#### Welcome

It's really the Drupal community and not so much the software that makes the Drupal project what it is. So fostering the Drupal community is actually more important than just managing the code base.

- Dries Buytaert



# About Me



#### **Freelancer**

Martin Mayer, Diplom Systems Practitioner (Open)

#### **About Me**



**Freelancer** 

# System Scientist with focus on Self Organizing Systems

Martin Mayer, Diplom Systems Practitioner (Open)

#### **About Me**



**Freelancer** 

System Scientist with Focus on Self Organizing Systems

Organizer of the Munich Drupal User Group Meetings

#### **About You**

# Why are you here?

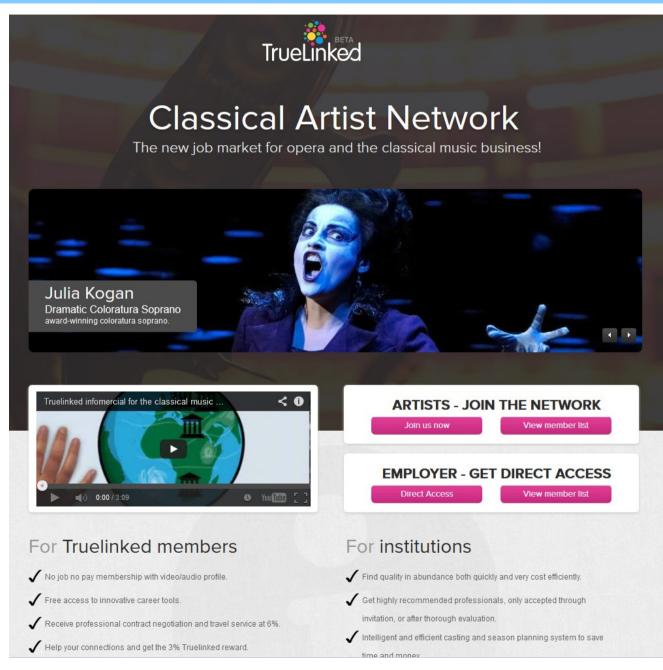




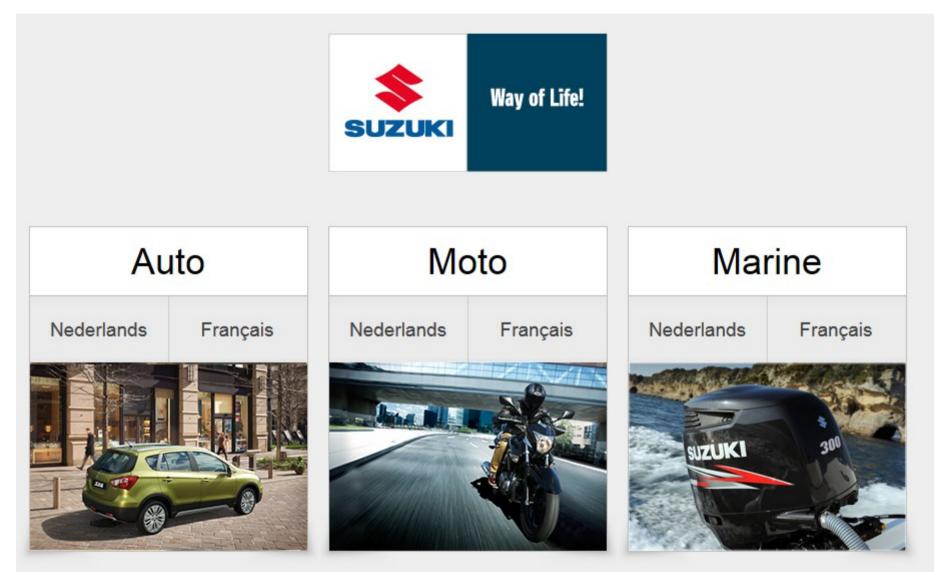
#### As an individual, you can build your dreams

Martin Mayer, Diplom Systems Practitioner (Open)

As small organization or NGO you can have a big voice



#### You enterprise becomes more viable







# Your Governmental organisation frees resources for other tasks

#### Welkom op Port of Antwerp

Wij vragen u eenmalig uw taal van voorkeur te kiezen. Bij een volgend bezoek komt u automatisch in de door u gewenste taalomgeving terecht.

Ga verder in Nederlands

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#### Welcome at Port of Antwerp

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#### 安特卫普港欢迎您

请选择您的语言。您只需选择一次,下一次当您 再次浏览这一个网站时便会自动连接到您所选 择的语言环境。

继续以中文浏览

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#### And many of you can feed yourself and your families

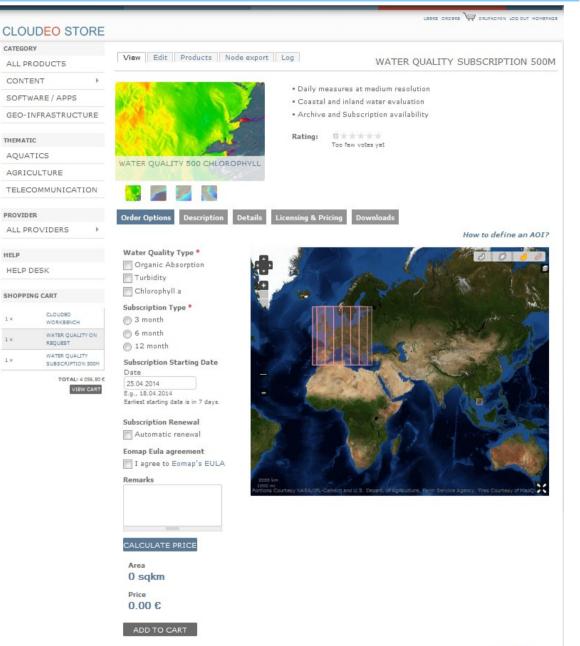


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#### How Drupal empowered Me









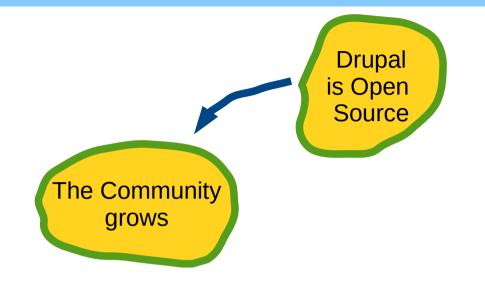
Drupal is built, diversivied and popularized by the community

