Community Metrics: more than the sum of their parts

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Hi, I'm Matt

Technical Editor for Opensource.com

I've been measured by

- Page views
- Stars
- Talks
- Blogs
- Meetups
- Forks
- Commits
- Sales
- DAU
- MAU
- Unspoken expectations I'll never know

Behaviorism

https://www.verywellmind.com/behavioral-psychology-4157183

"Simply put, strict behaviorists believe that all behaviors are the result of experience."

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Behaviorism

Operant Conditioning
Subject learns behavior by associating it with consequences.

Classical Conditioning
Subject learns to associate two unrelated stimuli with each other.

(think mice + cheese)   (think Pavlov's dog)

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Behaviorism

Strengths

- Focuses on **observable, measurable** behaviors
- Scientific and replicable
- Useful for **modifying behaviors** in the real-world
- Useful applications in therapy, education, parenting, child care, **and community engagement**
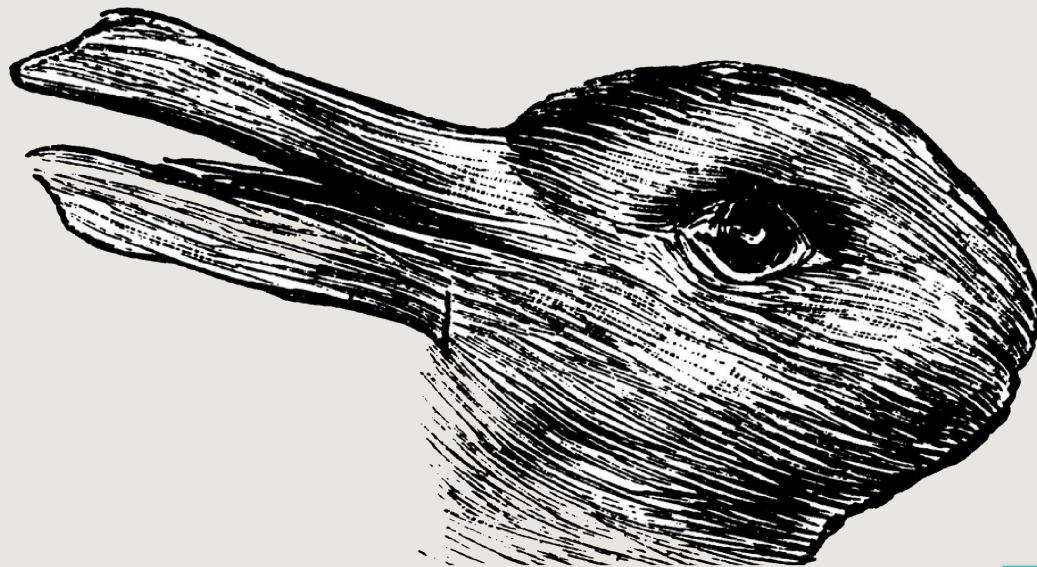
Weaknesses
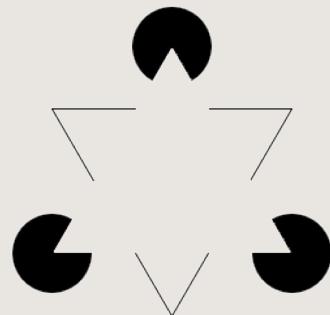
- Does not account for **biological influences**
- Does not consider **moods, thoughts, or feelings**
- Does not **explain all learning**

Gestalt

**The whole is more than the sum of its parts.**

Gestalt
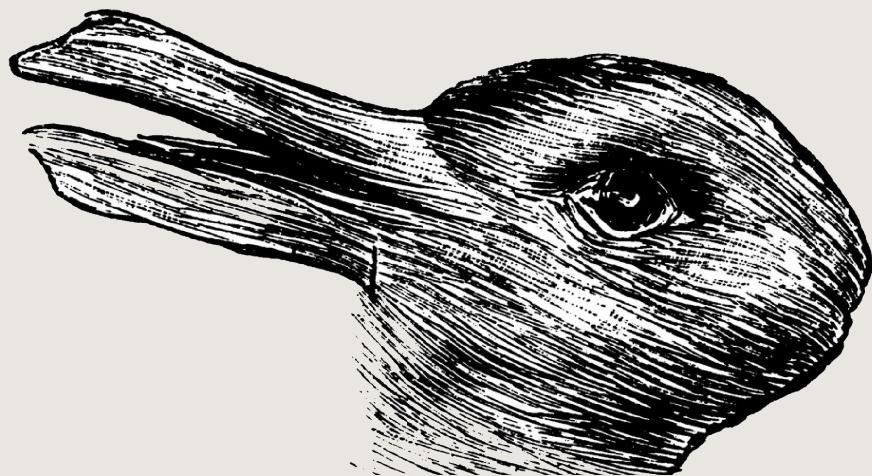
Laws of:

1. Proximity
2. Similarity
3. Closure
4. Symmetry
5. Common Fate
6. Continuity
7. Prägnanz
8. Past Experience

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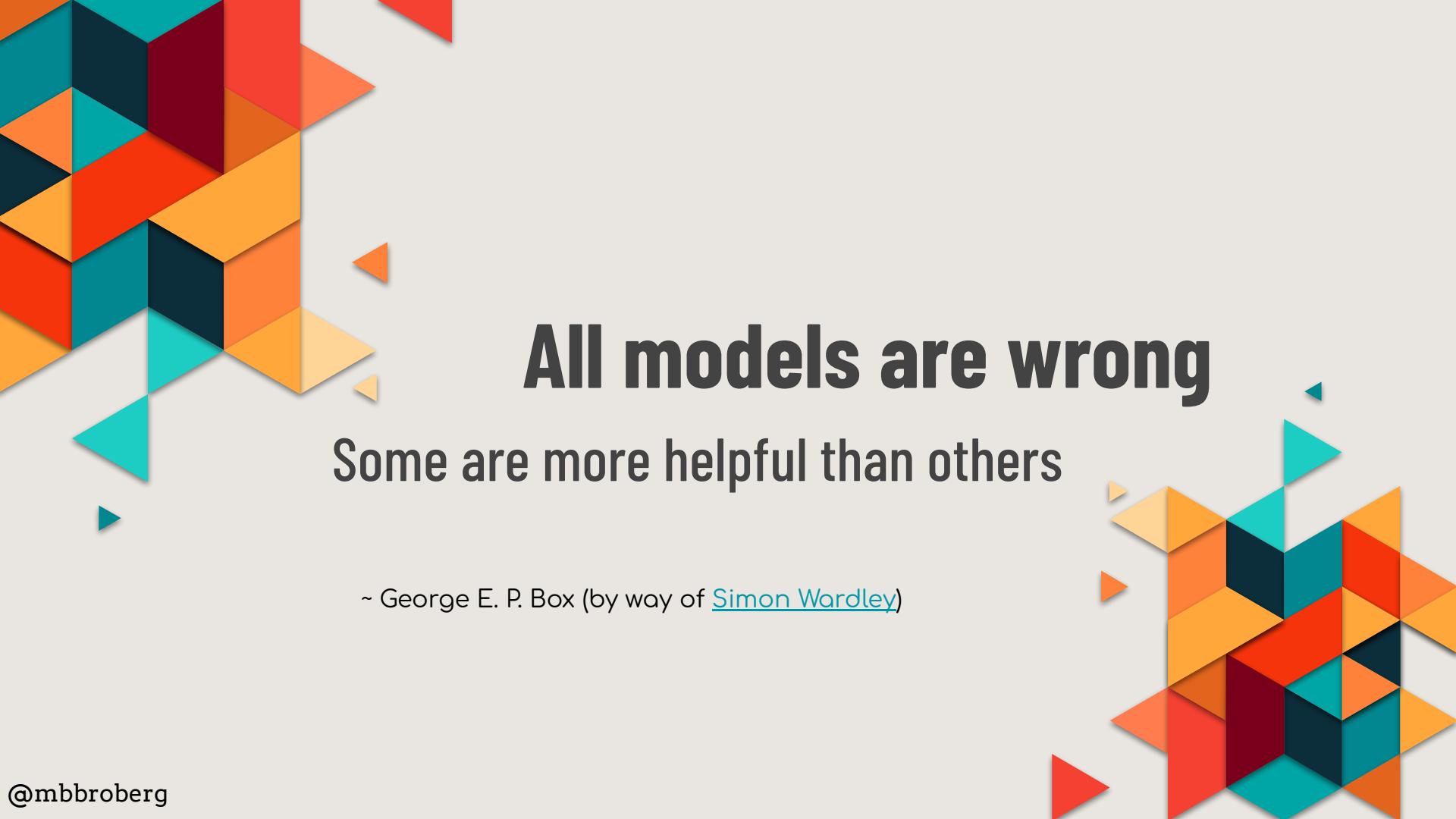
Behaviorism and Gestalt

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Models

a system used as an example to follow or imitate.

All models are wrong

Some are more helpful than others

~ George E. P. Box (by way of Simon Wardley)

Business Models
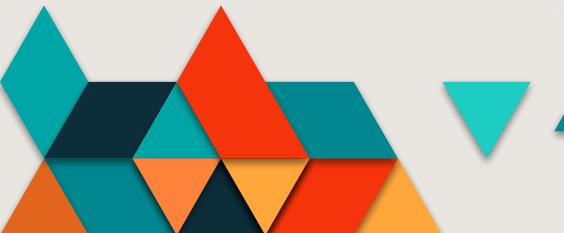
Businesses use models to convey working theories of behavior and outcome.

Engine Model

http://shomaxbookkeeping.com/enough-fuel-to-keep-your-business-engine-running

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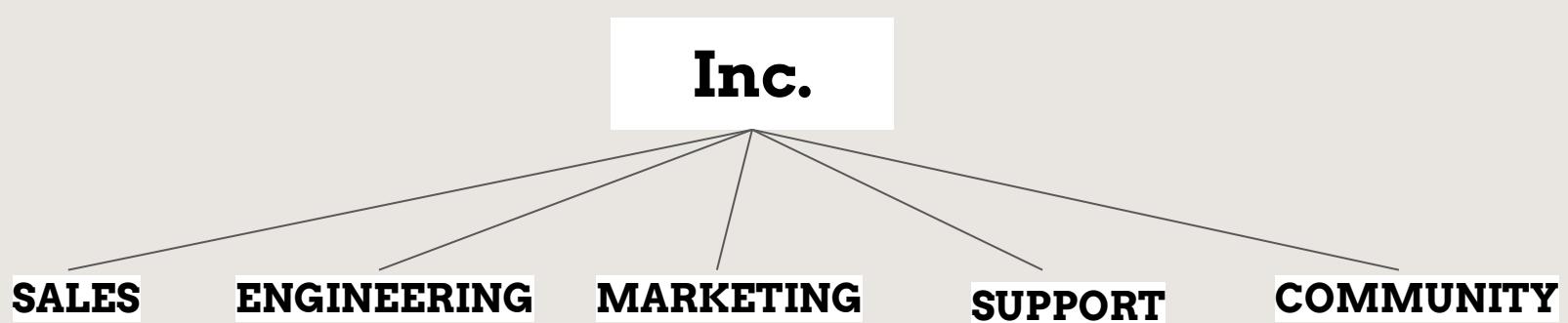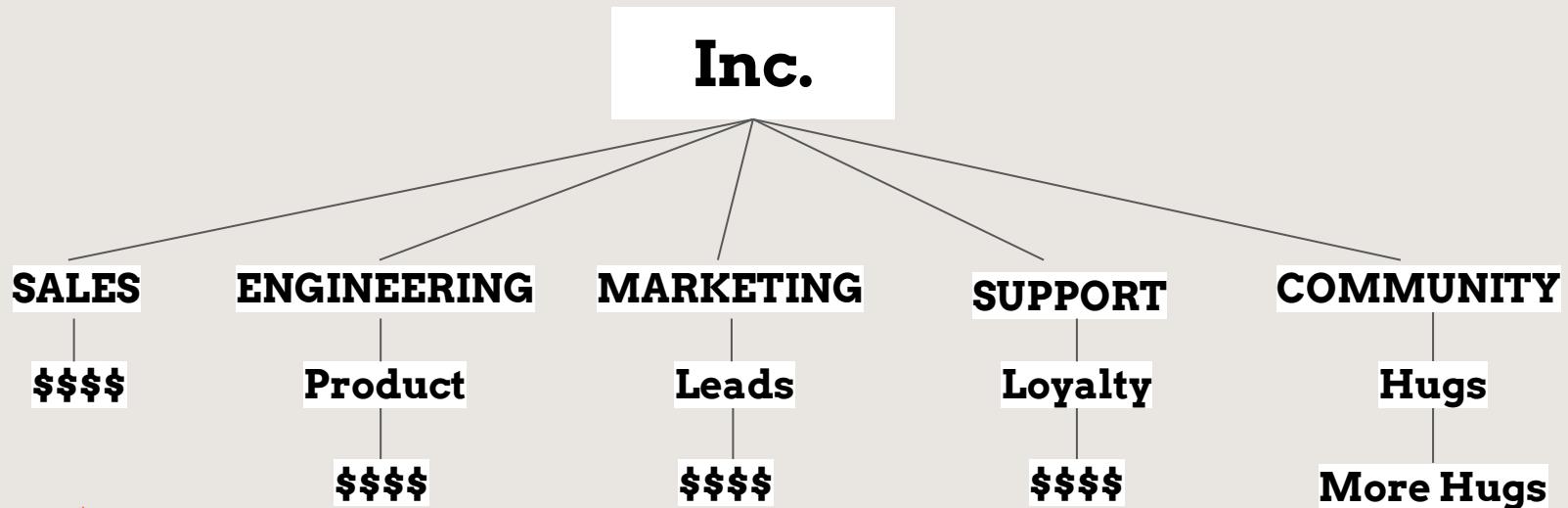
HBR Model

