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CULTIVATING OPEN SOURCE COMMUNITIES

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Red Hat
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Agenda

- How communities and formalized entities are different
- Why formalized entities participate in community
- How to cultivate an open source community

Formalized entities:

Government

Corporate / Commercial / For-profit

Academia

What do we mean by community?

A community is
not a fan club.
Costumed family of Star Wars fans ©ⓘ popculturegeek

Jade Factory workers CC BY Jeremiah Roth (rothwerx)

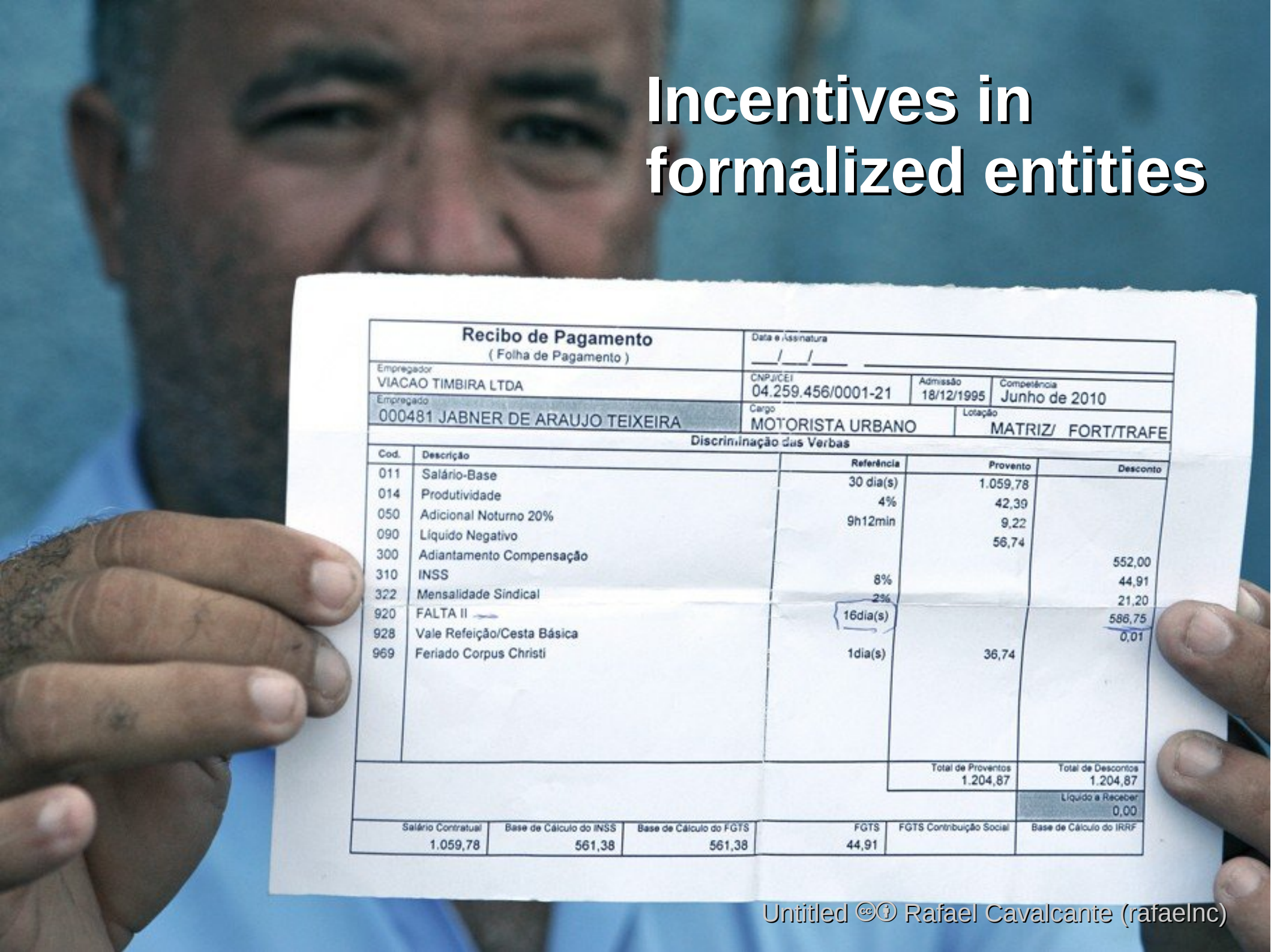
What do I mean by a community?

