

# The Keys to Successful Online Communities



# Case Study: Livemocha.



**The idea for a language learning community was born on holidays**

# Case Study: Livemocha

**Livemocha** Blog English *Creating a World without Barriers* Member Sign In **Create an Account** *Get started!*

### Learn

Learn to actually speak a new language (or two). Trust us – you can do it!

Languages | Live Classes | Private Tutoring | Methodology

### Teach

From tutors to content creators, Livemocha teachers help learners reach new language learning heights.

Teach on Livemocha | Classroom Teachers | Content Creators | Language Experts

### Explore

Explore the world through practice and conversations – with millions of people from over 190 countries.

Livemocha Community | Submitting Exercises | Who's in the Community?

## Language Training for Organizations

Fun, effective language learning for your students or employees.

Business | Education | Livemocha for Libraries | Government | Personal

### From our Blog

**Saturday Morning Music – Whew! Now let's relax a bit, shall we?**  
4/6/2013

It was a big week around here. Big news, busy times, and a lot of excitement. I think we all might be ready to unwind a bit – I know I am. Today I'll play for you what I'm enjoying over my morning cup of coffee. If you've got a song that you like to relax... [read more](#)

### How it Works

**Introducing: Livemocha Classroom**

Livemocha Classroom is a drop-in-based, unlimited schedule of online, instructor-led classes designed to help you practice your English and become fluent quickly and effectively. These live group lessons are taught by expert instructors and are structured around our award-winning Active English curriculum. Give it a try – and get the instruction, support, and practice you need to start speaking a new language with confidence.

[Read More](#)

Free courses in  
38 languages

# Case Study: Livemocha.

Livemocha   Gold Key Startseite Profil Konto Suche Ausloggen

Kurse Tutoren Übung Leute Hilf anderen 2910 1

## Deutsch Schreiben Übung (Alle Stufen)

Kurs 102, Einheit 4, Lektion 1

### In den Urlaub fahren

**Anleitung:** Beschreibe einen Urlaub, den du machen wirst. Wann und wohin wirst du fahren? Was wirst du machen?

[Veröffentliche deinen eigenen](#) | [Mißbrauch melden](#)



leana's Beitrag:

Durchschnittliche  
Bewertung:  


I habt fünftzenht. Drei im Mündhen, Ein im Berlin, fünf im Hannover, zweim im Frankfurt und Drei im Hamburg.





Vor 21 Tagen eingeschickt



Kommentiere diesen Beitrag

Kommentare:

Benutzer lieben Audiokommentare  [Audiokommentar hinzufügen](#)

**B** **I** **U** ABC    

Ich habe fünftzehn Tage. Drei im München, einen in Berlin, fünf in Hannover, zwei in Frankfurt und drei im Hamburg.

Rechtschreibung:



Kenntnisse:



Grammatik:



[Bewertung schreiben](#)

Kursaktivität:

Russisch 101

[FORTFAHREN](#)

Tipps für gute Bewertungen:

**Sei spezifisch**

- Gib nützliche Vorschläge und Beispiele an.
- Schreibe mehr als nur kurze Kommentare wie "Gut!" oder "Das geht besser".

**Mach Verbesserungen**

- Verwende die Editierfunktionen um Durchstreichen, Fettdruck oder verschiedene Schriftfarben anzuwenden.
- Benutze die virtuelle Tastatur, um Sonderzeichen in deine Überprüfungen einzufügen.

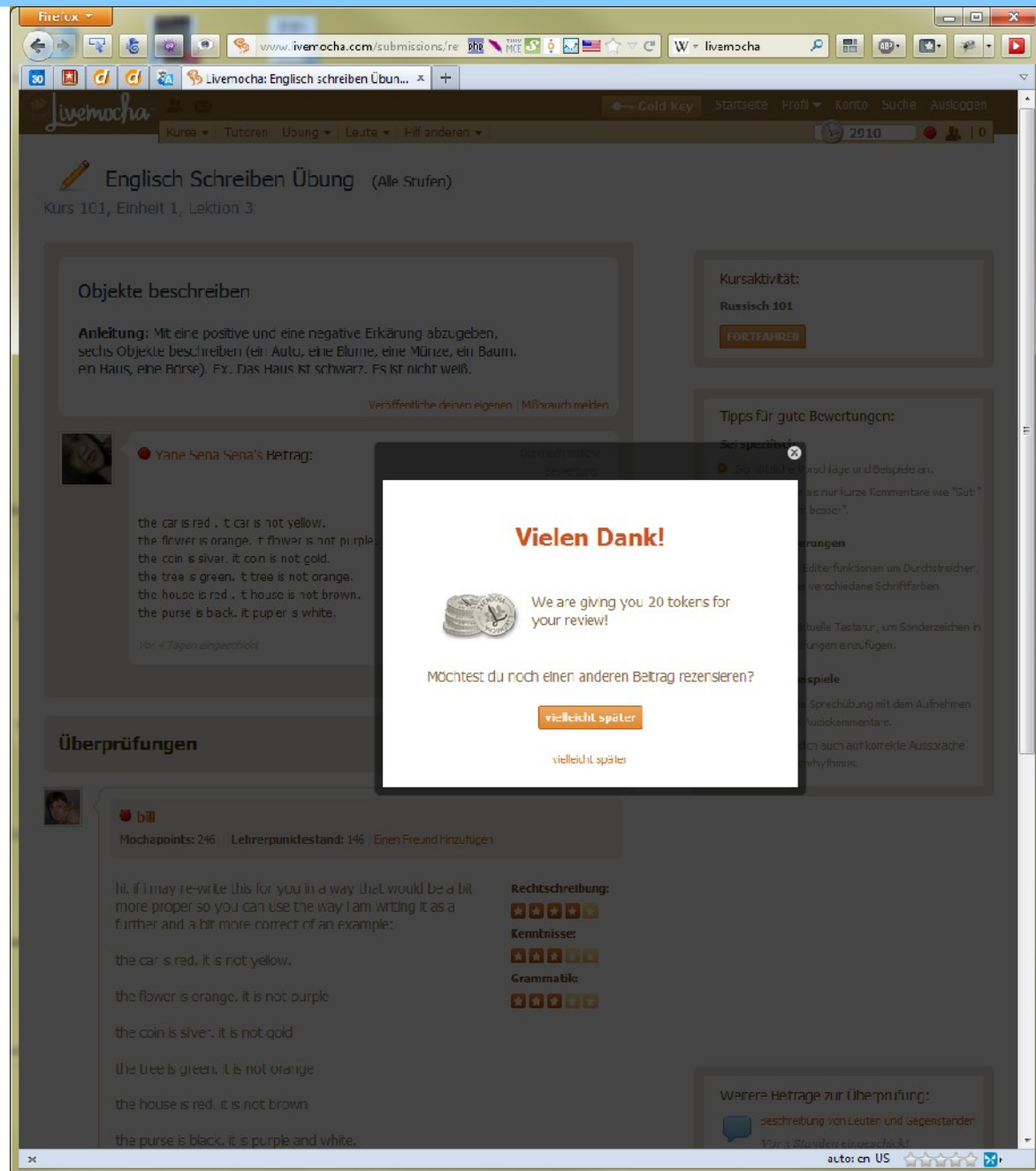
**Lehre durch Beispiele**

- Überprüfe eine Sprechübung mit dem Aufnehmen eines eigenen Audiokommentars.
- Konzentriere dich auch auf korrekte Aussprache und den Sprechrhythmus.

Students mark each others exercises

# Case Study: Livemocha.

Members earn points for helping



# Case Study: Livemocha.



## Translate

Translate Livemocha's lesson content into your language! We want to make Livemocha available to everyone, everywhere, and we know you can help us achieve this goal. You can translate words and phrases into your language, record corresponding audio, and rate other members' translations and pronunciations to ensure that our content remains high-quality.

[Learn more »](#)



Select Language: German ▾



### Translate

There are **2** phrases that need to be translated.

[Translate Phrases »](#)



### Rate Translations

There are **1** translations that need to be rated. Your vote is important!

[Rate Translations »](#)



### Pronounce

There are **0** phrases that need to be pronounced.

[Pronounce Phrases »](#)



### Rate Pronunciations

There are **0** pronunciations that need to be rated. Your vote is important!