KEY PARTNERS

Who are our key partners?

Who are our key suppliers?

Which key resources are we acquiring from our partners?

Which key activities do partners perform?

KEY ACTIVITIES

What key activities do our value propositions require?

Our distribution channels?

Customer relationships?

Revenue streams?

KEY RESOURCES

What key resources do our value propositions require?

Our distribution channels?

Customer relationships?

Revenue streams?

VALUE PROPOSITIONS

What value do we deliver to the customer?

Which one of our customers' problems are we helping to solve?

What bundles of products and services are we offering to each segment?

Which customer needs are we satisfying?

What is the minimum viable product?

CUSTOMER RELATIONSHIPS

How do we get, keep, and grow customers?

Which customer relationships have we established?

How are they integrated with the rest of our business model?

How costly are they?

CHANNELS

Through which channels do our customer segments want to be reached?

How do other companies reach them now?

Which ones work best?

Which ones are most cost-efficient?

How are we integrating them with customer routines?

CUSTOMER SEGMENTS

For whom are we creating value?

Who are our most important customers?

What are the customer archetypes?

COST STRUCTURE

What are the most important costs inherent to our business model?

Which key resources are most expensive?

Which key activities are most expensive?

REVENUE STREAMS

For what value are our customers really willing to pay?

For what do they currently pay?

What is the revenue model?

What are the pricing tactics?

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Org Chart Model

Inc.

SALES	ENGINEERING	MARKETING	SUPPORT	COMMUNITY
$$$$	Product	Leads	Loyalty	Hugs
	$$$$	$$$$	$$$$	More Hugs
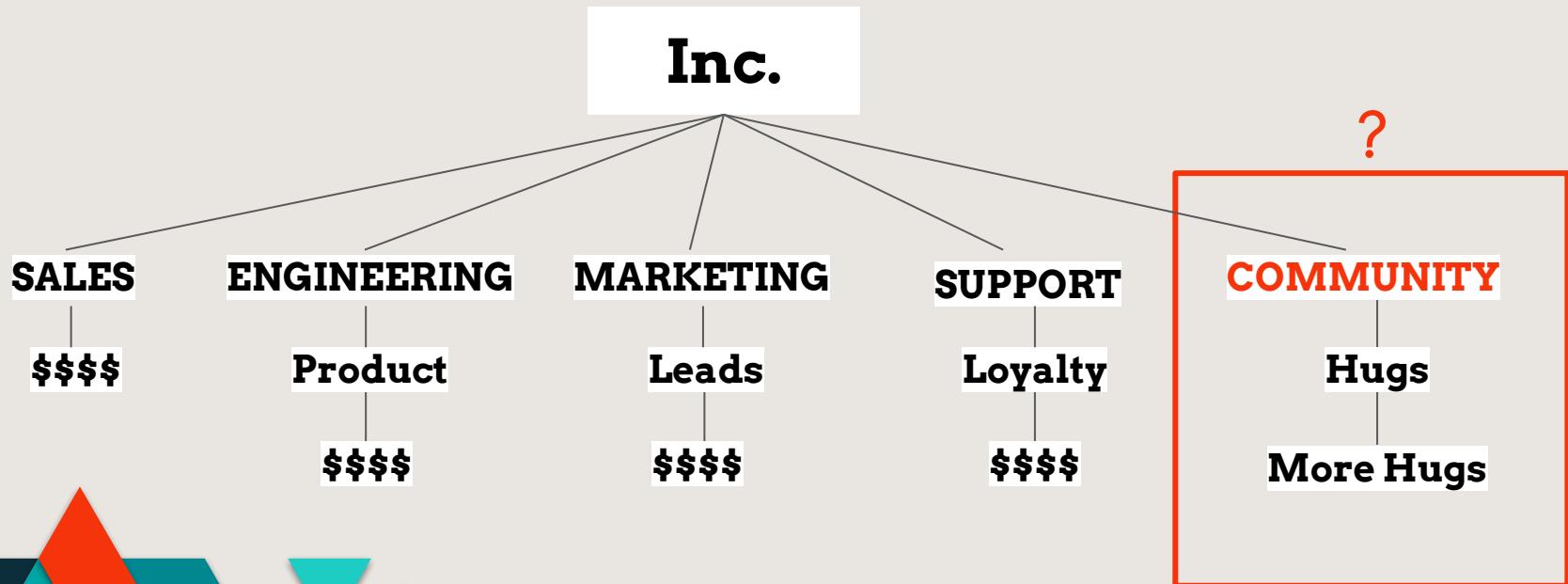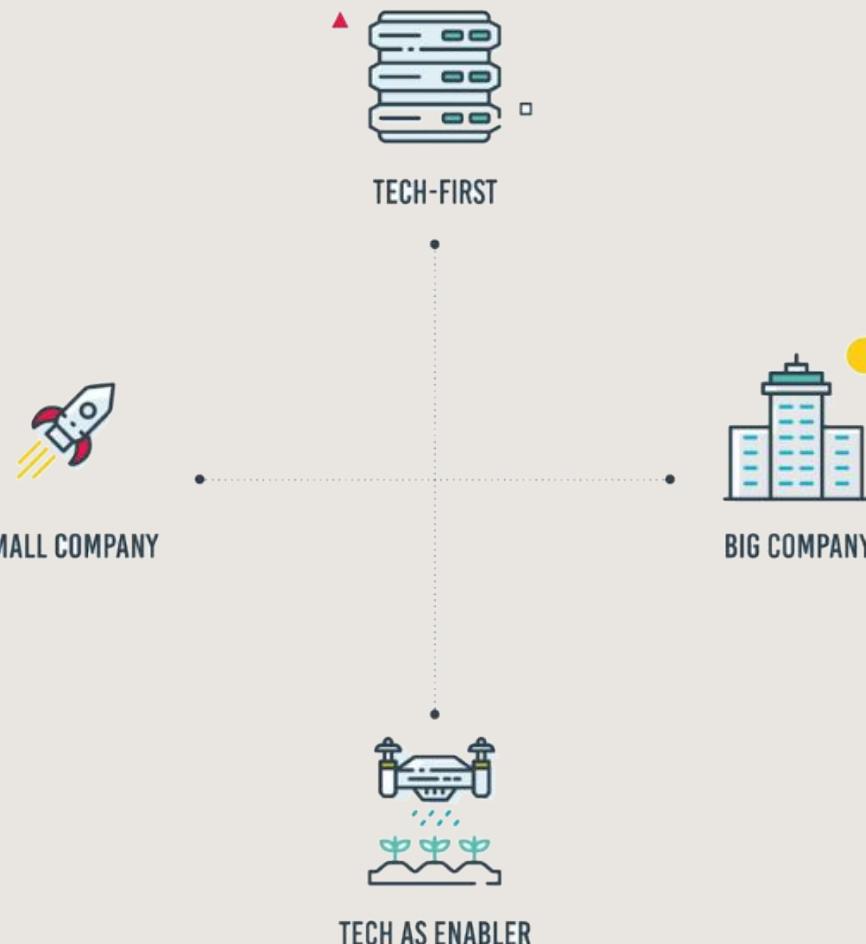
What's our model

