

MOZCON

2014

WELCOME!

HOW TO USE SOCIAL SCIENCE TO BUILD ADDICTIVE COMMUNITIES

Richard Millington • FeverBee

@RichMillington • richard@feverbee.com









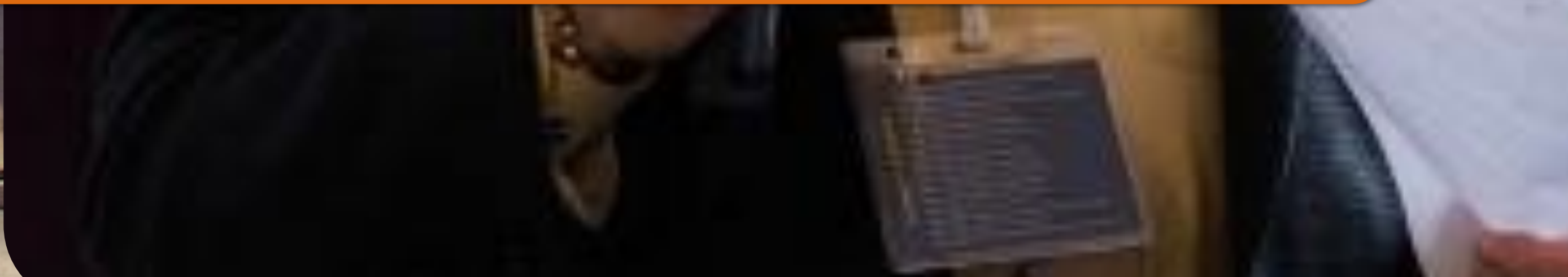
THE BIG, DIRTY, SECRET

The image shows two large bronze statues of North Korean leaders, Kim Il-sung and Kim Jong-il, standing on a tiered stone base. Kim Il-sung is on the left, wearing a suit and a long overcoat, with his right arm raised in a salute. Kim Jong-il is on the right, wearing a military-style jacket and a long overcoat. They are positioned in front of a large, modern building with a grid-like facade. The sky is a pale blue. An orange banner with white text is overlaid across the middle of the image.

**MOST COMMUNITIES ARE A
WASTE OF TIME AND MONEY!**



**...UNLESS YOU DEVELOP A
SENSE OF COMMUNITY**





CUSTOMER RETENTION

Carlson et al. (2008)
Rosenbaum et al. (2005)
Algesheimer et al. (2005)
Holland and baker (2001)



CUSTOMER ADVOCACY

Henning-Thurau et al. (2004)

Kim et al. (2008)

Carlson et al. (2008)

Mangold et al. (2009)

A grand, ornate library with high ceilings, wooden bookshelves, and a checkered floor. The room is filled with books and features intricate architectural details, including a large globe and a balcony with a decorative railing. The lighting is warm and focused on the central area.

