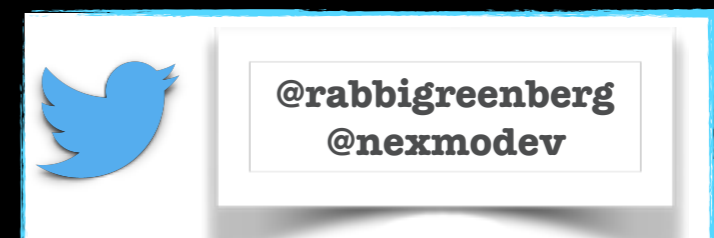


OPEN SOURCE IS NOT JUST ABOUT CODE

# BUILDING OPEN SOURCE COMMUNITIES OF STARFISH

BEN GREENBERG



TELL ME AND I'LL  
FORGET,  
SHOW ME AND I MAY  
REMEMBER,  
**INVOLVE ME AND I'LL**  
UNDERSTAND

**@rabbigreenberg**  
**@nexmodev**

WRITING GOOD CODE  
CAN BE CHALLENGING

**@rabbigreenberg**  
**@nexmodev**

# SO CAN COLLABORATION

[@rabbigreenberg](#)  
[@nexmodev](#)

twbs / bootstrap View Repository Watch 7,404 Unstar 128,064 Fork 62,658

[Code](#) [Issues 380](#) [Pull requests 135](#) [Projects 4](#) [Insights](#)