- Let's look at **why** we measure
- Then look at **what**
- Lastly, talk about **who**

TECH-FIRST

SMALL COMPANY

BIG COMPANY

TECH AS ENABLER

(Thanks Matthew)

Matthew Revell
HOOPY

Sustainable
developer relations

DEVRELCON

hoopy

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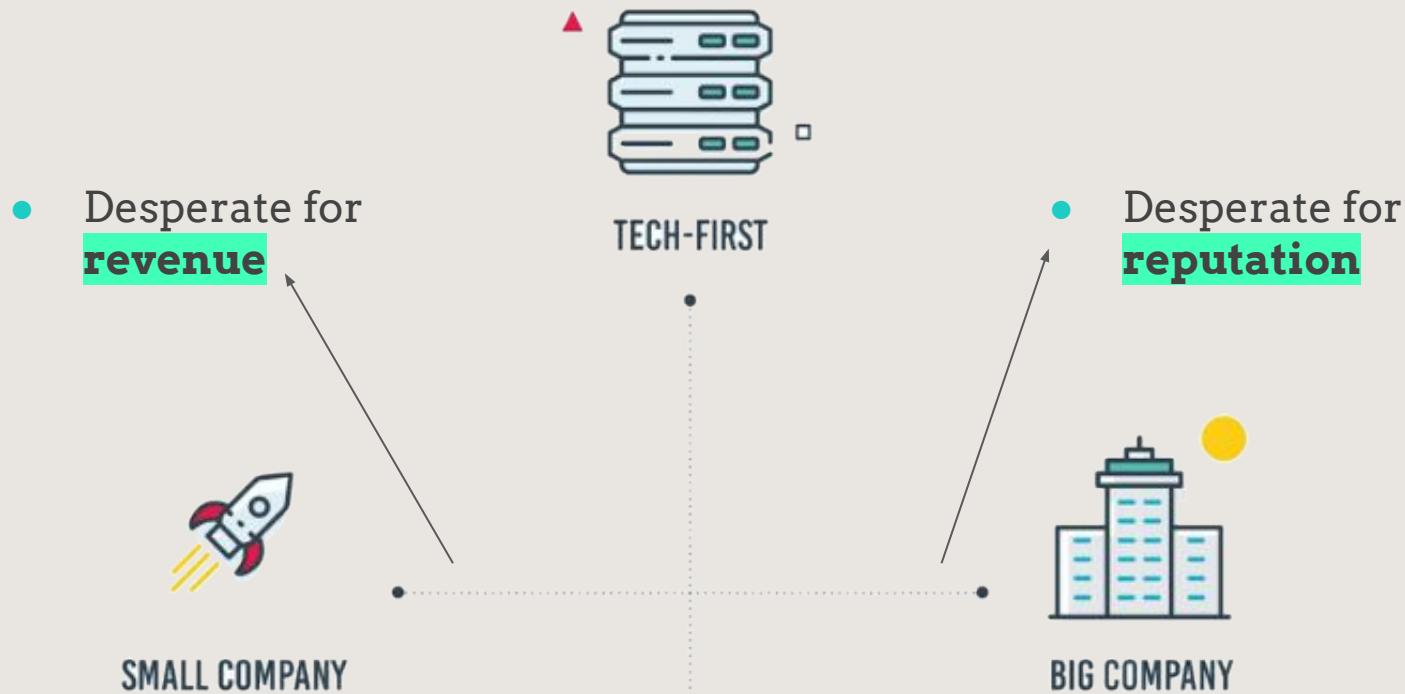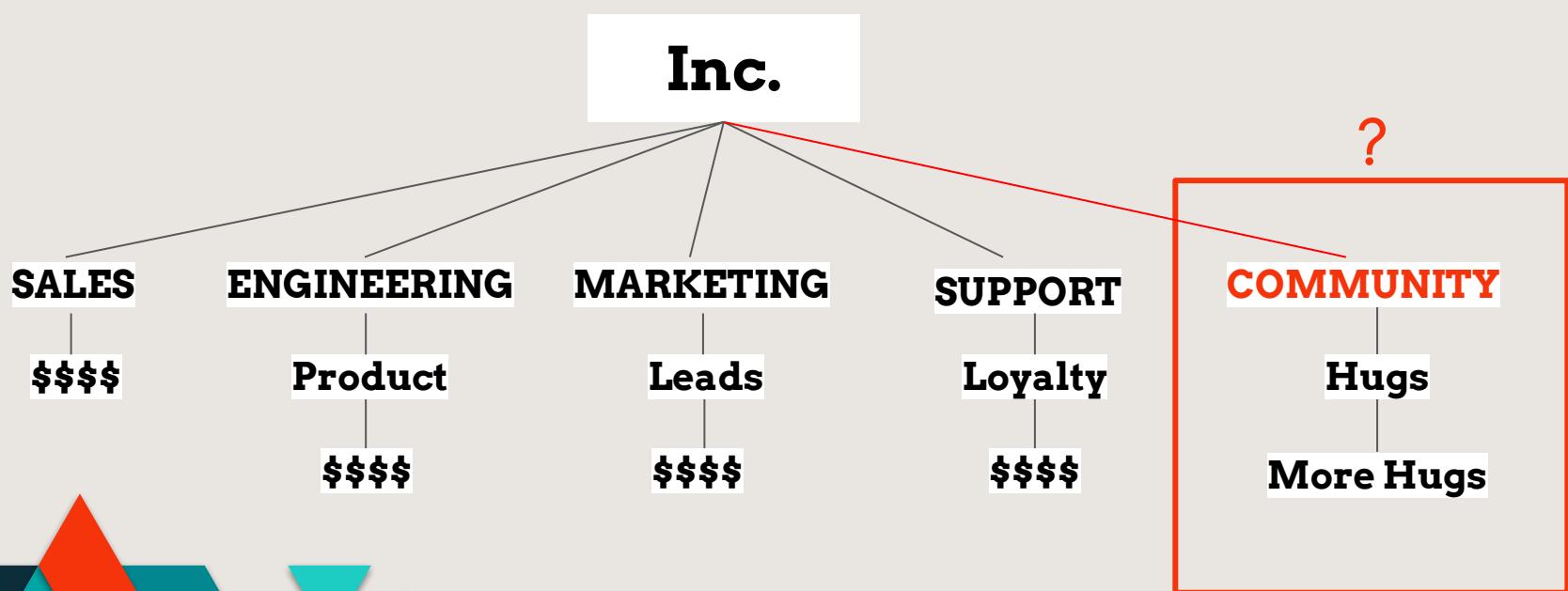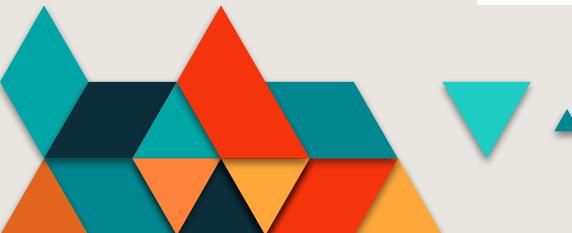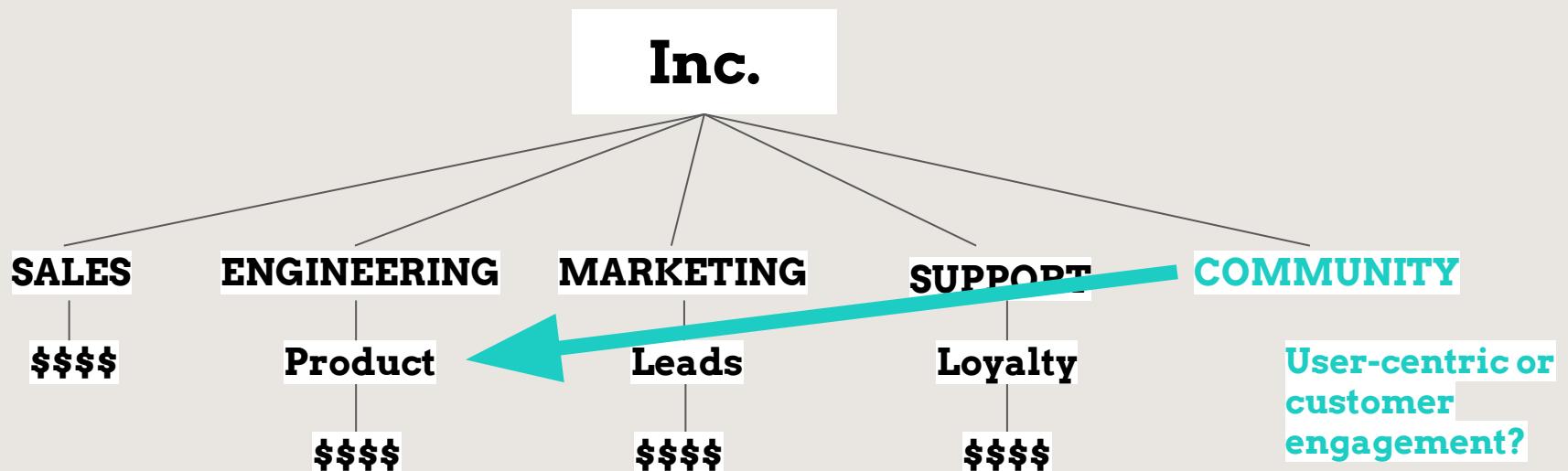
Generalization (aka, a Model)

TECH-FIRST

Desperate for
revenue

Desperate for
reputation

SMALL COMPANY

BIG COMPANY

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Community Model

Inc.

SALES · ENGINEERING · MARKETING · SUPPORT · COMMUNITY

$$$$ · Product · Leads · Loyalty · User-centric or customer engagement?

$$$$ · $$$$ · $$$$

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Inc.