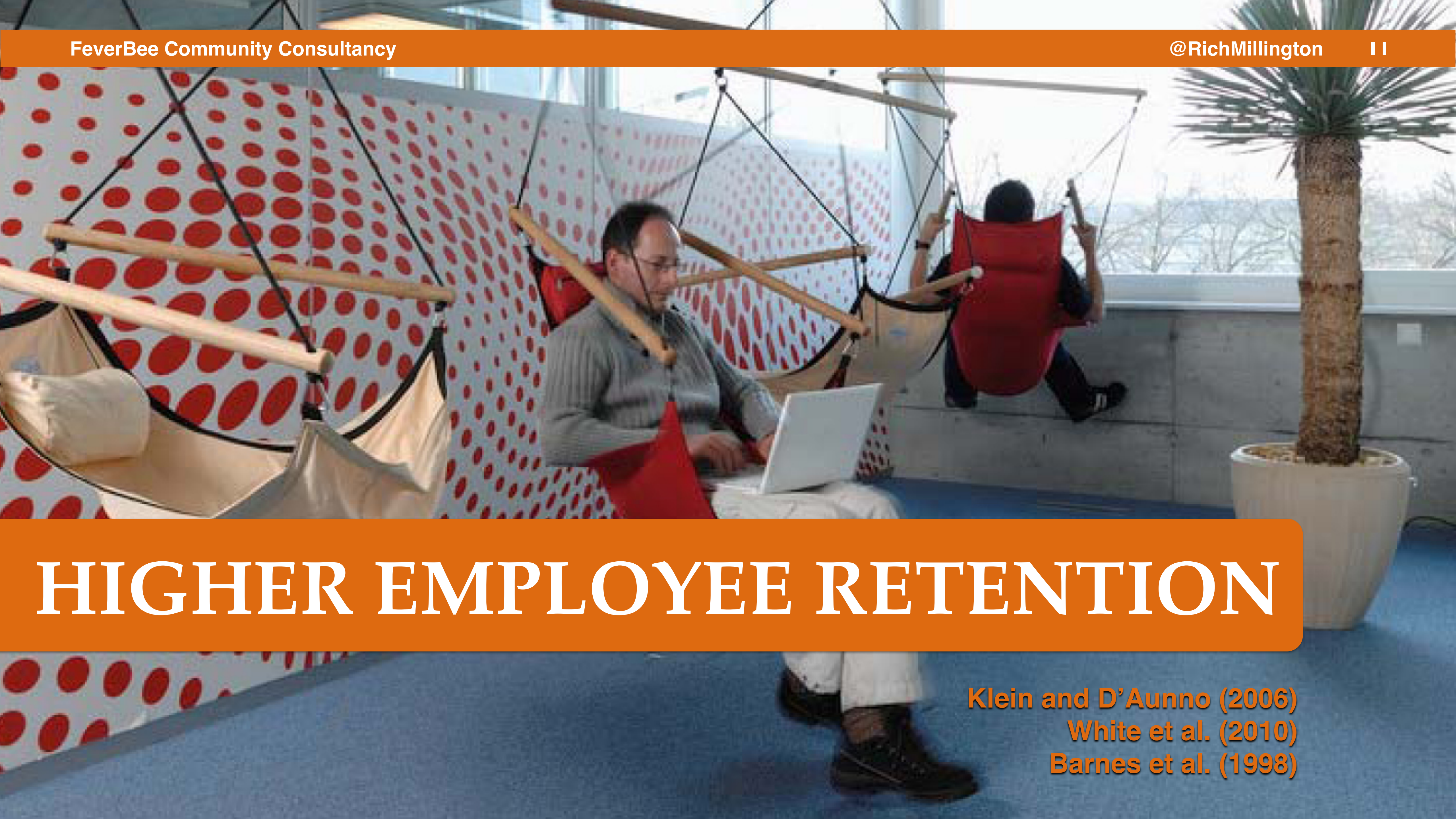
KNOWLEDGE EXCHANGE

Ardichvili (2008)
Chiu et al. (2006)
Sharat and Usoro (2003)



HIGHER PRODUCTIVITY

Price (1985)
Milliman et al. (1999)
Burroughs and Ebby (1998)



