

# What open source and J.K. Rowling have in common

*Importance of storytelling in open source projects*



- **Speaker:** Justin W. Flory
- **License:** CC-BY-SA 4.0





Who am I?



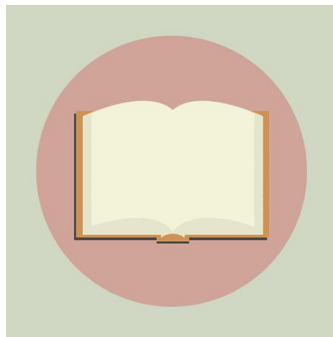
What I *really* do?



# “Was the talk title just clickbait?!”

— — —

- Why J.K. Rowling? Is there “magic” in open source?
- **Storytelling ability:** Captivation
- Rowling’s line of work **not unique to literature...**
  - Uncommon but vital

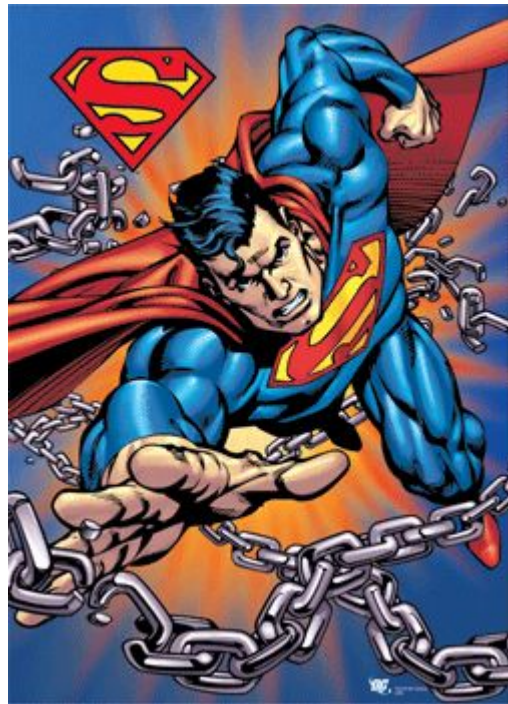


**“But... how is it part of open source?”**

# Where storytelling fits in

---

- In a world of **CODE... COMMITS... SOFTWARE...**
  - Where does storytelling fit?
- Meeting a goal, scratching an itch
  - Unique problems



# Why are stories important?

— — —

- **Two audiences:** users *and* contributors
  - *Users:* Communicate purpose
  - *Contributors:* Knowing different sides of a project without being involved
- **Purpose:** Keep people on the same page
  - Like windows between two houses
- **Case study:** Fedora <3 Python



**“Okay, so how do I tell the stories?”**



# How to tell the **open source** story

---

- Following “best practices”, using certain tooling
  - Helps extract story, improve visibility
- **WARNING:** If looking for secret software or well-guarded secret to be revealed... sorry.
- Goal is to use existing tools to **maximum potential**
- Following tools are ordered from **LEAST** frequent to **MOST** frequent (but *not* by importance!)

# (1) README / project overview



---

- Front door; first impression; first *EVERYTHING* for *ANYONE*
  - Users and contributors alike
- You have one shot... make it count!
- Prioritize, organize

## (2) Announcement mailing lists

---

- Understandable to worry about sending too many emails, *but...*
  - Be cautious of frequency, but **don't make that an excuse**

From:	You <project-maintainer@yourproject.org>
To:	<a href="mailto:announce@lists.yourproject.org">announce@lists.yourproject.org</a>
Subject:	Beta release today - testers needed!

## (3) Writing and blogging

— — —



- **Larger projects:** Centralize!
- **Smaller projects:** Consolidate!
- Short and sweet
  - Better than long and *“why did I ever think this was a good idea”*
- **Case study:** Fedora Community Blog
  - [communityblog.fedoraproject.org](https://communityblog.fedoraproject.org)

## (4) Social media

---

- Short, sweet, **to the point!**
- Did you do something this week? Plans on the horizon?
  - Can you fit it into 140 characters? Great!



