

# Issues with Community

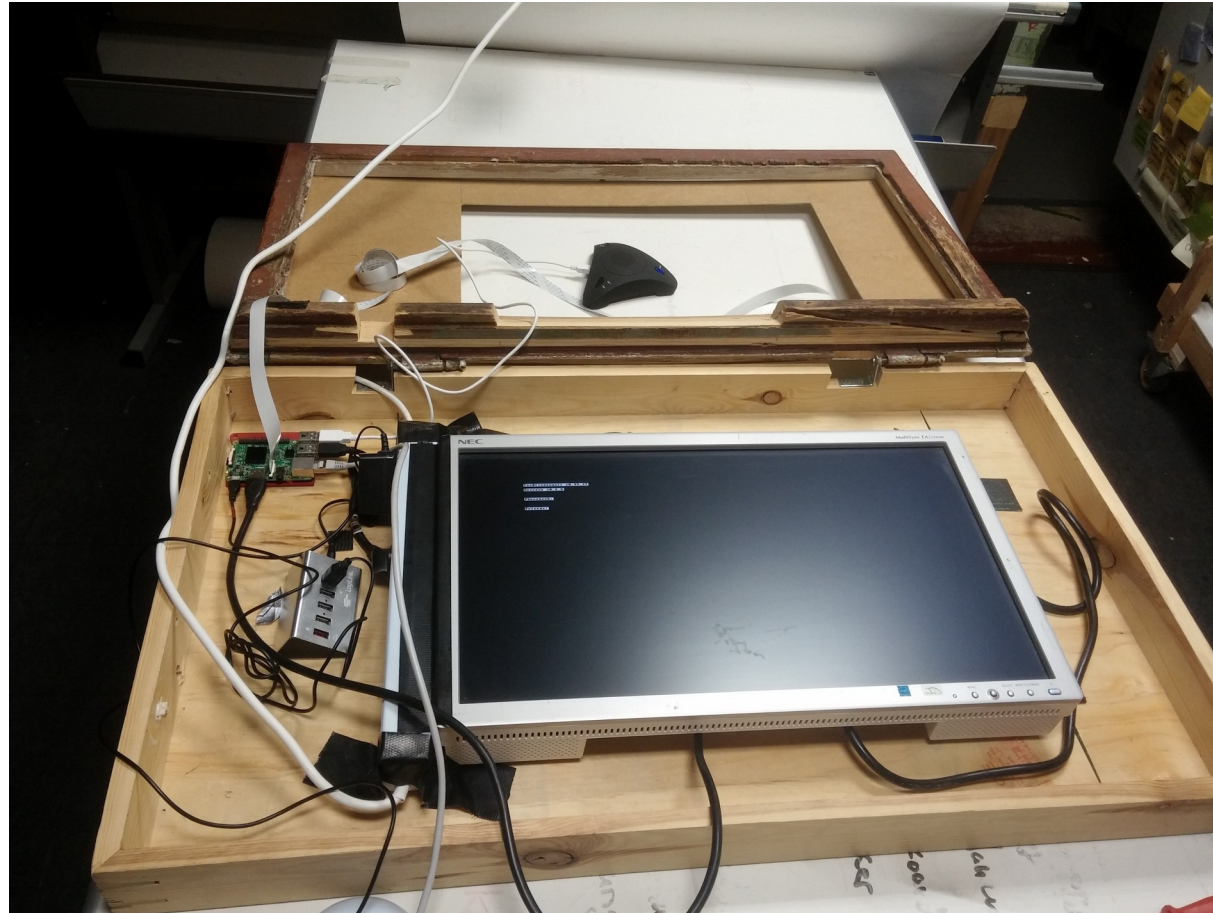
Related with e-Window/ToxBlinkenwall Project

