

Viable online communities

Metrics to assess the sustainability
of content-based Web communities

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How to measure the viability of a Web-based community?

Rationale

- ▶ Non-viable online communities:
 - ▶ weak population growth
 - ▶ unmanageable content growth
 - ▶ gap between active userbase and registered users
- ▶ Lack of comparative benchmarks and indicators to measure how “healthy” a given community is.

Issues I would like to discuss at the seminar

- ▶ **metrics** to assess the sustainability of different types of online community.
- ▶ **strategies** to incentivize game-free collaboration of users in online communities.

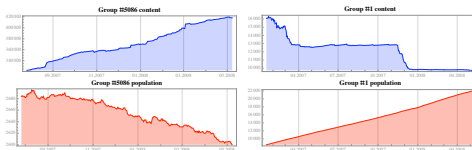
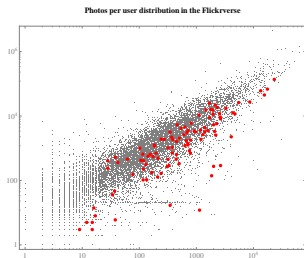
Current research: case studies

► Flickr groups

Demographics and content growth of public Flickr groups

► *Flickr Group Trackr*

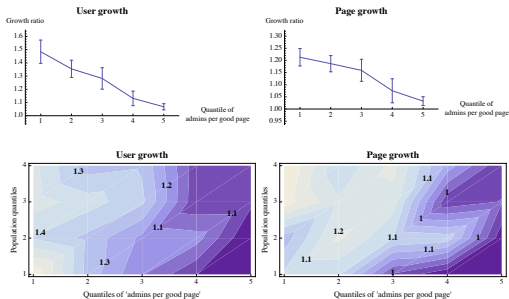
http://dev.nitens.org/flickr.group_trackr.php



Current research: case studies

► Wikis

Towards a framework to track the social dynamics of wiki-based communities – <http://wikitracer.com/docs>



Roth, C., Taraborelli, D., Gilbert, N. (2008) Measuring wiki viability. An empirical assessment of the social dynamics of a large sample of wikis. *Proceedings of the 4th International Symposium on Wikis (WikiSym 2008)*, Porto, September 8-10, 2008. <http://nitens.org/docs/wikidyn.pdf>

Social bookmarking-based reputation systems

citeulike 

 **Connotea**

BibSonomy

- ▶ **Social bookmarking systems** as sources of robust indicators of:
 - ▶ authority of content
 - ▶ user reputation

Taraborelli, D. (2008) Soft peer review. Social software and distributed scientific evaluation. *Proceedings of the 8th International Conference on the Design of Cooperative Systems (COOP 2008)* Carry-le-Rouet, France, May 20-23, 2008. <http://eprints.ucl.ac.uk/8279/>