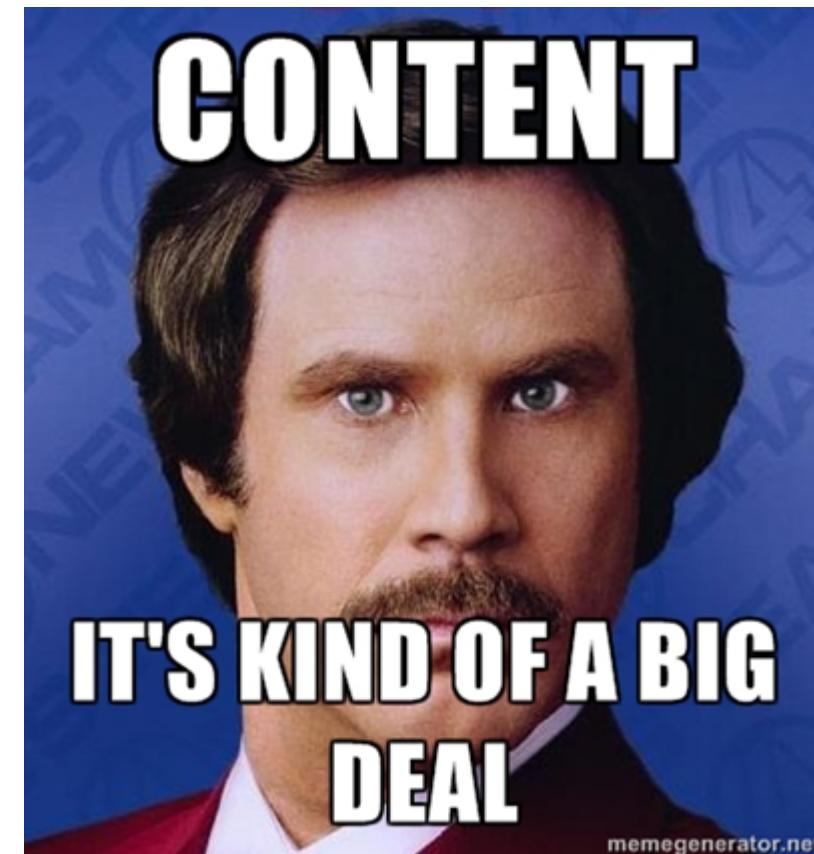
- About
- Variants
- Signs of life/success factors
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Table 6.3 - Activities and tools for projects

Activities	Tools	Practice Notes
Creating content together (co-authoring, collaborative writing, editing, and so on)	<ul style="list-style-type: none">• Wikis• Application sharing (synchronous)• Track changes in word processors• File sharing• Workflow	It is useful to understand how much control over content creation is needed. For close tracking and editorial control, consider tools with file check in/out and version control. For more informal situations, wikis and sharing word processing documents are more appropriate.
Subgroups	<p>Tools with features that allow:</p> <ul style="list-style-type: none">• Access control (who can participate and in what way)• Subspaces to be set up on the fly as needs emerge• A mechanism for reporting back to the larger group• Group private messaging (web or mobile phone)	Small communities can organize subgroups without a lot of technology support, but the ability to create new groups and access permissions with tools will save time in a larger community.
Project management	<ul style="list-style-type: none">• Team and project-management tools (Gantt charts, timelines, task trackers, schedulers)• Calendar• Project dashboard	The voluntary nature of communities may encourage or discourage the use of specialized project management tools. For those with simpler needs, there are many creative ways of using common tools, like a simple shared calendar with project milestones.
Instruction	<ul style="list-style-type: none">• E-learning platforms	With content abundant on the web, instruction often

Content orientation

- About



Content orientation

- About
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Content orientation

- About
- Variants
- Signs of life/success factors



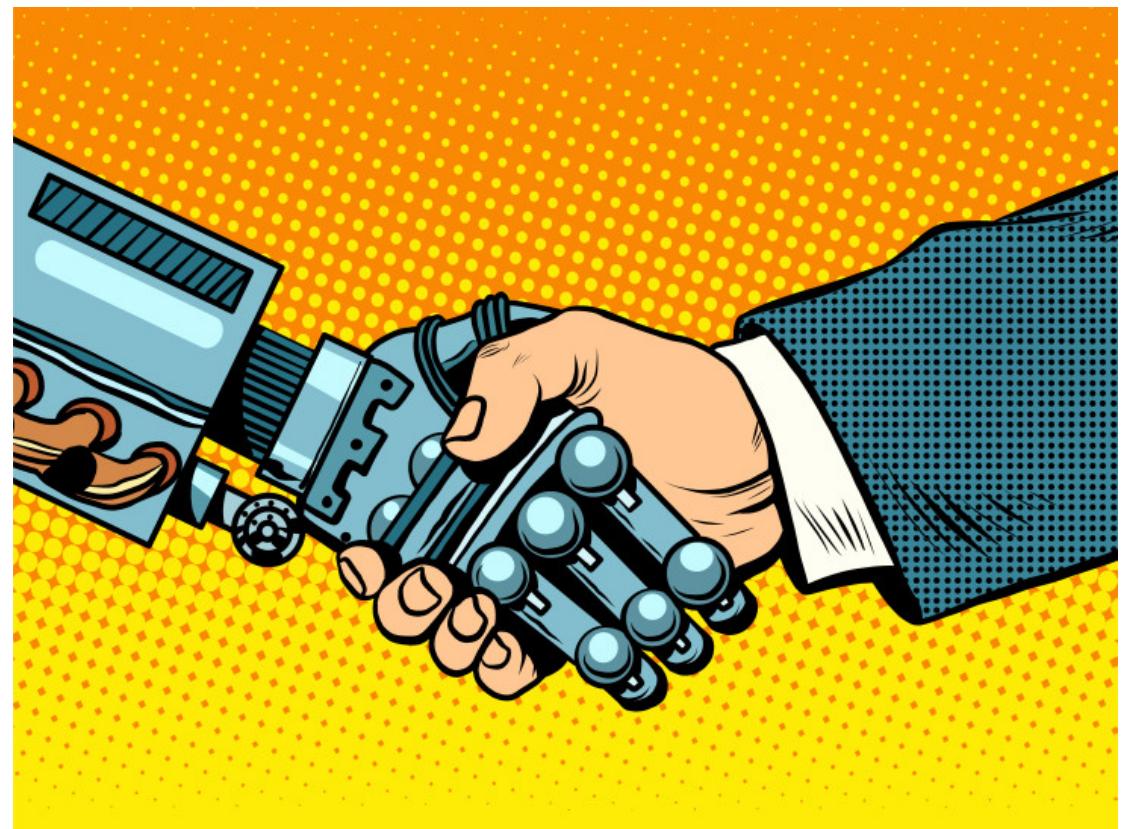
Content orientation

- About
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- About
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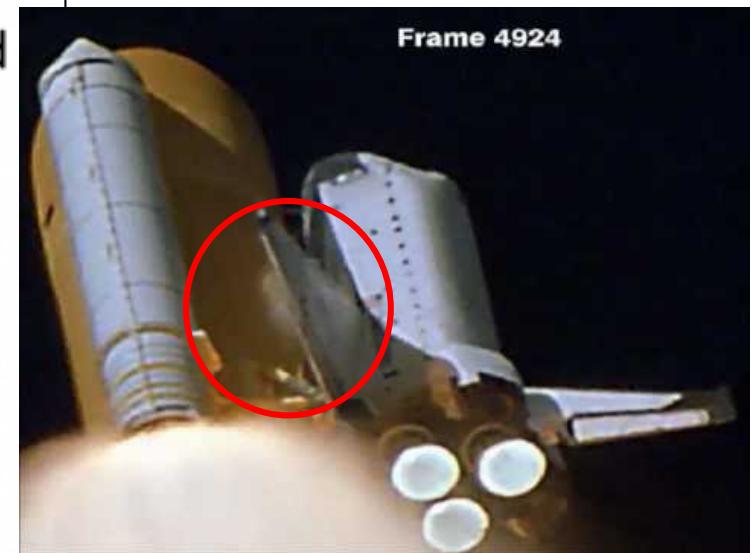
Table 6.4 - Activities and tools for content