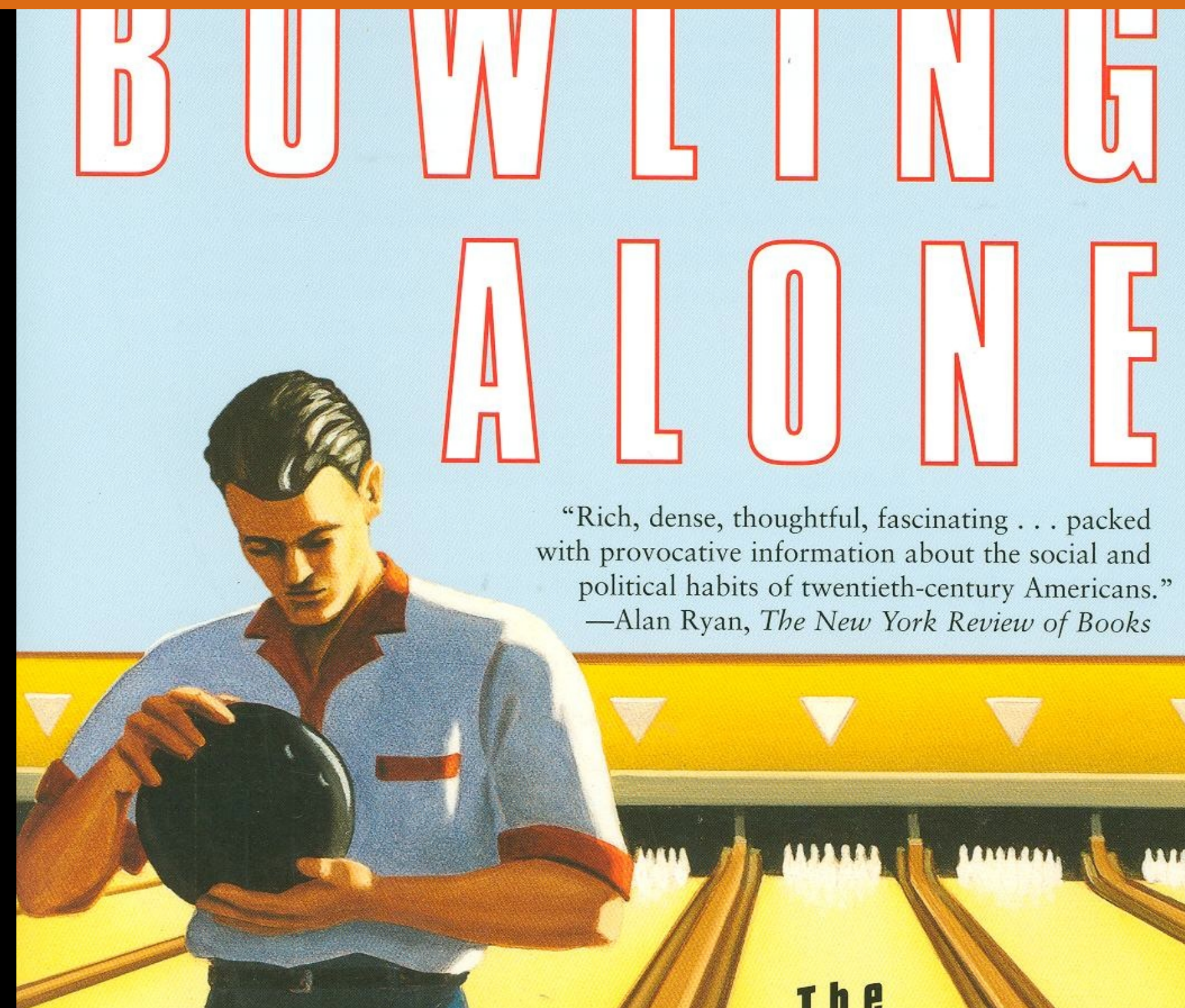
HIGHER EMPLOYEE RETENTION

Klein and D'Aunno (2006)
White et al. (2010)
Barnes et al. (1998)



HIGHER EMPLOYEE RETENTION

Klein and D'Aunno (2006)
White et al. (2010)
Barnes et al. (1998)



HEALTHIER, HAPPIER, WEALTHIER

Autor: Putnam, Robert D.,
Título: Bowling alone : the collap



159776
121518

Ex.1 SBC Nº Pat.:69459

community

Robert D. Putnam

**WE CAN MAKE ANY
EXISTING GROUP STRONGER**



GROUP MANIPULATOR?



CREATE A BOUNDARY



Mensa

2%

110,000



Mensa

2%

110,000



Triple Nine

0.1%

1,225



Mensa

2%

110,000



Triple Nine

0.1%

1,225



Prometheus

0.003%

120

THE TERA SOCIETY

205 IQ

0.00000000000001%

THE TERA SOCIETY

205 IQ

0.000000000001%

> 0 MEMBERS <



5 Hertford Street
A PRIVATE CLUB

Loulou's



PRIVATE MEMBERS' CLUBS



APPLE HAS A TOP 100 GROUP

Search

New topic

Topic	Replies	Last post
Sticky: What are you working on right now? (Page: 1, 2)	77 View 5 new	by Sarah Hawk 07/01/2014 - 04:49
Sticky: Discourse	35	by Sarah Hawk
Design for turkers?	14 View 7 new	by Darren Gough 07/01/2014 - 08:41
A message for our London based members	2 View 2 new	by Gregory Russo 07/01/2014 - 00:38
Features missing from your	10	by Gregory Russo

Featured Resource: Mozilla Community Wiki

Tuesday, July 1, 2014 - 00:00

Courtesy of CommunityGeek Janet Swisher, this is collection of free resources for building and developing an online community.

The... and features:

content producing

You can view the entire page [here](#)

Read more

WORKS ONLINE TOO!



CREATE AN INSIDER GROUP





DEMOGRAPHICS

HABITS

PSYCHOGRAPHICS



DEMOGRAPHICS

HABITS

PSYCHOGRAPHICS

PICK TWO QUALIFIERS



DEMOGRAPHICS

HABITS

PSYCHOGRAPHICS

A COMMUNITY FOR {X} WHO {Y}

15



BEGIN WITH FRIENDS



INTRODUCE RITUALS





INTRODUCE RITUALS





NOT PAINFUL ONES!



HAVE A 'PLACE'



PERHAPS ONLINE?

Whats A

WE THE PEOPLE
insure domestic Tranquility, provide for the common defence, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America.

CREATE A SHARED NARRATIVE



SHARED EMOTIONAL CONNECTION





SHARE UNIQUE EXPERIENCES



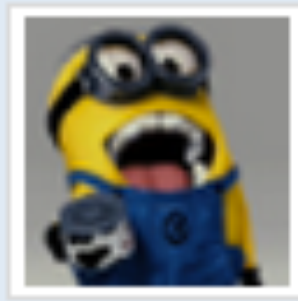
FIND SMALL VICTORIES





A close-up, high-resolution photograph of an elderly man's face. The skin is heavily wrinkled, particularly around the eyes and forehead. He has a white beard and mustache. The lighting is soft, highlighting the texture of his skin. The background is blurred.