[Rate Pronunciations »](#)

### Mochapoints



Earn Mochapoints for the following:

- Submitting new translations
- Submitting new pronunciations
- Rating existing submissions
- Earning a winning entry

## New language courses are translated by members

# Case Study: Livemocha



My classroom  
Test room (Room open) [v]  
Enter

Martin Mayer | Log out | [Flags]

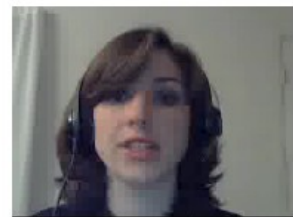
No lesson booked yet

- Home
- Book lessons
- My account
- My teachers
- My progress
- My messages
- My profile



Contact me

- General
- Availability
- Evaluation



Name : Miranda  
Nationality : United States  
Country of residence : United States  
Age : 28  
Teaching experience (in years) : 5  
Degrees : Bachelor's in English/Spanish  
Education

Hobbies : Reading, Music, Yoga  
Other spoken languages (and level) :  
Spanish C2 : Advanced

General evaluation : ★★★★★ (1)

Availability [Progress bar]



- Our method
- Your progress
- F.A.Q
- Contact us

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powered by [Logo]

With enough points members can become tutors

# Case Study: Livemocha



Martin Mayer | Log out |

My classroom

Test room (Room open) ▼

Enter

No lesson booked yet

[Home](#) [Book lessons](#) [My account](#) [My teachers](#) [My progress](#) [My messages](#) [My profile](#)

## Buy Livemocha TUTORS lessons (step 1/3)

Buy Livemocha TUTORS lessons (secure payment by credit card, Visa and Mastercard or Paypal) to book your next lessons. You can replenish your account at any time.

- ONE lesson** **1** lesson of 30 minutes **\$20**
- REFRESH Plan** **3** lessons of 30 minutes **\$50**
- ADVANCED Plan** **5** lessons of 30 minutes **\$75**
- INTENSIVE Plan** **10** lessons of 30 minutes **\$150**

Want to display prices in another currency? Go to [My profile](#) and select the currency of your choice.

Continue



[Our method](#) | [Your progress](#) | [F.A.Q](#) | [Contact us](#)

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powered by

## Tutors earn money

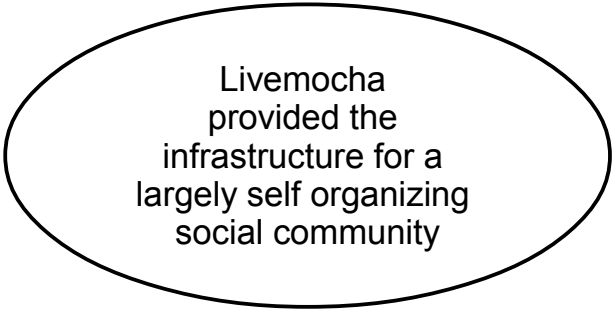
Martin Mayer, Diplom Systems Practitioner (Open)

info@socialloom.org



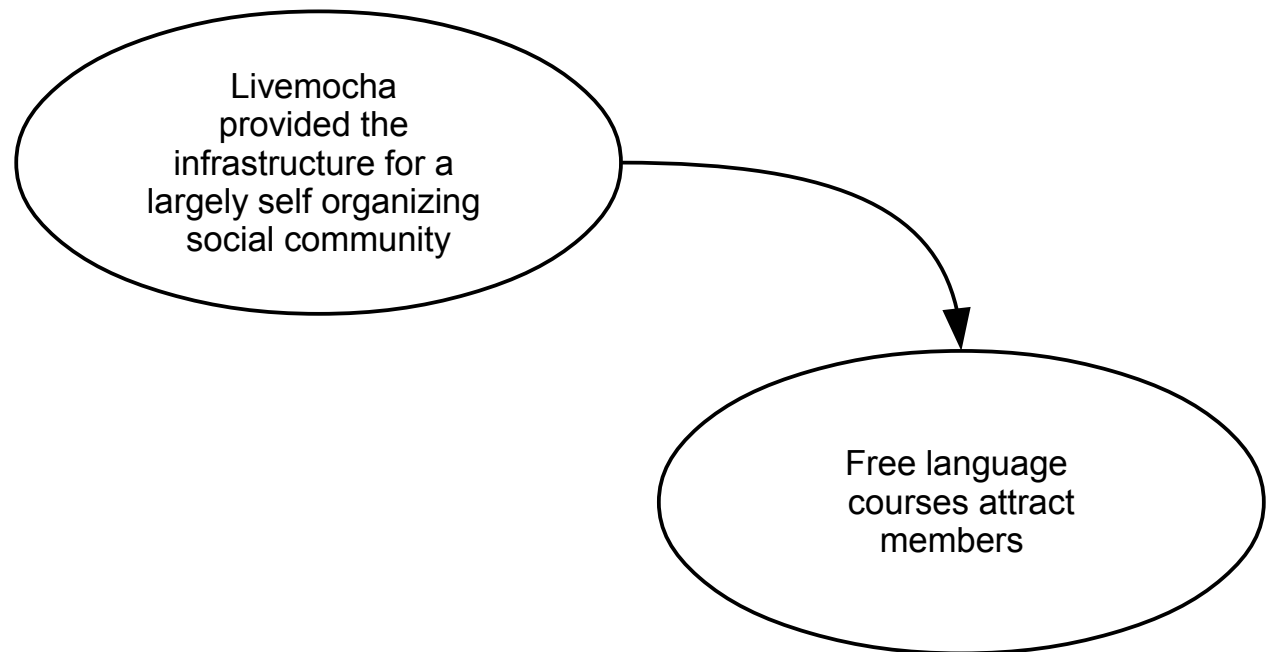
# Case Study: Livemocha

## The strategy of success



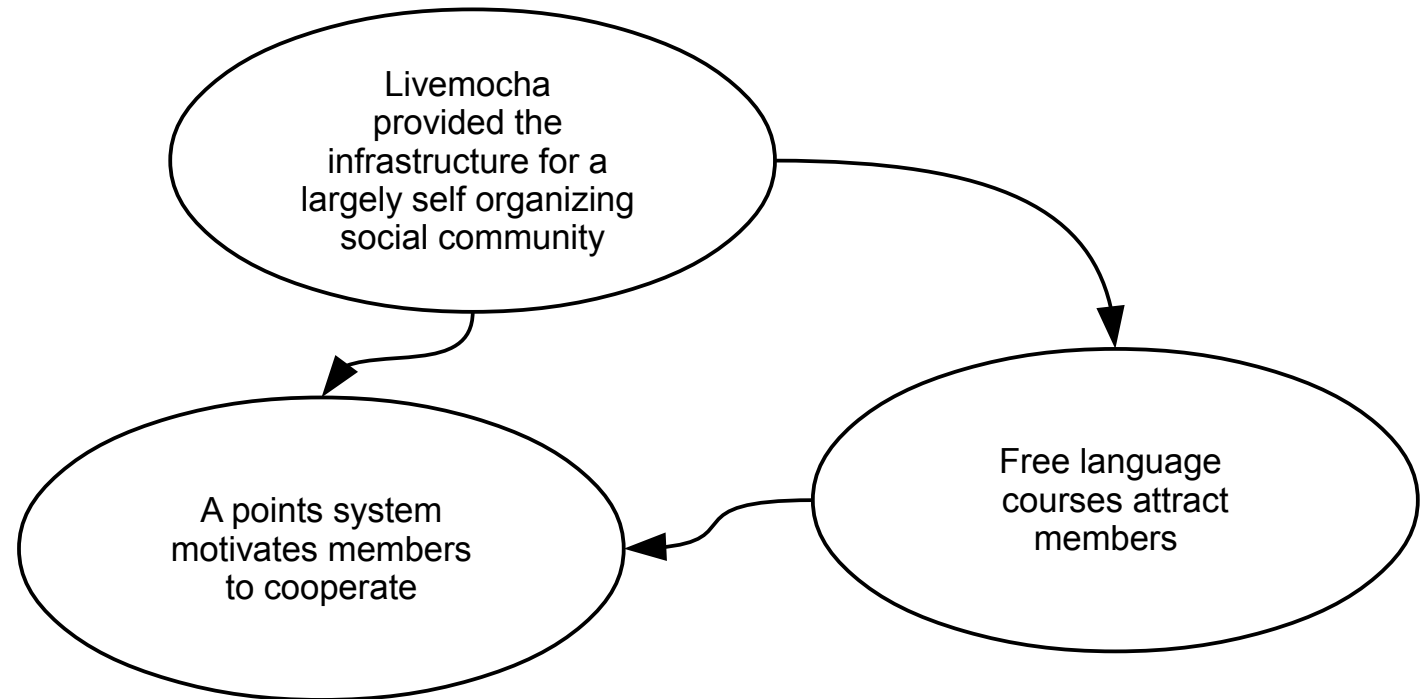
Livemocha  
provided the  
infrastructure for a  
largely self organizing  
social community