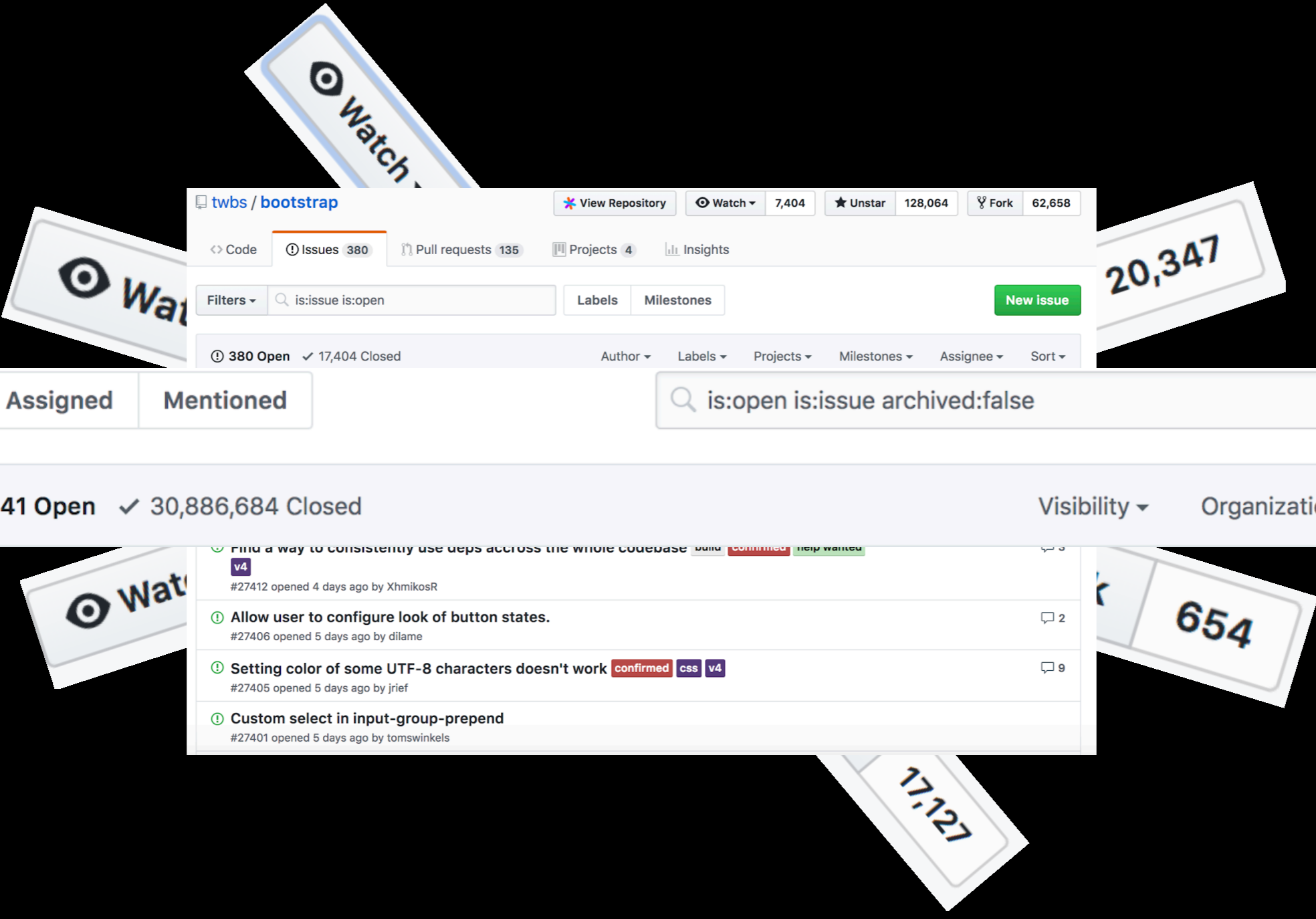
Filters  Labels Milestones New Issue

380 Open 17,404 Closed Author Labels Projects Milestones Assignee Sort

Created Assigned Mentioned

15,974,841 Open 30,886,684 Closed Visibility Organization Sort

- Find a way to consistently use deps across the whole codebase build confirmed help wanted  
#27412 opened 4 days ago by XhmikosR
- Allow user to configure look of button states.  
#27406 opened 5 days ago by dilame
- Setting color of some UTF-8 characters doesn't work confirmed css v4  
#27405 opened 5 days ago by jrrief
- Custom select in input-group-prepend  
#27401 opened 5 days ago by tomwinkels





# The State of the

# OCTOVERSE

Hong Kong (SAR) – 101%

Singapore – 77%

Japan – 60%

Republic of Korea – 46%

Netherlands – 37%

Switzerland – 36%

Indonesia – 35%

Taiwan – 34%

Turkey – 33%

Romania – 33%

## By percentage growth of open source contributors

This year, contributor growth was fastest in Hong Kong (SAR), Singapore, and Japan.\*

# HELLO! 🖐️

(I.E. WHO IS SPEAKING RIGHT NOW?)

- I ❤️ RUBY & ELIXIR
- CO-EDITOR OF TORAH & TECH
- FORMER RABBI & COMMUNITY ORGANIZER
- 🌍 SAN DIEGO → NYC → BOSTON → DENVER → NYC → ISRAEL 🌍
- DEVELOPER ADVOCATE @ NEXMO



@rabbigreenberg  
@nexmodev



WHAT WE ARE GOING TO DO

DIAGNOSE THE PROBLEM

# OFFER STRATEGIES

PUT IT TO PRACTICE

DIAGNOSE  
THE  
PROBLEM




# COMMUNICATION

## Shiny website ! #1

 Open  opened this issue on Apr 4 · 1 comment



 commented on Apr 4

Contributor



This website looks horrible, I can only recommand you to `npm install` a cool design m8

“

A 2013 study, from Beihang University in Beijing, of Weibo... found that anger is the emotion that spreads the most easily over social media.  
... we are willing to join in the rage of strangers.

”

“CLICKING THEIR WAY TO OUTRAGE”  
NEW YORK TIMES  
3/7/2014

@rabbigreenberg  
@nexmodev

“

“The Internet exacerbates impulse-control problems,” he said. “You get mad, and you can tell the world about it in moments before you’ve had a chance to calm down and think things through.”

”

“CLICKING THEIR WAY TO OUTRAGE”

NEW YORK TIMES

3/7/2014

@rabbigreenberg  
@nexmodev



PROBLEM AREA #1

# THE WAY WE COMMUNICATE

# TIME



**Michael Heap** @mheap · 20h



Can we talk about [#hacktoberfest](#)? I love the concept and have contributed to various projects over the years because of it

However, there's a real sense of people doing it just for the swag. This is my first year as a maintainer going through it, and it's painful.



[Show this thread](#)

[@rabbigreenberg](#)  
[@nexmodev](#)

# TIME



**Michael Heap** @mheap · 20h



I just read a PR that had a substantial amount of code and (in my opinion) fantastic commit messages

As I was reading it, I realised that it felt familiar - very similar to how I would have implemented the feature

It turns out, that's because I did. It was my code from a branch



[Show this thread](#)

@rabbigreenberg  
@nexmodev

# TIME



**Michael Heap** @mheap · 20h



So many people clone a repo, run a spell checker over it and commit the results.

The other common PR I've seen it adding emoji to the README, or adding badges (which is at least partially useful)

The best one though... let me tell you about the best one



[Show this thread](#)

@rabbigreenberg  
@nexmodev

# TIME



**Michael Heap** @mheap · 20h

They'd taken a WIP branch that I was working on and raised it as a PR. The only comment they added was:

> just for [#hacktoberfest](#)

So, whilst I love the idea of contributing, how can we help people make meaningful contributions rather than taking time away from maintainers?



