

Boise State University

**ScholarWorks**

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IPS/BAS 495 Undergraduate Capstone Projects

Student Research

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Fall 2022

## **Society for Ideas: What Makes a Great Online Community?**

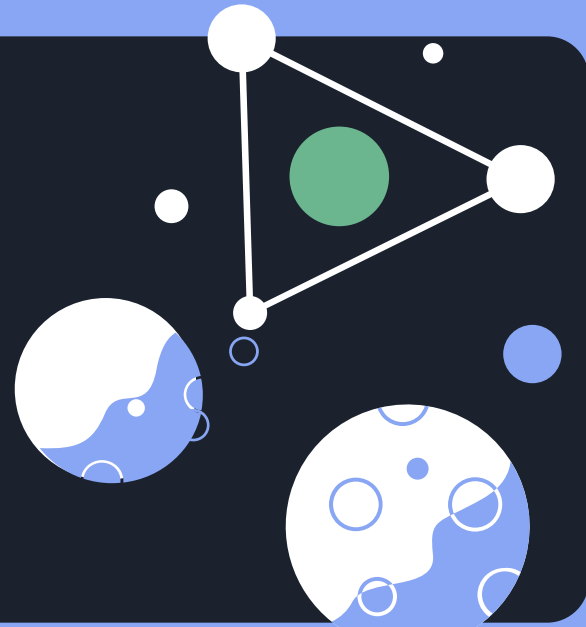
Jessica Johannesen  
*Boise State University*

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# Society For Ideas

What makes a great online community?

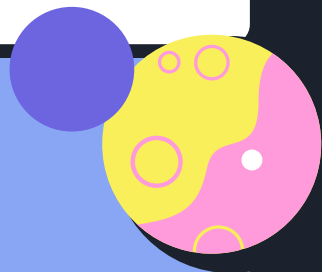


Jessica Johannesen





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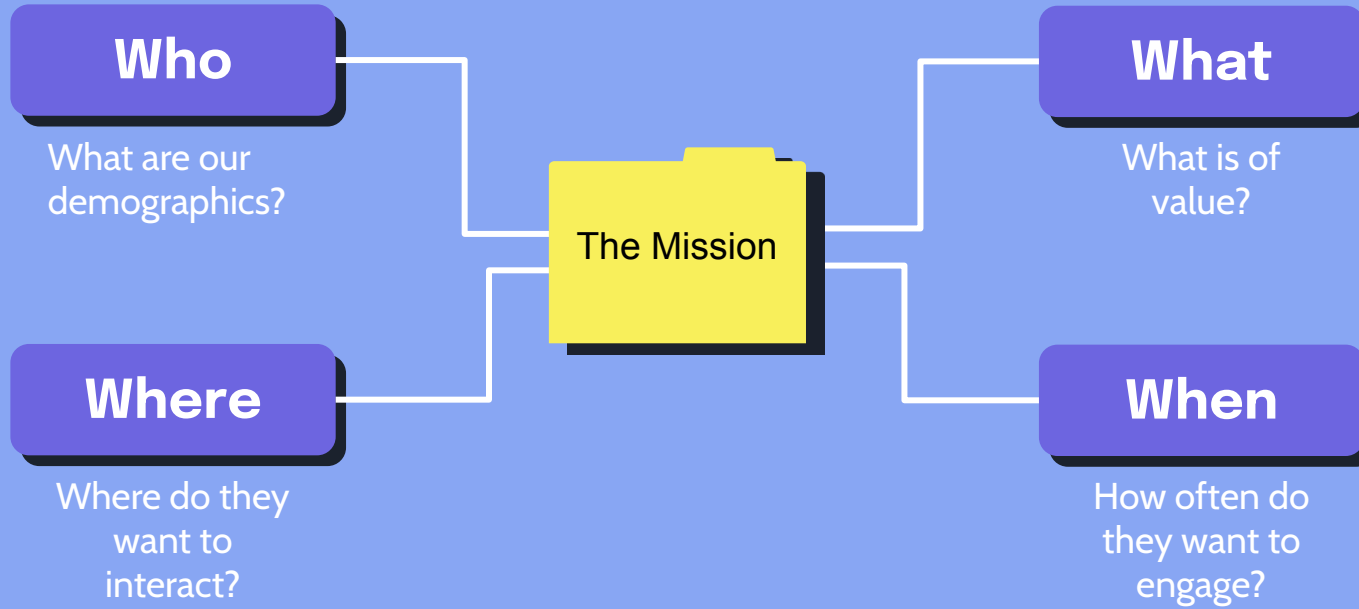
**02**