SALES

ENGINEERING

MARKETING

SUPPORT

COMMUNITY

$$$$

Product

Leads

Loyalty

Content or reputation focus?

$$$$

$$$$

$$$$
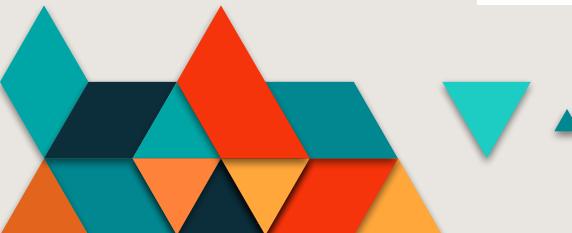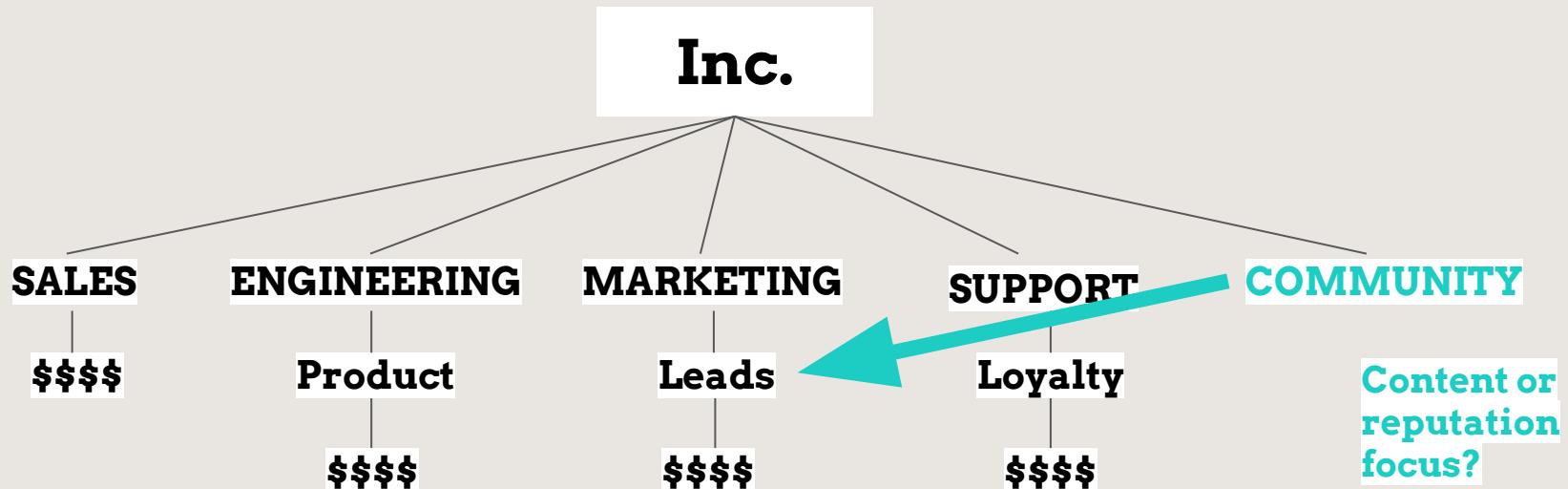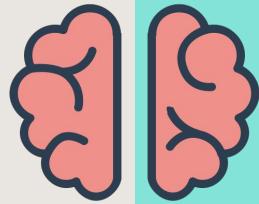
Marketing

Content-centric
Budget for events
Budget for swag
Longer-term investment

Combo

Community-first focus
Time to talk and code
Events, swag, and tools

Product

Product-centric
Time for hands-on work
Budget for tools
Longer-term investment

Corporate Purgatory

Why do we measure?

To keep our jobs.

(which will help us sustain our community)

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What to measure

Data

- GitHub stars
- Page views
- Talks given
- Pull requests merged
- Contributors
- Subscribers to X channel
- Survey results

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What to measure

Data

- GitHub stars
- Page views
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- Survey results

(remember why)

- Popularity
- Attention
- Adoption
- Brand perception
- Monetization

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What to measure

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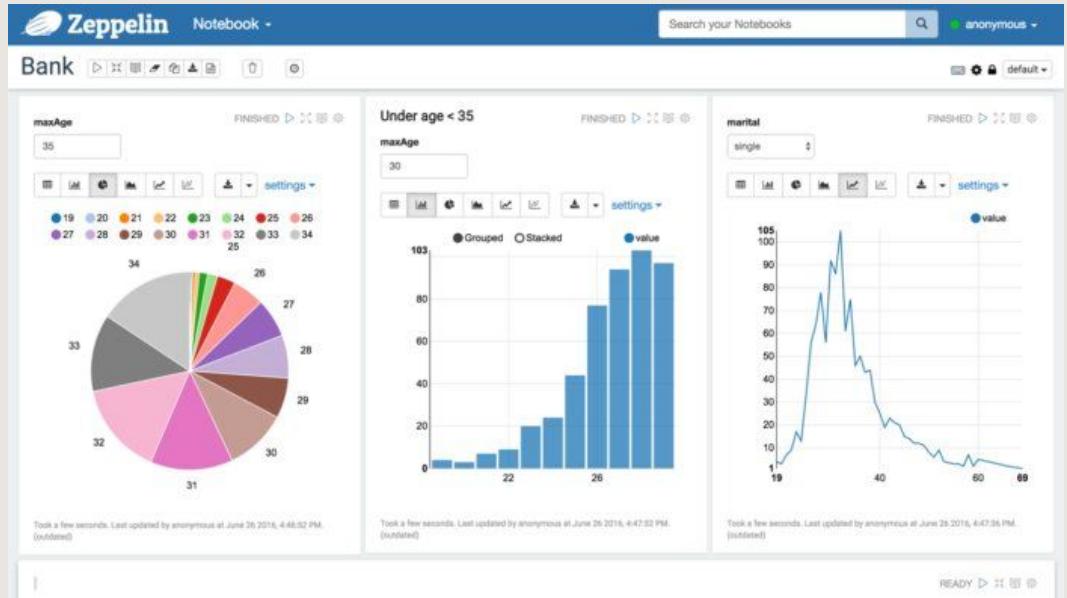
What to measure

Data is only the input.

A metric is a value we choose to
be meaningful.