Activities	Tools	Practice Notes
Uploading and sharing document files	<ul style="list-style-type: none">• Separate document repositories• Attachments to discussions	Many discussion boards allow the attachment of files to posts, but it may be hard to find documents later if they are embedded as attachments.
Commenting on, annotating, and discussing content	<ul style="list-style-type: none">• Discussion forums• Wikis for annotation• Blogs with comment features• Web page annotation tools	Discussion may be critical for the community to "own" and fully utilize some content. Linking the two is important if files are stored separate from discussions.
Publishing self-generated content	<ul style="list-style-type: none">• File sharing• Blogs• Web pages• Wikis• Screencasts	There are so many places members can publish. Their work may end up being out of view of the community. Finding ways to link external member publishing to the community is useful.
Publishing structured objects	<ul style="list-style-type: none">• Content management systems• Meta-data features• Adherence to documentation standards like the "Dublin core"	When integration of diverse data resources is an issue, predefined object structures with meta-data force contributors to indicate how their contribution fits in the overall taxonomy.
Centralized editorial control (for example, organizing, approving, editing)	<ul style="list-style-type: none">• Editor functions to show changes, version control• Manual editing and approval for public posting• Access controls	Centralized editorial control makes for cleaner repositories but requires a lot of work by an editorial staff.

Content orientation: A fatal PowerPoint

Review of Test Data Indicates Conservatism for Tile Penetration

- The existing SOFI on tile test data used to create Crater was reviewed along with STS-87 Southwest Research data
 - Crater overpredicted penetration of tile coating significantly
 - Initial penetration to be described by normal velocity
 - Varies with volume/mass of projectile (e.g. 200ft/sec for 3cu. ln)
 - Significant energy is required for the softer SOFI particle to penetrate the relatively hard tile coating
 - Test results do show that it is possible at sufficient mass and velocity
 - Conversely, once tile is penetrated SOFI can cause significant damage
 - Minor variations in total energy (above penetration level) can cause significant tile damage
 - Flight condition is significantly outside of test database
 - Volume of ramp is 1920cu in vs 3 cu in for test



Access to expertise orientation

- About

**When you help your dad communicate
with Russian officials undetected using
Minecraft chat**



Access to expertise orientation

- About
- Variants

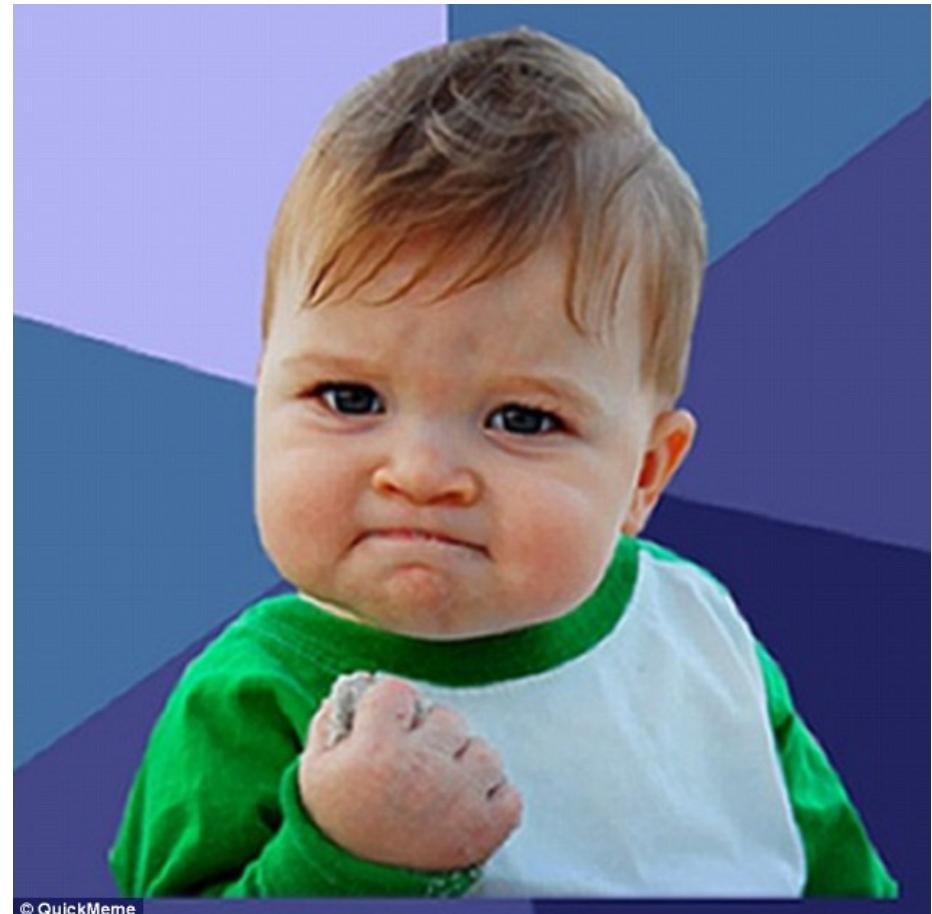
“And where do you see yourself in 5 years?”

Me:



Access to expertise orientation

- About
- Variants
- Signs of life/success factors



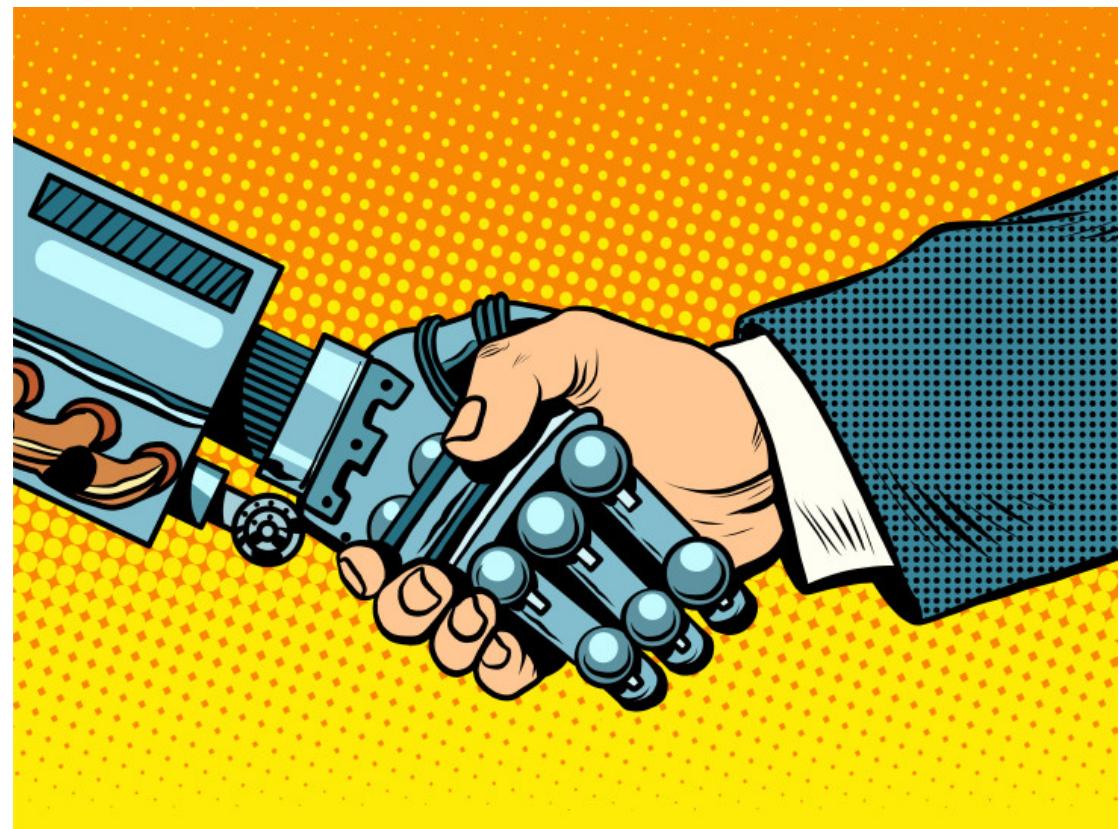
Access to expertise orientation

- About
- Variants
- Signs of life/success factors
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- About
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- About
- Variants
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Table 6.5 - Activities and tools for access to expertise

Activities	Tools	Practice Notes
Questions and answers	<ul style="list-style-type: none">• General tools such as email, chats, text messages, email lists, or discussion boards• Specialized tools such as Q&A systems, FAQ tools that compile questions and answers, or answer mining	Scale is a key issue here because of the traffic that requests can generate. High traffic requires routing of requests so they reach only likely respondents and the ability to archive questions and answers so they do not get repeated.
Expertise locating	<ul style="list-style-type: none">• Member directories• "Yellow pages" tools for self-declaration of expertise• Expert ranking and/or rating• Social networking tools	By using technology to make expertise more visible, you alter community structure. Sorting out who's the expert is a significant community contribution. A community can become a filter to use expert time only when really needed. Without norms and agreements about how accessible "experts" want to be, many will avoid declaring their specialization too publicly.
Validating or rating responses and escalating questions not yet answered or with inadequate answers	<ul style="list-style-type: none">• Rating tools for responses• Commenting tools• Visibly linking authors to contributions• Polls• Wikis for adding to base knowledge	Rating responses is useful in helping decide where to route questions of the same type. But it can have both positive and negative effects. Setting things up so that comments or criticisms of a response aren't seen as personal attacks can be helpful. Alternatively, giving people credit for their answers can make it more attractive to contribute.

Relationships orientation

- About



Relationships orientation

- About
- Variants

KNOW THE DIFFERENCE:



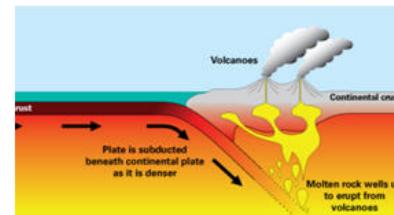
A **platonic** relationship is emotionally close, but non-sexual.



A **Platonic** relationship is a beautiful idea, but not as good in reality.



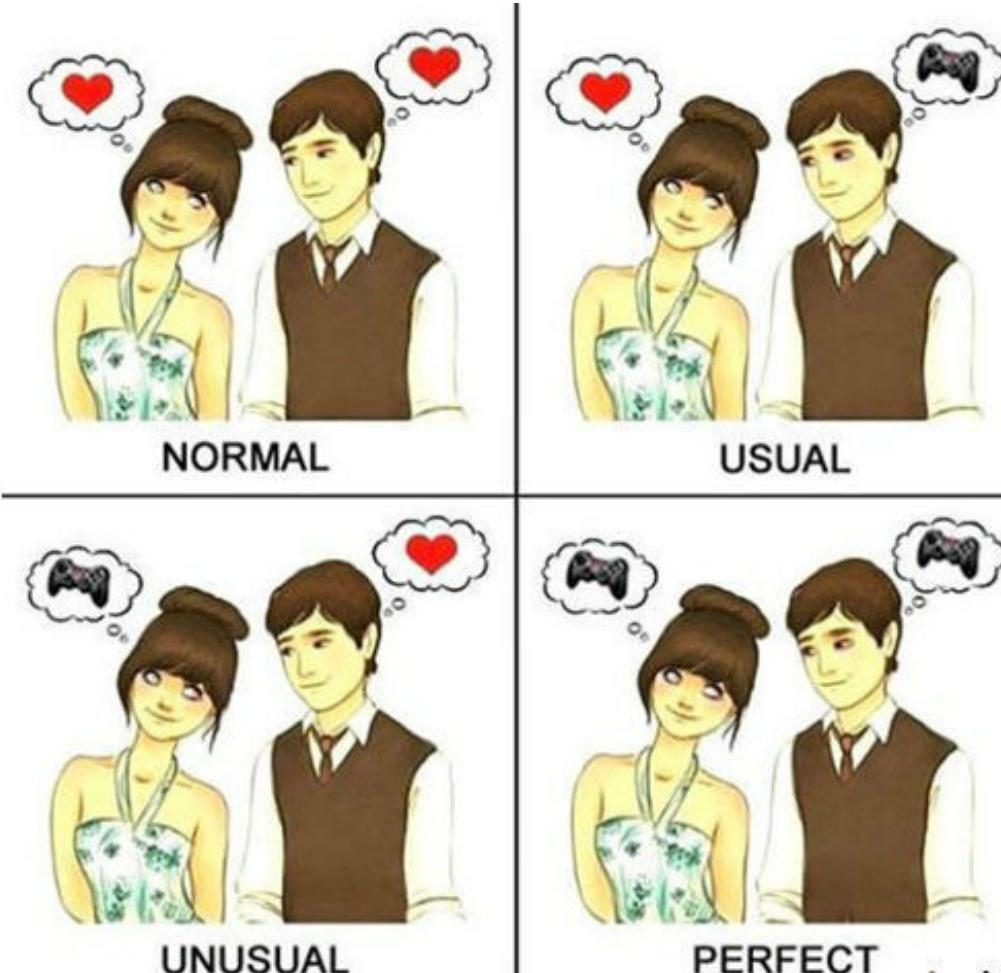
A **Play Doh-nic** relationship is sticky, fun, and colorful, but immature.



A **plate tectonic** relationship is slow-moving, but prone to fiery outbursts.