Giulio Focardi



ToxCon 2019

# e-Window/ToxBlinkenwall



# e-Window/ToxBlinkenwall

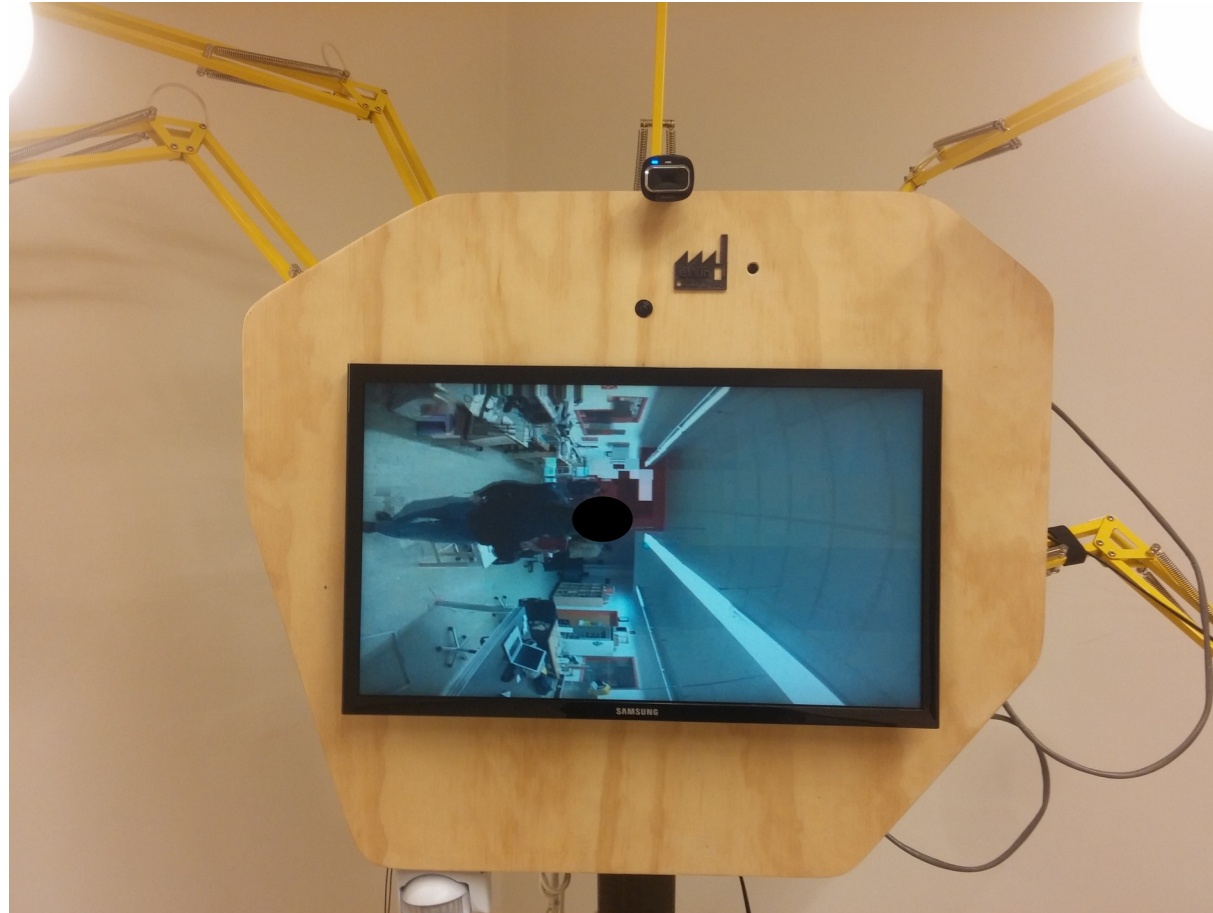


# e-Window/ToxBlinkenwall





# e-Window/ToxBlinkenwall



# Community. What's that?

- Community is “many people who self perceive as part of something”
- Community of “Users”?
- Community of people who work and may use the e-W/TBW
- Community of “Users” can't be made by people who don't have tech skills
- Community Management is NOT PM
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- Communities of hackers/programmers? BRNLAB, B23, Crash, NYC resistors, Syn Shop, Noisebridge, ecc...

# An EXPERIMENT is an experiment

- Experimental setup
  - Many things can/will not work
  - People don't know how to help
  - (Too) hard to setup
  - Initial excitement vanishes
  - More expensive than what we thought
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- We need people aware of this
  - Difficult to involve bigger players on large scale projects

# People do what they need when they need

- If it's used for fun, they loose interest
- If it's used for work, as soon as there is a problem they switch to commercial platforms
- Our goal: political/experimental
- Their goal: pay the bills
- Common goal?



# Fear doesn't pay back

- Security, Big Brother, Data Sniffing...
- People are not interested
- This makes the project “heavy”
- “unaware” people are scared and run away
- “aware” people have they own projects

# See and Meet or Meet and See

- People can see
  - They start talking
  - They start knowing each others
  - They meet
  - They collaborate
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- They need to know each others BEFORE using the e-W/TBW
  - The e-W/TBW has to be useful but NOT essential

# New strategy

- First connect people, then try to let them interact through e-W/TBW
- Make it more fun
- Try to find at least one skilled person per group
- Push on the “green” aspects
- Make the world of programmers more familiar

# Tech Residencies in R84 Multifactory Mantova

- Like Art Residency
- Artist comes, works on its own project, gives back something to the space
- Programmers come
- They have free office, connection, accommodation
- They spend informal time with others (crosscontamination)
- They report issues with e-W/TBW in the “proper” way
- [www.R84.it](http://www.R84.it)

# But... WE DID IT

- Creating such a PRODUCT is way more difficult than what we could manage
- This is a flag project: it's possible (also with many problems)
- Social Sciences and World of Coding can talk one to each other
- This is MORE than a “show project”
- It has been and is used by people who see it as an alternative to Skype

# And we are still here

- Never give up
- Never be too much in love with your project
- Listen to hidden messages coming from Users



# See you in Mantova for a Tech Residency

- Or at the ToxCon 2020
- Thanks for listening
- [giulio@r84.it](mailto:giulio@r84.it)
- [focarglo@email.it](mailto:focarglo@email.it)