PROVOKE VULNERABILITY

[▲ Up to Discussions in Experts](#)633 Views 2 Replies Latest reply: Mar 24, 2012 8:20 PM by StuffAndyMakes 

StuffAndyMakes

Mar 15, 2012 2:30 AM

Current Detection with a Allegro ACS756 on an ATmega328

This question is **Assumed Answered**. 2

I'm trying to find the easiest and intrusive way to detect current on a doorbell line, so I picked up a couple of these Allegro Microsystems ACS756KCA-PFF-T linear current sensors. Their web page for this is at <http://www.allegromicro.com/Products/Current-Sensor-ICs/Fifty-To-Two-Hundred-Amp-Integrated-Conductor-Sensor-ICs/ACS756.aspx> and the datasheet is here:

<http://www.allegromicro.com/Products/Current-Sensor-ICs/Fifty-To-Two-Hundred-Amp-Integrated-Conductor-Sensor-ICs/~media/Files/Datasheets/ACS756-Datasheet.ashx>

INITIATE DEEPER DISCUSSIONS

there. I connected the output of the sample circuit to an ADC pin on my AVR MCU according to the way the sample schematic is shown in the datasheet for doing so. I connected a 24VAC Ikea lighting transformer with a little halogen bulb to the AC pins on the IC. When the light was off, the ADC reported a value that hovered around 500-ish. When I turned on the bulb, it **might** have climbed to 520, but usually didn't do much of anything. I tried a couple of the ICs, but got identical results. If I put a neodymium magnet next to it, I could get a change, so it seems the Hall effect part of it was functioning to some degree.

Latest post by Silver Sage, 21 Jan 2013 3:45 PM


 **Returning to social work...** 3
Latest post by fizzbuzz, 15 Jan 2013 10:50 AM


 **Facebook and Social Work** 51
Latest post by Silver Sage, 14 Jan 2013 2:20 PM

 **Social work training - a course without skills development?** 65
Latest post by southerner, 13 Jan 2013 6:36 PM

 **Bonkers fostering decision in Rotherham** 434
Latest post by Rupert M, 13 Jan 2013 1:35 PM

 **Help- working with a 5 year old** 7
Latest post by netron, 13 Jan 2013 11:07 AM

 **How much holiday leave are you allowed to take at once?** 27
Latest post by Jenna Foxy, 10 Jan 2013 11:02 AM

 **Locum Work** 2
Latest post by netron, 9 Jan 2013 8:49 PM

 **Social Care Institute for Excellence and partners awarded £1...** 0
Latest post by Silver Sage, 8 Jan 2013 8:43 PM





STAR TREK
 INTO DARKNESS
 3D

IN IMAX, DIGITAL 3D AND 2D CINEMAS

PARAMOUNT PICTURES AND SKYDANCE PRODUCTIONS PRESENT A BAD ROBOT PRODUCTION A J.J. ABRAMS FILM "STAR TREK INTO DARKNESS" JOHN CHO BENEDICT CUMBERBATCH ALICE EVE BRUCE GREENWOOD SIMON PEGG CHRIS PINE ZACHARY QUINTO ZOË SALDANA KARL URBAN PETER WELLES ANTON YELCHIN VISUAL EFFECTS AND ANIMATION BY INDUSTRIAL LIGHT & MAGIC
 MUSIC BY MICHAEL GIACCHINO COSTUME DESIGNER MICHAEL KAPLAN EDITOR MARYANN BRANDON, A.C.E. MARY JO MARKEY, A.C.E. PRODUCTION DESIGNER SCOTT CHAMBLISS DIRECTOR OF PHOTOGRAPHY DAN MINDEL, A.S.C. EXECUTIVE PRODUCERS JEFFREY CHERNOV DAVID ELLISON DANA GOLDBERG PAUL SCHWAKE PRODUCED BY J.J. ABRAMS BRYAN BURK DAMON LINDELOF ALEX KURTZMAN ROBERTO ORCI BASED UPON "STAR TREK" CREATED BY GENE RODDENBERRY
 SKYDANCE
 SOUNDTRACK ALBUM BY WARREN SAGANER
 WRITTEN BY ROBERTO ORCI & ALEX KURTZMAN & DAMON LINDELOF
 DIRECTED BY J.J. ABRAMS
 StarTrekTheMovie.co.uk
 DOLBY DIGITAL
 DOLBY ATMOS
 IN CINEMAS MAY 9

TRENDING GAME OF THRONES HBO GUARDIANS OF THE GALAXY MARVEL STAR WARS ANT-MAN IMAGE OF THE DAY

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STAR TREK INTO DARKNESS WIKIPEDIA WTF

