Project name: Community Health (by RnDAO)

Author name and contact info

(please provide a reliable point of contact for the project): danielo telegram: @mrjackalop

twitter @_daniel_ospina

I understand that I will be required to provide additional KYC information to the Optimism Foundation to receive this grant:

Yes

L2 recipient address:

0x75ab74D82Ddc235F74680ddf42701DdFA8bf5041

Which Voting Cycle are you applying for?

: Cycle 10

Grant category:

Research and DAO tooling

Is this proposal applicable to a specific committee?

no

Project description

(please explain how your project works):

If Web3 is all about communities, how do we know if we're heading in the right direction?

We've been advancing a research project to:

- develop a framework for Community Health with actionable metrics.
- create an open-source data collection tool (initially Discord-based and with additional funding expanding to include other platforms too).
- implement the tool in Optimism and others.
- analyse the interactions and perceptions data to validate the framework and provide insights to advance the Optimism community.

We're seeking $30,000 or equivalent as grant match-funding to complete the project.

Project links:

- Website: https://intelligent-glove-386.notion.site/The-Community-Health-Project-Overview-19a316e32e0841c2a8986ed6cc5f12bf
- Twitter: @rndao

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- Discord/Discourse/Community: RnDAO discord: https://discord.gg/7kQZNJrvd2
- Please include all other relevant links below:

Research we already published: https://rndao.mirror.xyz/fsCGRlYR5rieDCVPnAnSAGL98wNWJyFbf1T_A2r-_6Y

Additional team member info

(please link):

We combine deep expertise in Network Science and Organisational Network Mapping, Business Intelligence, DAOs and Community Building.

Katerinabc

Ph.D. in Team Dynamics using Social Network Analysis, Teaching Collaboration, and Organizational Performance at Northwestern University (since 2016).

Co-organized Learning in Networks sessions at the International Conference of Social Network Analysis (2018 - 2020), and previously advised a people analytics company on social network metrics.

Twitter: twitter.com/katerinabohlec 3

Linkedin: linkedin.com/in/katerinab 2

Github: https://github.com/katerinabc/ 2

Thegadget.eth

Software Engineer. Previously, Product Manager at Neolyze (Business Intelligence Dashboard for Instagram).

Github: https://github.com/thegadget-eth/

Twitter: https://twitter.com/mr_gadget22 1

Danielo

Previously, Head of Governance at Aragon, 8 years experience in Organization Design consulting (clients include Google, BCG, Daymler, The UN, and multiple startups), and visiting lecturer at Oxford University.

Twitter: https://twitter.com/_Daniel_Ospina 2

LinkedIn: https://www.linkedin.com/in/conductal/

Note: Other RnDAO members will participate throughout the process in user research, literature review, tool development, and workshop facilitation.

See additional team members here:

sobol.io/d/rndao/structure?view=circles

Please link to any previous projects the team has meaningfully contributed to:

Previous research in partnership with Sobol: https://rndao.mirror.xyz/gNwffffROGdAp1tEBhkRPEL8OAQqvUOlV5HuM9VBaoM

Previous research in partnership with SCRF: https://rndao.mirror.xyz/1zGqbsh1YZNi3l9yvtk_2VMcpyg_dvHF1GlZ_LAO3p4

Another Web3 product built on RnDAO: https://meetwithwallet.xyz/

And a prototype who won the DAO Global Hackathon last year: https://l1-1.com/

Relevant usage metrics

(TVL, transactions, volume, unique addresses, etc. Optimism metrics preferred; please link to public sources such as Dune Analytics, etc.):

Usage by Optimsim for Discord and number of Optimism-based communities adopting the framework and tool

Competitors, peers, or similar projects

(please link):

No direct competitors researching Community Health. Some other projects are researching broader DAO Health (TalentDAO) and there's a number of basic analytics dashbaords for Web2 (Orbit.love, Common Ground) and Web3 (non launched yet but some in early stages) communities measuring number of messages and other vanity metrics

Is/will this project be open sourced?

All the research is open source and the data collection tool too.

Optimism native?:

not applicable

Date of deployment/expected deployment on Optimism:

we're ready now

Ecosystem Value Proposition:

Like many others, Optimism depends on the health of its community and its vibez—yet understanding and measuring these factors (what we call Community Health) is challenging.