6



2



5



[Show this thread](#)

[@rabbigreenberg](#)  
[@nexmodev](#)

PROBLEM AREA #2

TIME IS A LIMITED  
RESOURCE

**THE  
FOX**

**&**



**THE  
CAT**

IT HAPPENED  
THAT THE CAT  
MET THE FOX  
IN A FOREST,  
AND AS SHE  
THOUGHT TO  
HERSELF:



**@rabbigreenberg**  
**@nexmodev**



'HE IS CLEVER  
AND FULL OF  
EXPERIENCE,  
AND MUCH  
ESTEEMED IN  
THE WORLD,'



@rabbigreenberg  
@nexmodev

SHE SPOKE TO  
HIM IN A  
FRIENDLY WAY.

'GOOD DAY,  
DEAR MR FOX,  
HOW ARE YOU?  
HOW IS ALL  
WITH YOU?  
HOW ARE YOU  
GETTING ON IN  
THESE HARD  
TIMES?'



@rabbigreenberg  
@nexmodev

THE FOX, FULL  
OF ALL KINDS  
OF ARROGANCE,  
LOOKED AT THE  
CAT FROM HEAD  
TO FOOT, AND  
FOR A LONG  
TIME DID NOT  
KNOW WHETHER  
HE WOULD GIVE  
ANY ANSWER OR  
NOT.

AT LAST HE  
SAID:



[@rabbigreenberg](#)  
[@nexmodev](#)

'OH, YOU  
WRETCHED BEARD-  
CLEANER, YOU  
PIEBALD FOOL, YOU  
HUNGRY MOUSE-  
HUNTER, WHAT  
CAN YOU BE  
THINKING OF?  
HAVE YOU THE  
CHEEK TO ASK  
HOW I AM GETTING  
ON? WHAT HAVE  
YOU LEARNT?

HOW MANY ARTS  
DO YOU  
UNDERSTAND?'



@rabbigreenberg  
@nexmodev

'I  
UNDERSTAND  
BUT ONE,'

REPLIED THE  
CAT,  
MODESTLY.



'WHAT ART IS  
THAT?'

ASKED THE  
FOX.



@rabbigreenberg  
@nexmodev

WHEN THE  
HOUNDS ARE  
FOLLOWING  
ME, I CAN  
SPRING INTO  
A TREE AND  
SAVE MYSELF.



[@rabbigreenberg](#)  
[@nexmodev](#)

'IS THAT ALL?' SAID  
THE FOX.

'I AM MASTER OF A  
HUNDRED ARTS, AND  
HAVE INTO THE  
BARGAIN A SACKFUL  
OF CUNNING. YOU  
MAKE ME SORRY  
FOR YOU; COME  
WITH ME, I WILL  
TEACH YOU HOW  
PEOPLE GET AWAY  
FROM THE HOUNDS.'



@rabbigreenberg  
@nexmodev



JUST THEN CAME  
A HUNTER WITH  
FOUR DOGS.

THE CAT SPRANG  
NIMBLY UP A  
TREE, AND SAT  
DOWN AT THE  
TOP OF IT,  
WHERE THE  
BRANCHES AND  
FOLIAGE QUITE  
CONCEALED  
HER.



'OPEN YOUR  
SACK, MR FOX,  
OPEN YOUR  
SACK,' CRIED  
THE CAT TO  
HIM,

BUT THE DOGS  
HAD ALREADY  
SEIZED HIM, AND  
WERE HOLDING  
HIM FAST.



“'Ah, Mr Fox,' cried the cat.  
'You with your **hundred arts** are  
left in the lurch!’”

–THE FOX AND THE CAT  
GRIMM

# DECISION SHUTDOWN

gatsbyjs / gatsby

673 Open 3,752 Closed

- Absolute Imports Only Work Locally **status: needs more info**
- Tutorial: Add list of official plugins and official starters to end of tutorial **no triage**
- Tutorial: add `gatsby-image` **hacktoberfest** **type: documentation**
- Exclude pages from having Google Tag Manager (GTM) code added **status: help wanted**
- [EPIC] Community-driven Ecosystem Improvements **epic** **ecosystem**
- alias `develop` script to `start` in all starters and gatsby applications **hacktoberfest**
- Gatsby V2 can't handle the generation of BIG sites. **status: confirmed** **type: bug**
- gatsby-plugin-subfont build errors (can't find SW files) **status: in team to review**
- All search results on Google (only mobile) now have "no-cache=1" appended
- Help with using UIKit **status: needs more info**
- Using a Gatsby app as a package within a monorepo works
- Update documentation for Build Sequence and Client Sequence **type: documentation**
- gatsby new site from template don't work on ie 10 **type: question or discussion**
- White page on some devices randomly- no way to see anything in production **status: needs more info**
- Documentation for adding Gatsby to an existing repo/project **type: documentation**
- Add https://www.gotmlk.com/ to the site showcase **hacktoberfest - Claimed** **good first issue**
- Update `gatsby-core-philosophy.md` **no triage** **type: documentation**
- Metrics setting for .org redesign - Ecosystem page **ecosystem**
- Docs: Clarify that when using `gatsby-plugin-layout` you can't refactor any components to the new `type: documentation
- :target selector not re-running
- Followed the v2 upgrade guide. Site builds, but is just blank (with no errors?) **status: needs more info** **type: question or discussion**
- [gatsby-source-wordpress] using deleteNode() in onCreateNode() **status: in team to review**
- Multiple installations of Google Tag Manager detected **status: awaiting author response**
- [Q] Is it okay to return Promise[] to gatsby-node createPages for multiple queries **type: question or discussion**
- Build source plugin for Marvel API **no triage** **type: feature or enhancement**