How Star Trek Into Darkness just ignited a Wikipedia grammar war

Matthew Jackson Thursday, January 31, 2013 - 9:32am



TOP STORIES



STAR TREK INTO DARKNESS 3D

IN IMAX[®], DIGITAL 3D AND 2D CINEMAS

PARAMOUNT PICTURES AND SKYDANCE PRODUCTIONS PRESENT A BAD ROBOT PRODUCTION A J.J. ABRAMS FILM "STAR TREK INTO DARKNESS" JOHN CHO, BENEDICT CUMBERBATCH, ALICE EVE, BRUCE GREENWOOD, SIMON PEGG, CHRIS PINE, ZACHARY QUINTO, ZOE SALDANA, KARL URBAN, PETER WELLS, ANTON YELCHIN
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 BASED UPON "STAR TREK" CREATED BY GENE RODDENBERRY
 WRITTEN BY ROBERTO ORCI & ALEX KURTZMAN & DAMON LINDELOF DIRECTED BY J.J. ABRAMS
 VISUAL EFFECTS AND ANIMATION BY INDUSTRIAL LIGHT & MAGIC
 SKYDANCE
 IN CINEMAS MAY 9
 StarTrekTheMovie.co.uk
 DOLBY DIGITAL
 DOLBY 3D
 DOLBY ATMOS



STAR TREK INTO DARKNESS WIKIPEDIA WTF

How Star Trek Into Darkness just ignited a Wikipedia grammar war

Matthew Jackson Thursday, January 31, 2013 - 9:32am

TOP STORIES



The Daily Dot

TOPICS

COMMUNITIES

70% off CURATED DECOR



POSTSECRET

JULY 5, 2014

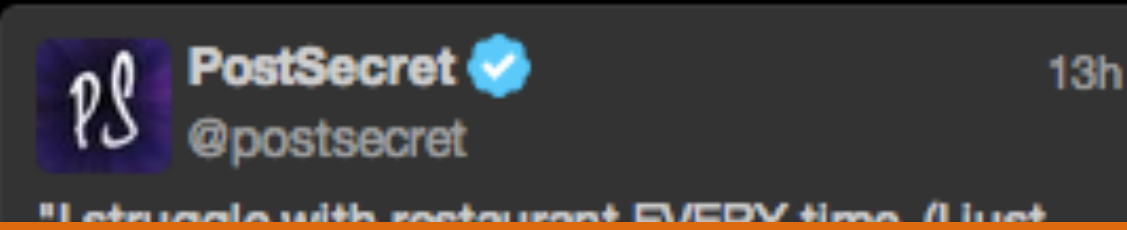
Sunday Secrets



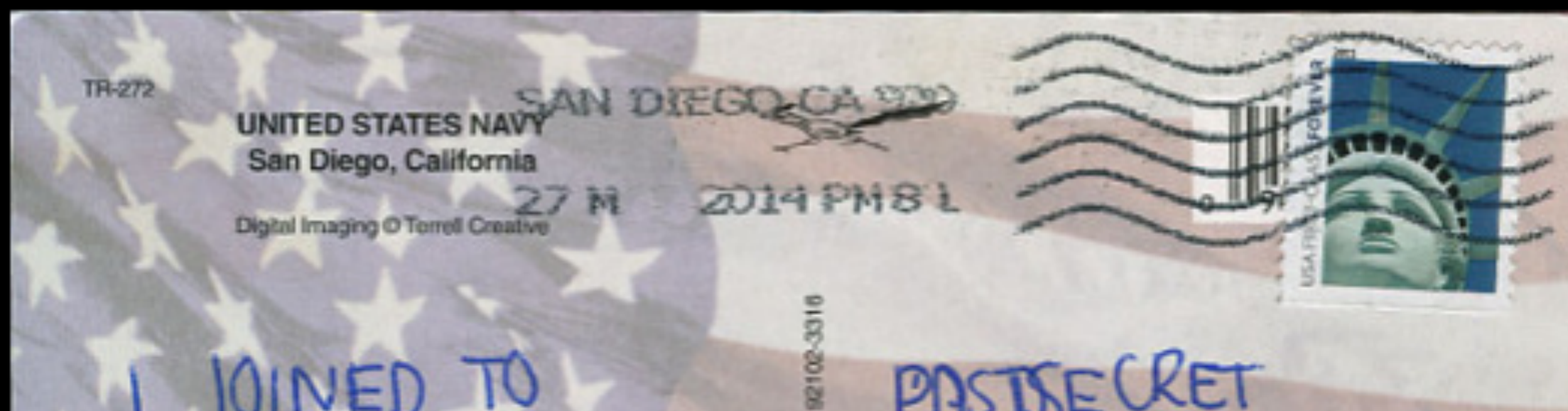
PostSecret is an ongoing community art project where people mail in their secrets anonymously on one side of a postcard.

13345 Copper Ridge Rd
Germantown,
Maryland 20874

Your secrets, posted here, every Sunday.