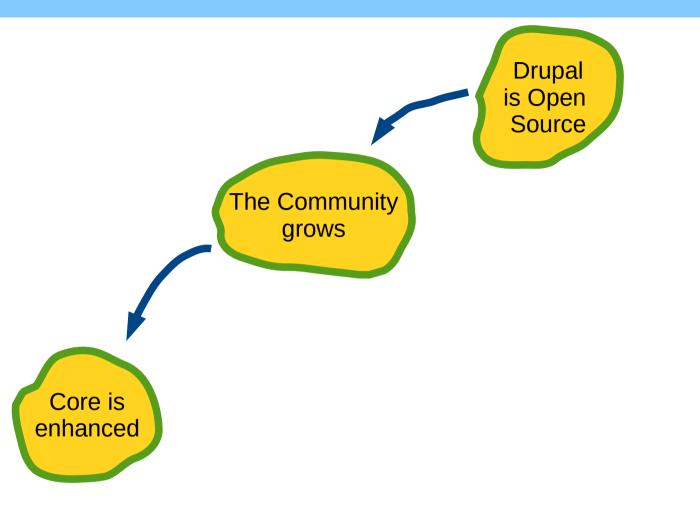


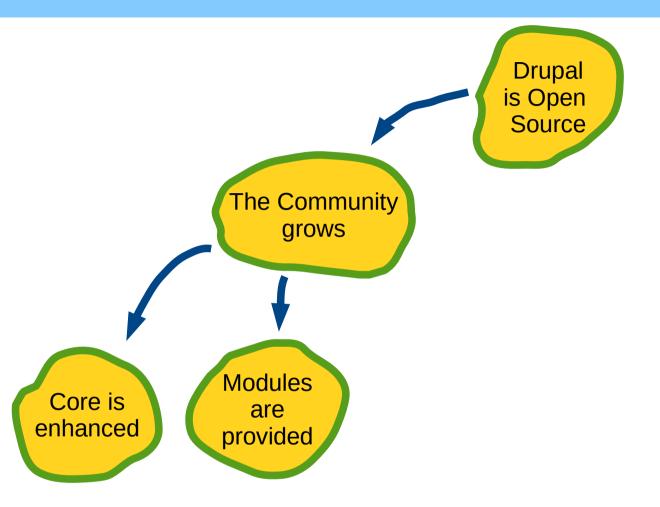


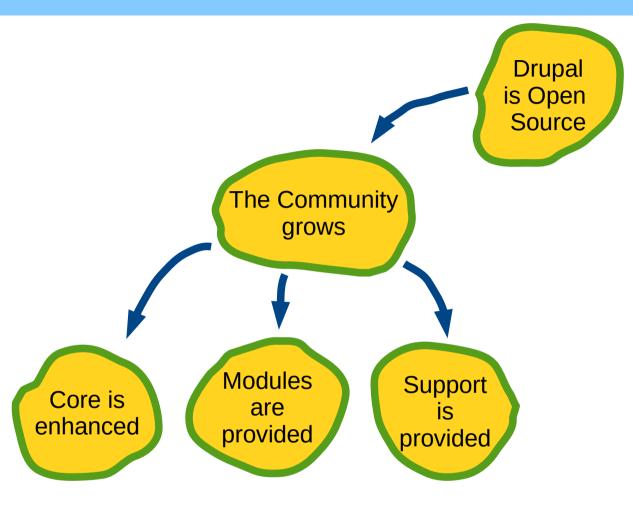
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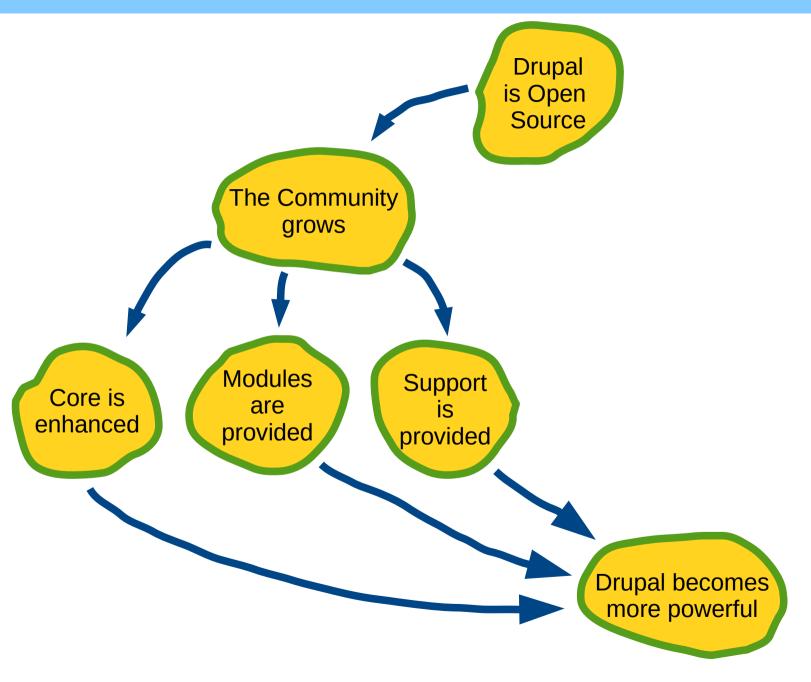