@rabbigreenberg  
@nexmodev

PROBLEM AREA #3

NO CLEAR PATHWAYS  
FOR INVOLVEMENT

No code of conduct

Issues not well labeled

Abusive Behaviour

Spam Pull Requests

# FRUSTRATION

Same Questions Repeated

No README

Newbies not welcome

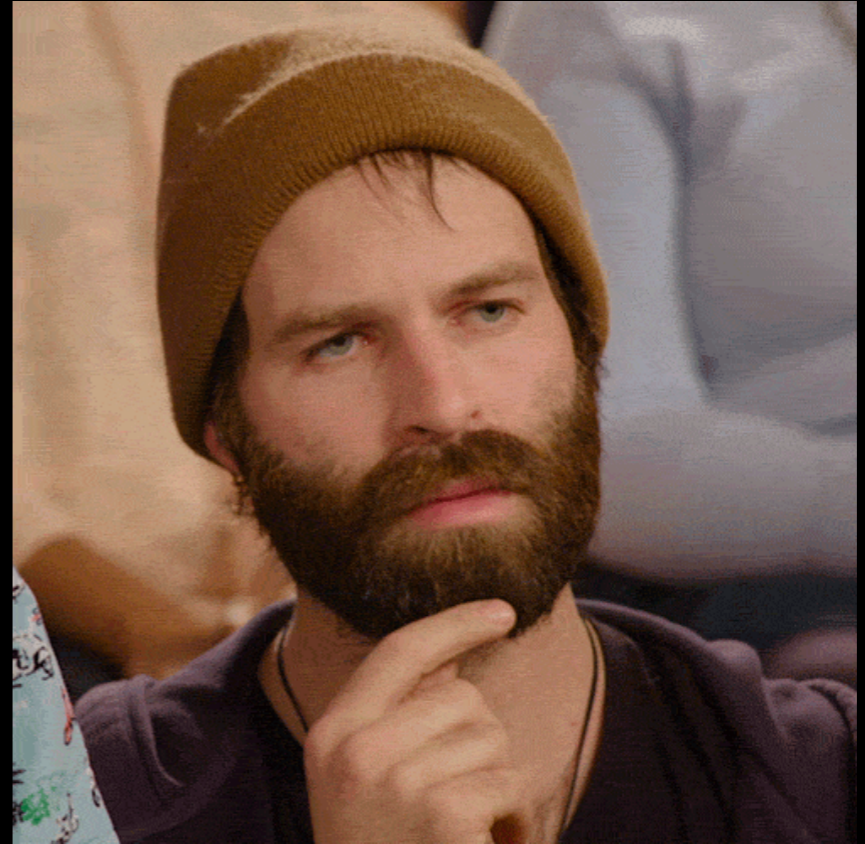
No Moderation

(1) COMMUNICATION

(2) TIME

(3) NO CLEAR PATHWAYS

WHAT CAN  
WE DO?



**@rabbigreenberg**  
**@nexmodev**



*"The Starfish and the Spider is a compelling and important book."*  
—PIERRE OMIIDYAR, CEO, Omidyar Network; founder and chairman, eBay Inc.