# Case Study: Livemocha



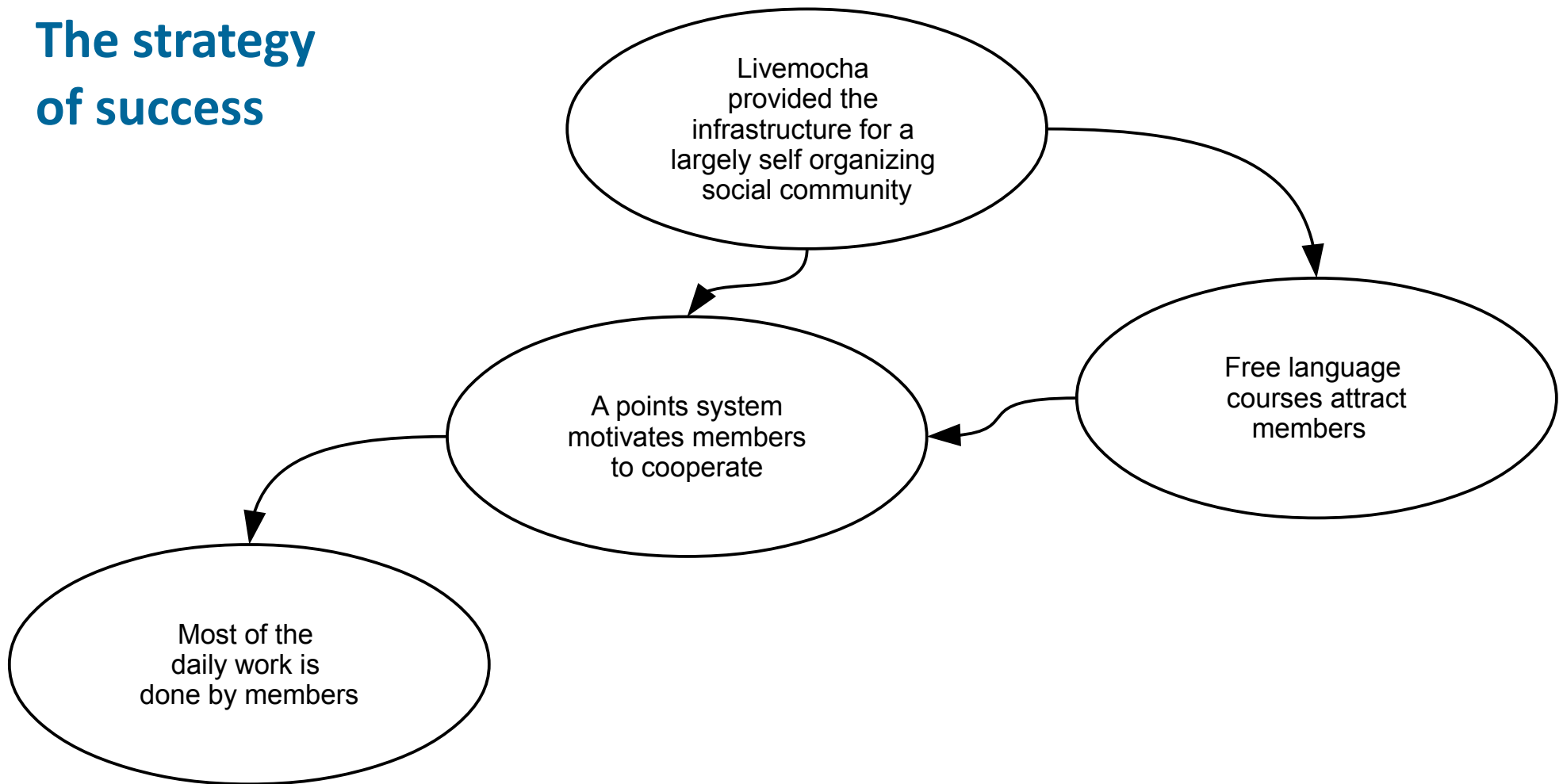
# Case Study: Livemocha

## The strategy of success



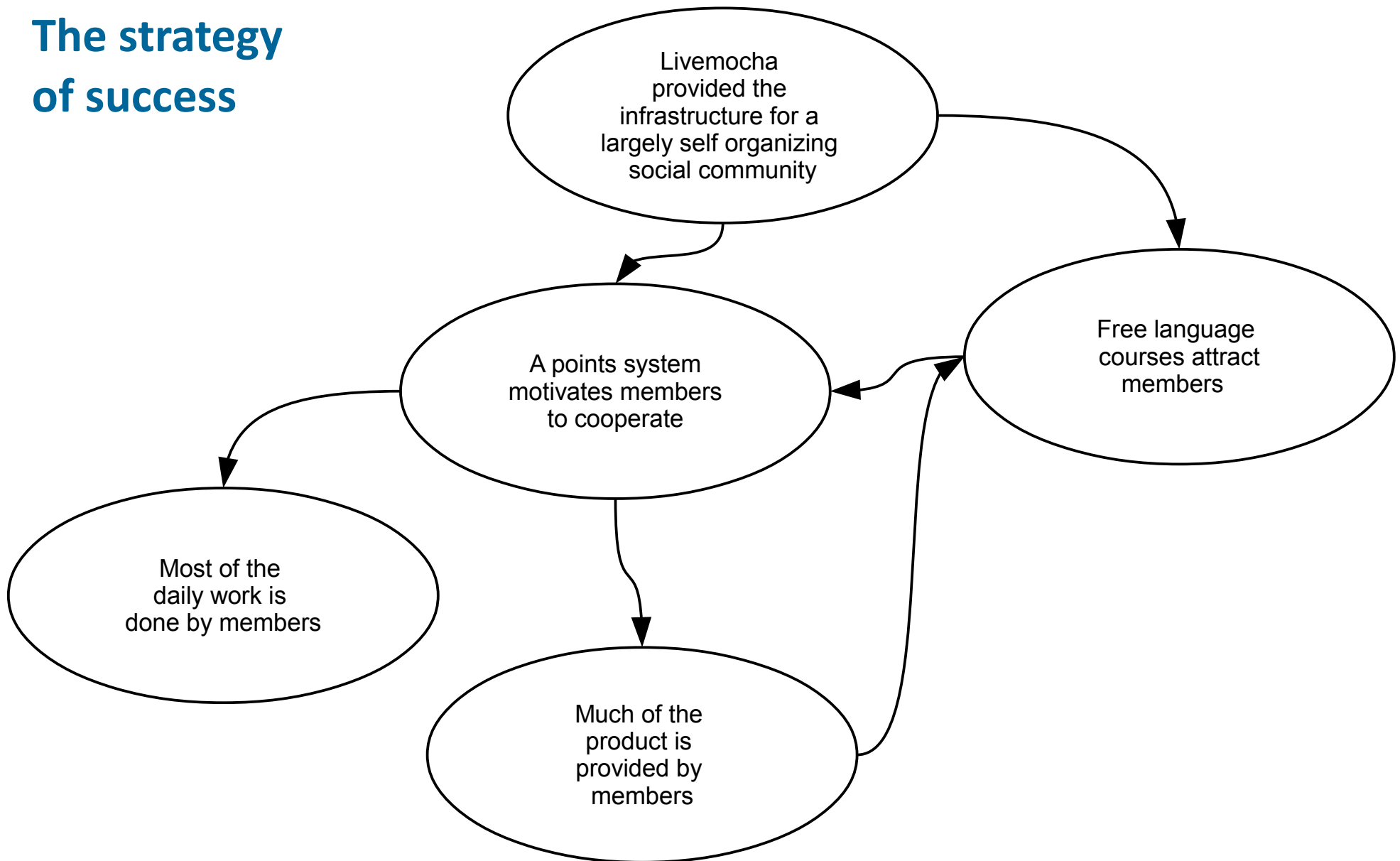
# Case Study: Livemocha

## The strategy of success



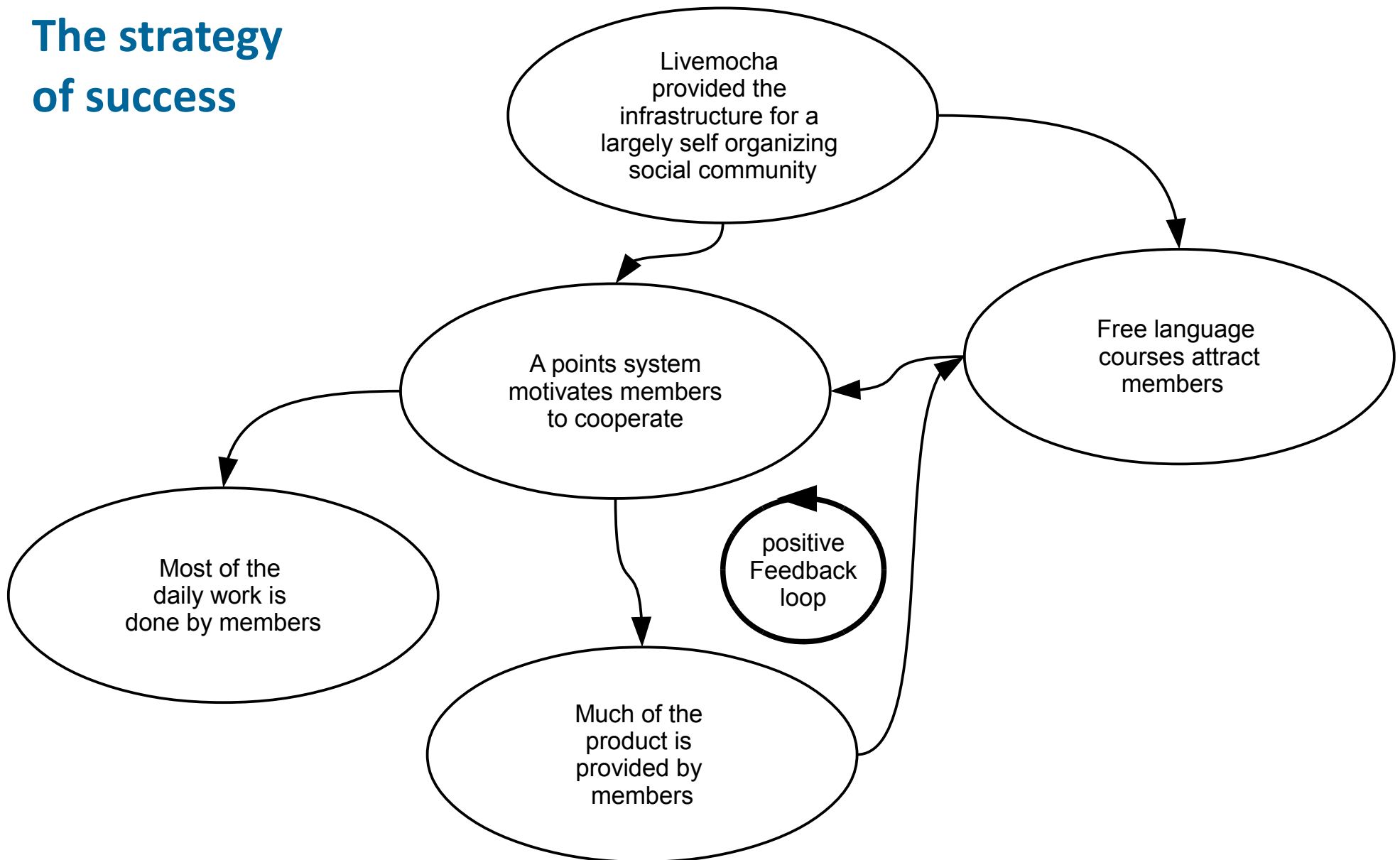
# Case Study: Livemocha

## The strategy of success



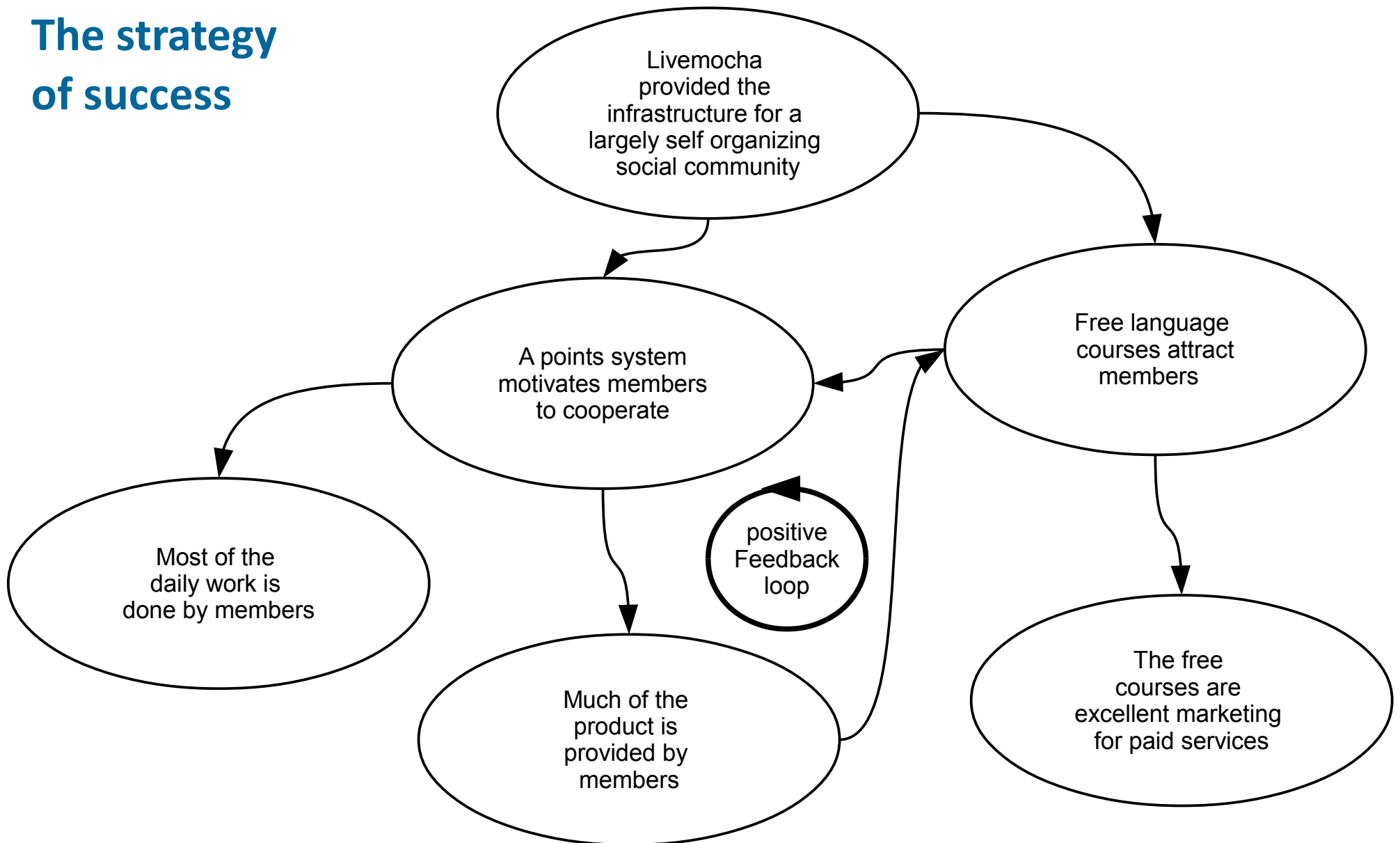
# Case Study: Livemocha

## The strategy of success



# Case Study: Livemocha

## The strategy of success



# Case Study: Livemocha



Livemocha



Examples Random

Assuming "Livemocha" is an internet domain | Use as a company instead

Web statistics for all of livemocha.com:

daily page views	≈ 3.4 million
daily visitors	≈ 340 000
site rank	≈ 4655 <sup>th</sup>

(based on Alexa estimates, as of 08. April 2013)

**12 million  
registered  
members from  
196 countries**

Source: [www.wolframalpha.com](http://www.wolframalpha.com)



# Case Study: Livemocha



Livemocha



Examples Random

Assuming "Livemocha" is a company | Use as **an internet domain** instead

## Funding:

total to date	<b>\$14 million</b> (US dollars)
last round	<b>\$8 million</b> (US dollars) (22. December 2009)
first round	<b>\$6 million</b> (US dollars) (01. January 2008)

(based on CrunchBase data)

**A big  
financial  
success**

Source: [www.wolframalpha.com](http://www.wolframalpha.com)

# Other Communities

Get Started Community Documentation Support Download & Extend Marketplace About

# Drupal™

Come for the software, stay for the community

Drupal is an open source content management platform powering millions of websites and applications. It's built, used, and supported by an active and diverse community of people around the world.

Search drupal.org

Refine your search

- All
- Documentation
- Modules
- Forums & Issues
- Themes
- Groups

Drupal Homepage Your Dashboard Logged in as Martin Mayer Log out

## Why Choose Drupal?

Use Drupal to build everything from personal blogs to enterprise applications. Thousands of add-on modules and designs let you build any site you can imagine. Join us!

Get Started with Drupal

## Drupal Distributions

Distributions are a collection of pre-configured themes and modules for feature-rich web sites giving you a head start on building your site. Build your own online communities, media portal, online store, and more!