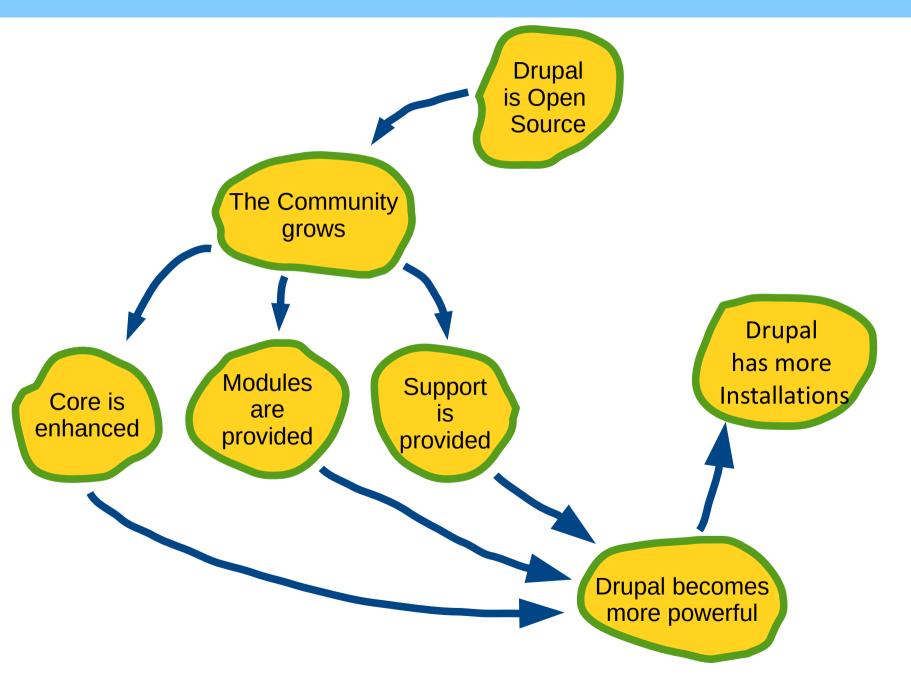




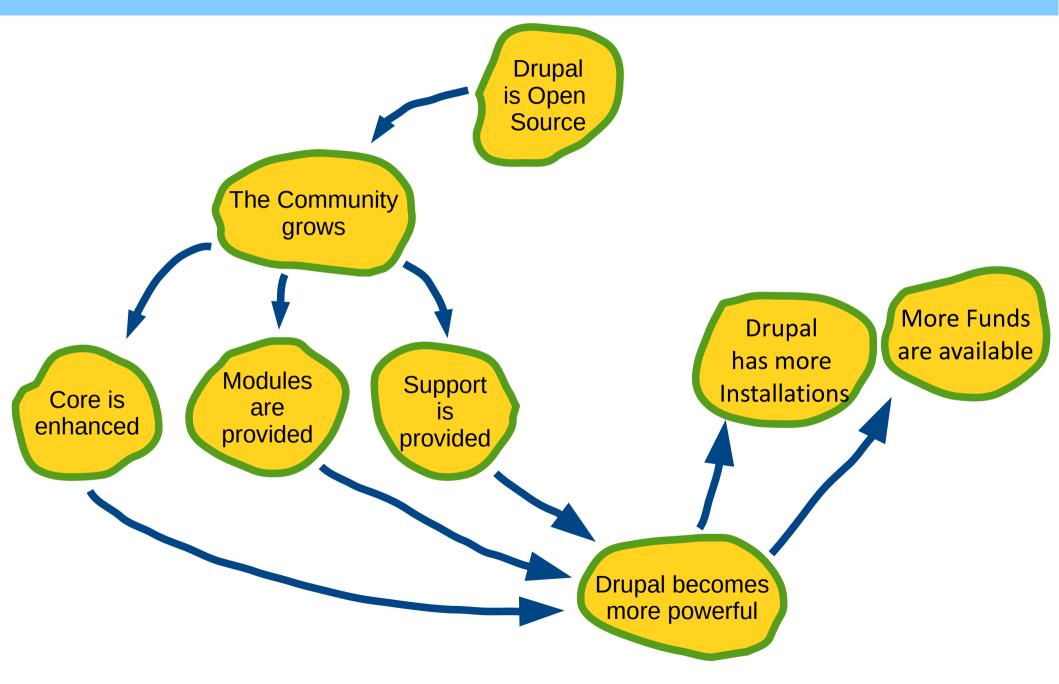


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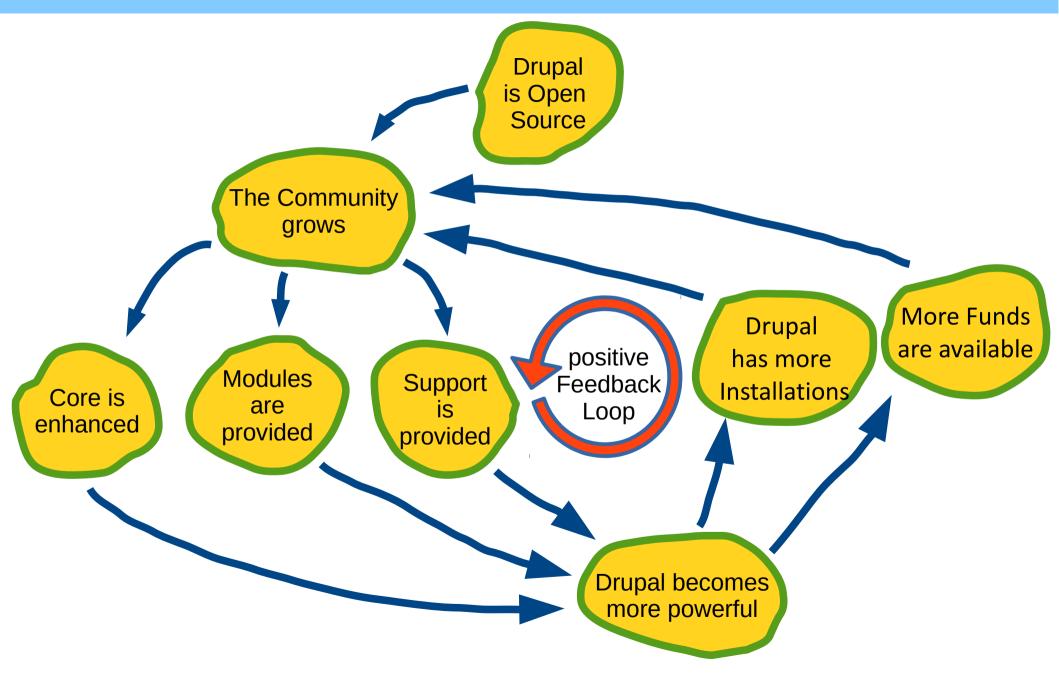




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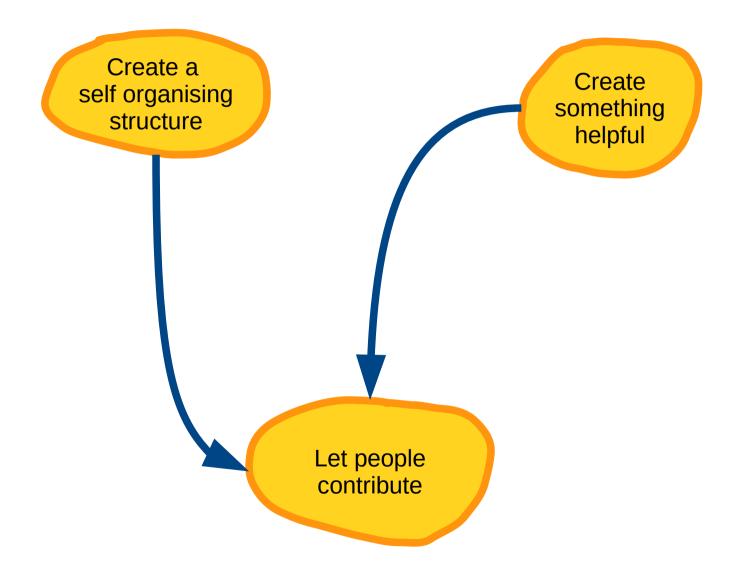
# Is there a universal principle behind this?

