

Building Community

Workshop - MESH 2007

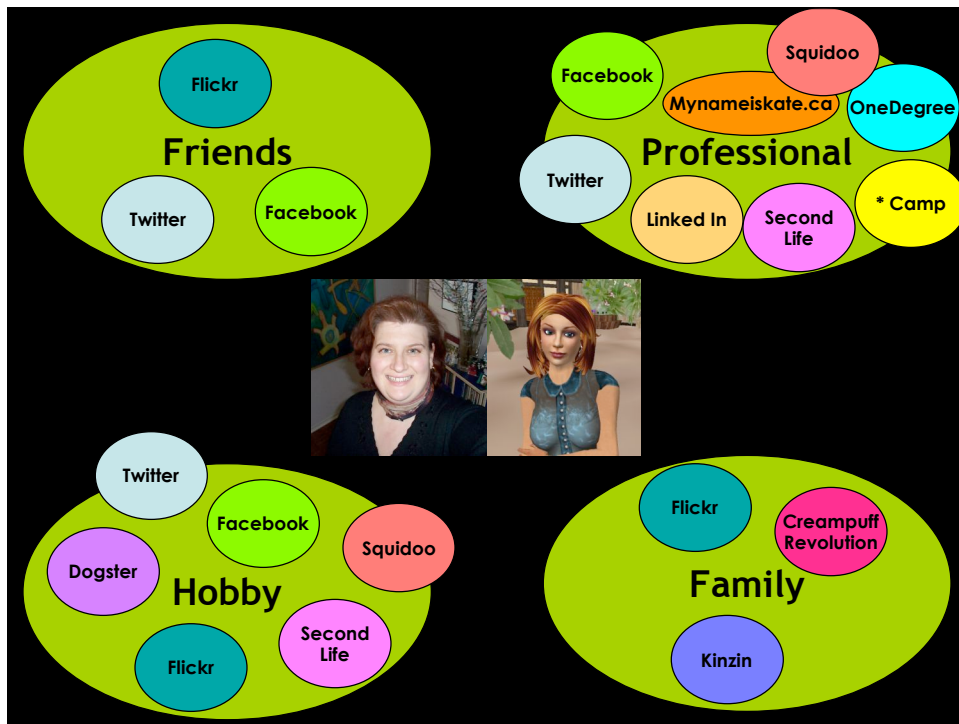
Kate Trgovac

mynameiskate.ca

Pieces Loosely Joined

- Me and my communities
- Observations, from both sides of the wall
- Your thoughts ... let's talk community
- Things that are currently keeping me up at night

Please ask questions!



Fundamentally

Must engender at least one of the following:

Emotional Capital
(provides intrinsic value)

Reputation Capital
(let me show off & let me be generous)

Capital Capital
(let me make money or the equivalent)

6 Deadly Motivations

Judgment

Gossip

Manipulation

Disruption

Collecting

Narcissism

Essential Elements

Customization

Peer Reward

Peer Censure

FUN!

Transparency & Feedback Loop

Humility & Loss of Control

Side Note

Platform vs community

Evangelist vs community

Your communities ...



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O [star of morning](#) and of [liberty!](#) - Henry Wadsworth Longfellow

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UNDER 18? CHECK OUT TEEN SECOND LIFE



Total Residents:	6,828,582
Logged In Last 60 Days:	1,750,453
Online Now:	31,572
US\$ Spent Last 24h:	\$1,464,107
Lindex Activity Last 24h:	\$223,479

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Headlines [read more news...](#)

Boston Globe
Second Life gets a Bay State boost

Financial Times
Virtual, stvie? In another life

Baltimore Sun
Welcome to the virtual interview

Miami Herald
More real people are leading virtual lives

second life
the official guide



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Recruiting in Boston May 30th!

Love challenges, enjoy chowdah, hate the Yankees? If so, check out the [Boston Recruiting Party](#) information page. Linden Lab seeks to maintain a diverse and welcoming workplace; therefore candidates from all backgrounds are encouraged to apply. Yes, even Yankees fans.


Second Life Videos

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Lobby IPTV Community ZipList

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Recent Activity

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- Waiting For The Moon ★★★★☆ Shipped
- Looking for Comedy in ... ★★★★☆ Shipped
- Love's Labour's Lost ★★★★☆ Shipped
- Nell ★★★★☆ Received
- The Devil Wears Prada ★★★★☆ Received

You have **51** title(s) in your ZipList.