Relationships orientation

- About
- Variants
- Signs of life/success factors



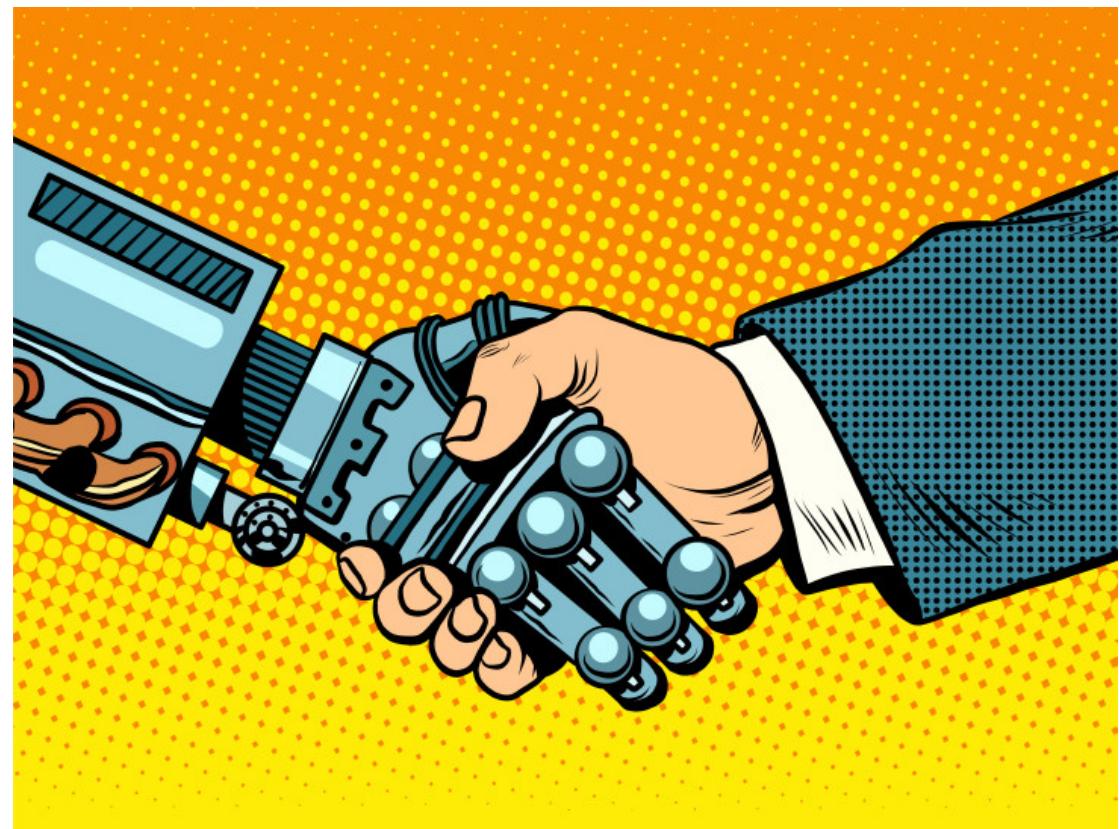
Relationships orientation

- About
- Variants
- Signs of life/success factors
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Relationships orientation

- About
- Variants
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Relationships orientation

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Table 6.6 - Activities and tools for relationships		
Activities	Tools	Practice Notes
Networking, finding others, revealing our relationship to others	<ul style="list-style-type: none">• "Light" member directories (contact, but minimal personal information)• Social networking tools• Social network analysis tools	A key issue is the balance between access to tools that help find others and explore relationships and the culture of the community with respect to privacy and personal information.
Discovering information about others, expressing personal identity	<ul style="list-style-type: none">• "Heavy" member directories (with lots of information about members)• Profiles and personal web pages• Member pictures associated with each contribution to conversations or repository• Photo gallery, photo sharing• Lists of favorites (URLs, books, songs)• Blogs	Our identities may now be shared in bits and pieces across the Internet and within diverse communities. Consider how you can tap into those sources and not ask members to "recreate" their identities solely within the community.
Knowing who is around the community and interacting informally with other individuals	<ul style="list-style-type: none">• Community-specific presence indicators• Invitation to instant chat• IM buddy lists• Email• Phone, VoIP• Immersive avatar-based environments• Microblogging	Knowing who is logged in to a website or online can be useful, but being able to say "hello" or interact informally can really make the experience of the community more personal. Informal two-way communication is a method of achieving learning in a community.