# THE STARFISH AND THE SPIDER

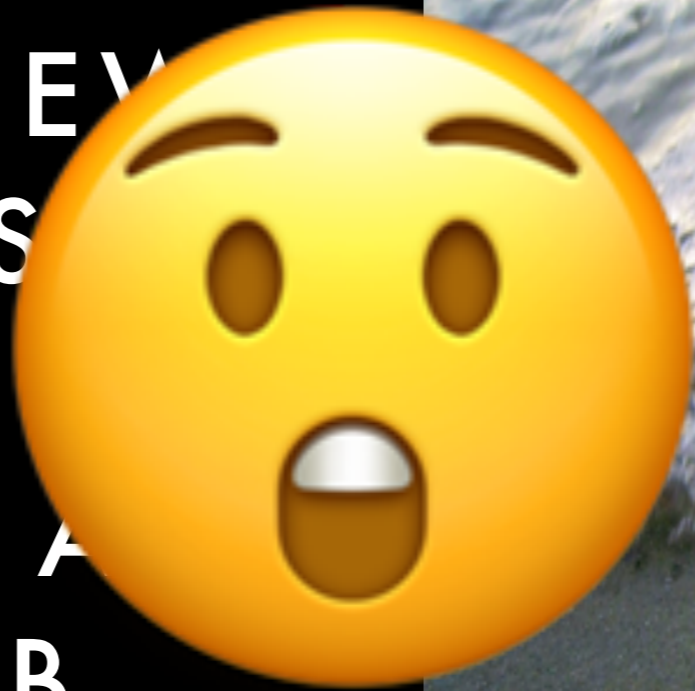


THE UNSTOPPABLE POWER OF  
LEADERLESS ORGANIZATIONS

ORI BRAFMAN and ROD A. BECKSTROM

@rabbigreenberg  
@nexmodev

... CAN GROW  
AN ENTIRE NEW  
SEA STAR JUST  
FROM A  
PORTION OF A  
SEVERED LIMB



- NATIONAL GEOGRAPHIC

STARFISH ARE  
NEURAL  
NETWORKS



[@rabbigreenberg](#)  
[@nexmodev](#)

THE USE OF  
WATER SAVES  
SPACE, NO  
NEED FOR A  
COMPLEX  
BLOOD SYSTEM.



SEAWATER IS  
HIGHLY  
ABUNDANT AND  
THEY WILL  
NEVER RUN OUT  
OF IT.

[@rabbigreenberg](#)  
[@nexmodev](#)

[visitsealife.com](http://visitsealife.com)

OUR COMMUNITIES CAN  
BE MORE LIKE STARFISH

[@rabbigreenberg](#)  
[@nexmodev](#)

# DECENTRALIZATION



“When you give people freedom, you get chaos,  
but you also get incredible creativity.”

*–THE STARFISH AND THE SPIDER*

**@rabbigreenberg**  
**@nexmodev**



“When you put people in an open system, some of them will get high, dance all night long and attack street signs. But most people will create elaborate art ... and try as hard as they can to contribute to the community.”



TURNING HIERARCHY  
INTO STARFISH ARMS



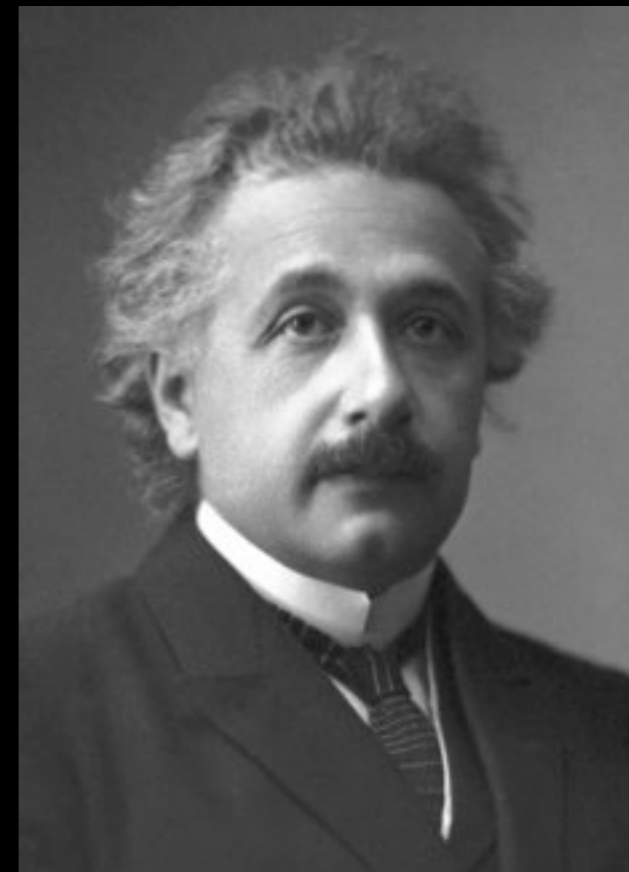
K.I.S.S

[@rabbigreenberg](#)  
[@nexmodev](#)

K.I.S.S.

“MAKE EVERYTHING  
AS SIMPLE AS  
POSSIBLE, BUT NOT  
SIMPLER”

—ALBERT EINSTEIN



**@rabbigreenberg**  
**@nexmodev**

What do you want people to know?

What do you want people to do?

Why should people care?

“The measure of intelligence is the ability to change.”

–ALBERT EINSTEIN



**ADAPT  
ABILITY**



[@rabbigreenberg](#)  
[@nexmodev](#)

SOMETIMES AN AD  
SAYS IT ALL



... OR CROWD-SOURCED ON TWITTER



**Ben Greenberg** [   @ #CDC2019]  
@RabbiGreenberg



When you think of examples of businesses that weren't adaptive fast enough, what do you think of?