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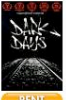
Zip Recommends

Gridlock's ★★★★☆

Ringu ★★★★☆


May We Suggest

Dark Days ★★★★☆




RENT

The Flaming Lips: The Fearless Franks ★★★★☆




RENT

New York in The Fifties ★★★★☆




RENT

Cyrano De Bergerac ★★★★☆




RENT

The Interview ★★★★☆



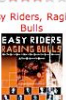
RENT

Kwik Stop ★★★★☆




RENT

Easy Riders, Raging Bulls ★★★★☆




RENT ALL

My Neighbor Totoro ★★★★☆



RENT ALL

My Voyage to Italy ★★★★☆



RENT ALL

Zip Hot Zone

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- Coming Soon
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- New To Our Library
- Top 25 ZipListed This Week
- Top 25 ZipRated This Week
- May We Suggest
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 **Michael Biven**

Michael Biven is the sys admin / chief technical tentacle at Laughing Squid and former fire fighter.

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 **Jajah Bookmarks**

Bookmarks for and about Jajah...interesting reading in the Internet Telephony market

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Password:
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LOGIN SIGN UP!
Forgot your password?

Cool New People

Christine Danny jory

Videos [more videos]

10 year old skate twins
Footage of Taran & Nic skateboarding. Filmed from August - November 06.
» Watch It Now!

MySpace Music [more music]

The Cinematic Orchestra feat. Patrick Watson
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United Kingdom
EXCLUSIVE

The Cinematic Orchestra deliver a soothingly melodic piece, capped with an inspiring guest vocal from Montreal's own Patrick Watson. Downloads "To Build a Home" for FREE, exclusively on MySpace, before Ma Fleur hits stores June 5!

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No barks! All byte! dogster

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Make your cat a free webpage now! Share cat photos, tell cat stories, make cat friends!

This Week We Celebrate:
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New Fresh Step® Free Scoopable Litter
Thanks to cat napping for our friends at Fresh Step® litter, Dogster® has your new fresh scoopable litter. This odor-eliminating catnip and dyes.

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Catster T-shirts
Show your Catster love with our new black, blue, and blue and brown in color Catster t-shirt.

Daily Cat Diary:
"Pussy garden - the most pain I have been through! Yes, yes! I've been nagged by N..."
[read it now]

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It's Getting HOT on the Pet Health Zone!
VPI Pet Health Zone heats up the month of May with a series of pet health-care articles on avoiding summertime hazards. Also, find out who won the "Small Business Photo Contest." You could be a winner. Enter the Patriotic Pet Photo Contest for a chance to win a \$250 gift basket.

Daily Dog Diary:
"I've been nagged by Frang... have to say "I love you" but I can't find the words..."
[read it now]

Unless You're The Lead Dog The View Never Changes by I Hoagie!
[read more stories]

Every Dog Counts:
Total dogs on Dogster: 280,401
Dogs added yesterday: 522
Dogs added so far today: 509
[see more stats]

Dog of the Week:
Lily Pad
[previous winners]

Dog of the Day: Maxwell
Genre: Male
Home: KY
Lily Being a couch potato and bed warmer, hobnob with the yard work, destroying plastic stuff, when my L-E-S-H takes me for a W.A.L.K., getting my butt scratched, chewing the bones, napping in the sun, and chasing jumping in the air, she changes jumping when she gets on my feet now!

Dogster News & Updates
» Vote for Dogster in CNET's Webware 100 award
» Add Dogster to your Facebook Pages
» Free \$x10 Photo Print With any Zazzle Purchase
» Decorate and Edit Your Photos Like a Pro!

Joy's Cool Canine News Blog!
» British Performance Artist and Volvo Dog Eat Dead Corp on Live Radio to Protest For Killing by Royal Family
» See State University Researchers Find Treatment for Dogs with Buggers Around

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May 30, 2007

TechMeme: the anti-linking engine

I've noticed this several times and thought I'd bring it up.

TechMeme seems to penalize bloggers who link to other bloggers. Most bloggers believe that a major part of how TechMeme decides which is the most important story is to count links. That isn't true in following mine, and other people's results.

I believe there's a "linking penalty" on TechMeme. At least it seems that way after doing my own link counting.

Let's say there's three stories.

Story A links to B and C.

Story B only links to A.

Story C doesn't link to anyone.

Who will be most popular at TechMeme? Often times "C" will be. But shouldn't "A" be? Since that's the one that has the most inbound AND outbound links?

In my experience it won't be and that often C, who didn't link, or get linked to, will often be the top pick.

Why is that? Because I think Gabe wrote an anti-gaming algorithm which looks for bloggers linking to each other. I believe his algorithms are penalizing bloggers who often link to each other.

Buy from Amazon:



Naked Conversations

Robert Scoble, She...

