

Mushroom Cabal

Toward Online Burning Man Culture

Project Goals

- Create an online “Home” where people will want to hang out
- Implicitly follow the ten principles to the extent possible
- Do not make parallels to Burning Man explicit
- Remove BMs requirement for gatekeepers
- Keep leadership identities a secret

Home

- Recreate the best feelings of Club Fresno or Linkfilter chat
- Should feel intimate enough to encourage participation w/o risk
- Involvement is active and engaging, not simply endless scrolling
- Should feel like a game, without feeling gamified

Ten Principles

- Inclusion
 - Everyone should feel like they belong
 - Reddit does this well, but not entirely, there is a techbro undertone
 - Women should explicitly feel welcomed
- Participation
 - Most communities are 80% passive
 - Need to solve power law problem: Not about making experts famous
- Immediacy
 - App not site
 - Chat not comments

Ten Principles

- Self-Expression
 - Members need ways to express themselves that aren't just like and repost
 - Creation not curation
- Civic Responsibility
 - Community should feel empowered to police the principles
- Gifting
 - Members should be able to create and give gifts
 - Perhaps allow for doge integration?
- Decommodification
 - No ads, No commerce
 - Wikipedia model?

Ten Principles

- Self-Reliance
 - Self expression doesn't have to be easy
 - Code shouldn't be the only way to be self reliant
- Communal Effort
 - Members should be able to police themselves
 - Members should be able to collaborate
 - Members should feel empowered that they own the community
- Leave No Trace
 - Perhaps not important online, but we'll see

Gatekeeping

- Burning Man has gatekeepers
 - Only so many artists can participate in the “big show”
 - An army of volunteers makes it happen
- Need to minimize or design to be self policing

Identities

- Leadership identities kept a secret
 - Allows us to participate as equals
 - Creates a mythos around the project
 - Encourages adherence to the ten principles