Contributing to TYPO3

Using concepts of Game Theory to motivate community members to contribute to TYPO3

Goal of this talk

- Motivate new people to contribute to TYPO3
- Keep existing contributers motivated
- Speed up reaction time on important projects

Game Theory

- Game Theory is used to describe „something" by means of a ruleset like in a game

- Main idea
  - is not to create a real game
  - is to describe a situation as a game to learn more about the situations aspects

Rewards

- In a game there's always a goal the players are trying to achieve
- The goals in TYPO3 are „Player Rewards"
  - Fame
  - Money
  - Personal goals
- Every player strives to get the best result for himself

About Fame

- How to aquire Fame?
  - 1st one to...
  - Being responsible for...

About Money

- How to acquire Money?
  - Work in a company as TYPO3 Developer
  - Work as freelancer doing TYPO3 projects
  - Work as a Core Developer paid by the association

Player interaction

- Do the actions of one player influence other players?
  - Chess: yes
  - Yathzee: no
  - TYPO3: yes

Interaction consequences

- Rewards like being 1st in something are by definition exclusive to a single player
- Thus teaming up can have several advantages
  - Goal is achieved faster
  - More players gain a reward

What can be derived for TYPO3?

- What to do to get more people involved?

A proposal

- Creation of a Reward System
- Rewards at first hand can be expressed by means of points
- Points can be used to express the activity of a person
- Points an be exchanged into real world goods

The carrot and the stick

- Qualifying for rewards must have some kind of quality control
  - Example: Reviewing a core patch earns a player points.
  - It must be insured that submitting an incomplete or bad review costs points so a submission is not a „free" way to gain points.

A simple model

- Doing a patch: 10pts
- Reviewing a patch: 1st=10pts, 2nd=8pts
  - Maybe decrease by time so a quick review pays off
- Having done a bad review
  - Submitter=-10pts, Reviewer =-12pts

A simple model

- Points decay at a certain rate to give newcomers a chance
- Bonus Points can be awarded for outstanding achievements

What's the point in points?

- Points reflect a persons activity in the TYPO3 project

- Points can be traded in for real world goods

- Certain amounts of points can activate specials (like free travel)

Making small contributions attractive

- Classical reward systems only work in scenarios where people frequently receive points

- Using a kind of lottery mechanism ensures motivation beginning with the first contribution

TYPO3 lottery

- Every point earns the person a lot
- Even a one time contributor can win the big prize
- Many contributions earn people a higher winning chance

The prize pool

- Having a lottery requires the existence of a prize pool
- To allow for maximum flexibility a general winning mechanism should allow winners to choose from available prizes until none are left
- This allows prizes in a wide pricerange

Summary & Discussion

- Contributions earn points
- Points are equal to fame and lottery tickets
- The prize pool can be filled by sponsors and the association
- Lottery winners can choose from prize pool