

TECH1502-17 Introduction to Community Media

Workshop Fifteen: Community Media Project Evaluation

Collaboration Design Principles

- “Across the seven models of mass collaboration, however, there are several additional design principles that are common to most if not all of them” (Tapscott & Williams, 2006, p. 309).

“Take Cues from You Lead Users”

- “Cultivat[e] a deep-rooted social community that is intensely involved in the evolution and growth of the site” (Tapscott & Williams, 2006, p. 310).

“Build Critical Mass”

- “The secret to successful peering is building a critical mass of participants that attracts more and more people to the ecosystem”(Tapscott & Williams, 2006, p. 310).

“Supply an Infrastructure for Collaboration”

- An important part of creating critical mass involves cooperating to supply the open standards, shared IP, legal foundations, and collaborative infrastructure that will support the innovation process” (Tapscott & Williams, 2006, p. 310).

“Take Time to Get the Structures and Governance Right”

- Take time to “flesh out” the “model of collaborative research and development” (Tapscott & Williams, 2006, p. 311).

“Make Sure All Participants Can Harvest Some Value”

- “People who participate in peer production communities have all kinds of reasons for jumping in... Providing the right for everyone (including free riders) to enjoy non-commercial benefits to keep the barriers to participation low” (Tapscott & Williams, 2006, p. 311).

“Abide by Community Norms and Create Conditions of Trust”

- “Individuals involved in mass collaboration may have highly individual motivations and goals but they are expected to follow rules and protocols” (Tapscott & Williams, 2006, p. 311).

“Let the Process Evolve”

- “There are two ways to build complex things: engineering and evolutions” (Tapscott & Williams, 2006, p. 311).

“Don’t Lose sight of Your Business Objectives”

- “Wikinomics *does* mean having well-developed and well-understood internal goals to guide external engagement strategies” (Tapscott & Williams, 2006, p. 312).

“Collaborations Starts Internally”

- “Wikis provide a perfect venue for collaborative brainstorming, project development, and project documentation and management” (Tapscott & Williams, 2006, p. 313).

“Finding the Internal Leadership for Change”

- “Champions of [...] change need to be sensitive to the[...] concerns and structure their engagement with the enterprise in a way that allows the benefits of collaboration to manifest themselves in pilot projects that can be scaled up and help build further momentum for cultural change” (Tapscott & Williams, 2006).

“Hone Your Collaborative Mind”

- “Engaging in collaborative communities means ceding some control, sharing responsibility, embracing, transparency, managing conflict, and accepting that successful projects will take on lives of their own” (Tapscott & Williams, 2006, p. 314).

Community Media Characteristic	Community Media Example	Incorporated Project Characteristic	Proposed Form & Outcome
Audience Participation			
Collective Intelligence			
Critical Mass			
Collaborative Infrastructure			
Trust & Community Norms			
Evolution			
Project Objectives			
Internal Collaboration			
Additional Comments:			