Learn about Distributions

## Sites Made with Drupal



The OSU Student Union Multi-Site

Drupal is used by some of the biggest sites on the Web, like [The Economist](#), [Examiner.com](#) and [The White House](#). Read more [Drupal case studies](#).

## Develop with Drupal



**Help build Drupal 8.** We are already hard at work. But we need your help to **develop, design** and **test** the next version of Drupal. [Get started now.](#)

21,264 [Modules](#)  
1,684 [Themes](#)  
609 [Distributions](#)  
24,978 [Developers](#)

This week  
3,622 [Code commits](#)  
6,164 [Issue comments](#)

[Drupal Core](#)  
[Security Info](#)  
[Developer Docs](#)  
[API Docs](#)



951,959 people in 228 countries\* speaking 181 languages power Drupal.

# Other Communities

The screenshot shows the Lonely Planet Thorn Tree travel forum website. At the top is the Lonely Planet logo and a search bar. Below that is a navigation menu with links for Home, Destinations, Thorn Tree forum, Shop, Hotels, Flights, and Insurance. On the right side of the navigation bar, there is a shopping cart icon showing 'Cart: 0', and buttons for 'Register' and 'Sign in'. The main heading is 'Thorn Tree travel forum'. Below this are tabs for 'Branches', 'Who's On', and 'Polls'. A welcome message states: 'Welcome to the Thorn Tree Travel Forum, the oldest travel community on the web' followed by a 'Select any branch' dropdown menu. A paragraph of text invites users to join the community and provides links to 'Community Guidelines' and 'Community FAQs'. A 'Departure Lounge' section features a table of forum branches with their respective topic counts and a 'Select Country' dropdown for each. On the right side, there is a search bar for 'Search All Forums' with a 'Go' button and a link to 'Advanced search'. Below the search bar, it indicates 'Who's on: 461 guests, 280 signed in'. An 'ADVERTISEMENT' section follows, titled 'IN OUR SHOP', which displays two books: 'The World's Best Street Food' and 'Happy: Secrets to Happiness Fr...'. Each book has a 'Buy the book' button. At the bottom of the shop section is a link to 'See all shop products'.

lonely planet

Search

Home Destinations Thorn Tree forum Shop Hotels Flights Insurance

Cart: 0 Register Sign in

## Thorn Tree travel forum

Branches Who's On Polls

Welcome to the Thorn Tree Travel Forum, the oldest travel community on the web

Join fellow travellers to exchange travel information, advice, hints and tips. Get help, get connected, get inspired and have your say. Our [Community Guidelines](#) and [Community FAQs](#) will help you get started. When you're ready, sign in and start posting by choosing the right forum branch for you.

### Departure Lounge

Branches	Topics
<b>Africa</b> Looking for a latte in Lesotho or a truckin' good transcontinental time <input type="text" value="Select Country"/>	63,244
<b>Americas - Canada</b> Maple leaves and Mounties, Tim Hortons' and hockey, Hollywood North and more shoreline than the Caribbean	8,508
<b>Americas - Caribbean</b> Fun, sun and sand in your shorts <input type="text" value="Select Country"/>	6,937
<b>Americas - Central America</b> From the cloud forests to the blue holes <input type="text" value="Select Country"/>	32,733
<b>Americas - Cuba</b> It's more than just cigars, rum and old cars	10,276

Search All Forums

[Advanced search](#)

Who's on: 461 guests, 280 signed in

ADVERTISEMENT

#### IN OUR SHOP

**The World's Best Street Food**

**Happy: Secrets to Happiness Fr...**

[See all shop products](#)

# Other Communities

 [Help & FAQ](#) | [RSS](#) | [Newsletter](#) | [Rezepte](#)  | [Recepten](#) 

[COOKSUNITED.CO.UK](#) [Home](#) [Magazine](#) [Recipes](#) [Community](#) [myCook](#)

... Everywhere  [Login](#) | [Register](#)

Welcome to CooksUnited.co.uk: exchange, collect and share recipes, find and meet new friends! [Find out more ...](#)


 **Jubilee 2012**  
Enter our competition to win a cooking class  
Click here to find out more!

 [COOKSUNITED.CO.UK](#)




**Green Spring Vegetables**  
Great Ways to Veg Out

## Quick selection of recipes


 **Starters & Appetizers**  
For every occasion the right start to a good meal  
starter, appetizer, vegetables, salad, snack, party


 **Side Dishes**  
Add perfection with a tasty side dish  
side dish, rice, pasta, potato, tomato, vegetables, onion, salad


 **Main Dishes**  
Recipes for a quick lunch or an eventful dinner  
main dish, meat, roast, vegetables, chicken, fish, BBQ

 **Desserts**  
Sweet or savory, there is always





 **Soups, Dips & Sauces**  
Hot & Cold! The best soup, dip and sauce for every time of the year  
soup, sauce, dip, vegetables, spring, summer, winter

 **Confectionery**  
Sweet and delicious recipes for your afternoon tea or a party  
confectionery, cake, pudding, baking, frosting, icing

 **Drinks**  
Cool, refreshing and warming! Find your party drink, coffee, tea..  
drink, smoothie, cocktail, hot drink, coffee, tea, party

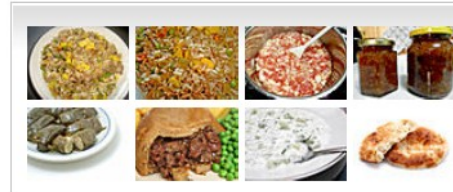
 **Festive**  
The best recipe for all holiday

## Recipes of the Week

-  **Vanilla Ice Cream with Raspberry**
-  **Garlic Ribs**
-  **Salmon Trout with Frankfurt Green Sauce and Small Buttery Potatoes**
-  **Chinese Crispy Spring Rolls**

[click here to submit your recipes!](#)