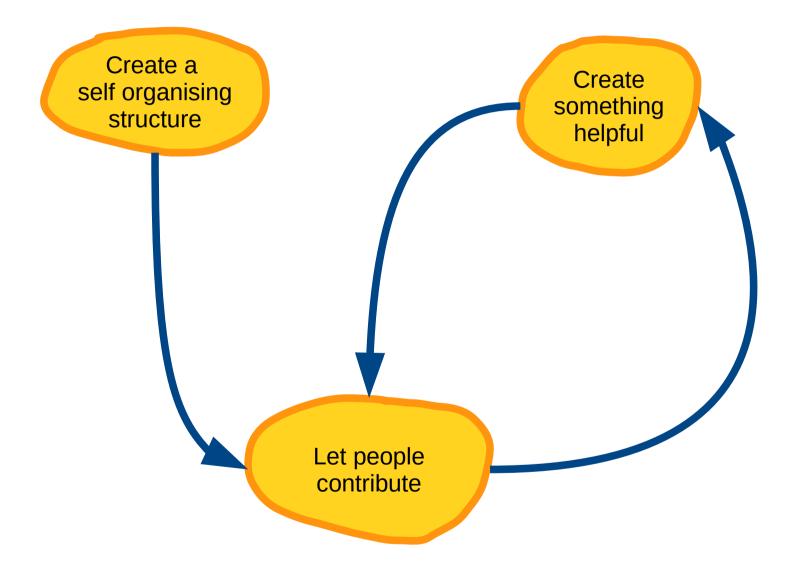


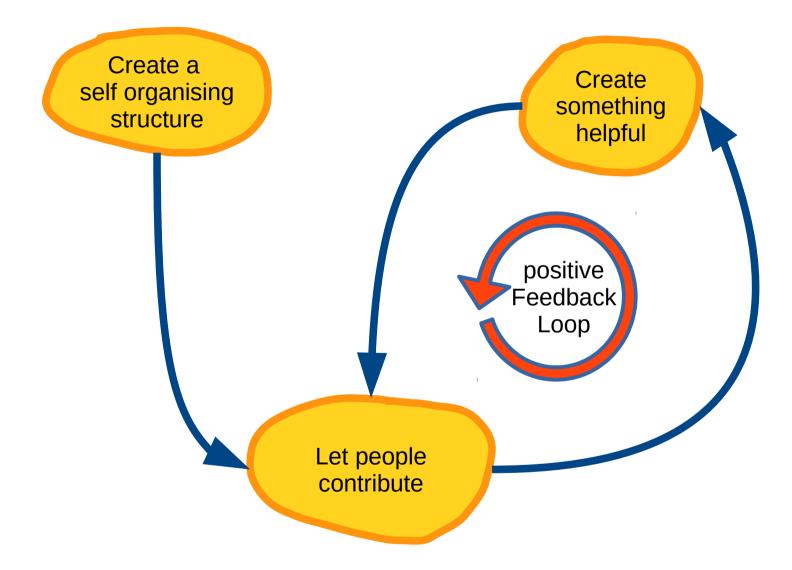


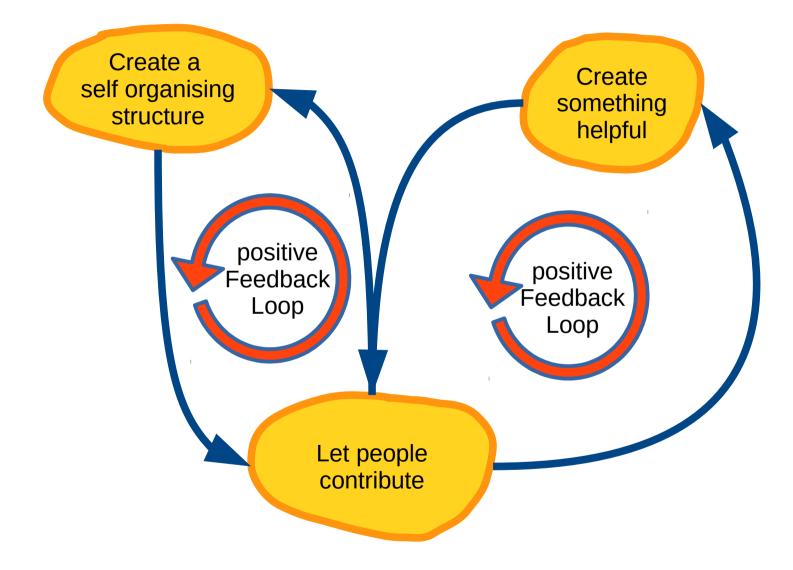
Create a self organising structure

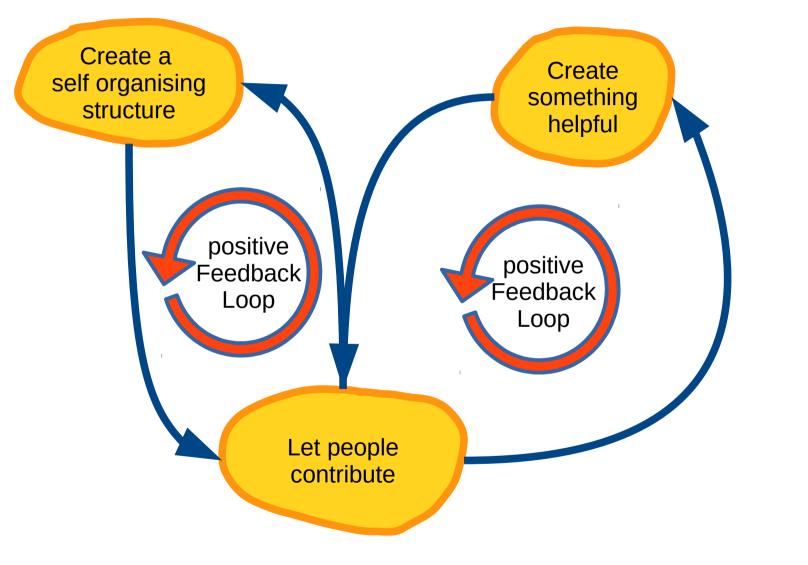












#### This principle works on different scales

# Most people naturally want to cooperate, but many do not trust



# **Prerequisites:** Caring



# How these Principles work in the Munich Community



#### **Co-creating Expertise at the Drupal LAN Parties**

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# How these Principles work in the Munich Community



Popularising Drupal and co-creating expertise at the User Group Meetings



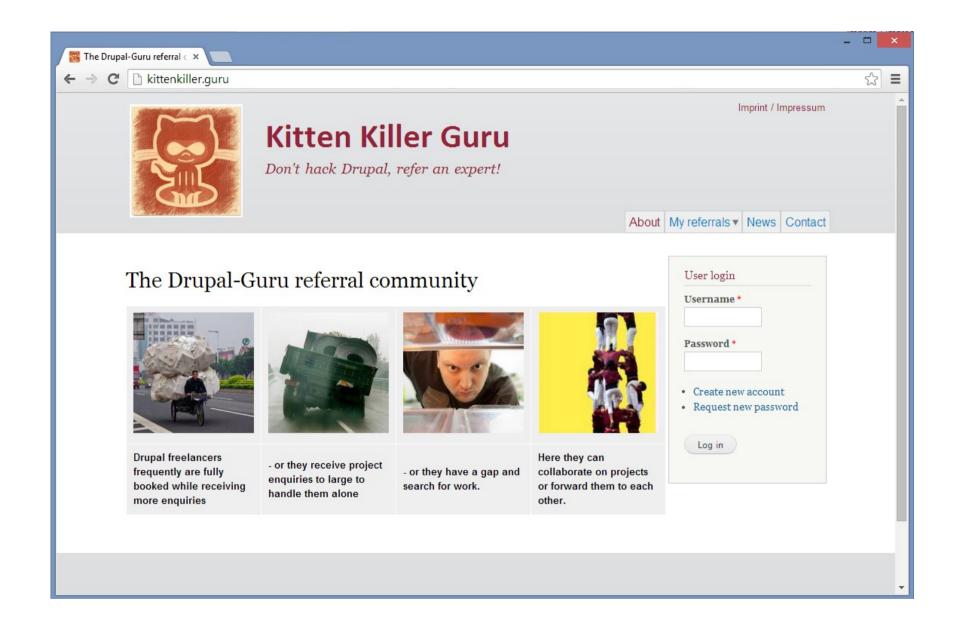
Martin Mayer, Diplom Systems Practitioner (Open)

# Supporting each other in our Skype group

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Skype Conversation Call View Tools Help						
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🔘 Andreas Sahle		🕐 chr.fritsch	🔾 Florian Loretan	🕑 jan_t.n.		$\langle \rangle$
(2) anschinsan 1977		🔾 Daniel Nolde	(?) hanns61	🔘 Jörg Matheisen		
🔘 Benedikt Rötsch		🕐 deraxe	🔾 Harald Winzer	Marcel matuk089		
🔘 breakerandi		🔘 Floh Klare	🔘 j.wahle	🔘 Marcus Exner		
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	o Dieli	stag, 22. April 2014				
Harald Winzer	Servus, waren die Preise der Tickets für die Drupal Con München mit 18:04 Mehrwertsteuer? Und wenn ja wieviel?					
	© Montag, 5. Mai 2014					
breakerandi	Die für mich unlösbaren Bugs auf unsrer Website häufen sich. Mal wieder 11:30 suche ich einen Drupal Spezialisten der mir möglichst kostengünstig helfen kann, hat jemand Zeit?					
Steffen Schlaer	Zeit aktuell eher weniger. Könnten aber auf der kommenden Drupal LAN mal 11:31 drüber schauen. Hab nur aktuell den Termin nicht im Blick					
breakerandi	ich fürchte mit "mal drüberschaun" isses nicht getan. Ich erinnere mich als11:35Danial Nolde früher mit mir beim debuggen geholfen hat Sowas brauch shcon eine gewisse Zeit, ich würde eigtl. ungern die Drupal Lanparty dafür nutzen, weil ich da oft keine zeit habe am Sonntag und weil die probleme zeitnah gelöst werden müssen11:35					
Steffen Schlaer	Hast du eine Liste der Bugs? ggf. kann ich mal schauen, ob ich eines meiner       11:42         langen WE's dazu nutze. Muss nur aktuell gucken, dass ich noch einiges bei       11:42         meinem Projekt fertig bekomme, damit die APP auch ordentlich mit Daten       befüttert wird 😕					
breakerandi	Jo: - versand wird beim commerce checkout nicht angezeigt       12:         - Mails werden nicht abgeschcikt (Module: Mail system, smtp, htmlmail, mimemail, simpelnews)       12:         - commerce bezahlart kredikarte - eingabefelder werden nicht angezeigt       12:         - re-geocode aller user-adresse felder (user haben adressfield daten eingegeben, nachträglich soll diese auf ner openlayers map angezigt werden)       12:         - das ein- / ausklappen von fieldsets funktioniert plötzlich seitenweit nicht mehr       12:				12:05	
Ralf Richtsteiner	> - das	ein- / ausklannen von fieldsets	funktioniert nlötzlich seitenwe	it nicht	12.08	¥
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How these Principles work in the Munich Community

# How these Principles work in the Munich Community



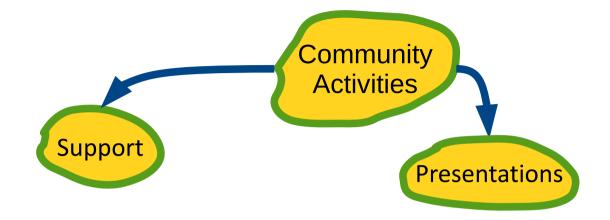
- Many Freelancers
- Several Drupal Companies

