A community of communities
Empowering maintainers to grow communities around their code

@benbalter
Community and Safety at GitHub

- Empower maintainers
- Encourage good online citizenship
Online communities are offline communities, just online

Challenges | Leaders | Norms
Disruptive behaviors > Bad actors
Good online citizenship
Good online citizenship

Disruptive  Constructive  Inclusive
A federation of communities

- Terms of Service
- Community Guidelines
- Project norms

User expectations
Community expectations
~50 community health features in the past year

- Prevent "drive-through" pull requests
- Blacklisted open-source namespaces
- Disallowing disposable emails
- Safeguards against malicious maintainers
- Personal data access (data portability)
- Specify your merge commit email
- Verified domains
~50 new **community management** features in the past year

- Comment edit history
- Maintainer and Triage roles
- Minimized comments
- Organization interaction limits
- Organization-level community health files
- Notify users when they've been blocked
- Anonymous moderation timeline entries
- More obtrusive CONTRIBUTING callouts
- "On behalf of" commits badges
- User access reports
- Temporary blocks
Two stages of community maturity

Community growth

Community moderation
Community Growth
You are the host of the internet’s most boring dinner party
Community growth

Reader-to-leader funnel

1. Use open source to solve a problem
2. Have a bug or feature request
3. Open an issue or pull request
4. ???
5. Become the new project maintainer

@mikemcquaid’s “contributor funnel”
Welcome and recognize contributors
Think through the developer experience
Minimize friction
Friction (n) - the time it takes to go from “I want to” to “I have”
Community Moderation
Community moderation

Before

Encourage good behavior

During

Introduce friction

After

Minimize impact
Tiered moderation

- Warn
- Minimize comment
- Report abuse
- Edit comment
- Limit interactions
- Lock conversation
- Temporary block
- Delete comment
- Permanent block
Someday someone is going to have to explain to me the virtue of a proportional response.
Rehabilitating disruptive users

Because “hanger” is a real thing
Encourage good behavior
Encourage good behavior

Document community norms

Contributors must know norms before they can follow them.

Norms can technical, style, workflow, communications, etc.

Community profile offers templates for many common community health files.
# Community Health Files

<table>
<thead>
<tr>
<th>README</th>
<th>What problem are we solving?</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTRIBUTING</td>
<td>How can I help?</td>
</tr>
<tr>
<td>SUPPORT</td>
<td>What if I need help?</td>
</tr>
<tr>
<td>CODE_OF_CONDUCT</td>
<td>How do we resolve conflict?</td>
</tr>
<tr>
<td>LICENSE</td>
<td>What can I do with it?</td>
</tr>
</tbody>
</table>
# Code of Conduct adoption

<table>
<thead>
<tr>
<th>Number of pull requests</th>
<th>Before Community Profile</th>
<th>After Community Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>101 - 1000</td>
<td>2%</td>
<td>10%</td>
</tr>
<tr>
<td>&gt; 1000</td>
<td>8%</td>
<td>23%</td>
</tr>
</tbody>
</table>
Be purposeful about when you add process

<table>
<thead>
<tr>
<th># of pull requests</th>
<th>% with code of conduct</th>
<th>% with CONTRIBUTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-10</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>11-100</td>
<td>3%</td>
<td>11%</td>
</tr>
<tr>
<td>101-1000</td>
<td>10%</td>
<td>27%</td>
</tr>
<tr>
<td>&gt; 1000</td>
<td>23%</td>
<td>61%</td>
</tr>
</tbody>
</table>
Encourage constructive contributions

First-time contributor:

Welcome! Thanks for opening your first issue in this project!

Be sure to review the contributing guidelines.

Looking for help? Check out the project's instructions for getting support.