## Most recent recipe images



## Current Poll

# You can do it in your Sphere of Business, too!



# Some ideas for your communities

## Sphere of Business

## Suitable Community

Cosmetics

Make-up tips

Fashion

Fashion tips

Realtor

Interior design consulting

Do-it-yourself store

Do-it-yourself tips, construction plans

(Private) schools

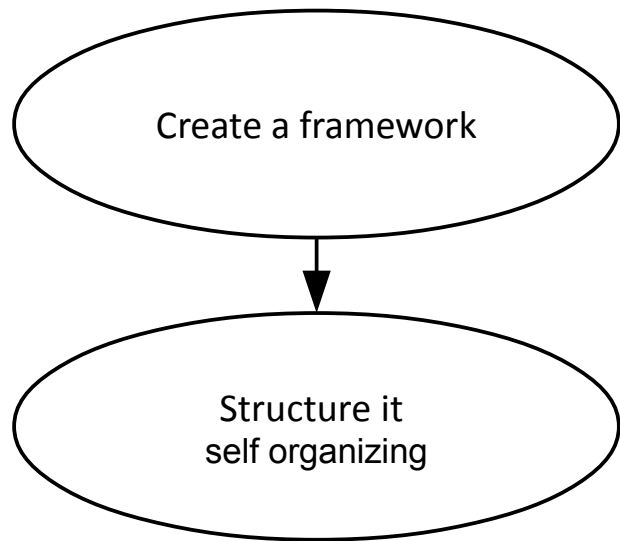
Tutoring, homework support

# The Basic Strategy of Successful Communities

Create a framework

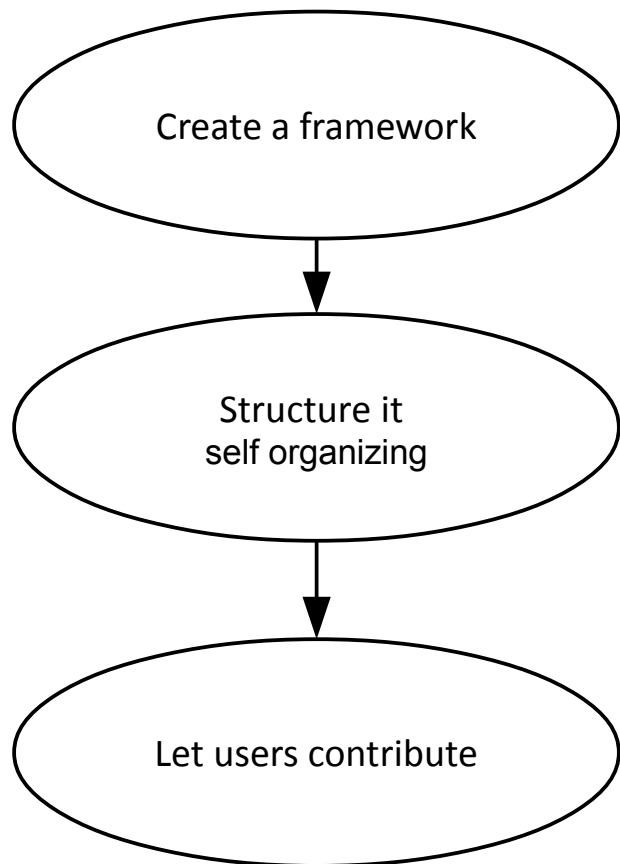


# The Basic Strategy of Successful Communities

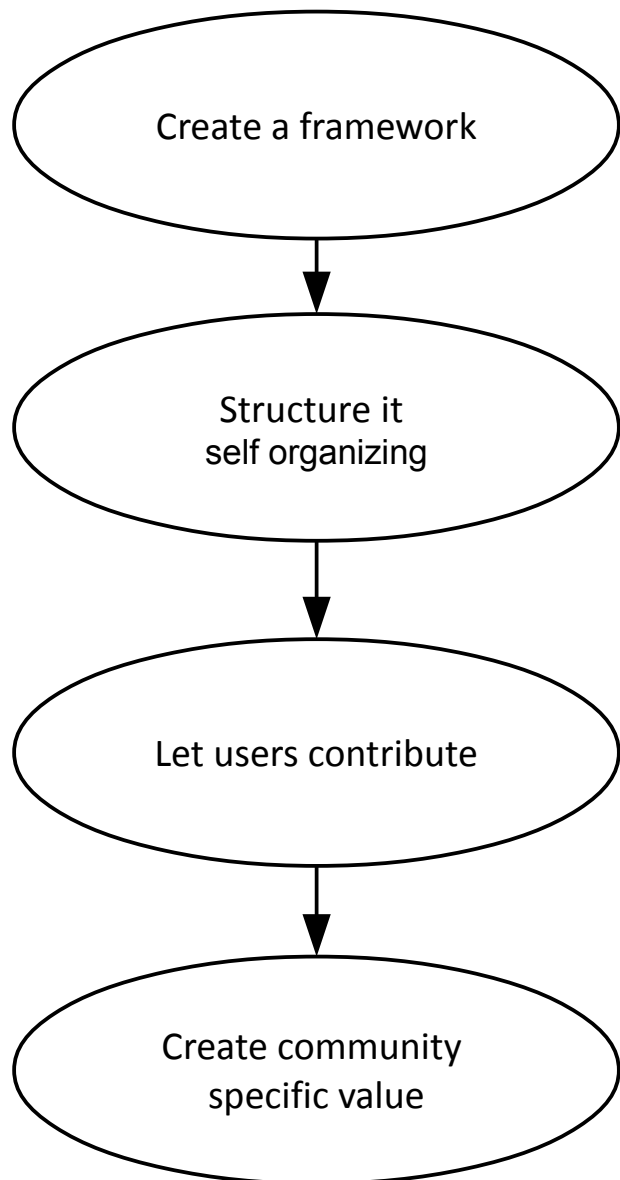




# The Basic Strategy of Successful Communities



# The Basic Strategy of Successful Communities

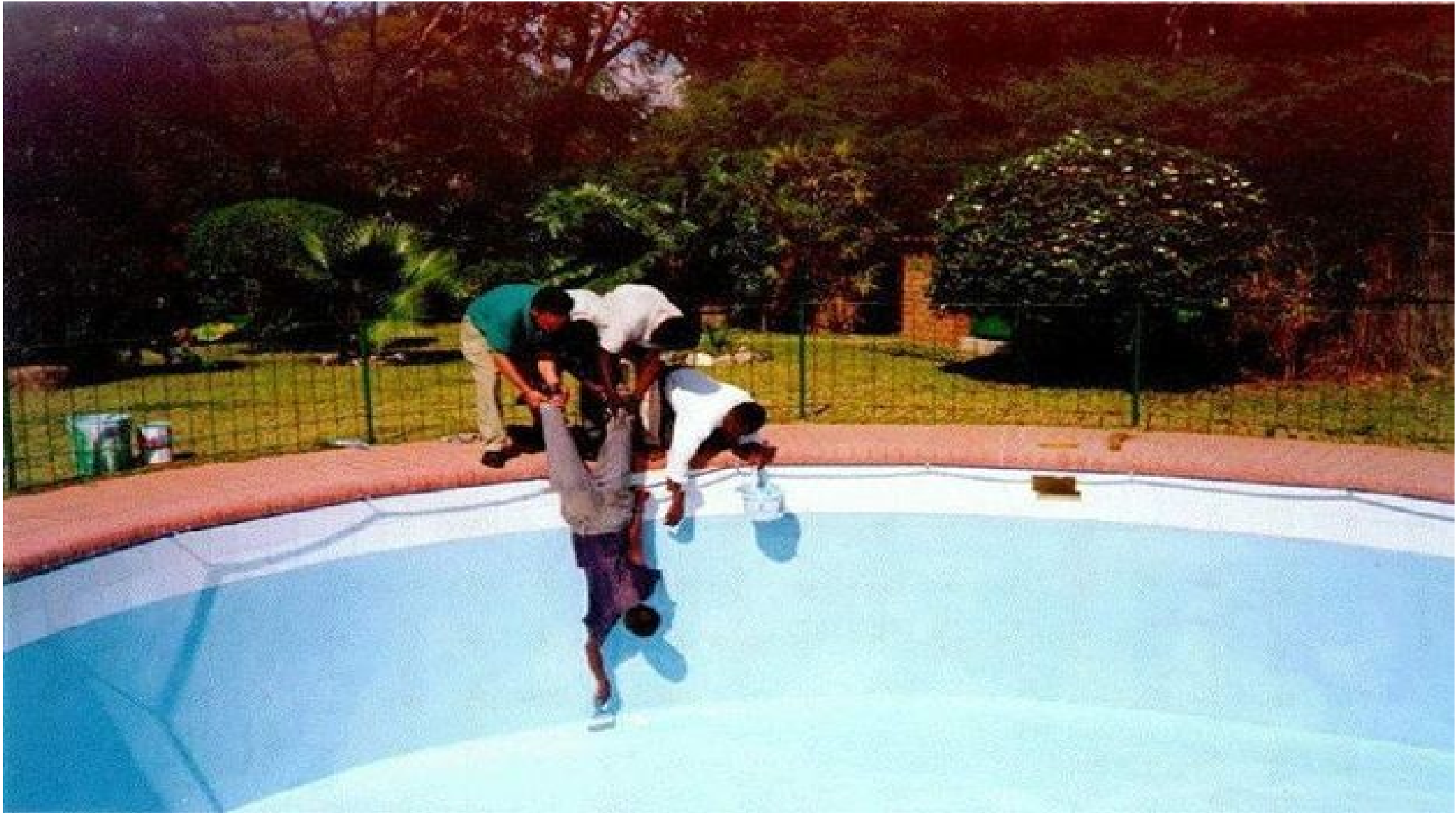


# Creating Value for the Initiators



- Public communities can generate revenues through:
  - Premium services
  - Advertisements
  - Membership fees
- Current information can be gathered inexpensively