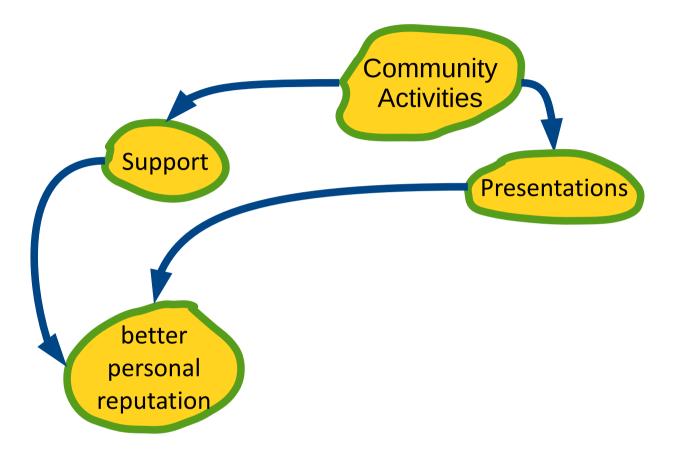


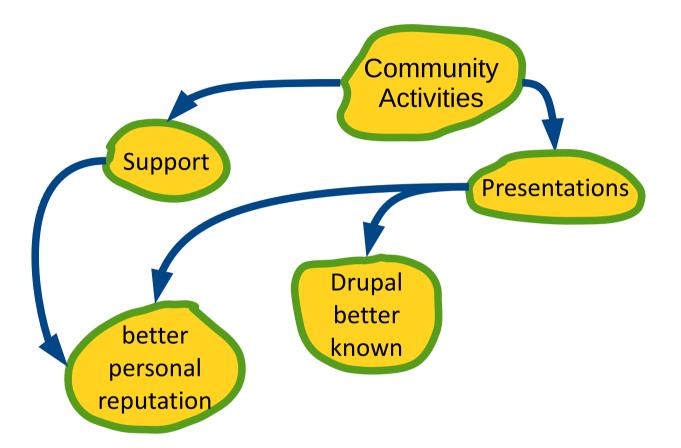
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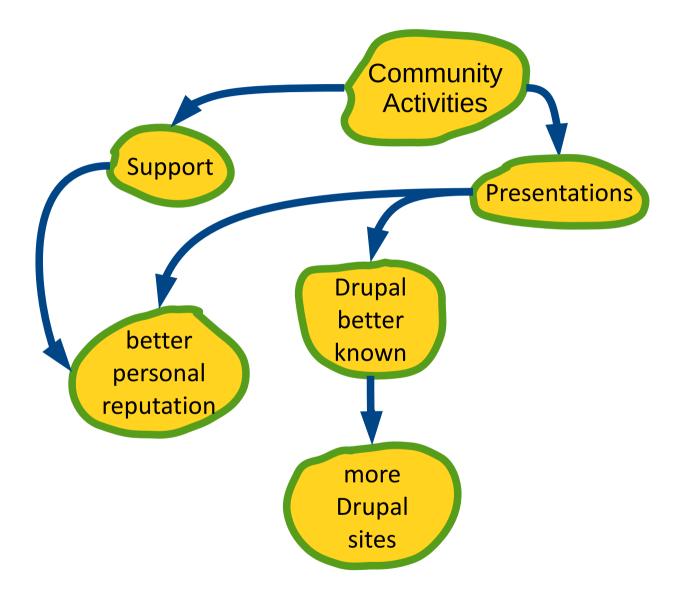
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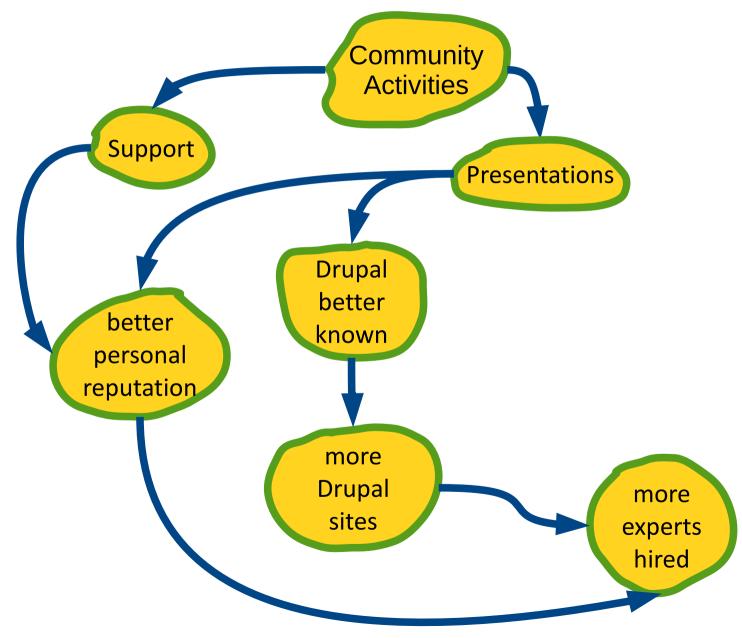
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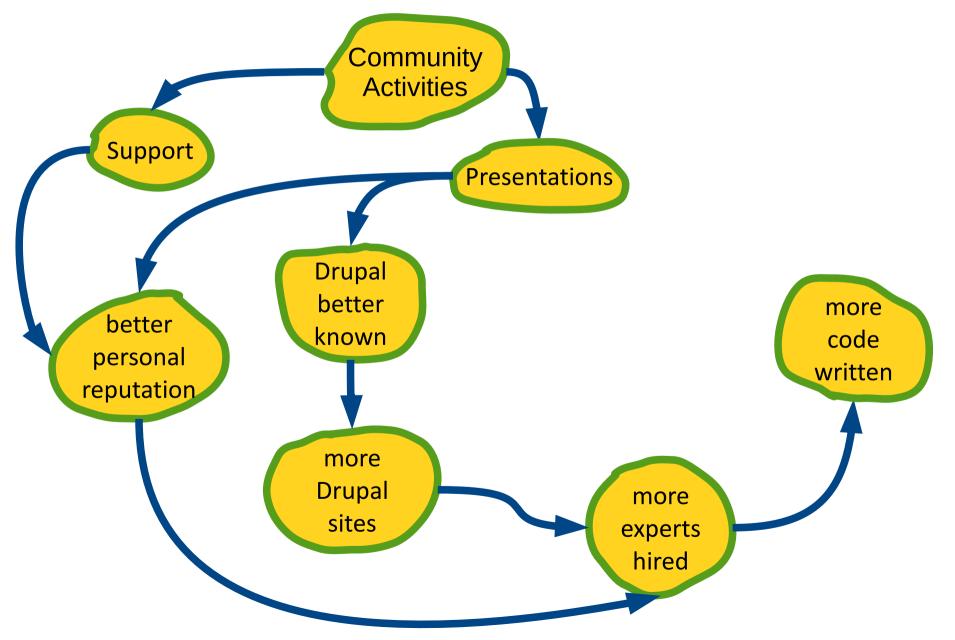