A group of people united by purpose, and empowered to collaborate, and influence or effect change.

How are companies and communities different?

- Incentives
- Structure
- Compliance

Incentives in formalized entities



Recibo de Pagamento
(Folha de Pagamento)

Data e Assinatura ___/___/____ _____

Empregador	CNPJ/CEI	Admissão	Competência
VIACAO TIMBIRA LTDA	04.259.456/0001-21	18/12/1995	Junho de 2010

Empregado	Cargo	Lotação
000481 JABNER DE ARAUJO TEIXEIRA	MOTORISTA URBANO	MATRIZ/ FORT/TRAFE

Discriminação das Verbas

Cod.	Descrição	Referência	Provento	Desconto
011	Salário-Base	30 dia(s)	1.059,78	
014	Produtividade	4%	42,39	
050	Adicional Noturno 20%	9h12min	9,22	
090	Líquido Negativo		56,74	
300	Adiantamento Compensação			552,00
310	INSS	8%		44,91
322	Mensalidade Sindical	2%		21,20
920	FALTA II	16dia(s)		586,75
928	Vale Refeição/Cesta Básica			0,01
969	Feriado Corpus Christi	1dia(s)	36,74	

Total de Proventos	Total de Descontos	Líquido a Receber
1.204,87	1.204,87	0,00

Salário Contratual	Base de Cálculo do INSS	Base de Cálculo do FGTS	FGTS	FGTS Contribuição Social	Base de Cálculo do IRRF
1.059,78	561,38	561,38	44,91		

Untitled CC BY Rafael Cavalcante (rafaelnc)