What to measure

Data:

- Page views
- GitHub stars
- Support ticket deflection
- Commits to a project
- Surveys completed
- Subscribers to Slack, email, others

Metrics:
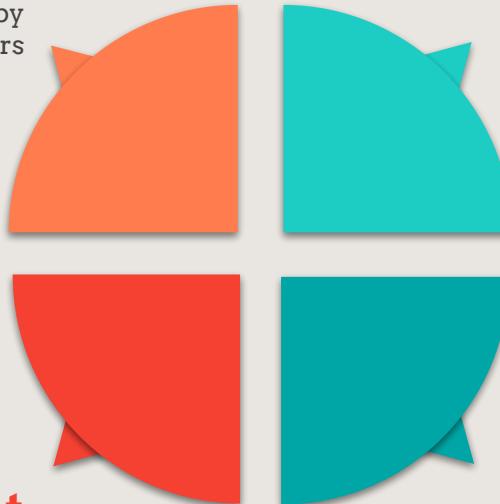
- Page view value (as measured by Adwords)
- GitHub stars (compared to competitors)
- Blogs written per week (that lead to sales leads)
- Support ticket deflection (of top customers)
- Commits to a project (percentage toward goal)
- Pull request merge percentages (over time)
- Subscribers to Slack, email, others (growth)

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Internal metrics \ External metrics

Self reflection
Modeling the patterns by which we interact with others

Marketing
Modeling how we want others to see our community

Self improvement
Modeling ways to hold ourselves accountable to desired behaviors

Managing up
Modeling ways to explain business value and investment

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Aside: ROI of a Sticker

Cost to produce a piece of content that gets 35,000 views?
1 week of employee ($100,000 a year) is $1,923.
Cost to product a piece of content that gets 350,000 views?
2 weeks of 2 employee ($100,000 a year) is $7,692.
Cost per view = between $0.05-0.076

Bulk order of 1,000 stickers costs $347
Based on exposure there's a 1/10 "usage" of stickers
Say 1/100 people are speakers
Get a sticker on a speaker's laptop?
Say they speak at 10 conferences a year.
Average audience size of 1000.
Assume 50% recorded with 5x people watching online.
35,000 views in a year.
Get a keynote speaker?
Average audience size of 10,000.
350,000 views in a year.
Cost per sticker = $0.35
Cost per view = between $0.01-0.001

Stickers offer between **5x** *to* **76x** *greater return*

What to measure

"What's the ROI of stickers?"
translates to
"I think your job is b*#$&*@#"

Comparisons

- **Page views**: "Our goal is to grow awareness for Evil Corp open source. We received 50,000 organic search page views this month with keywords including X, Y, Z. That's equivalent to $300,000 in Google Adwords."
- **GitHub stars**: "Our goal is to be the most popular project for EvilCorp. We got 1,000 stars on the first day of our launch, which is more than all 200 other projects run by our company. "
- **Talks given**: "Our goal is to grow our top advocates for EvilCorp. From the 3 conference talks given this month, 4 customers have joined our community and I'm working with them on writing their success story. This helped the Customer Reference team and saved them from $140,000 in event sponsorships. Content is tied to 7 sales deals at $1.2 million in pipeline."

DevRel Qualified Leads

a lead is someone who has **indicated interest in what a brand has to offer.**

by
Mary Thengvall
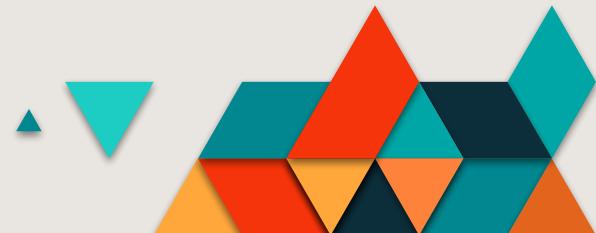
DevRel Qualified Leads

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Examples:

- **Sales** warm lead
- **Marketing** content or reference
- **Product** feedback or testing
- **Engineering** code contribution
- **Support** case deflection
- **Biz Dev** partnerships
- **Recruiting** new hires

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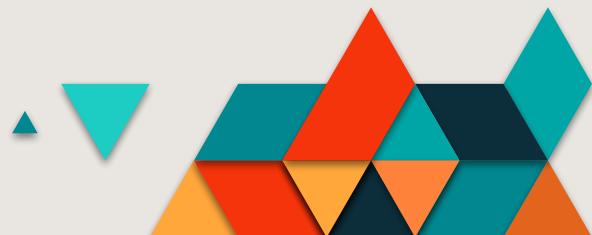
Advantages:

- One metric for diverse work
- Accepted business term
- Clear outcomes (the handoff)

Disadvantages:

- Aligns DevRel to sales terminology
- Doesn't explain personal contribution
- Doesn't account for "happiness"

by
Mary Thengvall

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Most Valuable User

the most important audience to target for DevRel and Community efforts.

Bitergia

Most Valuable User

the most important audience to target for DevRel and Community efforts.

Examples:

- Pre-qualified **marketing leads**
- Particular **technology adopters**
- Users in a **particular vertical**
- Open source **contributors**
- Potential software **maintainers**
- A specific set of **influencers**

Bitergia

Most Valuable User

the most important audience to target for DevRel and Community efforts.

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Advantages:

- Aligns to storytelling about users
- Flexible tactics to achieve outcomes
- Flexible data requirements
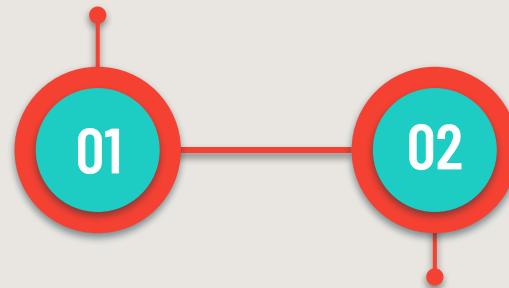
Disadvantages:

- Not clearly aligned to existing model
- Unclear alignment to budget
- Unclear outcomes