# Some Communities are more successful than others!



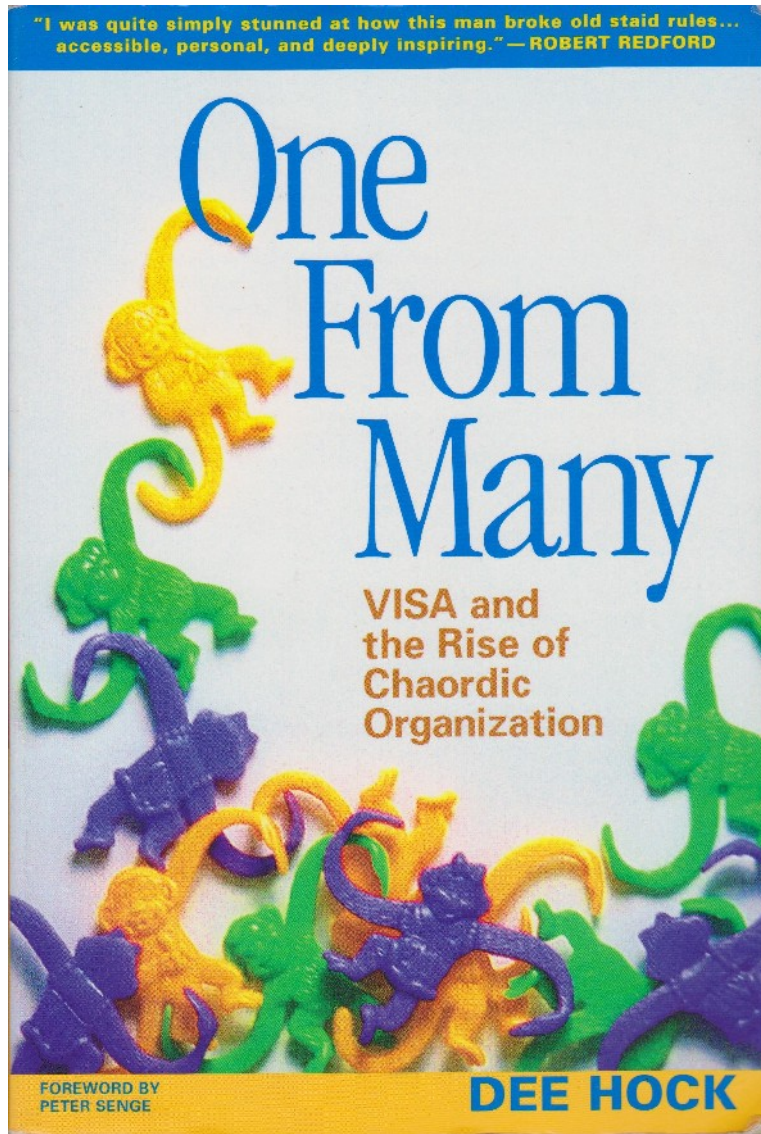
**What motivates people to cooperate?**

# Some Communities are more successful than others!



**When do people free ride?**

# What can we learn from Visa International?



Dee Hock, initiator of Visa International, shows in his groundbreaking work about self organizing organizations what makes them vital.

# 1. A Hybrid of Cooperation and Competition



**Competition**

# 1. A Hybrid of Cooperation and Competition



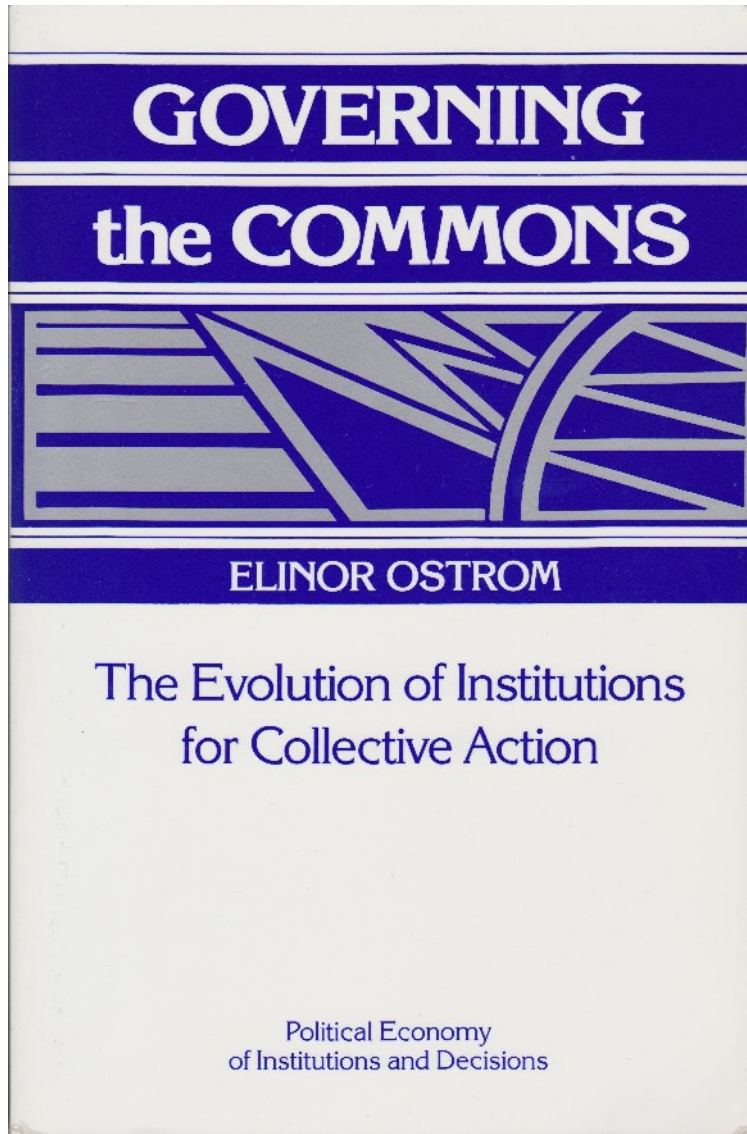
**Cooperation**



## 2. A High Degree of Autonomy



# What can we learn from Science?



**Nobel Price winner Elinor Ostrom shows in "Governing the Commons" prerequisites for viable communities**

# 1. Interest in Continual Participation



# 1. Interest in Continual Participation

## Factors for continual participation in your community:

- **Becoming part of a social system**
- **Receiving help from other members**
- **Building special interest groups**
- **Earning reputation and recognition**
- **Becoming a sought after specialist**

## 2. Members Participate in Shaping Operational Rules



## 2. Members Participate in Shaping Operational Rules

**How members can shape operational rules  
in your community:**

- **Improvement suggestions and feedback about the community can be provided and discussed**
- **Administrators embrace the suggestions**
- **Voting, which improvements will be implemented**

### 3. Monitoring Comes from Within the Community



## 3. Monitoring Comes from Within the Community

**What supports monitoring through members in your community?**

- **Easy reporting of misuse**
- **Contributions can be evaluated**
- **Evaluations can be evaluated**



## 4. Conflict Resolution Mechanisms are Easily Available



## 4. Conflict Resolution Mechanisms are Easily Available

**What supports easy conflict resolution in your community?**

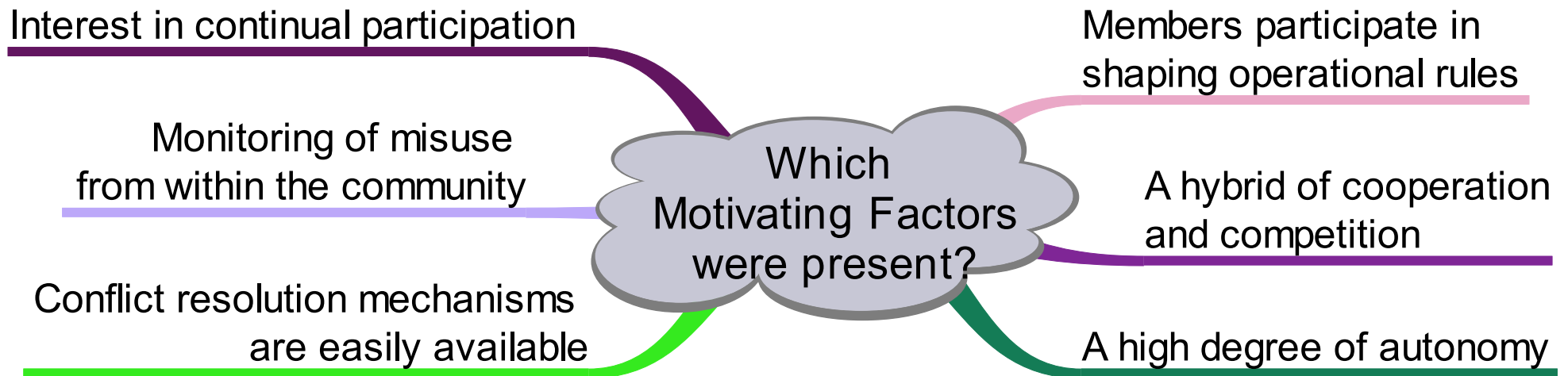
- **A code of conduct is published**
- **Site administrators can easily be contacted**
- **Graduated sanctions are available**

# An Experiment



**Who has a question about shaping your community?**

# An Experiment



**And what has  
Drupal  
to do with it?**

**And what has  
Drupal  
to do with it?**

**As the proverb goes:  
There's a module for that!**

# Userpoints

<input checked="" type="checkbox"/>	<b>Userpoints</b>	7.x-1.0	Userpoints core: API module for recording points for other modules. Required by: Userpoints Autoapprove (disabled), Userpoints Badges (disabled), Userpoints Cap (disabled), Userpoints Donation (enabled), Userpoints Download (disabled), User Points Flag (enabled), Userpoints Modr8 (disabled), User Points Node Limit (disabled), Userpoints Register (disabled), Userpoints Reset (disabled), Userpoints Retroactive (disabled), Userpoints Role (disabled), Role exempt (disabled), Userpoints rules integration (disabled), Userpoints Service (disabled), Votingpoints (disabled)
<input type="checkbox"/>	<b>Userpoints Badges</b>	7.x-1.x-dev	Assign badges to users as they get certain number of userpoints. Requires: Userpoints (enabled), User badges (enabled), Image (enabled), File (enabled), Field (enabled), Field SQL storage (enabled)
<input type="checkbox"/>	<b>Userpoints Cap</b>	7.x-1.x-dev	Limit the number of points a user can earn. Requires: Userpoints (enabled)
<input checked="" type="checkbox"/>	<b>Userpoints Donation</b>	7.x-1.x-dev	Users are able to donate points to other users. Requires: Userpoints (enabled)
<input type="checkbox"/>	<b>Userpoints Register</b>	7.x-1.x-dev	Users earn points just for registering on the site Requires: Userpoints (enabled)
<input type="checkbox"/>	<b>Userpoints Reset</b>	7.x-1.x-dev	Resets all userpoints on the site. Requires: Userpoints (enabled)
<input type="checkbox"/>	<b>Userpoints Retroactive</b>	7.x-1.x-dev	Calculate userpoints for nodes and comments created so far. Requires: Userpoints (enabled)
<input type="checkbox"/>	<b>Userpoints Role</b>	7.x-1.x-dev	Users join/leave roles as they earn/lose certain points threshold, and get an email. Requires: Userpoints (enabled)