Repeat contributor:

Documentation has changed since you last contributed 18 days ago. Take a look before submitting an issue:

- Contributing guidelines
  Last updated 18 days ago

- Support guidelines
  Last updated on Aug 7

Submit new issue
Encourage good behavior

help wanted and
good first issue labels

Specifically named labels that are given special treatment within the GitHub ecosystems

Healthy, welcoming, and responsive communities gain additional visibility via discover, explore, and topics.
Empower community members

**Triage** - helps manage issues by applying labels, can close, reopen, and assign issues and pull requests

**Maintain** - helps manage non-destructive repository settings
Pedantic robots > pedantic humans

Enforce community norms automatically

- Close stale issues
- Request more information
- Welcome new users
- Thanks new contributors
- Create documentation
- Provide feedback on style
- Flag offensive comments

PROBOT
GitHub Apps to automate and improve your workflow

Use pre-built apps to extend GitHub, and easily build and share your own.
Introduce friction
Introduce friction
Lock heated conversations

Forced cool down period to give participants time to cool off.

Can be temporary or permanent.

Can also be used for stale issues.

A Community of Communities
**Introduce friction**

Limit interactions

For disruptions that span multiple issues or repositories.

Can be per-repository or per-organization.

Lasts 24 hours to encourage collaboration.

Temporary interaction limits

Temporarily restrict which users can interact with your repository (comment, open issues, or create pull requests) for a 24-hour period. This may be used to force a "cool-down" period during heated discussions.

- **Limit to existing users**
  Users that have recently created their account will be unable to interact with the repository.

- **Limit to prior contributors**
  Users that have not previously committed to the repository's master branch will be unable to interact with the repository.

- **Limit to repository collaborators**
  Users that have not been granted push access will be unable to interact with the repository.
Report disruptive comments

Report disruptive content to GitHub for review.

Must violate Terms of Service or Community Guidelines.

Reporting can remove disruptive content site-wide
Repositories that adopt a code of conduct report 15% more comments on average
Introduce friction

Block disruptive users

Blocks can be temporary (a forced time out) or permanent.

Blocks can happen silently, or you can notify the blocked user (with links) and create a timeline entry.

You have the option to minimize all of the blocked user’s comments.
Minimize impact
Minimize impact

Hide comments

Moderation tools available from the comment kebab

Reduces screen real estate of disruptive comments to maximize signal-to-noise ratio

Any user can opt-in to view
On average, repositories that adopt a code of conduct hide **twice** as many comments. 10 versus 22 hidden comments on average.
Minimize impact

Edit or delete comments or revisions

Useful to remove sensitive or offensive content

For sensitive content, can also purge revision history
Minimize impact

Transparent moderation

Breed trust and creates a sense of fairness

Reinforces community norms

Signals that moderators are active
What’s next?

A new, maintainer-centric reporting experience
Previously on OSCON...

Hi there! It looks like you're trying to start an open source project.
katmeister commented 2 days ago

No description provided.

@k Update README.md

Looks like you got your first contribution! Visit your community profile to learn more about recommended open source practices.

Okay, got it!
Automated interventions
So that you don’t have to

Hi there! It looks like you’re about to post something that you’ll soon regret.
We’d ❤️ your feedback!

@benbalter  benbalter@github.com
A community of communities: Empowering maintainers to grow communities around their code

Ben Baker (GitHub)
2:35pm - 3:15pm Thursday, July 18, 2019
Open Source
Location: Gregg Ballroom
Secondary topics: Open Source

Rate This Session

Who is this presentation for?

- Open source program office managers, product managers, engineering managers, and open source maintainers

Level
Non-technical

Description
Open source is about much more than publishing code. It’s about building communities around shared problems. However, it can still be a challenge to empower maintainers of projects, both large and small, to grow safe and welcoming communities around their code. GitHub’s community and safety team is like many other services’ trust and safety teams in that the team is tasked with ensuring users aren’t required to risk their privacy or personal safety in order to participate in the GitHub community.

Session page on conference website
bit.ly/rate-bb

O’Reilly Events App

Cyberconflict: A new era of war, sabotage, and fear
9:55 AM - 10:10 AM, Wed, Mar 27, 2019

Speakers

David Sanger
National Security Correspondent
The New York Times

Ballroom

Keynotes

David Sanger explains how the rise of cyberweapons has transformed geopolitics like nothing since the invention of the atomic bomb. From crippling infrastructure to sowing discord and doubt, cyber is now the weapon of choice for democracies, dictators, and terrorists.

SESSION EVALUATION
A community of communities
Empowering maintainers to grow communities around their code