**“How do I know it makes a difference?”**

# Measuring success

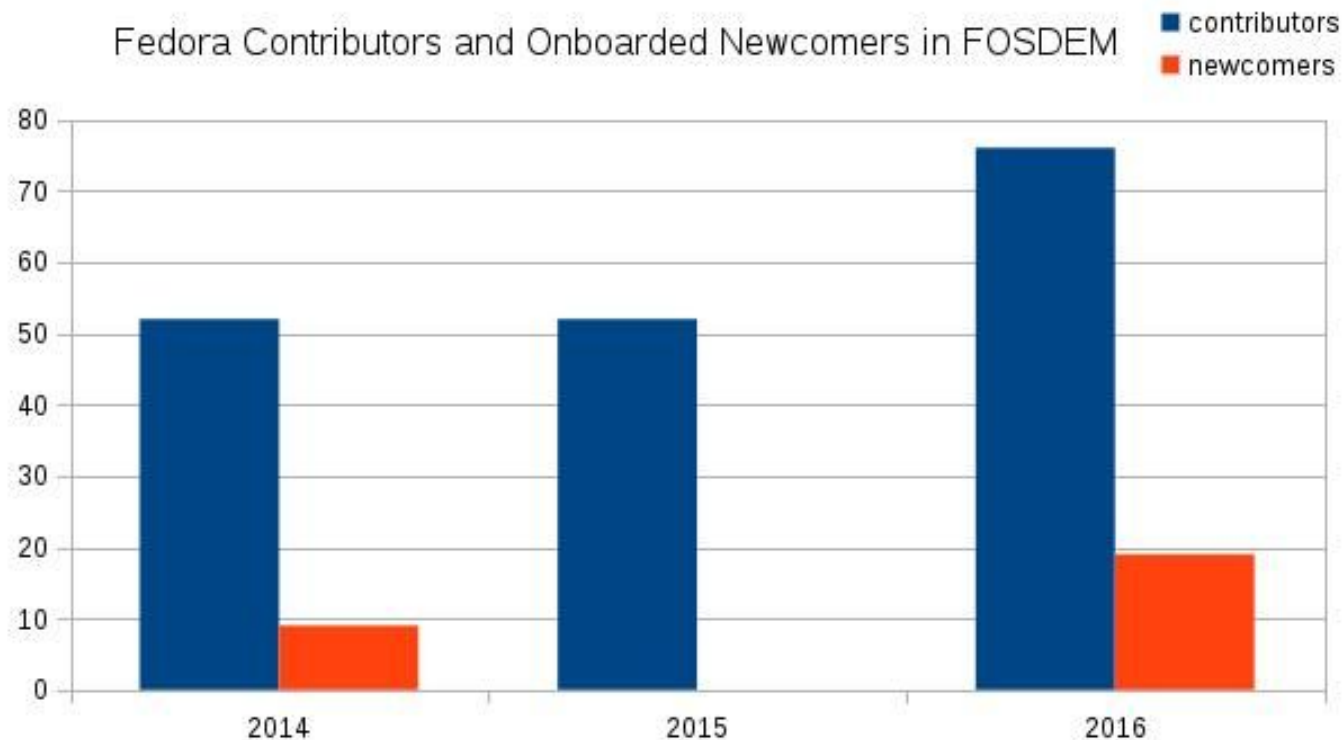
— — —

- **How to measure success?**
- **Case study:** Fedora and fedmsg
  - Commits, builds, bugs, blog posts, translations, Ansible playbook runs, ticket comments, Ask Fedora questions
    - [www.fedmsg.com](http://www.fedmsg.com)
  - See: [Fedora at FOSDEM 2016](http://j.jwf.io/fedora-fosdem-2016) ([j.jwf.io/fedora-fosdem-2016](http://j.jwf.io/fedora-fosdem-2016))



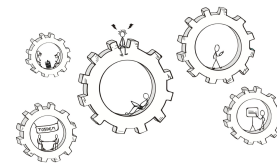
# Who's saying hello for the first time?

— — —





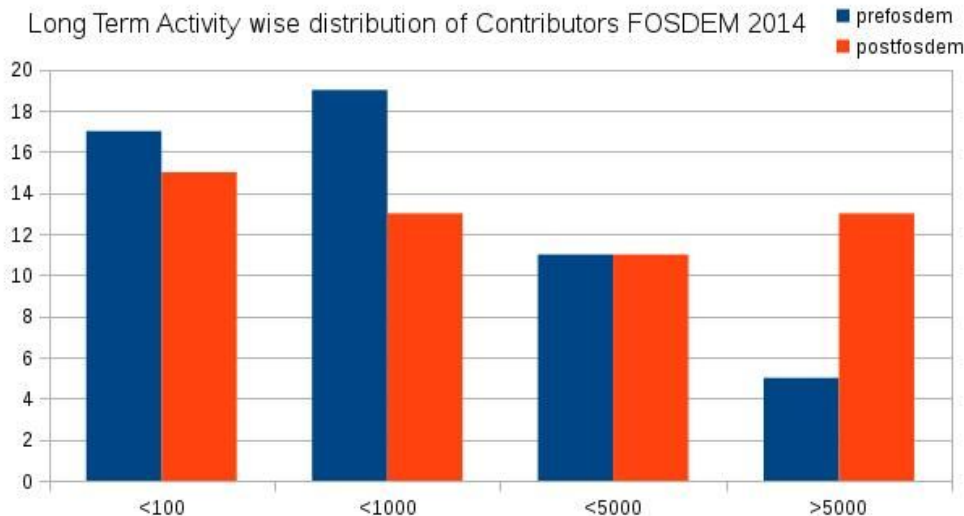
# “It’s not worth it for Fedora to go to FOSDEM!”