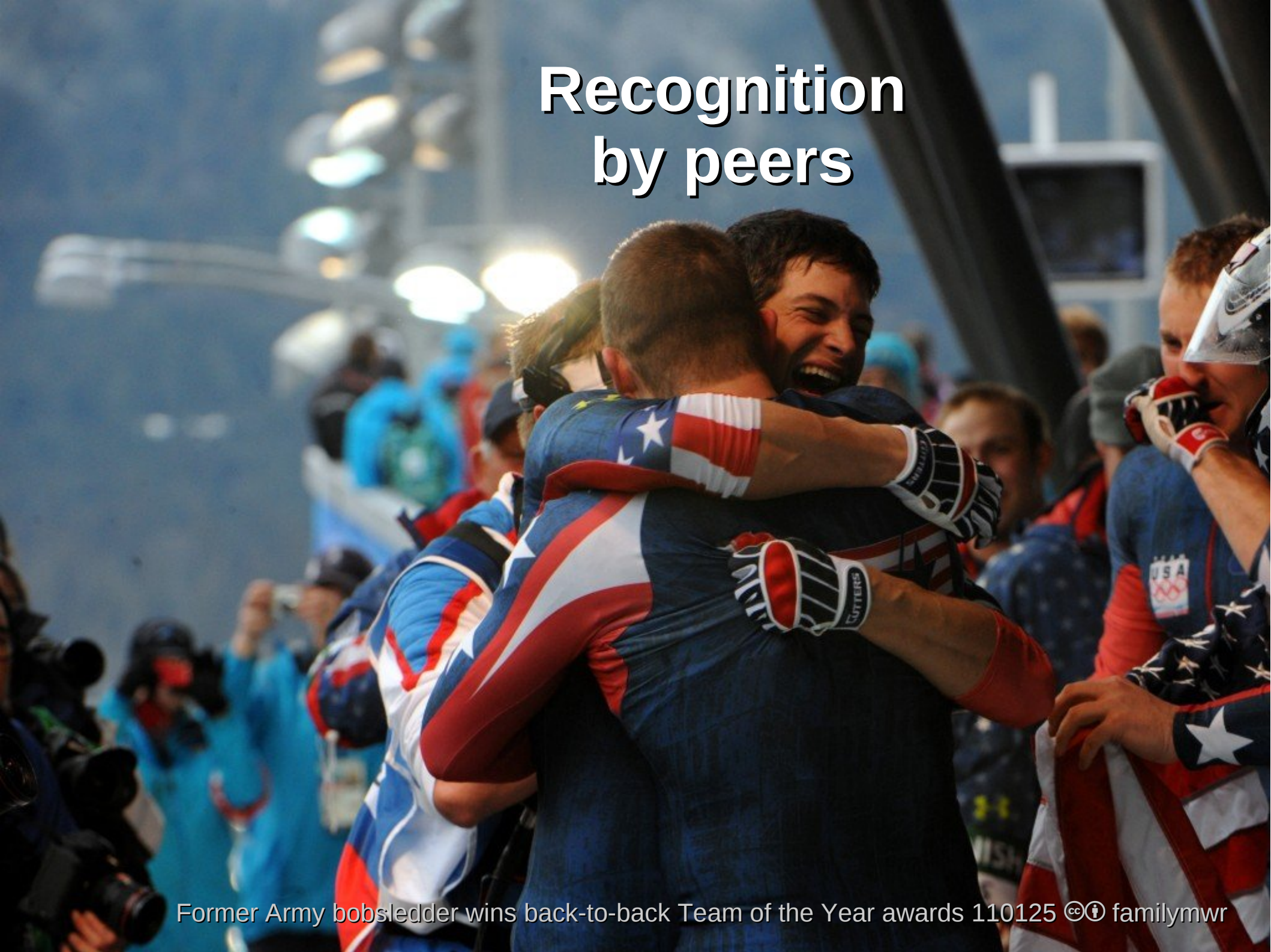
Incentives in a formalized entity

- Pay
- Recognition by superiors
- Job security and stability

Incentives in a community

Scratch That Itch! Dawn Huczek (31064702@N05)

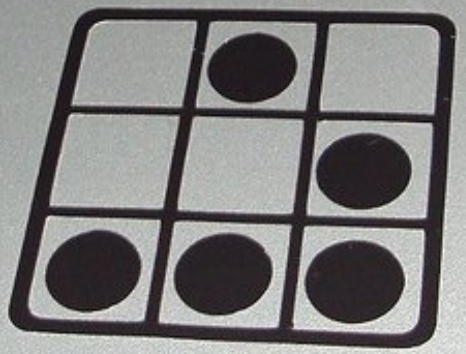
Recognition by peers



Former Army bobsledder wins back-to-back Team of the Year awards 110125 ©ⓘ familymwr

A helping hand | En hjælpende hånd CC BY Jens Rost (56380734@N05)