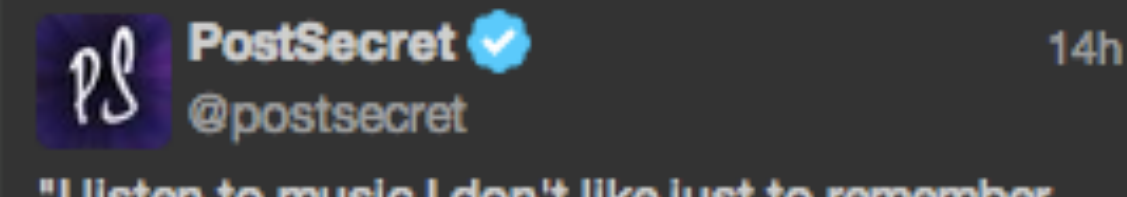


ENCOURAGE SELF-DISCLOSURE



Do you have 1 word that you can't spell close enough to even get the auto-correct answer? Mine is "decision". Hopefully I will remember now.

Expand








PostSecret

COMMUNITY

Home PostSecret Events PostSecret Chat Video Secrets News & FAQ Blog

Chat Home FAQ Search Memberlist Profile Check private messages

Register Log in

Forum	Topics	Posts	Last Post
POSTSECRET COMMUNITY TERMS OF SERVICE			
 Terms of Service PostSecret Community Terms of Service	3	3	Tue Aug 02, 2011 12:08 am nik1 →
POSTSECRET DISCUSSION			
 Best Of Nominate any unique, outstanding posts as the Best Of the PostSecret Community	42	5161	Sun Jun 29, 2014 9:11 am Itsonlyhide →
 Sunday Secrets - Questions & Comments Discuss this week's secrets	9409	223386	Thu Jul 10, 2014 6:17 am ketty →
 The PostSecret Books Chat about the books and share your stories about leaving/finding secrets in the books Subforums: → Life, Death and God (The New PostSecret Book)	909	3471	Thu May 15, 2014 10:09 am The Secret Keeper →
 PostSecret Events Discuss the book tour, seeing Frank, etc. Subforums: → PostSecret Community Ride Share	443	1484	Thu Feb 13, 2014 1:14 pm nik1 →