Best Price \$9.29

or Buy New \$18.47

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Facebook News Feed screenshot showing profile updates, status updates, and navigation menus.



Win 1 of 4 Apple iPhones
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accessories, t-shirts & more



Reviewed: SendStation's Smarter smartCharge
Back in 2005, SendStation released smartCharge - a decent car charger with a tendency to get really hot. A fixed version lowers the price, improves its pack-ins, and scores a rare iLounge high recommendation.



First Looks: Incipio's Hitch for iPod nano 2G
A super-portable iPod nano dock that's ready for travel or the home? Yes, Incipio's followed up its iPod shuffle mini-dock IncipioBud with Hitch for the nano, sold in black or white. Also: Mondo's Mint wireless speakers.

The iLounge Galleries
Over 12,000 iPod images
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Featured Reviews, Tutorials and Books from iLounge:

<p>iPod Reviews: video (30/80), U2, nano, shuffle and iPhones</p> <p>More Reviews: Nike+iPod Sport Kit, iPod Hi-Fi & Old iPods</p> <p>Tutorials: Copy Your Music from iPod to Computer</p> <p>Guides: Pick Your iPod & Add-Ons With Our Free 2007 Guide</p> <p>Help: iPod Troubleshooting, Repair, and Trade-In Tips</p>	<p>Guides to:</p> <p>iPod shuffle</p> <p>iPod nano</p> <p>iPod (video)</p> <p>Apple TV</p> <p>iPhone</p>
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The iLounge Library
Free iPod Books & Buyers' Guides

Apple exec details 160GB Apple TV, YouTube H.264 deal
May. 30, 2007 | Category: Apple TV | [email this](#) | [dig this](#)

Following today's two **Apple TV announcements**, iLounge talked with Apple Vice President of Worldwide Mac Hardware Marketing David Moody, who provided details regarding both the YouTube application for Apple TV, and the new 160GB version of the media player.

YouTube: According to Moody, the YouTube update will take place in stages, beginning with the free software update for Apple TV owners in mid-June. At launch, "thousands of videos designed for Apple TV" will be available, with additional thousands added weekly until the entire YouTube library becomes accessible to Apple TV users this fall. When

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What are you doing? Characters available: 140

What You And Your [Friends](#) Are Doing



cc_chapman Watching "The Lot" while catching up on e-mail that backed up today. This show is going to make me ITCH to get Random Foo fully up and going [about 1 hour ago](#) from web



TheVerve what happened to the user search field in twitter? [about 2 hours ago](#) from web



TheVerve attempting a "quiet night at home" but finding it very difficult... laundry is done.. now what? [about 3 hours ago](#) from web



cc_chapman Long day but successful meetings. On the way home [about 3 hours ago](#) from txt



jmoonah Drinking a Hoegaarden at the Waterfront Bistro. Ahhh... [about 3 hours ago](#) from mobile web



cc_chapman meeting was great and celebrating with an early yummy dinner [about 5 hours ago](#) from mobile web

Welcome back,
Kate Trgovac

Are you on Facebook?
[Try our Facebook app!](#)

Currently: *Spending quality time with my financial institution*

[9 Direct Messages](#)
[0 Favorites](#)
[29 Friends](#)
[41 Followers](#)
[82 Updates](#)

Send Notifications To:
 im web-only

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Network updates since May 25

Questions from your network: [ask your network a question](#)
 Asked by your connections:
Helen M. Overland (semlady): Can you Help Me Find A LinkedIn Case Study?
 Asked by friends of friends: (what is this?)
 REAL ID act...what do you think about it?
 Does anyone have good examples of how to track Health and Safety...
[View more questions >](#)

Profile updates: [update your own profile](#)

- Collin Douma has new profile information. [View Profile.](#)
- David Jones has new profile information. [View Profile.](#)
- Christopher Penn (cpenn@gmail.com) is now Producer at Virtual Hot Wings. [View Profile.](#)
- Julie Batten has new profile information. [View Profile.](#)

 See all...

John Maher has just added 1 new connection
Jon Hamilton has just added 4 new connections
Helen M. Overland (semlady) has just added 2 new connections
 See all...

6,646 new people in your network since May 25

People in your network are hiring:
 Product Manager - Shopping & local at **Canoe Inc**
 Sr Technical Trainer at **Riverbed Technologies**
 Research Consultant (Banking and Financial Services) Boyden Middle

Switch your main checking account to TD Canada Trust and you could get an iPod shuffle, 2GB iPod nano, or 30GB iPod.

TD Canada Trust
Banking on for the environment.