**Methods**

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**Summary**

# What makes a great online community?





# 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

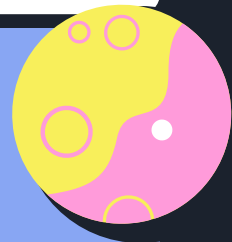




# People dislike...



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

- 
- 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





## Top 3 platforms SFI students like for online communities:

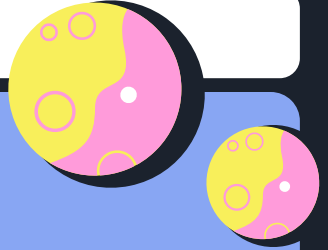


28%  
Facebook

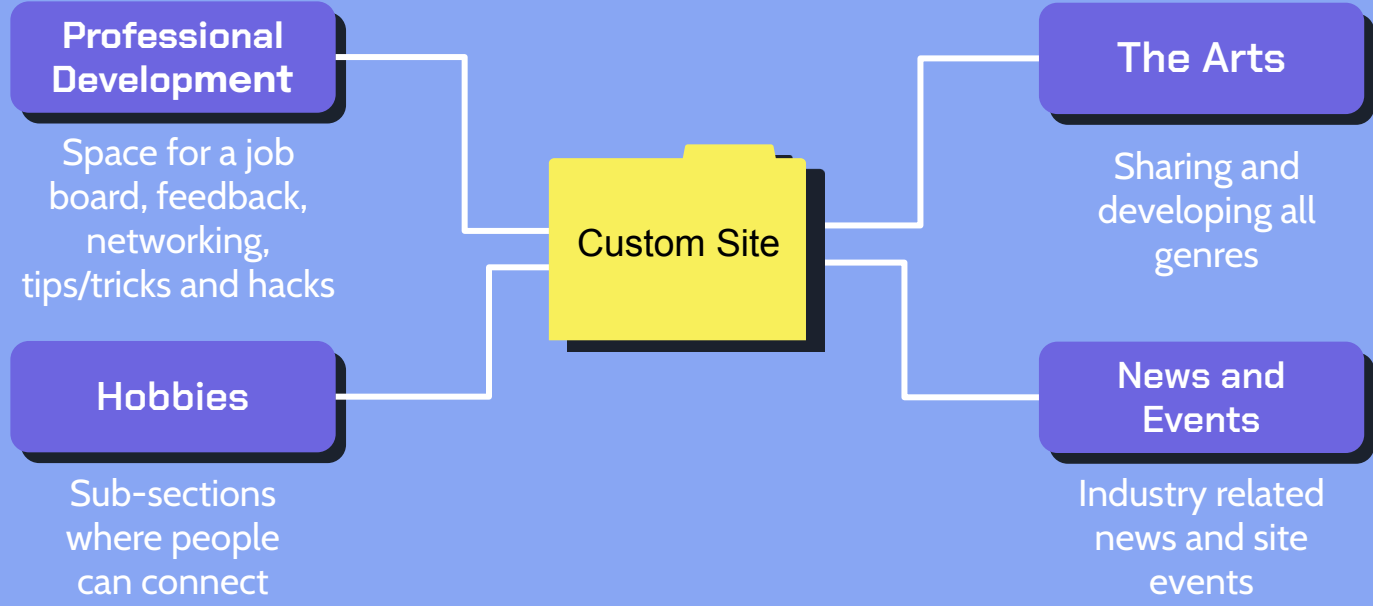
24%  
Custom Site

16%  
Reddit





# Summary



# 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?