**FOSDEM**<sup>17</sup>.org  
4 & 5 February 2017 - Brussels

- “Out of 52 contributors who attended FOSDEM 2014...

- ...**18 contributors increased long term activity** and went up from lower to higher activity groups after FOSDEM...
- ...while **3 contributors had a decrease in their long term activity** and went into lower activity regions after FOSDEM.”



# [j.jwf.io/fedora-fosdem-2016](http://j.jwf.io/fedora-fosdem-2016)

Fedora at FOSDEM x

Justin

Secure https://networksfordata.wordpress.com/2016/03/08/fedora-at-fosdem/

☆


🔍

🔍

NETWORKS FOR DATA

Research Blog on Networks, Complexity and Data

ABOUT 🔍



FEDORA AT FOSDEM

\* Introduction blatantly copied from [mattm's Five Things in Fedora This week post in Magazine](#) .

" Fedora spends quite a bit of energy, time, money, and other resources on Fedora's presence at conferences. But, it's unclear how much this actually *matters* — does it bring in new Fedora users? What about contributors? Well, over on the [CommOps](#) team, contributor [Bee Padalkar](#) set out to figure out. As I discussed in my [State of Fedora talk at Devconf.cz](#), a lot of the activity in Fedora infrastructure generates messages on [fedmsg](#) — it's like Twitter for all of our systems talking to each other, rather than for humans.

Bee starts by looking at attendees who got the [FOSDEM 2016 Badge](#) at the Fedora booth there, and then observing their activity *after* the conference. Accounts which start at the conference and then become ongoing, active contributors = measurable conference success. Read about this on the [CommOps list](#), and stay tuned for more analysis of other conferences. and of course my favorite — pretty graphs.\* " — mattdm

FIND

Search ...

ARCHIVES

Select Month

FOLLOW BLOG VIA EMAIL

Enter your email address to follow this blog and receive notifications of new posts by email.

Join 8 other followers

Follow ...

# Efforts meet results

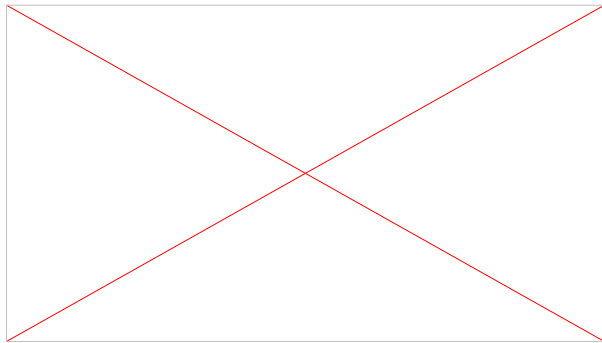
— — —

- **How to show results?**

- Not everyone has tools like fedmsg

- **Common patterns** to understand success

- Measure # of commits / issues / pull requests
- Account registrations
- Conference / event engagement
- Translated strings / languages

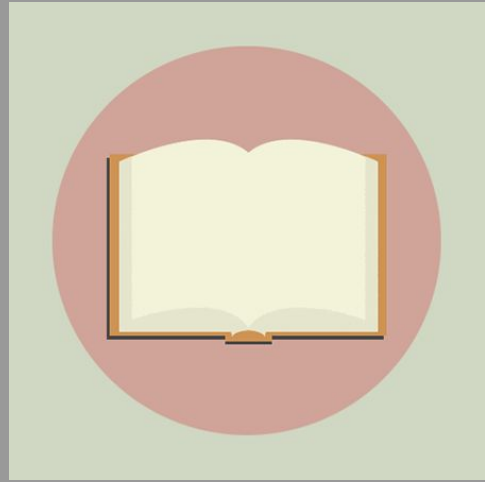


**There is a story.**

*One* person saw a world of wizards, witches, and magic. She shared it. She inspired billions.



You have a story. Find  
your story. And share it.



# Thank you!

**Speaker:** Justin W. Flory

**License:** CC-BY-SA 4.0

Questions?

— — —

# Credits / attribution

— — —

- **Images / data**

- [Books](#) by [Mikhail Pavstyuk](#), [Unsplash](#)
- [Fedora at FOSDEM](#), [Bhagyashree \(Bee\) Padalkar](#)
- [Harry Potter: The Perfect Fictional Hero](#) by Annie Ryan

- **Find me!**

- *Email:* [jwf@fedoraproject.org](mailto:jwf@fedoraproject.org)
- *Twitter:* @jflory7

- **Inspiration**

- Remy DeCausemaker (decause)
- Brian Exelbierd (bexelbie)
- Fedora CommOps team (you guys rock!)
- Stephen Jacobs, Dan Schneiderman
- Fedora community for all of the lessons I've learned...
- SpigotMC community and Michael Dardis
- So many, many, many more incredible people!