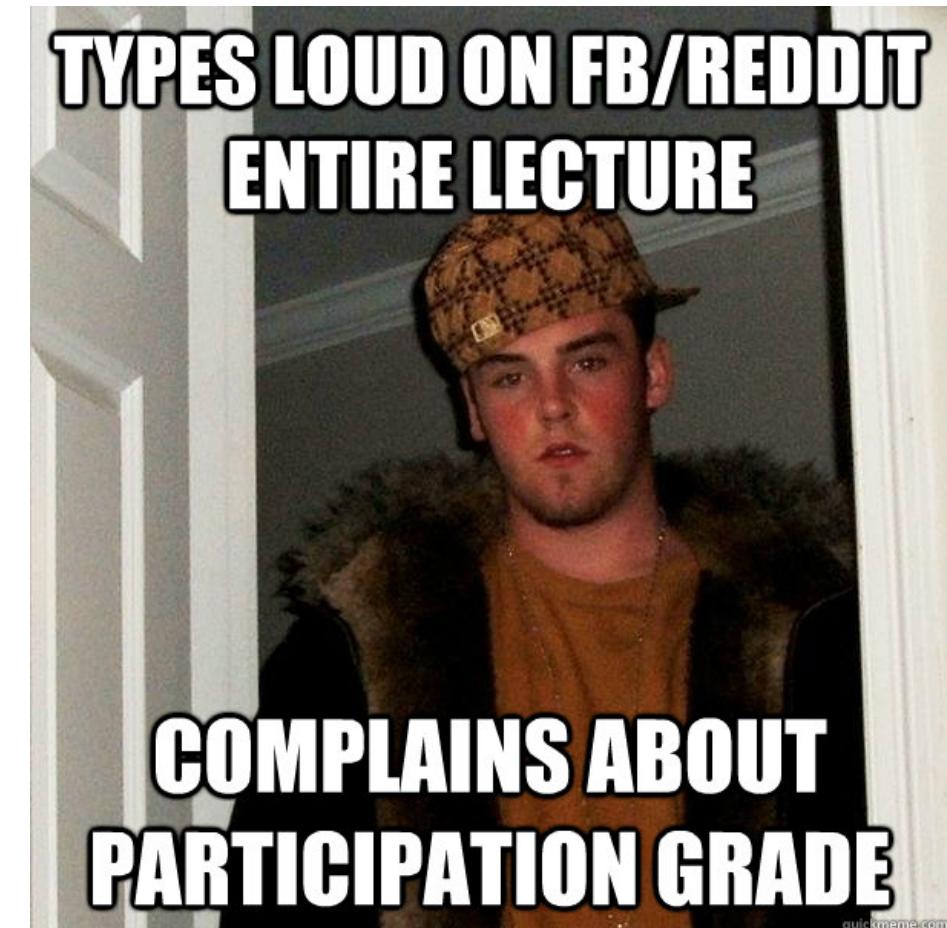
Individual participation orientation

- About



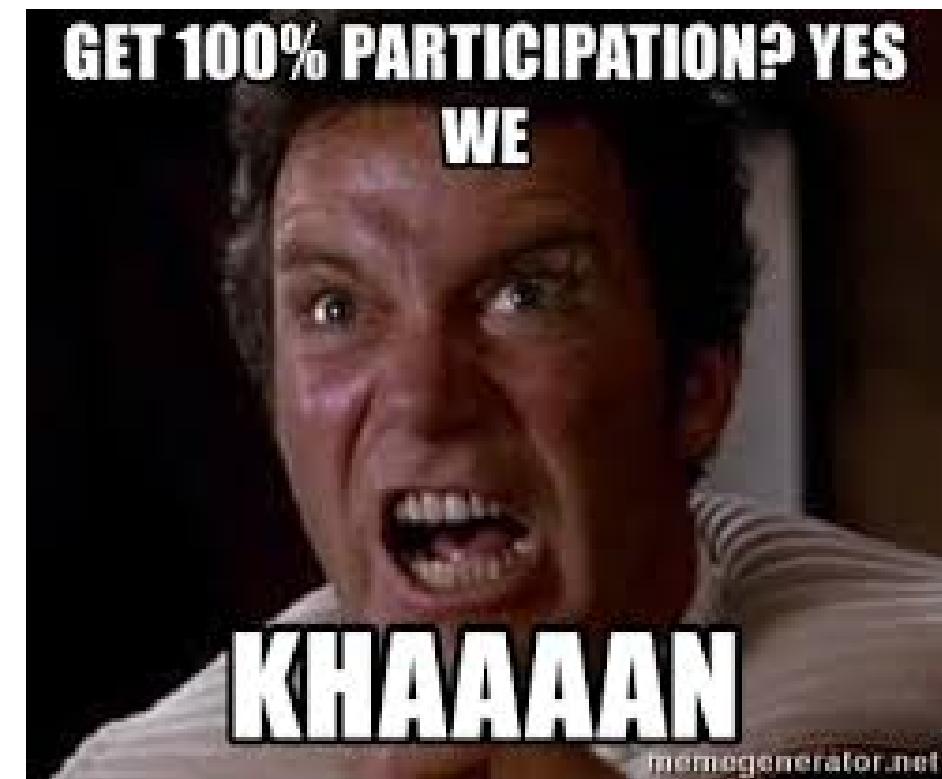
Individual participation orientation

- About
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Individual participation orientation

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- Signs of life/success factors



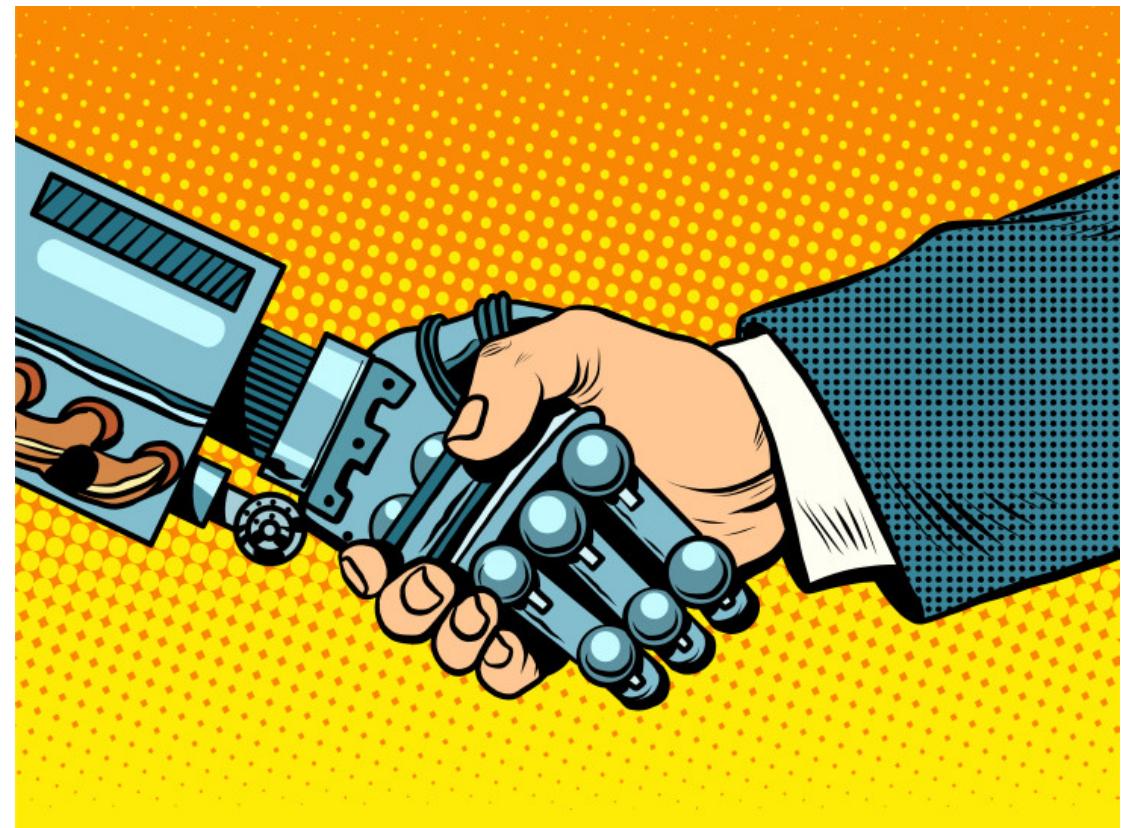
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- About
- Variants
- Signs of life/success factors
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Individual participation orientation

- About
- Variants
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Individual participation orientation

- About
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Table 6.7 - Activities and tools for individual participation

Activities	Tools	Practice Notes
Individualized website navigation across successive visits	<ul style="list-style-type: none">• Individualized indicators of new material (for example, pointing to what new materials on a website one has not seen)• Notepads to keep individual notes or journals• Individual message center to bookmark contributions of interest	Navigation can quickly become an issue as a community site grows through member contributions. Practices for tracking one's participation and content vary greatly, and are often dependent on the member's technology skills. You can expect to see variation in this area and may find that some members play the role of "finder, filterer, and sorter" for the larger community.
Customization	<ul style="list-style-type: none">• Filters (what to see and what to hide)• Individualized site maps, pointers to relevant areas, and taxonomies• Profiles (time zone, connection speed, language)• Preferences (display, look and feel, home page)• Customized search (from preferences, history, profile, or relationships)• Multi-language interfaces and translation capabilities• Choices of platform to receive content (web, email, phone, etc.)• Tagging	The more customization options offered, the more technical orientation, training, and support is needed. Consider whether enough members will benefit from additional features.
Subscriptions	<ul style="list-style-type: none">• Subscriptions flagged on a website• Email alerts• RSS• Individualized digests• Alert mechanisms	Subscriptions and alerts are important. Don't expect members to visit the community site regularly unless this participation is part of an explicit commitment.

