Social Networking for Small Groups

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Full Disclosure

- I am director of development at Kinzin

- We're building something like this

- We're hiring: delza@kinzin.com

"A group is its own worst enemy"

--Clay Shirky
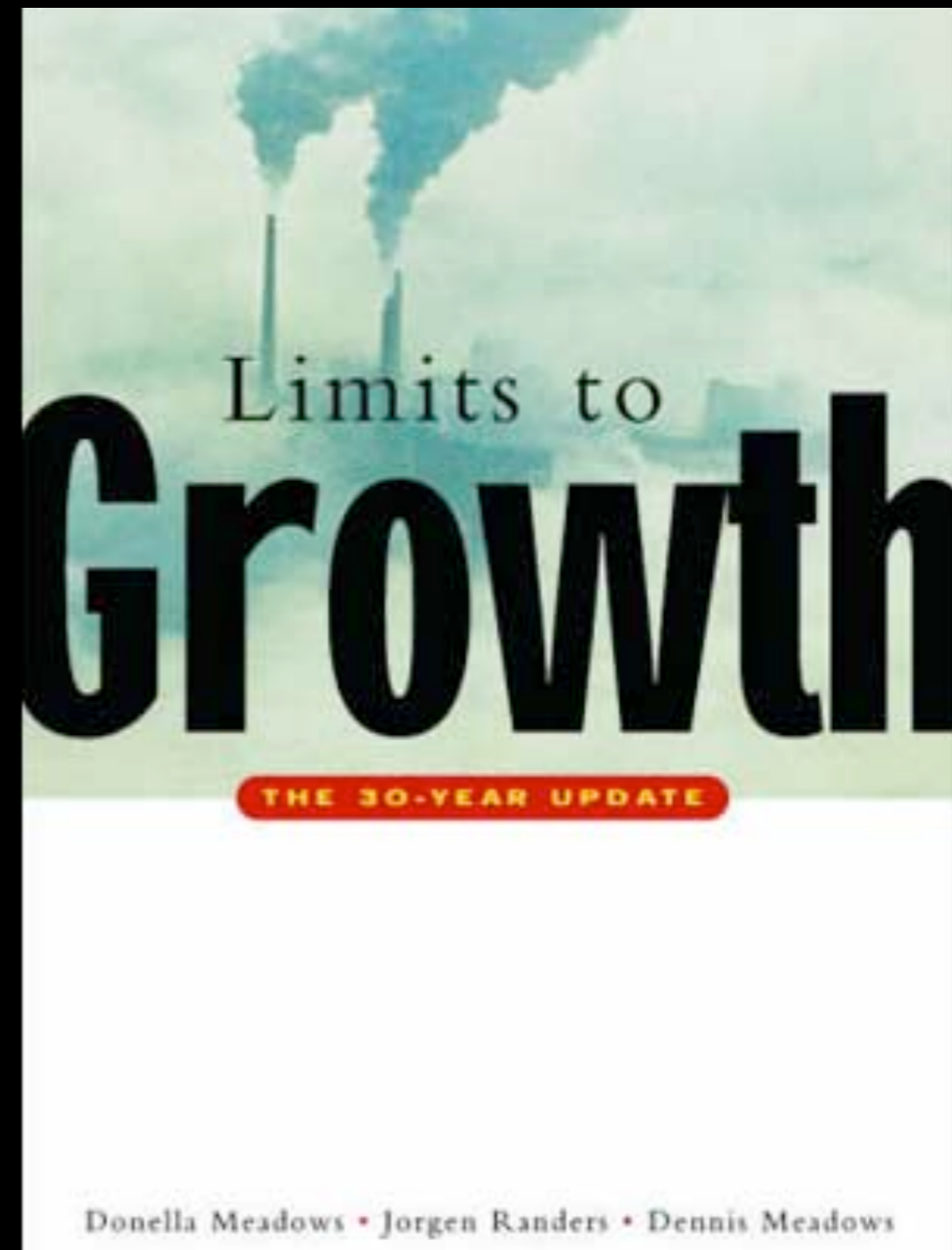http://www.shirky.com/writings/group_enemy.html