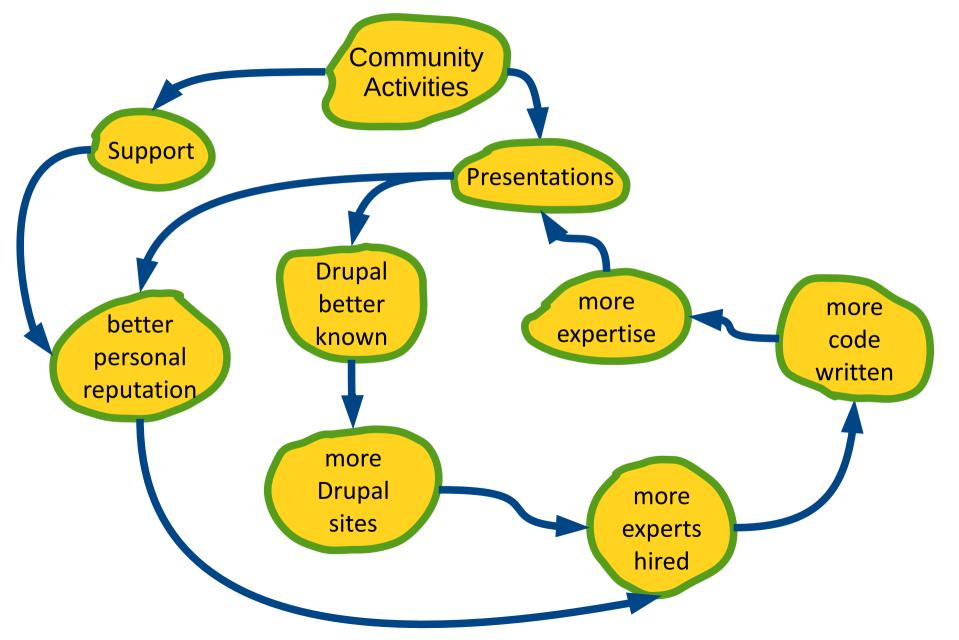




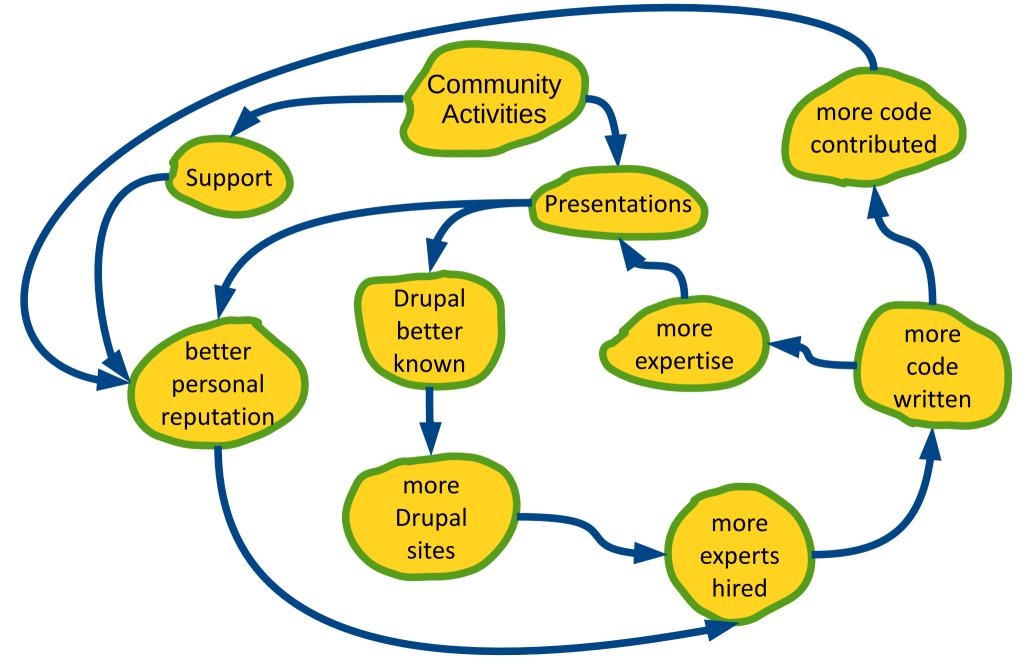


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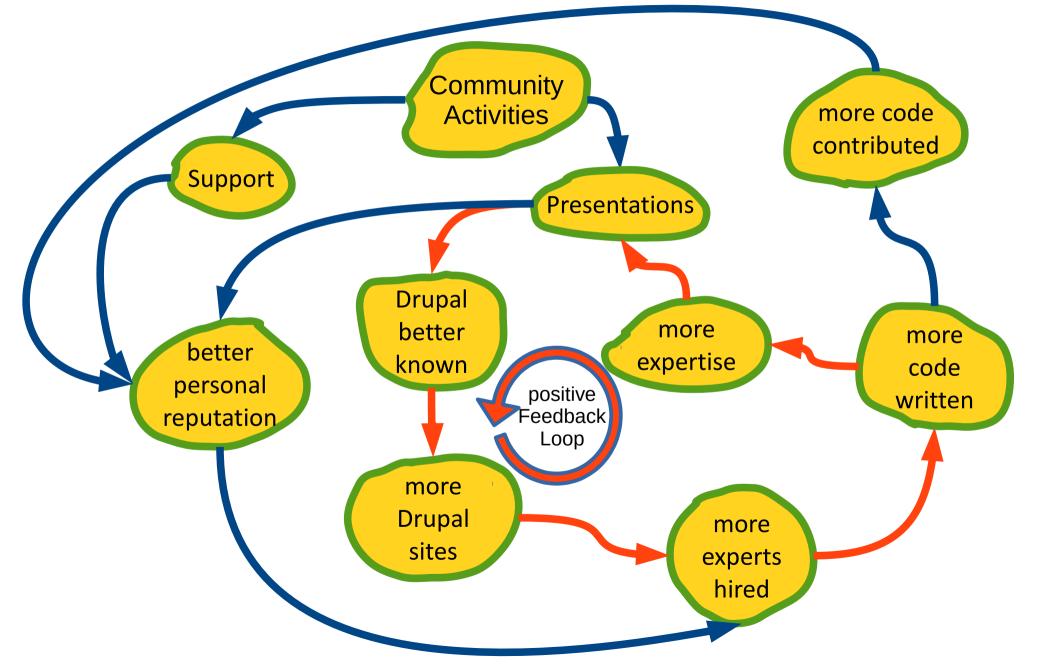


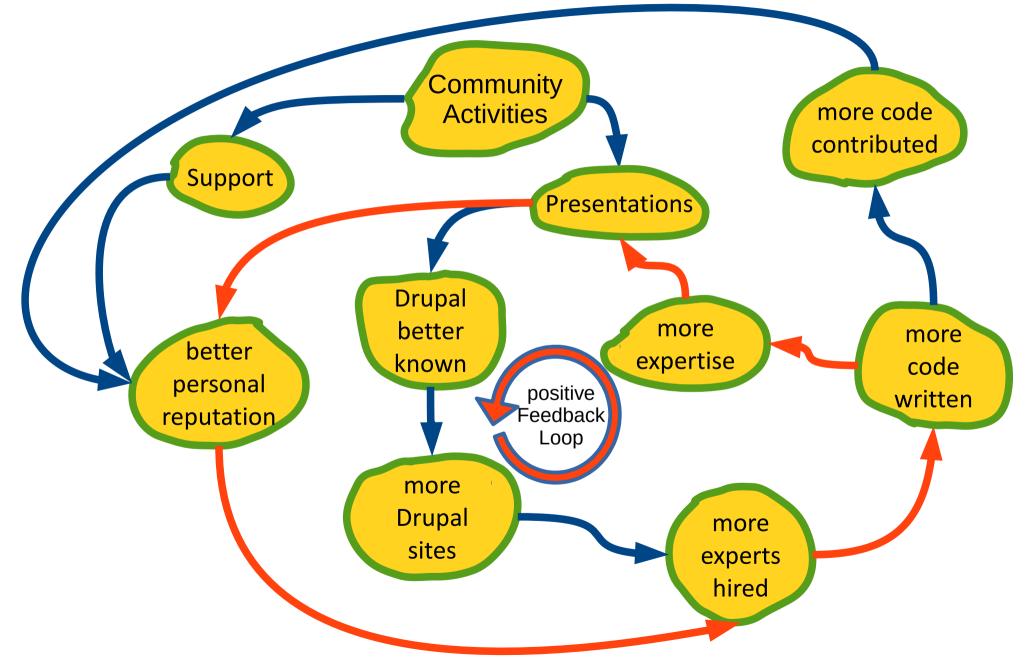


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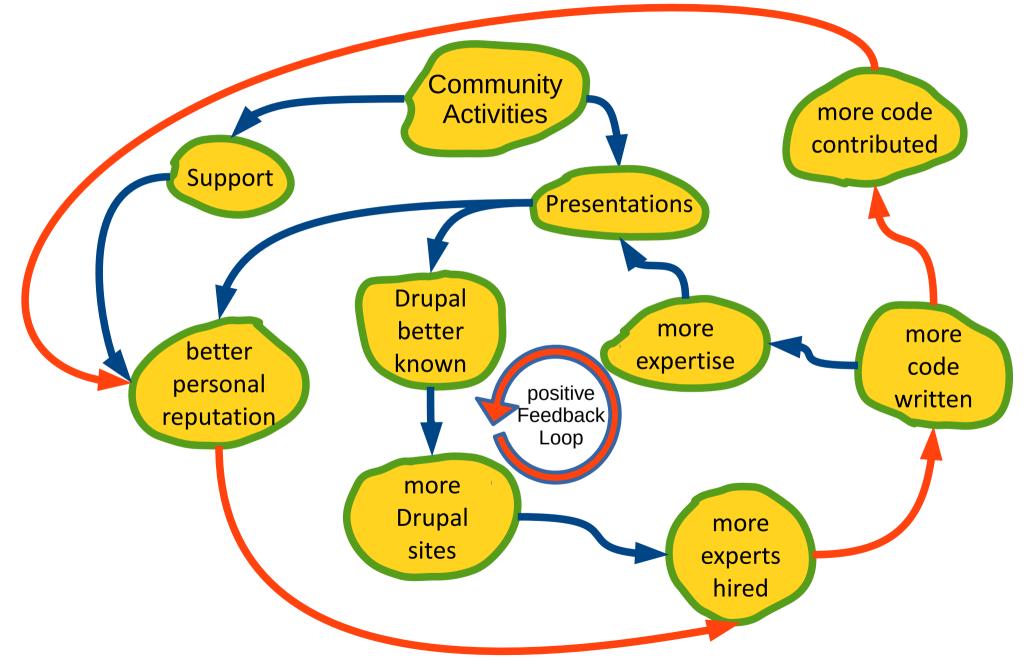