## Fosters:

- Cooperation through rewards
- Competition - people want more points than others
- Interest in continuous participation
- Sanctions through deduction of points

Home

## Navigation

- ▶ [Add content](#)
- ▶ [Blogs](#)
- [Compose tips](#)
- ▶ [Forums](#)
- [Invite a friend](#)
- [My bookmarks](#)
- [Polls](#)
- [Reported abuse](#)
- [Recent content](#)

## Presentation at the Drupal Business Days 2012 in Vienna

Submitted by Martin Mayer on Wed, 02/05/2012 - 15:26

Drupal Business Days 2012 in Vienna

Download the presentation, given at the [Drupal Business Days 2012 in Vienna](#).

### Download:

 [Presentation Communities.pdf](#)

### Usefulness:



Average: 5 (1 vote)

- Fosters:**
- **Competition - people want better ratings**
  - **Reputation**
  - **Interest in continuous participation**



# Flag

## Es gibt im Moment in diese Mannschaft

Submitted by Martin Mayer on Fri, 27/04/2012 - 02:37

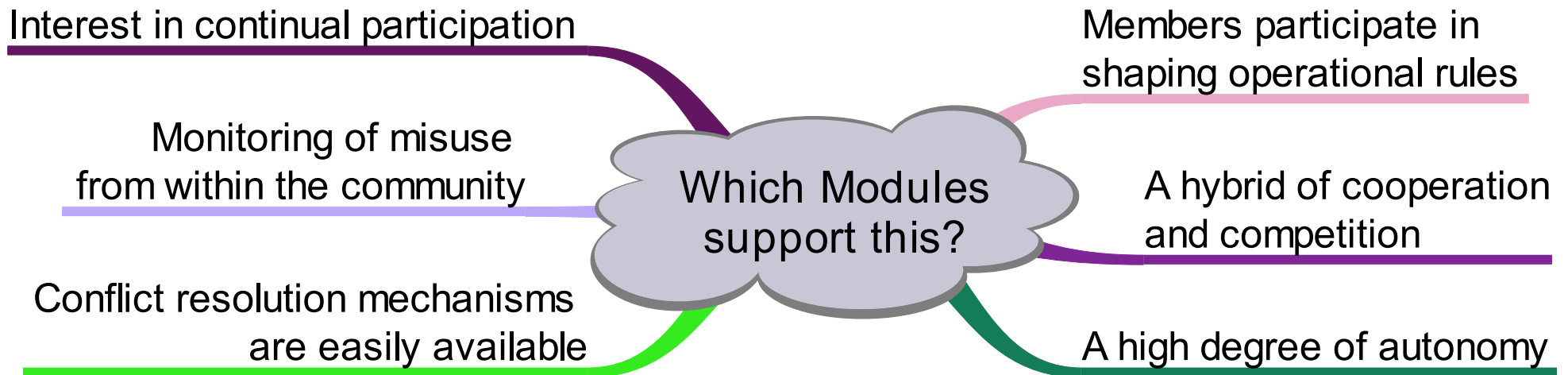
Es gibt im Moment in diese Mannschaft, oh, einige Spieler vergessen ihnen Profi was sie sind. Ich lese nicht sehr viele Zeitungen, aber ich habe gehört viele Situationen. Erstens: wir haben nicht offensiv gespielt. Es gibt keine deutsche Mannschaft spielt offensiv und die Name offensiv wie Bayern.

[Bookmark this](#) [Flag as offensive](#)

- Fosters:**
- **Monitoring from within the community**
  - **Reputation**
  - **Interest in continuous participation**

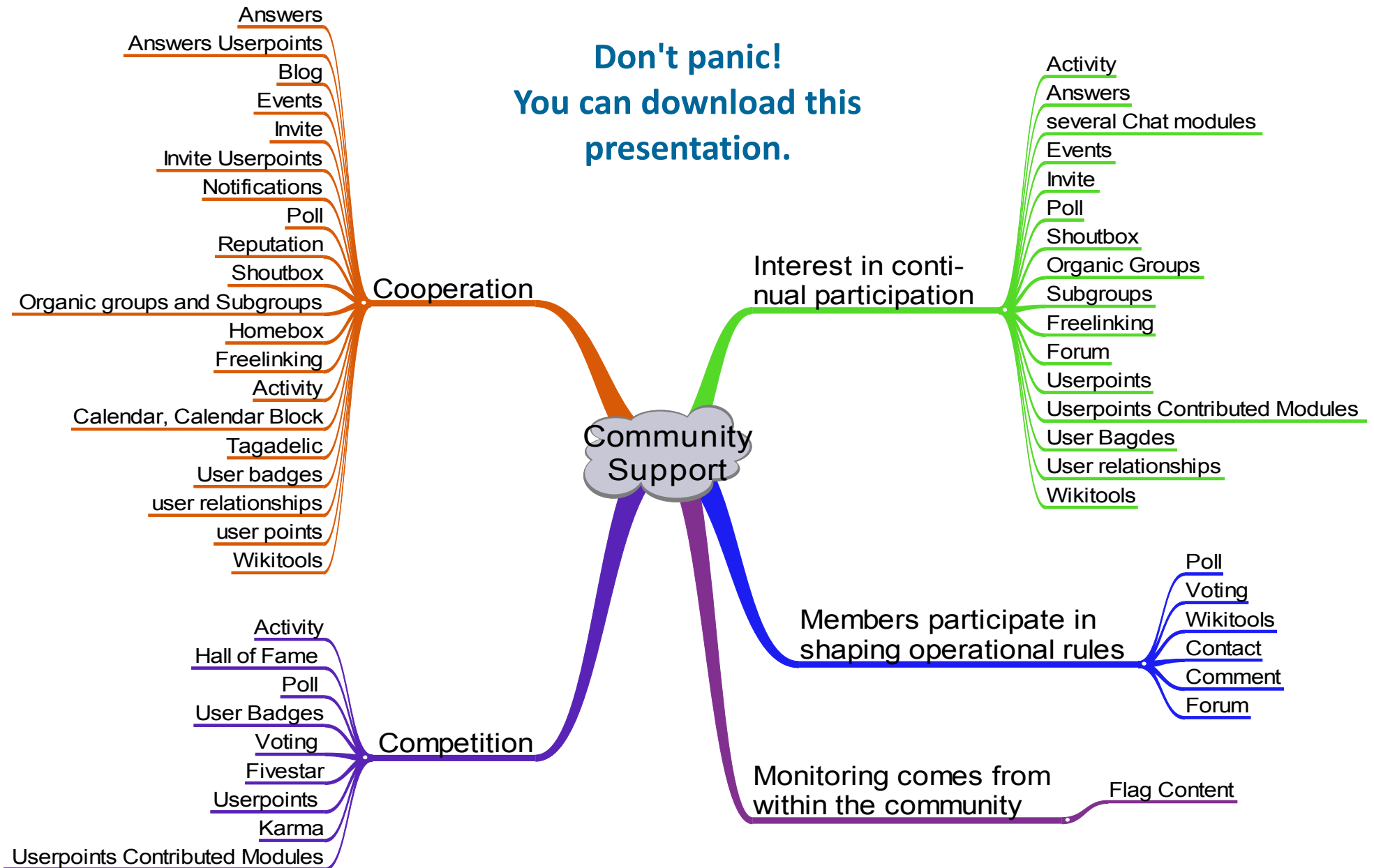
# There is a module for that!

## What are your ideas?



# Examples of Community Supporting Drupal Modules

Don't panic!  
You can download this  
presentation.



**Thank you for your attention!**

**You can download this  
presentation from  
[www.socialloom.org](http://www.socialloom.org)**

**Martin Mayer**

**Diplom Systems Practitioner  
Freelancer**