2:11 AM · Sep 27, 2019 · [Twitter Web App](#)





**Rabbi Josh Yuter**  @JYuter · Sep 27

Replying to [@RabbiGreenberg](#)

Kodak



**Yechiel K** @yechielk · Sep 27

Replying to [@RabbiGreenberg](#)

Radio shack



**Aaron Wolf** @wolf\_math · Sep 27

Replying to [@RabbiGreenberg](#)

Blockbuster



**Benjamin Aronov** @AronovBenjamin · Sep 27

Replying to [@RabbiGreenberg](#)

Yahoo!



[@rabbigreenberg](#)  
[@nexmodev](#)

... AND MY PERSONAL FAVORITE



**Chris Tankersley** @dragonmantank · Sep 27

Replying to @RabbiGreenberg

Every cable TV provider



1



@rabbigreenberg  
@nexmodev

“When others took note of AA’s success, they borrowed the twelve-step model and launched organisations combating a variety of addictions, including narcotics, food, and gambling.



AA’s response?

**Good for you.”**

*–THE STARFISH AND THE SPIDER*

@rabbigreenberg  
@nexmodev

“... Open systems can easily mutate.”

—THE STARFISH AND THE SPIDER

@rabbigreenberg  
@nexmodev

# SCALABILITY

```
/check user
require_dir($FILE __DIR__ . '/includes/check_user.php');

require_dir($FILE __DIR__ . '/includes/functions.php');

//get the post variables
$delete = explode(';', $_POST['gal_delete']);
$names = explode(';', $_POST['gal_names']);
$dirs = explode(';', $_POST['gal_folders']);

//delete any galleries that need it
$delete[] = '';
foreach($delete as $delete)
    //get the server path to the gallery to delete
    $dir = realpath(__DIR__ . $delete);
    //is dir($dir)
    //delete the gallery
    rmdir($dir);

//save new menu.xml
$filename = realpath(__DIR__ . 'menu.xml');

//make xml for new menu.xml
$xml = '<menu>';

//names[] = ''
foreach($names as $key => $value)
    $xml .= "<menu name=\"$value\" folder=\"$folders[$key]\" />";

$xml .= "</menu>";

//make sure menu.xml exists and is writable
if(!is_writable($filename))
    //open the file
    $fhandle = fopen($filename, 'wb')
    //error('Cannot open file');
    exit;

//writing new xml
if(!fwrite($handle, $xml) === FALSE)
    error('Cannot write to file');
    exit;

fclose($handle);

//file
error('menu.xml does not seem to be writable. Check that you have changed its CHMOD settings to 777');
```

**@rabbigreenberg**  
**@nexmodev**

“A successful product may not be scalable, a  
successful **process** always is.”

–DR. FAISAL KHOSA

@rabbigreenberg  
@nexmodev

“As the software industry becomes more decentralized, an entirely new logic system is being adopted, it seems like something from *Alice in Wonderland...*”

THE STARFISH AND THE SPIDER

“Who would ever have imagined, for example, that companies would race to give away their software for **free?**”

@rabbigreenberg  
@nexmodev



EVERYONE CONTRIBUTES





“If you want user contributions, build platforms that are familiar and easy.

Lower the barriers to participation, focus on helping users to understand what you want from them.”

– NEIMAN LAB



@rabbigreenberg  
@nexmodev

- (1) DECENTRALIZATION
- (2) K.I.S.S
- (3) ADAPTABILITY
- (4) SCALABILITY
- (5) EVERYONE CONTRIBUTES

BUT, IS  
THERE AN  
EXAMPLE?





**RAILS**

**OB/00**



**DEV**



**DEV**



**DEV**

**DEV**

**DEV**



**DEV**

**TOP**

**DEV.together**

# KEEPING IT SIMPLE

WHAT DO PEOPLE NEED TO KNOW?

"WE ARE A FOR PROFIT  
COMPANY... TRANSPARENCY THAT  
COMES WITH OPEN SOURCE  
SHOULD ADD ACCOUNTABILITY."

# KEEPING IT SIMPLE

## WHAT SHOULD THEY DO?

“REFACTORING CODE... FIXING BUGS...  
BUILDING FEATURES.”

“THE PRODUCT ROADMAP SHOULD BE A  
GOOD GUIDE TO FOLLOW.”



# KEEPING IT SIMPLE

## WHY SHOULD PEOPLE CARE?

"WE ARE A LARGE COMMUNITY OF SOFTWARE DEVS COMMITTED TO TEACHING ONE ANOTHER, BUILDING OUR CAREERS, AND GENERALLY MAKING SOFTWARE DEVELOPMENT A MORE HUMANE ENDEAVOR."

