

# Breaking the Piñata Effect: Open Source Version

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# When was the last time you had too many options?



**Hey I'm Ashwin**

- **Associate Program Manager @ GitHub**
- **Coach @ Major League Hacking**
- **Co Founder | Hackerabad**
- **MLH Top 50**
- **Always on social media**



# Piñata



# Piñata

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# Piñata



# The Piñata Effect

A sudden surge in popularity,  
community interest, or  
contributions to a particular  
open-source software or  
repository.



# The Piñata Effect



Project



Maintainer



Users



# Is this a bad thing?



# It's part of the process



Maintainers  
Resources



Reinventing  
the effort  
cycle



Time



Open Source  
Impact

## STAGES

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### 1. Quiet Period:

*Piñata just hanging there*

Your project just kicked off or is only maintained by its direct creators and maintainers

### 2. Triggering Event:

*Someone hit the Piñata*

Triggered by a popular blog post, a significant software release, or a key feature implementation that attracts attention.

### 3. Sudden Attention:

*Pinata Broke Open*

There is a sudden influx of new users, contributors, and potentially financial support.

## STAGES

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### 4. Impact:

*Grabbing the candies*

Accelerated pace of development, increased community engagement, and a more diverse set of contributors.



## STAGES

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### 5. Cooldown:

*All goes home*

The development and community engagement decelerates if the new pace and expectations are not met.





## Please do

- Maintain a Code of Conduct for your project
- Set clear visions for your community
- Delegate leadership.
- Allow room for learn-by-shipping
- Succession Planning



## Please don't

- Neglect documentation
- Ignore information-seeking PRs or Issues
- Forget to Express Appreciation
- Discourage external projects

# The Piñata Effect



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Pro Tip

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- Beginners are technologists, not necessarily developers
- Beginners are motivated by jobs, collaboration, and self-expression
- The network effect matters for beginners

## Resources

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- <https://maintainermonth.github.com/>
- <https://github.com/readme/guides/onward-maintainer-framework>
- <https://github.com/readme/podcast/code-and-community>
- <https://github.com/readme/featured/open-source-non-code-contributions>
- <https://octoverse.github.com/2022/state-of-open-source>

<https://gh.io/hydfoss>