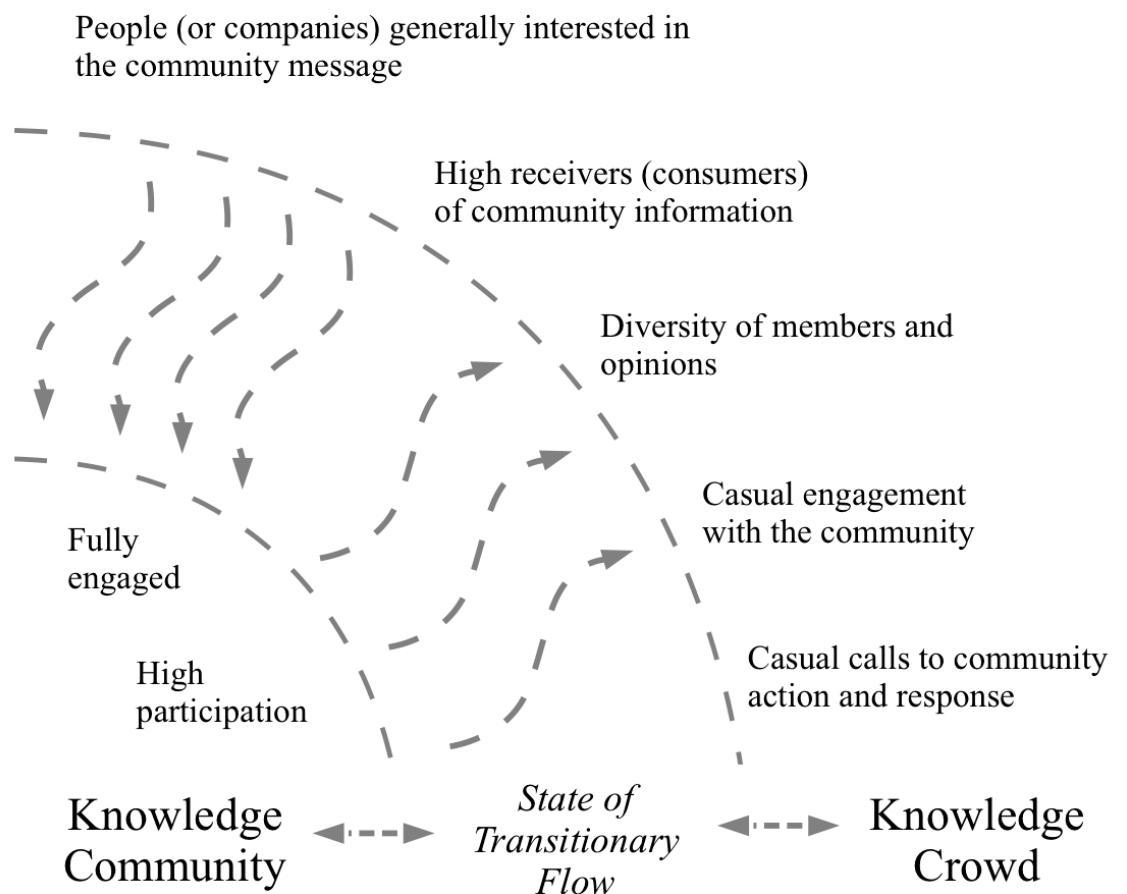
Community cultivation orientation

- About



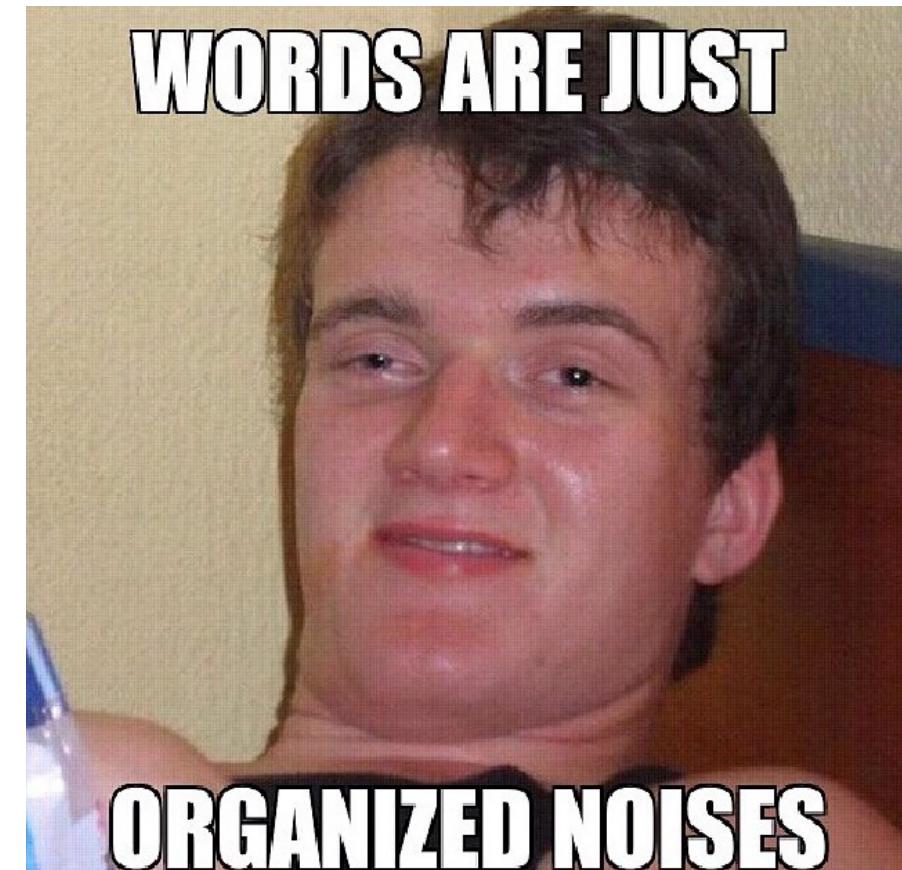
Community cultivation orientation

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Community cultivation orientation

