Society for Ideas: What Makes a Great Online Community?

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Society For Ideas
What makes a great online community?

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What makes a great online community?

- **Who**: What are our demographics?
- **Where**: Where do they want to interact?
- **What**: What is of value?
- **When**: How often do they want to engage?

The Mission
Research methods used

Observational
- Online groups
- People's habits
- Content

Interviews
- Semi-structured
- 15 Total
- 5 In house

Survey
- Designed
- Feedback
- Distributed
People like...

**Share ideas**
- Collaborate
- Get/give feedback
- Learn something new

**Prof. development**
- Tips/tricks/hacks
- Job postings
- Network

**Connections**
- Genuine connections
- Kindness is unmatched
- Meet new people
- Diversity

**Common Interests**
- Professional and personal
- Shared experience
- Hobbies

**Accessibility**
- Convenience
- More information
- Easy navigation

**Features**
- Videos
- Challenges and giveaways
- Events
Complaints about silly things
Can feel like an outsider if you don't fully understand
Not sure how to contribute
Negativity around politics
When people don't follow the rules
When added without permission
Can be hard to customize
Bots and automation

Addicting
Too many ads
Negativity
Rude comments
Too many rules
Overly facilitated
Lack of interaction
Solicitation
Drama
Limited

People dislike...
Top 3 platforms SFI students like for online communities:

- Facebook: 28%
- Custom Site: 24%
- Reddit: 16%
Summary

**Professional Development**
Space for a job board, feedback, networking, tips/tricks and hacks

**Hobbies**
Sub-sections where people can connect

**Custom Site**

**The Arts**
Sharing and developing all genres

**News and Events**
Industry related news and site events
Thanks!

Does anyone have questions?

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Secondary resources

1. What are the benefits of an online community?
2. How to build a successful online community.
3. Online community trends.
4. Online community statistics.
5. Why should I participate in online communities?