

Session 5 Room K Designing a Community of Shared Purpose - Creating Movements

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Well designed communities should start with movements, what is that tipping point? How do you get people to move beyond interest to action? It's their shared value. What your product helps people do... your community should be an extension of that.

Strong Communities Example – Second Life. Diverse, passionate. Lots of individual actions being organized within the community. Coalescing and moving into action ingrained in the community. Meta community known for spawning movements. ([NonProfit Commons](#) as an example). Is the type of person who comes to Second Life already naturally inclined to activism or does the environment make them more inclined?

Betsy says that early adopters were tenacious and active; good synergy with what the platform allowed them to do. Next circle were people who wanted to join the culture and follow their lead. "You jumped into the water and then the water started seeping into your pores." Sometimes so much going on, you didn't know where to plug into it; users who had a friend to guide them in had better involvement.

How did culture come about? Early adopters were deep community people. Literary movements, big fan groups, had no other place to go.

There has to be a catalyst. A tool can be a catalyst, but it only enables people with a desire.

BJ Fog behavior model Behavior – motivation and trigger happening simultaneously.

Why do some initiatives like CIPSA work, but others struggle?

Ingredients for a community based movement:

Base – Have to have, sometimes a minority

Interest - that engages Base

Hook - to connect people

Trigger – specific and actionable. CISPA, something specific you could do to fix it. Opposed to Global Warming, too big a concept. Has to be a small enough action for people to tackle.

Definition of movement: series of actions and events taking place over a period of time moving in a direction. That has many of the ingredients from above.

How Actions Mobilize Community

Action you take should be visible and make you feel you've made a little bit of change in the world. Reflecting back to you who you are. Your idealized self (vanity appeal).

Demonstrating momentum – One action prompts another, prompts another.

This makes you feel good but does this actually solve the problem?

HRC Equal Sign Marriage Equality Campaign - shows solidarity; boiling the water a few more degrees toward a goal. It can shape acquaintance perception of self because of past association.

Tangible Enemy can help mobilize because it gives community something to work against. Us Vs Them mentality ala Android vs Apple.

If you're always reacting, you won't stand... you have to have something solid behind you first.

Examples of Community Mobilizing

Wellseley - girl who had been accepted spoke out to her principal about her high school's abstinence only sex education. Principal threatened her, threatened to tell the colleges that accepted her. Word got to Wellseley, their head of admissions reached out to the girl on Twitter to say that they'd be welcoming her. *This was such an egregious confrontation to their brand, they chose to step up to it.* Being presented with a challenge and stepping up to that. *What was being attacked was the community's own goodness... what they were offering to the world.*

Flash developers fought the perception that they weren't good... Evangelized community, show them what you got. Galvanized them at the core of what they consider their strength. You can take advantage of a catalyzing event, but you can't manufacture one.

Catalyzing event. How do you sustain it? You have to expect that you'll have trail off. Do you just let it die? Yahoo Answers... power users want to protect reputation, continuously reported abuse. Had big malware attack, wouldn't give up: unified passion of going against the trolls.

Just let the people who are going to go, go.

Be the storyteller of the community. After it dies off, know how to take that thread and weave that into the overall story of the community. Enrich the identity of the community. Reflection of the community. Timeline of our history of who we are. Living entity. Your actions that define, not what you're saying.

Jewish saying: They tried to kill us, they failed, let's eat.

Celebrating achievements is important too. Cyclical events like annual conference are very important part of life cycle. Plays into larger psychodynamic. *Shared vision and shared artifacts – community roundtable definition of community.* Bringing real life, personal details (professionally) into the sight of the community. Those bits knit us together.

Are there a finite number of people who will get passionate about any given topic, but is there still a goal worth achieving? Don't forget the small movements. Small groups can also achieve larger goals... people who feel they are making the world a slightly or largely better place. Never doubt a small group of committed individuals can change the world.