Three things to accept

- You cannot completely separate social and technological issues

- Members are different than users

- The core group has rights that trump individual rights in some situations
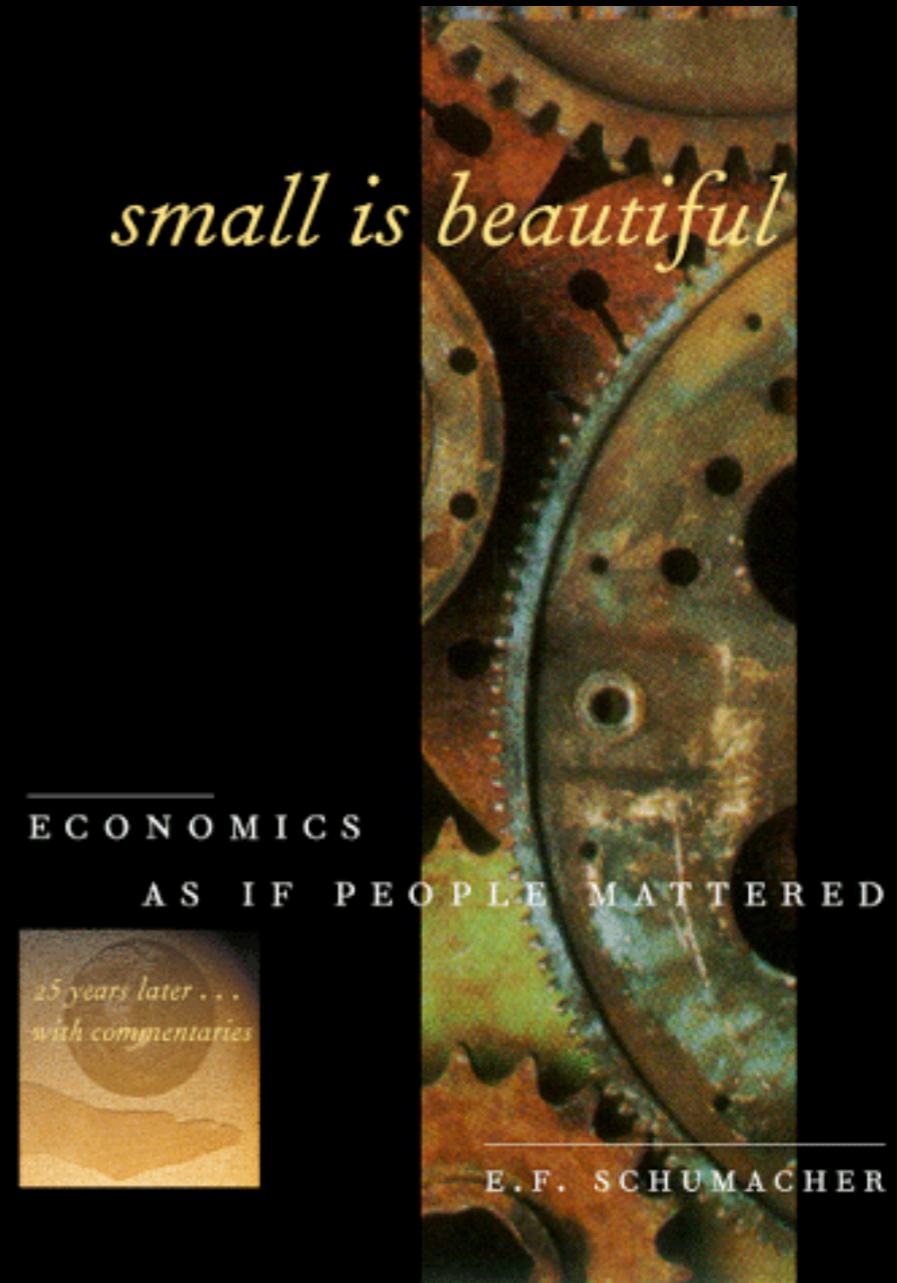
Four things to design for

- Handles a user can invest in

- A way to be members in good standing

- Barriers to participation (segmentation)

- Spare the group from scale

Dunbar's number is a maximum, not an ideal

Limits to Growth

THE 30-YEAR UPDATE

Donella Meadows • Jorgen Randers • Dennis Meadows

How to keep groups from imploding under their own weight?

We all belong to many tribes

Some ideas

- Casual collaboration

- Privacy by default

- Lower the boundaries

- Real -> virtual, virtual -> real

Discussion