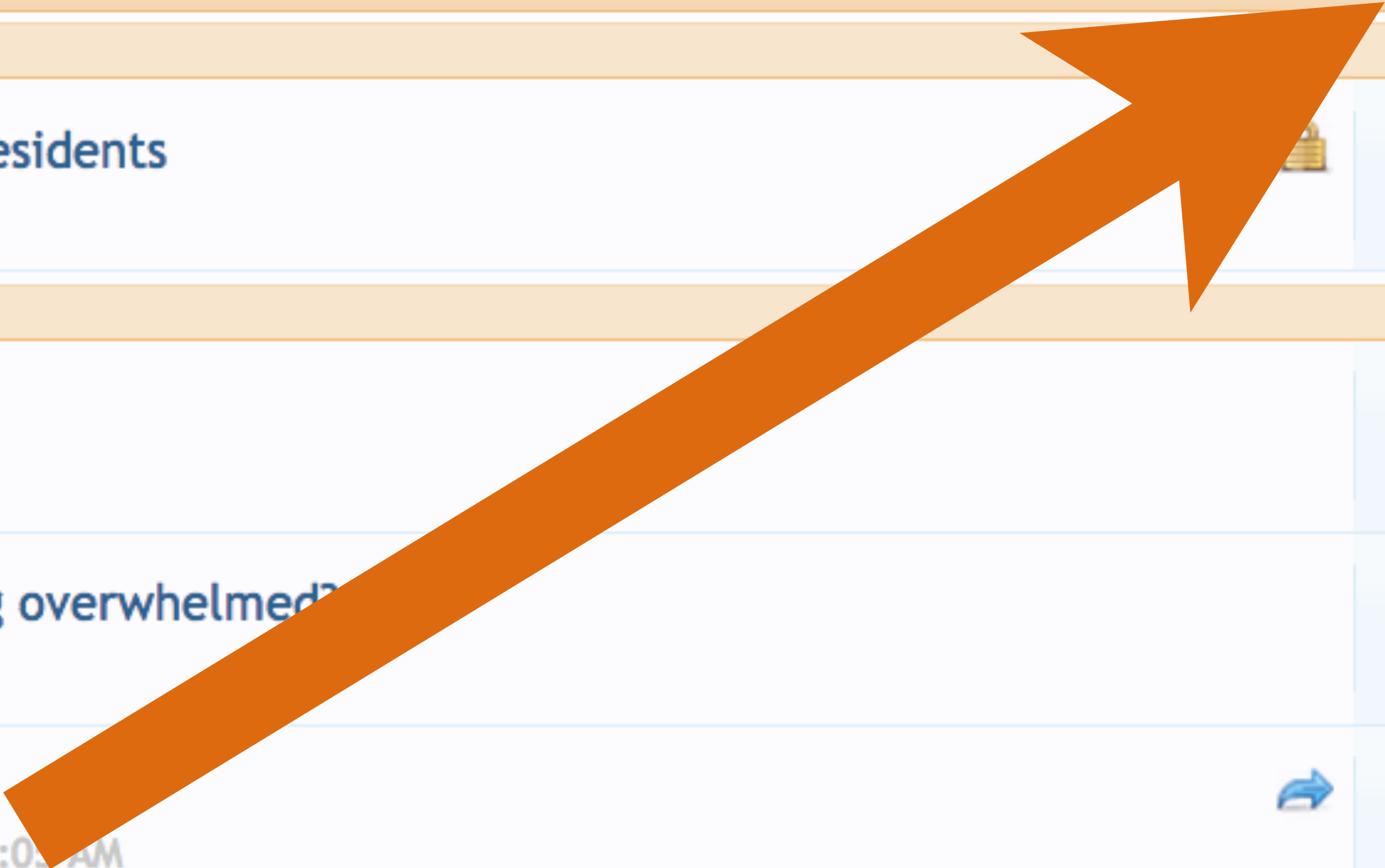
ENCOURAGE SELF-DISCLOSURE













THE
NEIGHBORS
HAVE BETTER
STUFF

STEAL POPULAR DISCUSSIONS

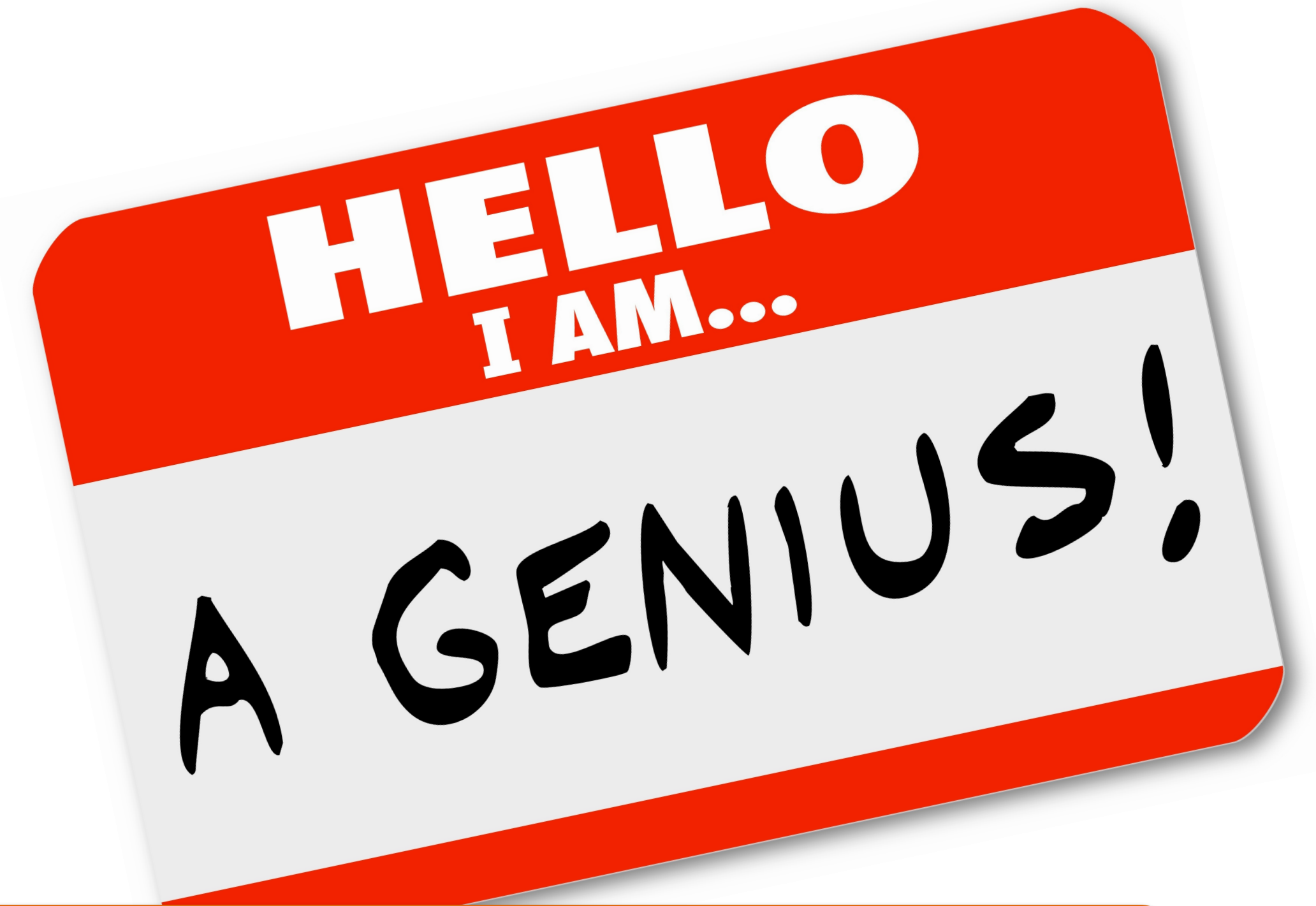
Title	Start Date	Replies	Views
» Sticky Threads			
 Malpractice advice for residents G0610, Jan 6, 2011		Replies: 21 Views: 20,465	
» Normal Threads			
 Dating Nurses? youthinasia, Jul 24, 2012		Replies: 115 Views: 26,161	
 Any other interns feeling overwhelmed? urdnot, Jul 7, 2012		Replies: 19 Views: 3,772	
 Chances of IM Residency Muhammad SAW1, Today at 4:00 AM		Replies: - Views: -	
 Need advice (residency chances) pktutor2014, Yesterday at 1:25 AM		Replies: 1 Views: 153	
 How do program directors view repeat applicants? coldplay, Yesterday at 3:18 AM		Replies: 10 Views: 312	



