

Identity, Reputation and Gratitude

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Wikimedia Foundation

Let's Start with Gratitude

Empathy

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- Early gratitude promotes survivability

Empathy

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- Early gratitude promotes survivability
- Empathy promotes positive activity

Who am I?

Who am I?

- **Brandon**

Who am I?

- Brandon
- Jorm

Who am I?

- Brandon
- Jorm
- Son

Who am I?

- Brandon
- Jorm
- Son
- Metalhead

Who am I?

- Brandon
- Jorm
- Son
- Metalhead
- Designer

Who am I?

- Brandon
- Jorm
- Son
- Metalhead
- Designer
- The guy who doesn't take out the trash

What Value Identity?

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- Makes me recognizable

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- Makes it easy to find me

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- Allows me pride in my accomplishments

What Value Identity?

- Makes me recognizable
- Makes it easy to find me
- Allows me pride in my accomplishments
- Keeps me honest

Social Networks

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- “Collaborative System” is a better term

Motivations

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 - News (Slashdot, Huffington Post)
 - Mischief (4chan, SomethingAwful, ED)
 - Dating (Facebook, MySpace)
 - Collaboration (Quora, StackExchange, Wikipedia)

Fears

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The logo for 'book face' is displayed within a white rectangular frame. It consists of a solid blue horizontal bar. Inside this bar, the words 'book face' are written in a white, lowercase, sans-serif font. A registered trademark symbol (®) is located at the end of the word 'face'.

book face®

We're not Facebook



We're Wikimedia



a multilingual free
encyclopedia
Wiktionary
['wɪkʃənri] *n.*,
a wiki-based Open
Content dictionary
Wɪkɪn [ˈwɪkɪ kən]