EVERYONE CAN  
CONTRIBUTE

REIMAGINE YOUR GITHUB REPOSITORY

# AS A HOMEPAGE



@rabbigreenberg  
@nexmodev



## DEV Community

The Human Layer of the Stack

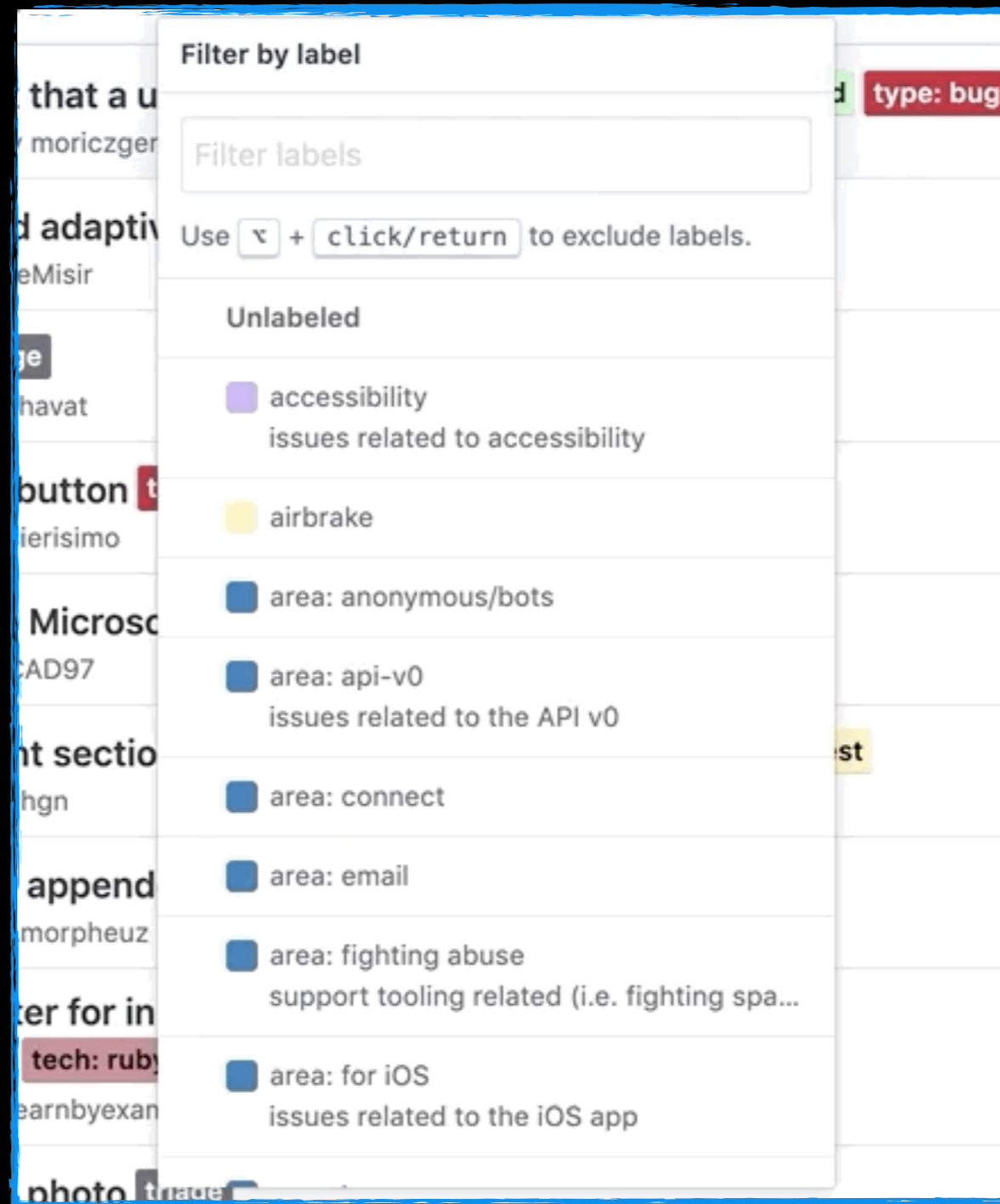
Ruby v2.6.3 Rails v5.2.3 build passing  maintainability B  test coverage 91% performance monitoring code helpers 47  
 Dependabot enabled

Welcome to the [dev.to](#) codebase. We are so excited to have you. With your help, we can build out DEV to be more stable and better serve our community.