- About
- Variants
- Signs of life/success factors



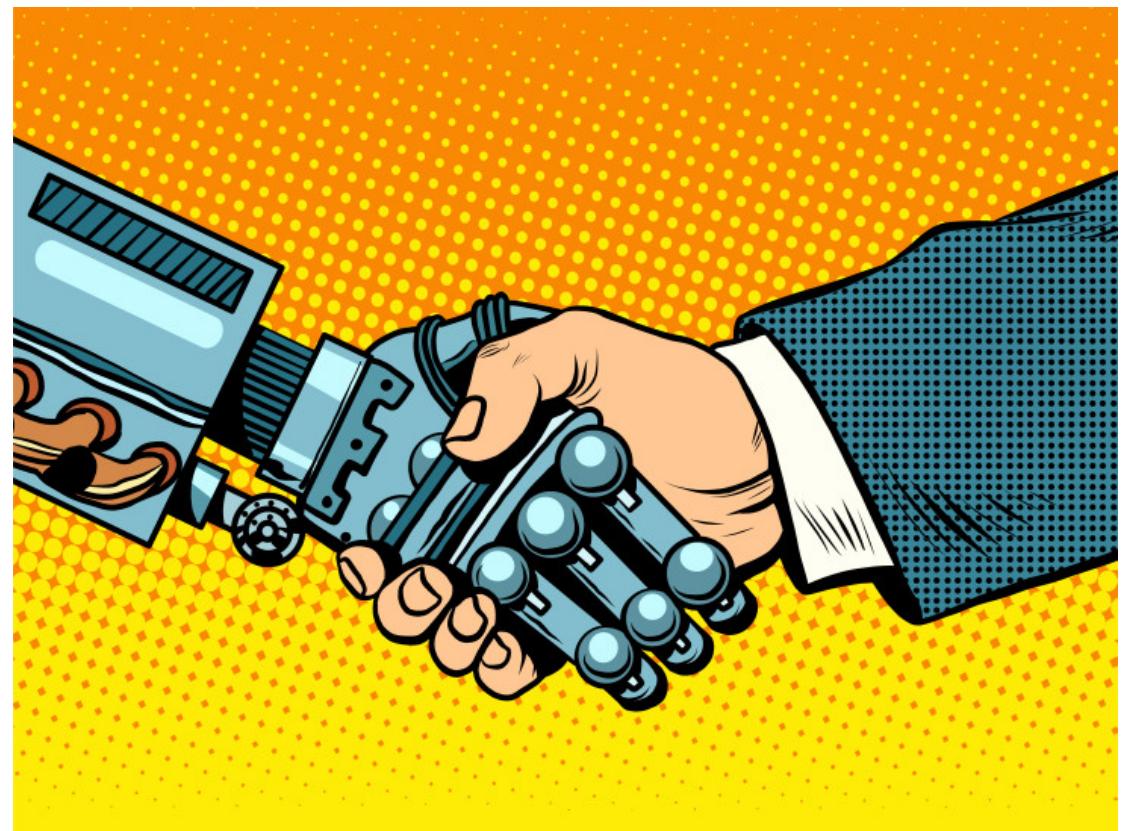
Community cultivation orientation

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Community cultivation orientation

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Table 6.8 - Activities and tools for community cultivation		
Activities	Tools	Practice Notes
Announcements, stories, pointers, and other information sent to members directly	<ul style="list-style-type: none">• Email• Newsletter• Community blog (internal)• Calendar	More can be less. Consider members' attention spans. If you push too much information, people may start to ignore it.
Getting community input and feedback	<ul style="list-style-type: none">• Polling tools• Brainstorming tools• Email• SMS	Consider making the tools available for members to create their own queries and questions.
Backchannel communication, offline conflict resolution, and private encouragement	<ul style="list-style-type: none">• Membership contact information• Phone• IM• Email• Chat (during meetings, for example)• SMS• Microblogging	Personal touch is still the best way to focus attention, connection, and participation. Most of us respond positively to personal contact. This requires community leaders' time, more than any specific technology.
Reflecting on community participation and health	<ul style="list-style-type: none">• Participation statistics• Alerts noting lengthy member absences• Community health charts (indicators of level of participation, quality of conversations)• Social network analysis• Logs of technology use, such as	In general, we advocate making this kind of information available to community members because it supports a reflective practice. Again, one has to be sensitive to the community's culture and the degree to which information about individual participation helps the community or becomes a distraction.

Serving a context orientation

- About



Serving a context orientation

- About
- Variants



quickmeme.com

Serving a context orientation

- About
- Variants
- Signs of life/success factors



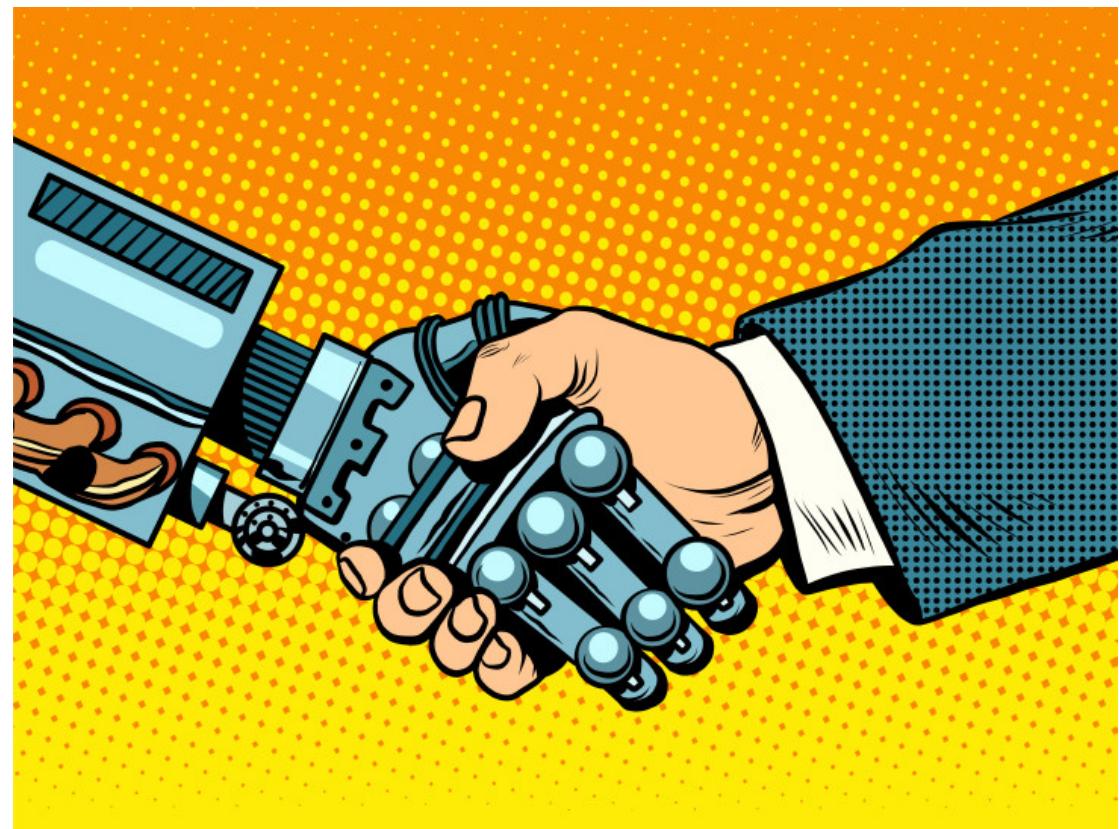
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- About
- Variants
- Signs of life/success factors
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- About
- Variants
- Signs of life/success factors
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- Variants
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Table 6.9 - Activities and tools for serving a context

Activities	Tools	Practice Notes
Creating a public face for the community	<ul style="list-style-type: none">• Public, searchable web pages• Community blogs (external)• "Friends of the community" email lists• Public newsletters	Even a community mostly oriented to the learning of its members can benefit from having a "public face," if only to make others aware of its existence.
Inviting the public in and recruiting members	<ul style="list-style-type: none">• Public areas• Guest accounts• Self-registration	Technology can mark a clear entryway as well as provide tools to support those who are welcoming new members. However, technology is not the only thing to consider—a personal invitation is often the most effective.
Offering community content out to the world	<ul style="list-style-type: none">• Web support for publication streams• Search tools• Meta-data• Tagging• RSS feeds	Making community content useful to outsiders may require repurposing internal content, with a dedicated editorial staff. Any content offered to the public in this day and age should have an RSS feed at a minimum.
Knowledge transactions for non-members, help desk	<ul style="list-style-type: none">• Question-answer systems• FAQs area• Phone• Email	This is a version of Orientation 5: Access to expertise, but offering this service to non-members usually requires a more organized help desk to handle requests and protect the time of members.
Constellations of related communities	<ul style="list-style-type: none">• Shared community portal• Community mapping tools	When existing resources can serve more than one community, there is more reason to harmonize at least some of the technology used across communities.
Backend compatibility with organizational infrastructures	<ul style="list-style-type: none">• Single login systems (LDAP/Active Directory)• Standards (databases, XML, .NET)	When existing IT systems provide an important part of a community's context, reaching out to the IT people makes a big difference. Tech stewards need to partner with people who have greater

