Class 03:
Foundations and Growth I

2025.09.09

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ADMINISTRATIVE NOTES

- **Complete the course signup form**

- **DP0: Team Formation**
    - Due 9/12 (Fri) by 11:59PM

- Looking ahead: DP1: Ideation due **09/23**

READING RESPONSES

Good short answer questions:

- Give 3 examples of critical design challenges online communities face. *- Seungjae*

- A niche health forum faces a critical-mass problem. Propose one "External Communication" lever and one "Selection/Highlighting" lever to jump-start activity, and briefly explain how each helps without creating perverse incentives. *- Faizan*

READING RESPONSES

Good multiple choice questions:

- Which design lever best illustrates how existing communities can help new ones overcome the "cold start" problem *- (Afridi)*
  (A) Adding stricter access controls
  (B) Importing or cross-posting content from established platforms
  (C) Hiding evidence of inappropriate behavior
  (D) Limiting group size to fewer than 10 members

- Which principle best explains why contributors work harder when assigned specific, challenging goals compared to vague encouragement like "do your best"? *- (Elias)*
  A. They fear punishment if they don't comply
  B. Goals redirect attention, sustain effort, and boost self-efficacy
  C. Contributors are more likely to receive extrinsic rewards
  D. Specific goals make tasks objectively easier