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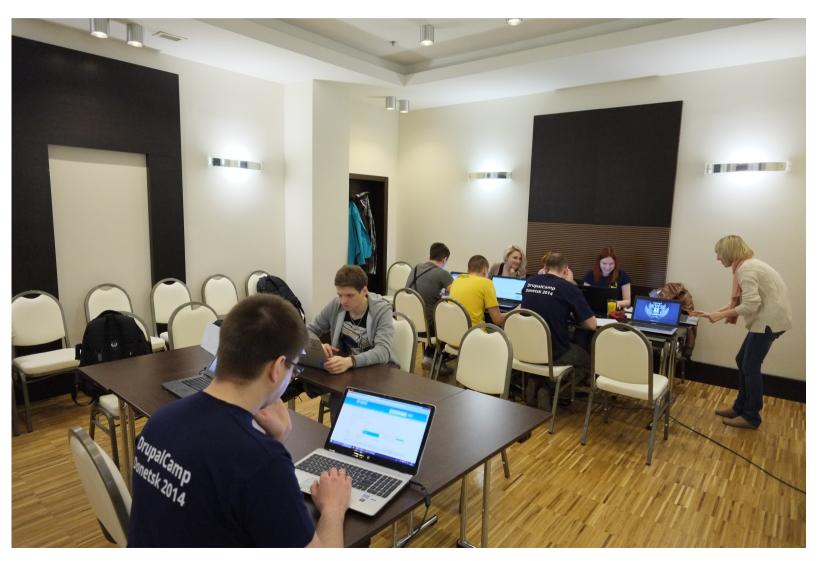






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# Donetsk: Code Sprints Drupal Cafes



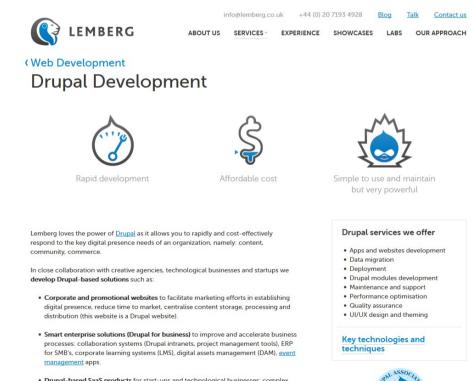
#### Many succesful feelancers

#### Several large Drupal Companies in the Ukraine

#### • Some have Joint Ventures with Western Companies



Во время работы нам очень часто приходится сталкиваться с вопросом клиентов: "Что лучше для разработчика - сверстанный HTML-макет



 Drupal-based SaaS products for start-ups and technological businesses: complex cloud software that helps businesses deliver compelling on-demand services to their customers.

• Community solutions: B2B and B2C community platforms to help NGO's, charity

ORGAN

# **Cultural Differences: St. Petersburg**

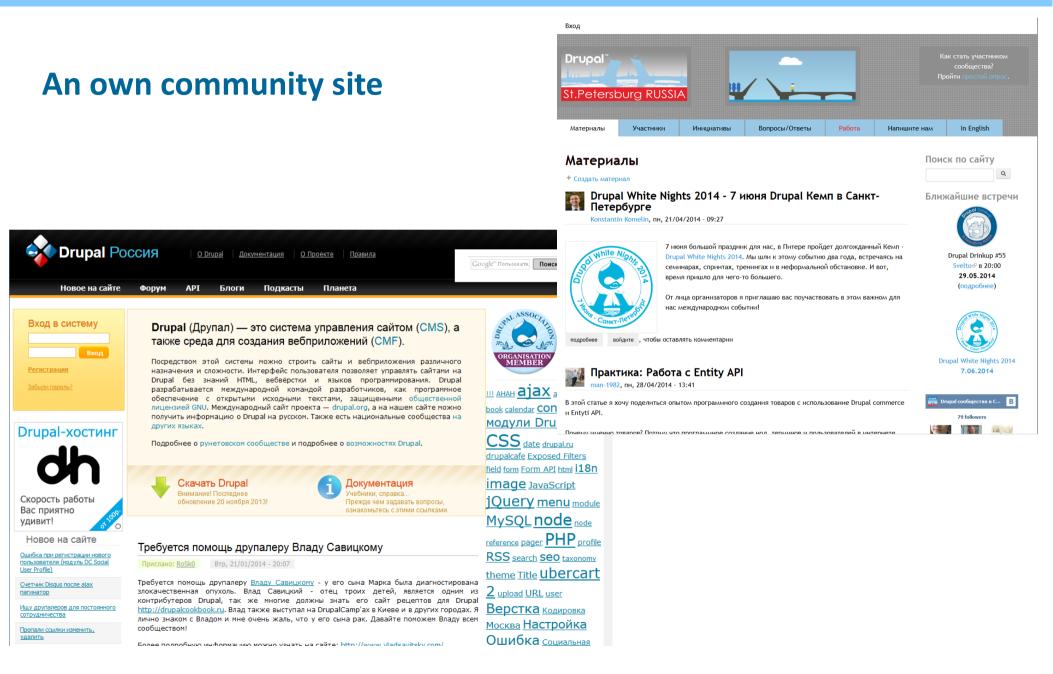
# **Several Types of Meetings**







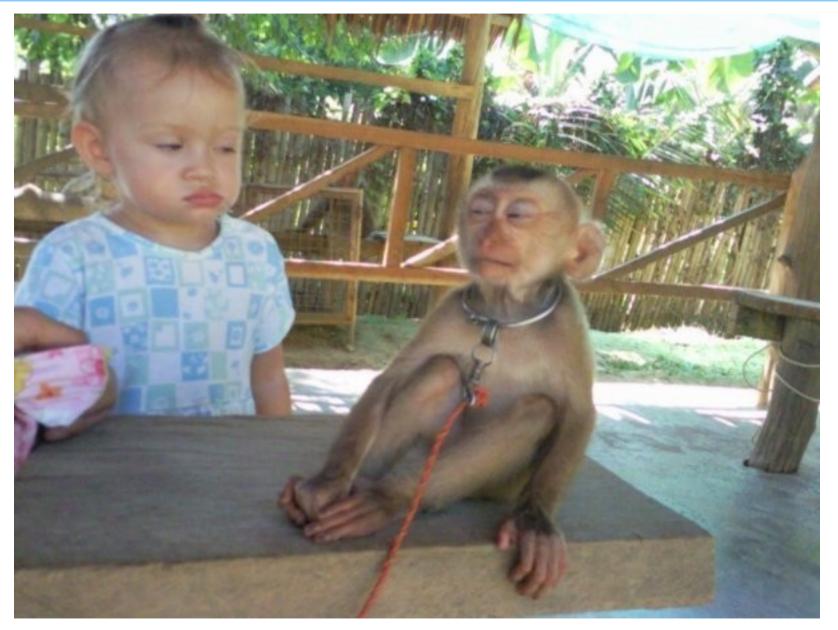
## **Cultural Differences: St. Petersburg**