Technology stewardship

Using the “ORHiDeCye” design/development model

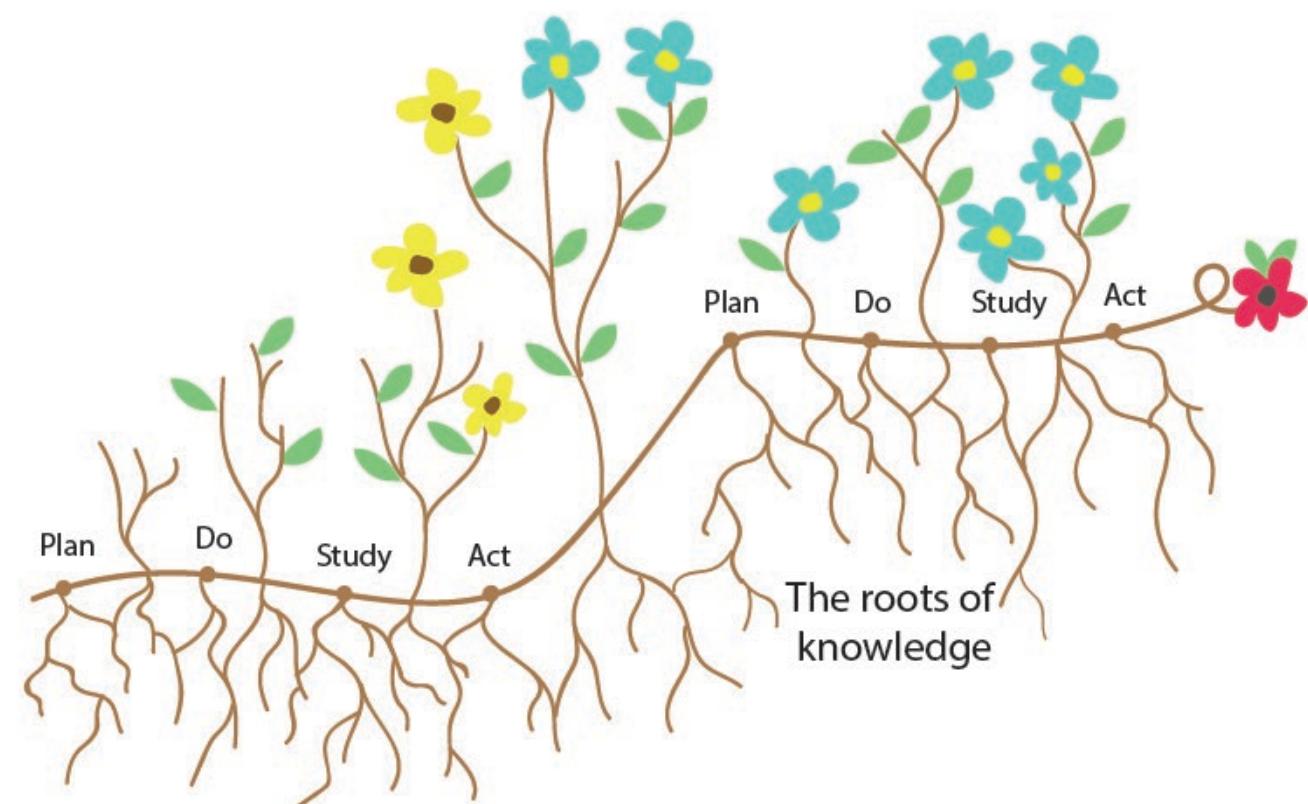
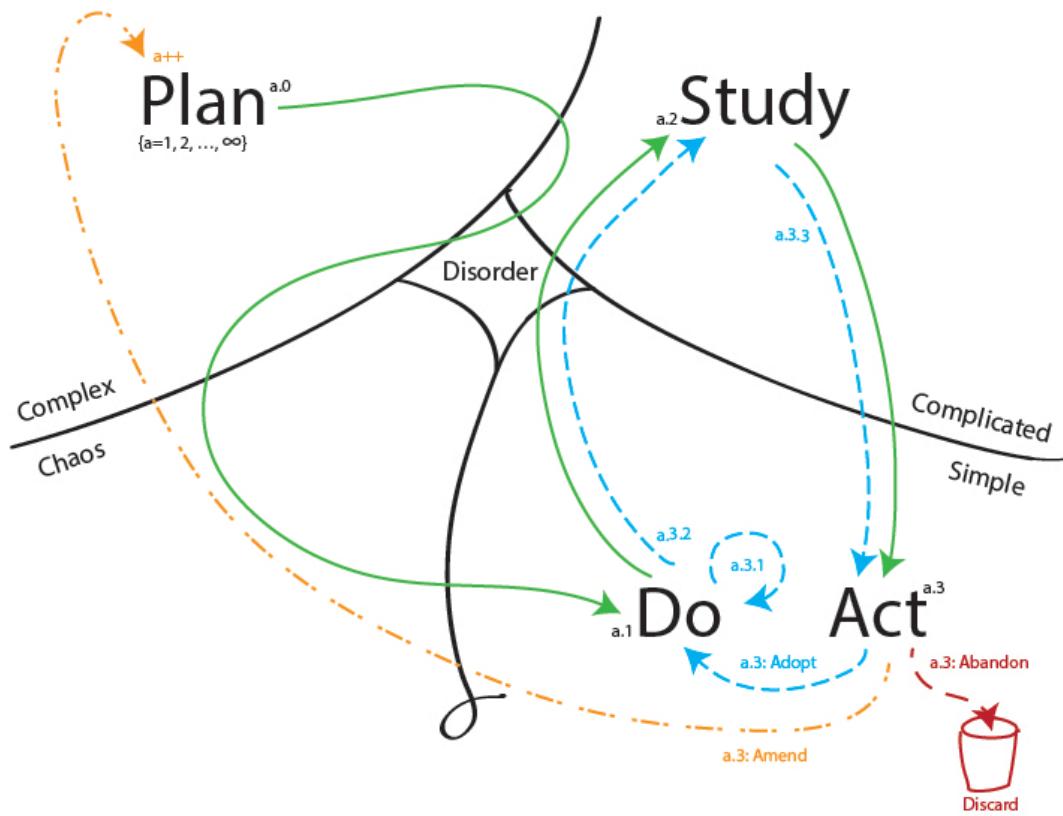


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- Change, <https://i.imgflip.com/qvha5.jpg>
- Swap, <https://i.pinimg.com/originals/9b/c1/d9/9bc1d9ddb4b0aecad0e7c20d0d48f136.gif>
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