Sense of belonging



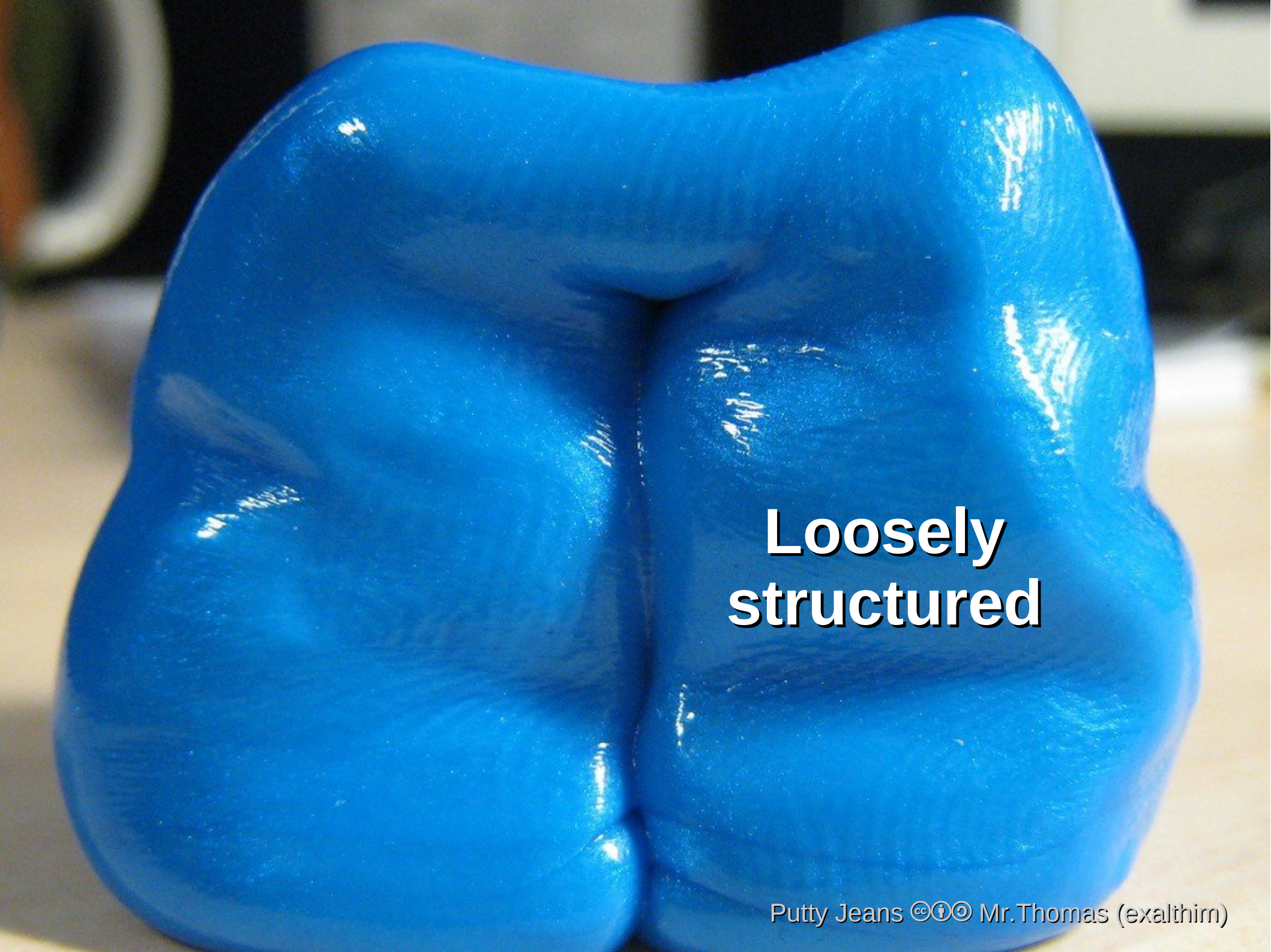
Structure in a formalized entity

Office CC BY Simon Aughton (simon_aughton)

Structure in a formalized entity

- Over a certain size, more tightly structured
- Leadership is established from above
- Hierarchy
- Accommodates more opacity

Structure in a community



Putty Jeans CC BY Mr.Thomas (exalthim)

Mykl Roventine (myklroventine)

Meritocracy

Action speaks
louder than words.
Habitat for Humanity Tulane Public Relations (tulanesally)

