

Breaking the Piñata Effect: Open Source Version

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When did you abandon that project?



When did you abandon that project?



Hey I'm Ashwin

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



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- [Twitter X](#)
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- [Hashnode](#)
- [Bluesky](#)



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

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

4. Impact:

Grabbing the candies

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



STAGES

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Grabbing the candies

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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



Project



Maintainer



Users



Pro Tip

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

Resources

White Papers

- <https://ieeexplore.ieee.org/document/6614728>
- http://www.igor.pro.br/publica/papers/ICSE_2018b.pdf

Maintainer Month

- <https://gist.github.com/simonw/fb901fbf932769a7d99e56fe8fe2539b>
- <https://maintainermonth.github.com/>
- <https://github.com/readme/guides/onward-maintainer-framework>

State of Open Source

- <https://octoverse.github.com/2022/state-of-open-source>

When did you abandon that project?



~~When~~ Why did you
abandon that project?



<https://gh.io/hydfoss>