Today, Web3 communities are left to rely on infrequent transactions data (on-chain records), while data from the significantly more frequent social interactions is limited to basic indicators of Discord or Discourse, Web2-oriented bots like Statsbot that give simplistic measurements, or a patchwork of "homemade" surveys to fill in the gaps. These solutions are ill-suited for DAO communities, surveys are time-consuming for community managers and contributors to use, and the results of these approaches, hampered by poor indicators and/or poor sampling, are unreliable.

Perhaps even direr, the lack of real-time analytics leaves DAO community leaders and members without established baselines to measure against to understand the impact of community-focused initiatives, identify best practices, monitor shocks to the system, or rapidly gauge the effects of system-wide changes (such as market crashes, protocol migrations, etc.).

Specification

For the conceptual framework, we have assembled a team including two PhDs in network science and an organisation designer with significant DAO and community building experience (myself) to bridge both theory and practice. We've reviewed over 50 papers on the topics of Community, Social Network Analysis, Resilience, Trust, Engagement, and more. And are synthesising all of these findings to define the key indicators that have high validity and high predictive capacity for community health, while also taking a holistic perspective that accounts for member's wellbeing and planning to collect data across communities to offer an ecosystem health scrore too.

For the data collection tool, we're going beyond traditional surveys.

This research proposal focuses on the use of two critical techniques as a starting point:

Organizational Network Analysis (ONA) is a structured way to visualize how communications, information, and value creation occur through an organization based on interaction graphs. ONA has been shown to provide a wide range of insights to improve contributor retention, avoid member burnout, predict team performance and community resilience, identify key contributors, enable decentralization, and improve coordination. Although relatively new, ONA is gaining in popularity over traditional survey tools.

Pulse Surveys are frequent and automated micro-surveys that provide qualitative and quantitative insights. In traditional organizations, they have been shown to increase employee response rate and employee engagement with related initiatives. They're also used as a tool for culture design and implementing culture change. Lastly, Pulse Surveys significantly reduce admin work for community managers and related roles.

The data is anonymised and collected in a central repository for this first phase (we're exploring decentralised hosting) and managed by a team having received ethics training and at risk of losing their credentials should it be misused.

Rationale

The techniques used (ONA based on communication and Pulse Surveys) provide maximum insights on Community Health compared with exclusively on-chain data analysis. And provide minimum disruption for community members and minimal admin compared to long-form surveys and user interviews. Crucially, the techniques selected and the usage of Discord messages increase participation by those less likely to respond to long survey e.g. those less engaged and thus likely with the most valuable feedback to give.

Although our initial focus is Community Health metrics, the proposed approach sets the foundation for further applications. The combination of ONA and pulse surveys offers unprecedented actionable insights in real-time. Some of the potential applications and insights for Optimism DAO and Optimism-based DAOs are:

- Generate baseline metrics for Community Health / vibez to quantify and better understand the impact that a specific event is having on a community and/or sub-groups within the community

- Predict which contributors are likely to leave the DAO and take preventive action (without breaching privacy)

- Build funnels to track member onboarding and identify areas for improvement

- Identify measurements of decentralization to serve as KPIs or Insights metrics

- Monitor specific topics like contributor wellbeing, alignment, community experience, etc. in near real-time

- Attract talent and investment with objective Community Health metrics instead of proxy metrics like member count or proposal count, or financial metrics such as TVL

- Help new contributors find context-rich mentors outside of the existing pool of well-known but time-poor candidates

In addition to the initial research on Community Health, the potential applications mentioned above (and others to be found) can enable more effective and targeted efforts to build healthier DAO communities.

This research also helps reduce the tooling gap in DAOs compared to the employee and stakeholder experience at traditional corporations.

Benefit to Optimism

: As part of the grant we'll deliver a full community health report on Optimism's community and a workshop with the team and/or community members to share the findings and discuss initiatives to further improve the community.

Has your project previously applied for an OP grant?

no

Number of OP tokens requested:

30,000

Did the project apply for or receive OP tokens through the Foundation Partner Fund?:

Yes/No/In Process

If OP tokens were requested from the Foundation Partner Fund, what was the amount?:

How much will your project match in co-incentives?

not applicable

Please provide any additional information that will facilitate accountability:

Previous research: rndao.mirror.xyz

website: rndao.info/about

Milestones

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0) Kickoff (grant approval)

1. update of the conceptual framework and publication - estimated week 2-3 from kickoff

2. implementation of the tool in Optimism - estimated week 3-4 from kickoff

3. delivery of the Community Health report & workshop - estimated week 4-7 from kickoff