WIKISOURCE



WIKISPECIES
free species directory



WIKINEWS



WIKIPEDIA
The Free Encyclopedia



WIKIMEDIA
META-WIKI



WIKIMEDIA
INCUBATOR



How are Communities Created

Andrea

Bill

Andrea



Bill



Andrea

Sumana



Bill



Andrea

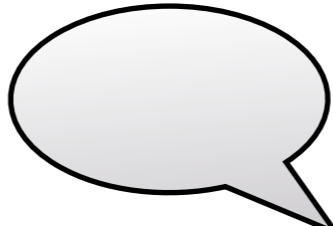



Brandon






Guillaume




Bill

Priyanka




Yvonne



Sumana


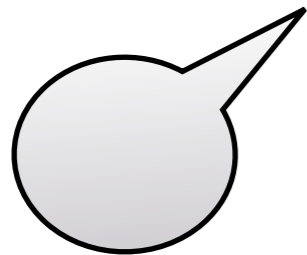


Andrea



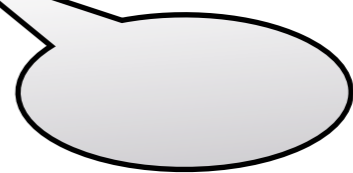
Santosh

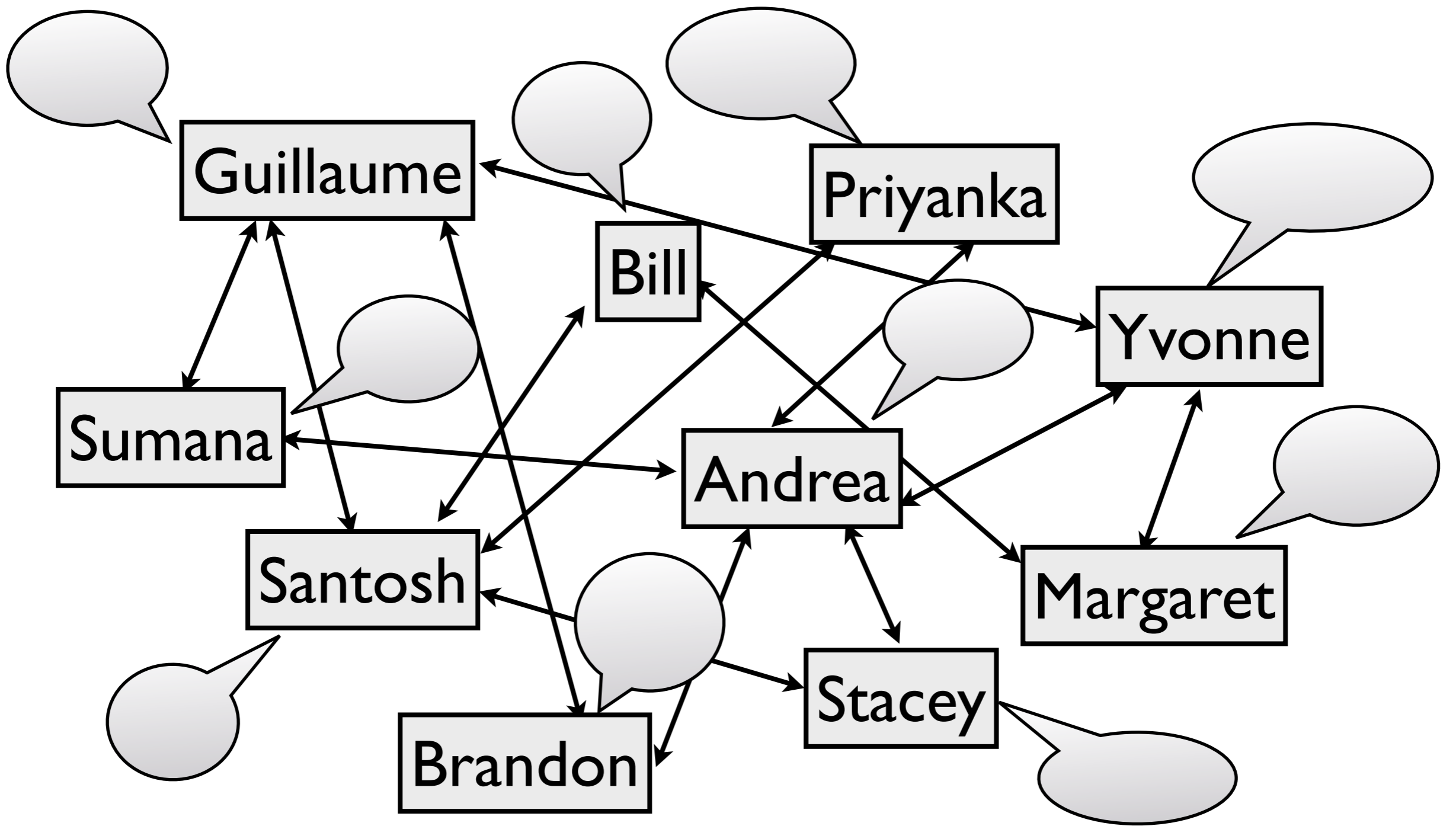
Margaret



Brandon

Stacey





Community



Guillaume

Priyanka

Bill

Donne

Sumana

Andre

Santosh

Margaret

Brandon

Stacey

**Identity + Conversation
=
Community**

Personal Motivation

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- Contributions are social currency in Wikimedia projects

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- Lower-value contributors get value from high-value contributors
- As the highest-value contributors leave, the overall tone and health of the community decreases
- In healthy communities, there is an influx of new users

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- Avoided working on identity
- Social norms and currency evolved organically and poorly
- This is killing the project
- But the trend is reversible

The Way Forward

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- Tie them into collaboration systems

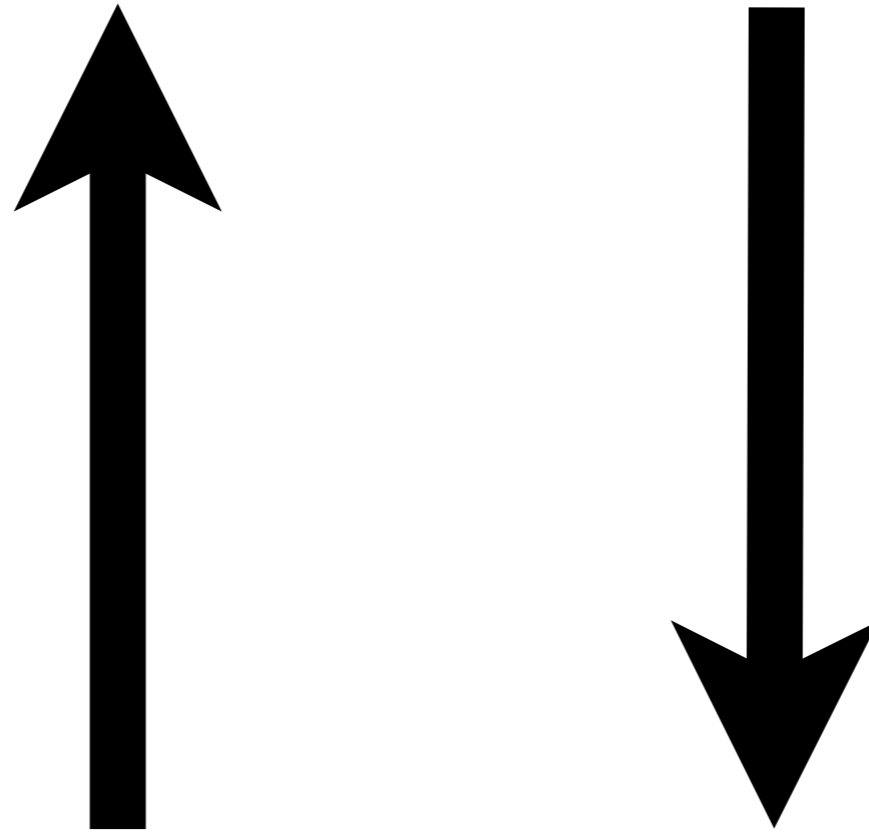
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- Introduce better identity mechanisms
 - To encourage empathy
- Tie them into collaboration systems
- Reinforce identity via community goals
 - “I am a translator”
 - “I have commit access”
 - “I work with Wiki Loves Monuments”

Individual Identity



Community Goal

Gratitude, pt. II

“When you’ve got so much to say,
it’s called ‘gratitude.’”

- Ad-Rock, MCA, Mike D

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Jorm / Jorm (WMF) @ global