Bitergia

How

DQLs could be the metric

01 — **02**
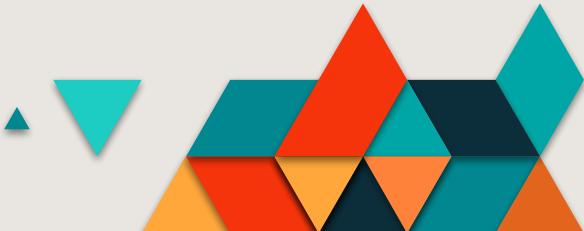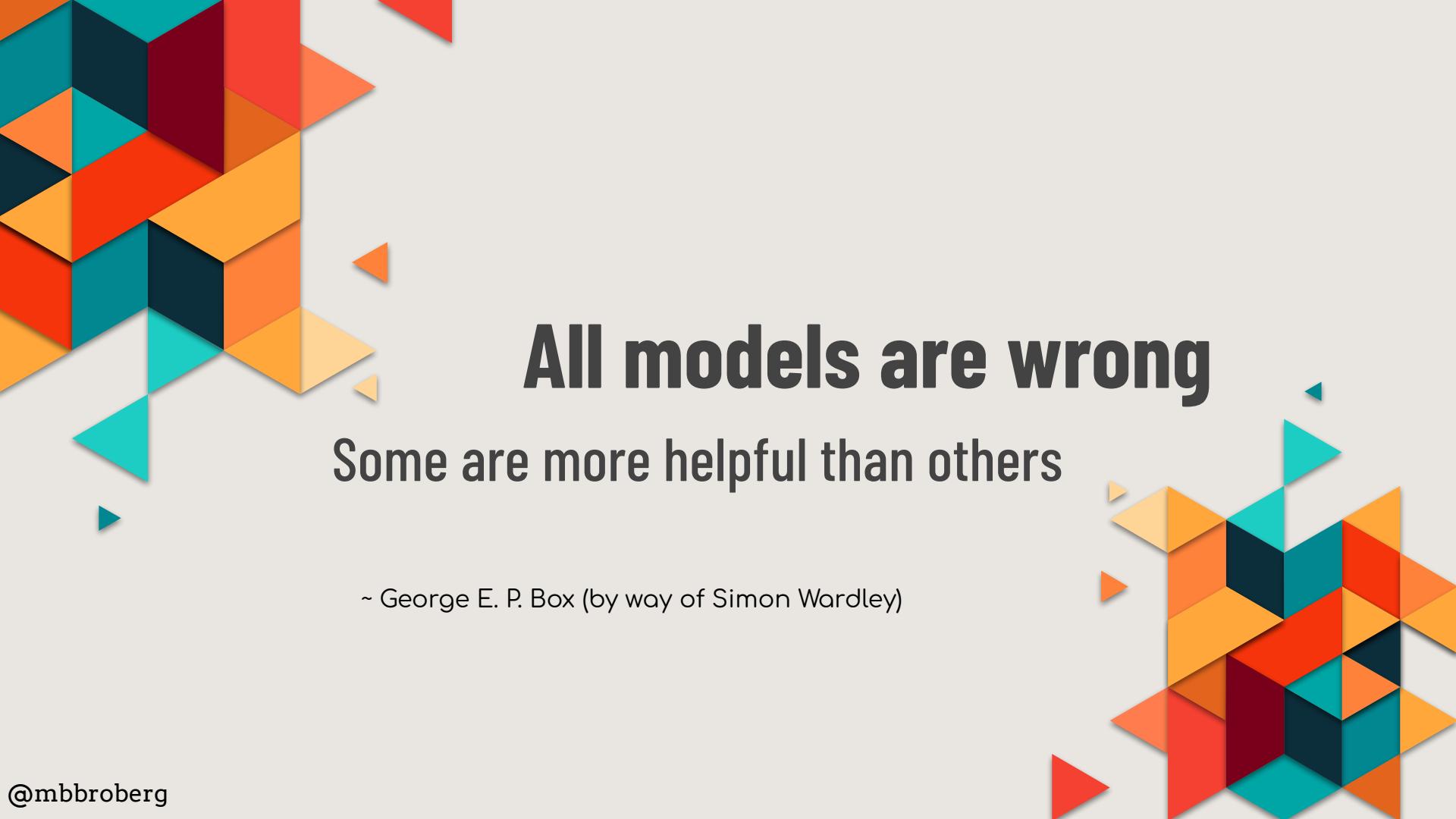
MVUs support the model

A Community Model

- Ask **why** you're funded
- Plan **what** you can measure
- Focus on **who** matters
- Standardize on a **comparison**
- Communicate **results**
- **Don't** report on **data**
- **Don't** argue **ROI** of strategy
- **Do** report metrics and argue results

All models are wrong

Some are more helpful than others

~ George E. P. Box (by way of Simon Wardley)

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Metrics are a model

Metrics are not the end goal.

It's about the **stories we share.**

Metrics are a model

Measure **internally** for you.
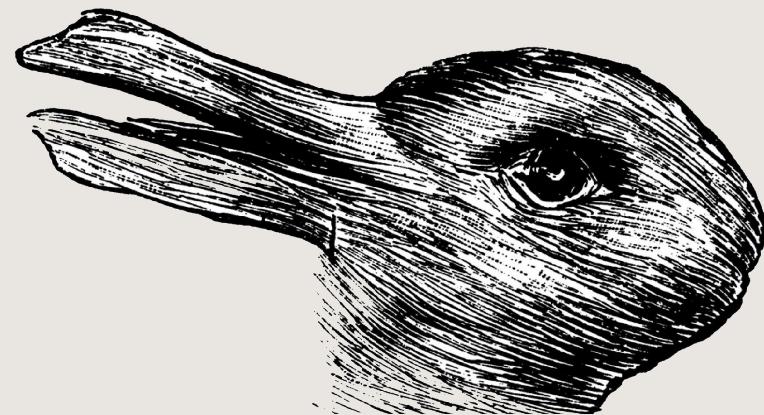
Measure **externally** to succeed.

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# Data is Behaviorism \ your Metric is Gestalt

data

metric

You can't pick your data, but you **must pick your metrics.**

Thank you

And thanks:

◄ To Mary Thengvall and Ashley McNamara for feedback

◄ To Mary again, Bitergia, and Matthew Ravell for key concepts

◄ To the Opensource.com team for their support. If you're interested in sharing your open source story there, DM me!

◄ Presentation template by Slidesgo, icons by Flaticon

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