Get Leads
Find inside contacts at:

Company

Quick Invite

First name Last name

Email address

Your Groups [What are groups?](#)
CaseCam.org

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JOURNAL Share what's on your mind | **GROUP TALK** Get advice, give answers | **PEOPLE** Connect with parents like you

Food & Nutrition

SOS PLEASE!
 MriTarks posted on 5/30/07

how much milk?
 madi0477 posted on 5/29/07

finger food pacing
 oamispawit posted on 5/29/07

Recent Journals

luv2 posted a journal: "yippppeeeeee!!! just found out hubby isn't going to holland aft" created 3 minutes ago

CelebBabyBlog posted a journal: "Dermot Mulroney says son is an 'individualist'" created 4 minutes ago

CelebBabyBlog posted a journal: "Rumor: Brad Pitt, Angelina Jolie stress individuality with kids' bedroom decor" created 4 minutes ago

ChristinaShaver posted a journal: "What the Bleep Did I Just Do?" created 4 minutes ago

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featured on urbanmoms

Service Temporarily Unavailable
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test cool new products...

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Yo Ho Gossip
 IS Beyonce's 31st bday like 11th a rollercoaster is it? love -- the beauty & BEAUTIFUL in the back -- love! lol! HATER 3 qmb. ANYBODY? ok, to...

Chesley's Celebrity Gossip

urbanmoms brain food

Word of the Day
 chortle: Dictionary.com
 chortle to stir or express with a snorting, another laugh or chuckle.

Quote of the Day
 The essence of pleasure is spontaneity.

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Slashdot stories can be listened to in audio form via an RSS feed, as [read by our own robotic overlord](#).

IT: P2P Networks Supplement Botnets

Posted by samzenpus on Wednesday May 30, @08:58PM
from the share-you-bot dept.

stuckinarut writes

"Peer to peer file sharing network popularity is at an all time high, with hundreds of thousands of computers connected to a single P2P network at a given time. [These networks are increasingly being used to trick PCs into attacking other machines](#), experts say. In fact, some reports indicate that peer-to-peer may actually exceed web traffic. Computer scientists have previously shown how P2P networks can be subverted so that several connected PCs gang up to attack a single machine, flooding it with enough traffic to make it crash. This can work even if the target is not part of the P2P network itself. Now, security experts are warning that P2P networks are increasingly being used to do just this. "Until January of this year we had never seen a peer-to-peer network subverted and used for an attack," says Darren Rennick of internet security company Prolexic in an [advisory released recently](#). "We now see them constantly being subverted."



► internet, it, security (tagging beta)


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[Games: On Game AI In The Uncanny Valley](#) 15 of 21 comments

InterSystems' Innovations

Developers

- [How to Keep Your Code From Destroying You](#)
- [Microsoft Cancels Major Developers' Conference](#)
- [A Windows-Based Packaging Mechanism](#)
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* * Updated May 29, 2007 to include all North American dates and European tour dates with some great new ticket bargains ** * * * * more tickets at lower prices now available ...check your city ***Find Tickets Quick Browse:Polic...
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John Edwards for President 2008
John Edwards is running for President in 2008, with a campaign that is stronger and smarter than his 2004 campaign. This Squidoo lens brings together a wide range of resources about John Edwards to help in voter education in preparation for the 2008...
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Free Games
This lens is primarily concerned with free games. If you are at all interested in completely free downloadable or online games - read on.
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I Really Love Lucy
As a baby boomer, I, along with millions of others, grew up loving Lucille Ball. Her life has always been of interest to me. From the extraordinary business woman to the rocky marriage between her and the love of her life, there was a lot more to th...
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Leading Lensmasters

A rotating list of Squidoo's featured lensmasters.

Squidoo is home to tens of thousands of everyday enthusiasts. Spread your ideas, make yourself known, meet new traffic. (You could even earn a royalty!). What's your topic?

Build My Own Lens

Insomnia

Syndication vs Destination

Relationship between Community & Content

Monetization

WHY are you building community

My Inspiration

Caterina Fake (Flickr)

9 reasons people will love your site

<http://www.caterina.net/archive/000972.html>

Tom Coates (Yahoo!)

Greater than the sum of its parts

http://www.plasticbag.org/archives/2006/09/my_slides_from_the_fu/

Ted Rheingold (Dogster)

Passion-centric Online Communities

<http://blog.dogster.com/2006/09/19/teds-talk-the-future-of-web-apps-conference/>

Tara Hunt (Citizen Agency)

Fostering Online Communities

http://www.horsepigcow.com/tarahunt_fowalondon07.pdf

The Kinzin Team

Living it is even better than reading about it

<http://kinzin.com> and <http://blog.kinzin.com>

Squidoo and the Citizen Squids

All these folks think about is how to make the community better

<http://squidoo.com>