# "I don't publish my modules because somebody could take and sell my code"

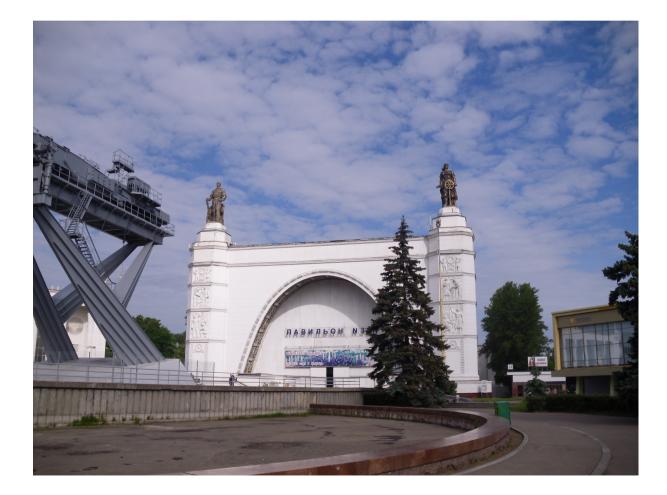


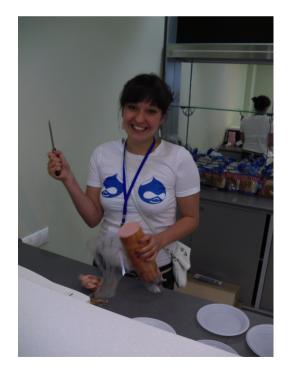
# **Cultural Differences: Moscow**



A lack of trust causes a lack of cooperation

# Moscow Camps were run by Ukrainians for some years, because Muscovites could not agree on organizing them.

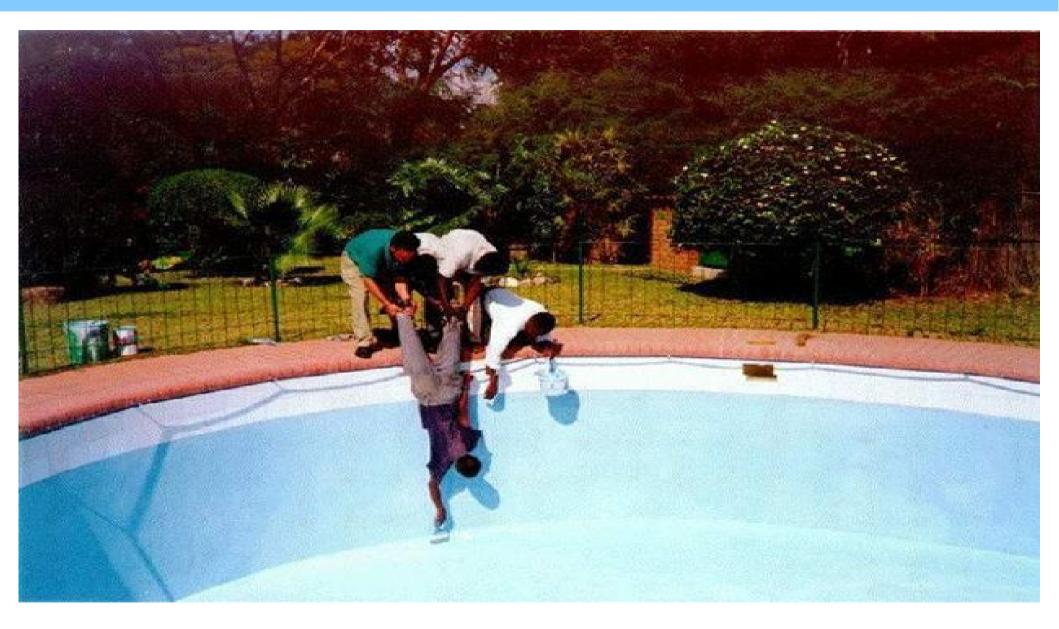




# How can you keep growing?



# What motivates people to cooperate?



# When do people free ride?



### **In some Societies Cooperation Prevails**

Little

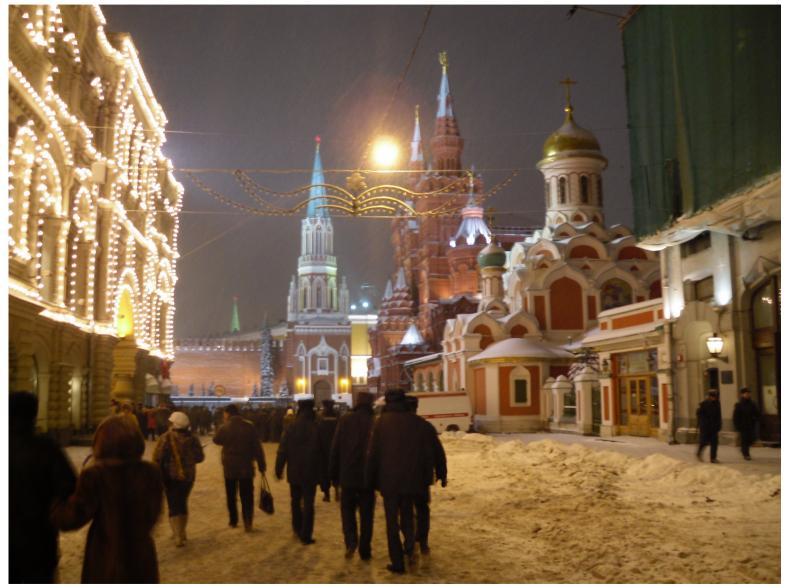
 incentive to
 do better
 than others.

 Free riding:

 People tend
 to wait for
 others to
 contribute.

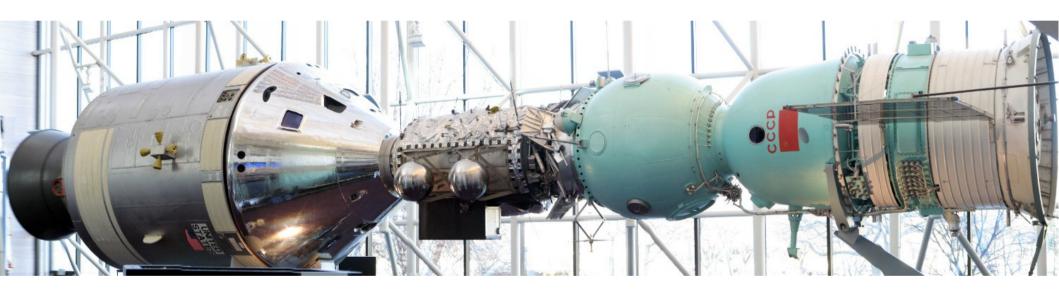


#### **In some Societies Competition Prevails**



 A communality is not created or dies quickly.
 Free riding: People tend to take but not to contribute.

# **Create a Hybrid of Cooperation and Competition**



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# Motivating continual participation:

 Becoming part of a social system



# Motivating continual participation: → Receiving help



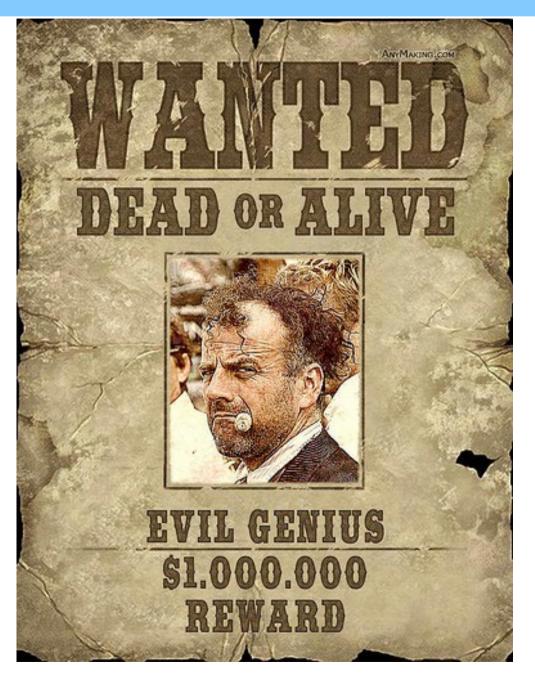
# Motivating continual participation: → Earning reputation

and recognition



Motivating continual participation:

 Becoming a wanted specialist



# Make Conflict Resolution Mechanisms easily Available



# Let Monitoring Come from Within the Community



# Let Members Participate in Shaping Operational Rules



# Reach the Critical Mass as Quickly As You Can

- You need a certain critical mass to set a virtuous circle into motion
- Its size depends on several factors like urgency and available alternatives



# Reach the Critical Mass as Quickly As You Can

# What you can do:

- focus on the most urgent topics
- specialize on topics which cannot be found elsewhere
- start with a very active core team



Удачи!

My fellow Drupalists, ask not what your Drupal can do for you, ask what you can do for your Drupal.

- Drupliconnedy

(Freely adapted from John F. Kennedy)