See through the shower, Psycho style surfzone

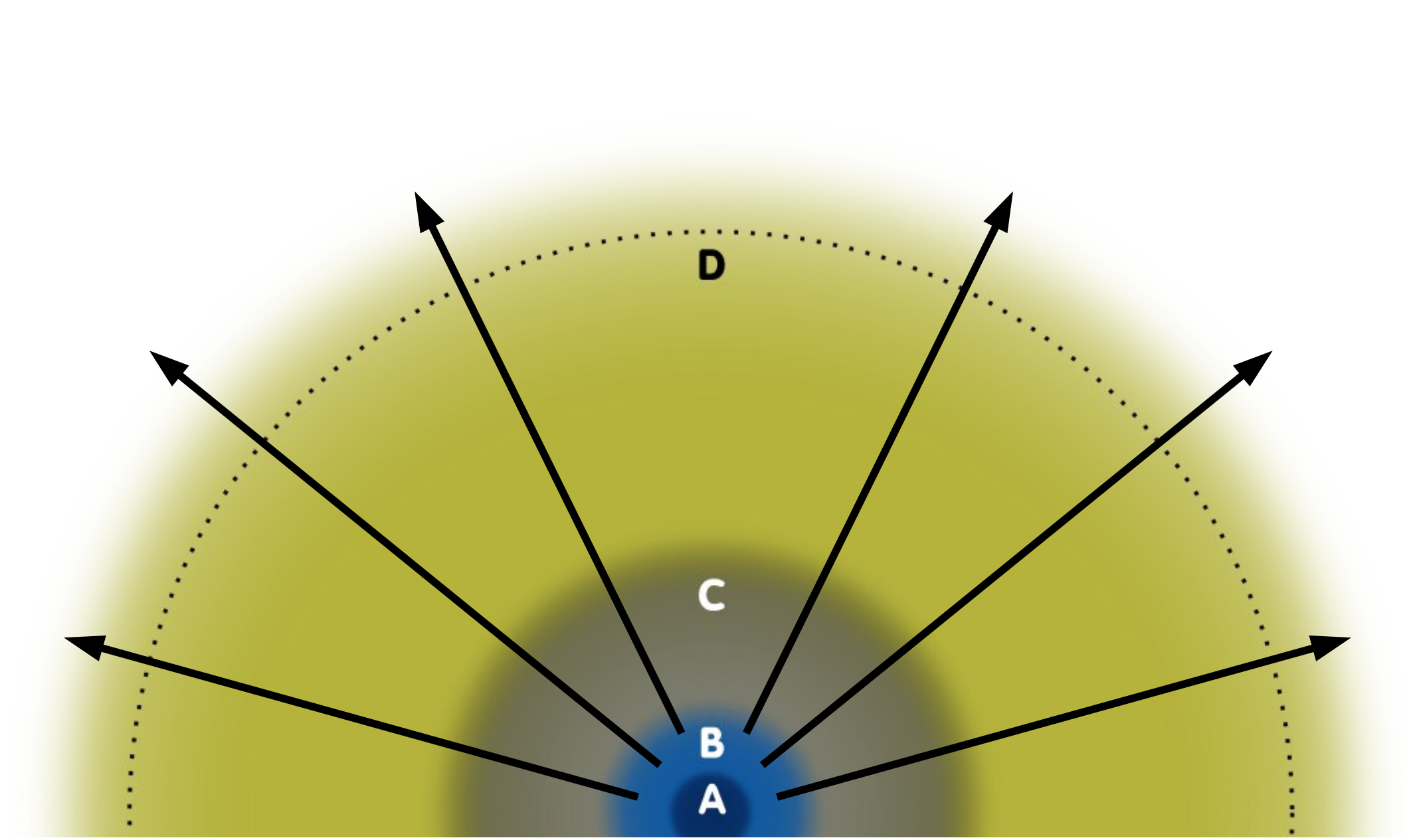
Compliance in a formalized entity

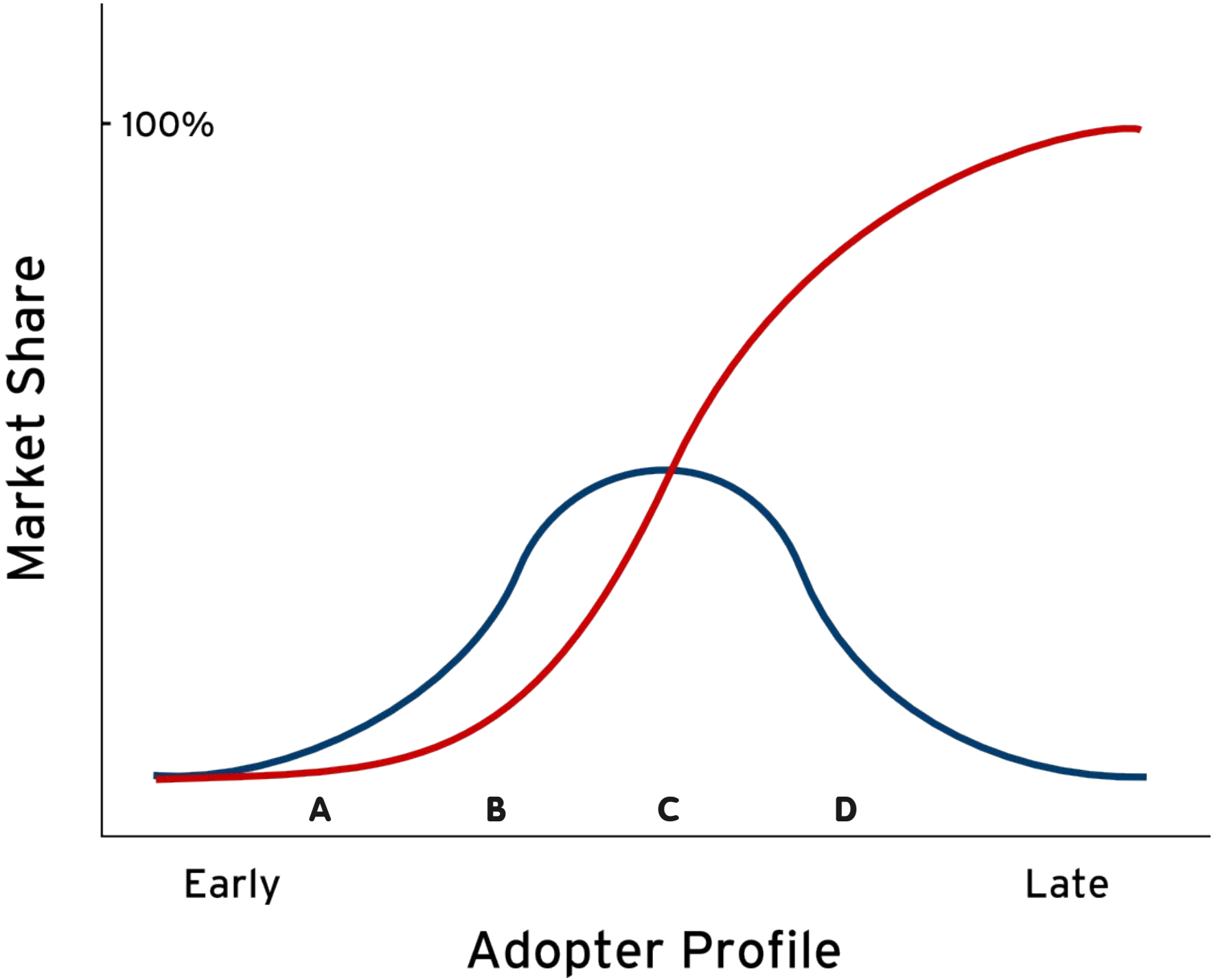
- Enforced by superiors
- Employment based on accepting code of conduct
- Required

Compliance in a community

Watching Your Every Move CC BY Alex E. Proimos (proimos)

What are the benefits?


D
C
B
A


100%
Market Share
A
B
C
D
Early
Late
Adopter Profile

What does community engagement provide?

- Similar profile to customers or stakeholders
- Tighter feedback loop for input and influence
- Increases efficiency of development efforts

Red Hat kernel contributions, 2.6.30 – 2.6.35:

12.0%

Source: Linux Foundation, December 2010

Maintainer sign-offs on code:

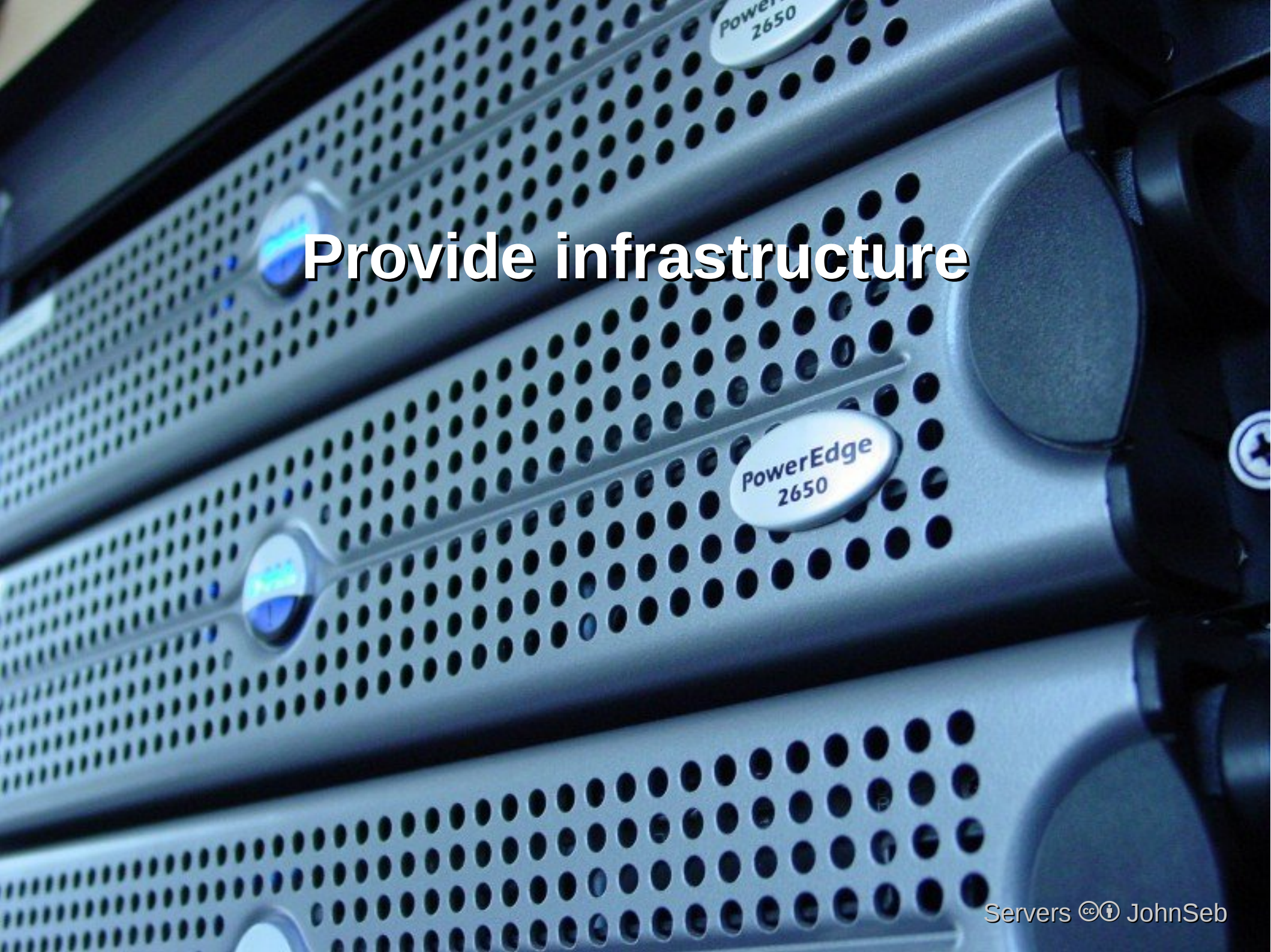
37.7%

Source: Linux Foundation, December 2010

How can a formalized entity cooperate in a community?

Provide infrastructure

Server room at CERN © Torkild Retvedt (torkildr)



Provide infrastructure

Servers CC BY JohnSeb

Fund events

IMG_5796 CC BY Kyle McMartin (shortfin)

Look for opportunities to increase community empowerment

Provide leadership in key areas

Provide leadership in key areas where helpful

Community as farm team

Arizona Diamondbacks 9, Los Angeles Dodgers 4, Chase Field... CC BY Ken Lund (kenlund)

Broken Glass at Work-6 CC BY Eric Schmuttenmaer (akeg)

Surprise is
the opposite of
engagement.
John Lilly –
CEO, Mozilla Corporation
Surprised madgerly (sellis)

It’s OK to disappoint the community. It’s not OK to surprise them.
Unknown / John Poelstra, Red Hat
Disappointment © Alex Bührmann (snapeverything)

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and continue the conversation.

Thank you!
¡Muchas gracias!

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