Title	Start Date	Replies ↓	Views
» Sticky Threads			
 Malpractice advice for residents G0610, Jan 6, 2011	 	Replies: Views:	21 20,465
» Normal Threads			
 If you could do it over would you MSc44, Apr 26, 2005		Replies: Views:	1,056 200,957
 NPs can now do dermatology residencies exPCM, Apr 13, 2010		Replies: Views:	978 143,599
 How to blow your shot at a Residency slot Tired, Sep 10, 2011		Replies: Views:	808 214,565
 Most ridiculous question from a nurse while on call scalpel007, Mar 18, 2006		Replies: Views:	745 102,158
 Terminating residents fernsa, Sep 10, 2008		Replies: Views:	496 105,322

A man in a dark suit and tie stands against a background of horizontal stripes. He is holding a person in a white protective suit. The scene is dimly lit, with the man's face and the stripes being the primary light sources.

POWER AND INFLUENCE






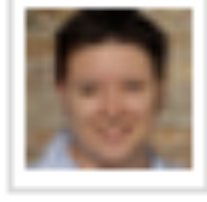





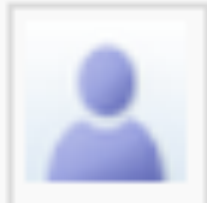





**ASK YOUR MEMBERS ABOUT
THEIR EXPERIENCE & EXPERTISE**



**CREATE OPPORTUNITIES TO BE
SEEN POSITIVELY BY PEERS**

	mandatarun	 AUTOMATIC CONTROL OF 3 PHASE INDUCTION MOTOR USING ANDROID DEVICE in Experts	51
	Christy-Admin	 Show Off Your Build in The Ben Heck Show	23,499
	reidkersey	 Multiple boards from one schematic. in EAGLE Suggestions (English)	21
	senttient	 I came across this today in Open Source Hardware	100
	regman1996	 2 way toro control in Arduino	71
	kev1nd	 Does attachInterrupt() work on getboard? in Experts	49
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#titanic {float:none}



ADVISOR



Join Date:	Feb 2005
Location:	from Madrid to Heaven
Posts:	8,158
Mentioned:	227 Post(s)
Tagged:	1 Thread(s)

Member of the Month June 2014

I'm happy to announce that June has just arrived... and even happier to say that we have a brand new **Member of the Month**. That has been outstanding throughout the month helping all around the forums.

Mawburn is that member. Always polite, always helpful and quite busy in all the areas.

Congratulations, **mawburn**. It is great to have you around.

But we do want to know you a bit better so let's go for the interview!

1. Some questions are a must and this is one of them: how did you find SPF and what made you stay?

Someone on Reddit (I can't remember who) mentioned this site on a thread asking about active Web Dev communities. The community was friendly and very active, so I stayed.

2. Seems that you're interested in many things and hang around all the forums even if programming seems to be closer to that we need to improve anything?

Nothing needs to be changed from what I can tell. I'm pretty stoked about the move to Discourse and excited to see the changes it will really open up a lot more conversation

3. Favorite database? And programming language (you know quite a few)?

don't really have a favorite DB. I've been fiddling around with PostgreSQL a lot lately and I've really started to like it. It's very robust. My favorite programming language is probably Java. I find it's syntax to be pretty straightforward, even though some of its applications are needlessly complicated. But the JVM is just so incredibly versatile and can be fit to fill almost any need or role. Add in the ability to run on the JVM, like Scala or Groovy or CFML, and it's just great. I wish it didn't have the cold enterprise stigma that it's obtained over the years. It's an amazing and versatile language.

- 1) Create a group within the group (or multiple groups)**
- 2) Introduce rituals and traditions
- 3) Create a shared narrative
- 4) Encourage unique, shared, experiences
- 5) Push towards vulnerable, self-disclosure, discussions
- 6) Give everyone influence and expertise

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**CREATE A SENSE OF COMMUNITY
AMONG YOUR AUDIENCE**

MOZCON

2014

THANK YOU!

SESSION Q&A



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@RichMillington • richard@feverbee.com

www.feverbee.com

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