### What is dev.to?

[dev.to](#) (or just DEV) is a platform where software developers write articles, take part in discussions, and build their professional profiles. We value supportive and constructive dialogue in the pursuit of great code and career growth for all members. The ecosystem spans from beginner to advanced developers, and all are welcome to find their place within our community. ❤️

# THE BEST OF THE FOX **AND** THE CAT



ROADS ARE  
PAVED WITH  
GOOD  
INTENTIONS



[@rabbigreenberg](#)  
[@nexmodev](#)

... SO ARE CODES OF  
CONDUCT

# COMMUNICATION

## Enforcement

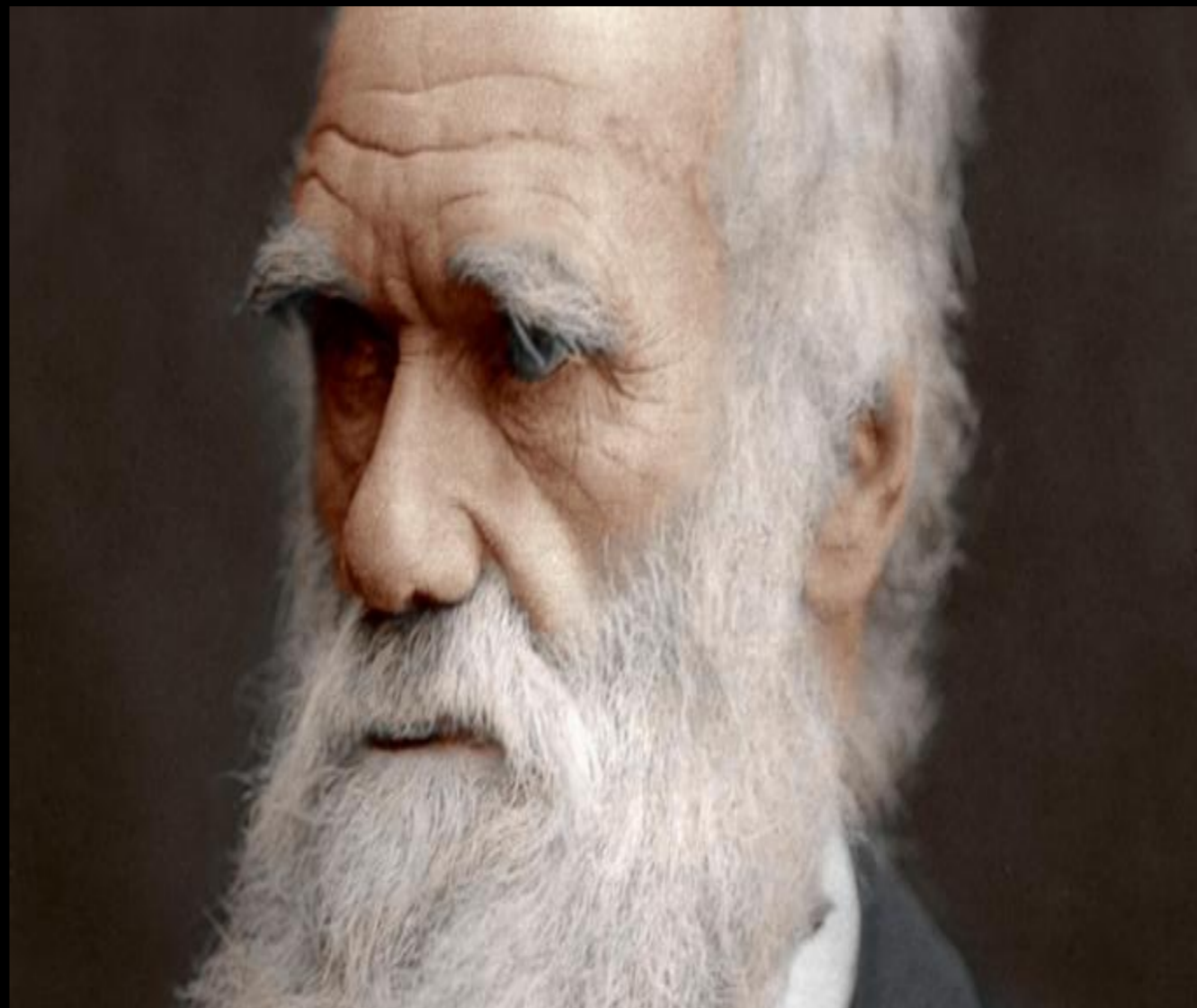
Violations of the Code of Conduct may be reported by contacting the team via the [abuse report form](#) or by sending an email to yo@dev.to. All reports will be reviewed and investigated and will result in a response that is deemed necessary and appropriate to the circumstances. Further details of specific enforcement policies may be posted separately.

Moderators have the right and responsibility to remove comments or other contributions that are not aligned to this Code of Conduct, or to ban temporarily or permanently any members for other behaviors that they deem inappropriate, threatening, offensive, or harmful.



IT IS IN THE LONG  
HISTORY OF  
HUMANKIND THAT  
THOSE WHO  
LEARNED TO  
COLLABORATE  
AND IMPROVISE  
MOST EFFECTIVELY  
HAVE PREVAILED.

CHARLES DARWIN



@rabbigreenberg  
@nexmodev

THANK YOU!

**@rabbigreenberg**  
**@nexmodev**