Design to Thrive: Creating Social Networks and Online Communities that Last

By Tharon Howard

Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard

Social networks and online communities are reshaping the way people communicate, both in their personal and professional lives. What makes some succeed and others fail? What draws a user in? What makes them join? What keeps them coming back? Entrepreneurs and businesses are turning to user experience practitioners to figure this out. Though they are well-equipped to evaluate and create a variety of interfaces, social networks require a different set of design principles and ways of thinking about the user in order to be successful.

Design to Thrive presents tried and tested design methodologies, based on the author's decades of research, to ensure successful and sustainable online communities -- whether a wiki for employees to share procedures and best practices or for the next Facebook. The book describes four criteria, called "RIBS," which are necessary to the design of a successful and sustainable online community. These concepts provide designers with the tools they need to generate informed creative and productive design ideas, to think proactively about the communities they are building or maintaining, and to design communities that encourage users to actively contribute.

- Provides essential tools to create thriving social networks, helping designers to avoid common pitfalls, avoid costly mistakes, and to ensure that communities meet client needs
- Contains real world stories from popular, well known communities to illustrate how the concepts work
- Features a companion online network that employs the techniques outlined in the book

[**Download** Design to Thrive: Creating Social Networks and Onl ...pdf](#)

[**Read Online** Design to Thrive: Creating Social Networks and O ...pdf](#)

Design to Thrive: Creating Social Networks and Online Communities that Last

By Tharon Howard

Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard

Social networks and online communities are reshaping the way people communicate, both in their personal and professional lives. What makes some succeed and others fail? What draws a user in? What makes them join? What keeps them coming back? Entrepreneurs and businesses are turning to user experience practitioners to figure this out. Though they are well-equipped to evaluate and create a variety of interfaces, social networks require a different set of design principles and ways of thinking about the user in order to be successful.

Design to Thrive presents tried and tested design methodologies, based on the author's decades of research, to ensure successful and sustainable online communities -- whether a wiki for employees to share procedures and best practices or for the next Facebook. The book describes four criteria, called "RIBS," which are necessary to the design of a successful and sustainable online community. These concepts provide designers with the tools they need to generate informed creative and productive design ideas, to think proactively about the communities they are building or maintaining, and to design communities that encourage users to actively contribute.

- Provides essential tools to create thriving social networks, helping designers to avoid common pitfalls, avoid costly mistakes, and to ensure that communities meet client needs
- Contains real world stories from popular, well known communities to illustrate how the concepts work
- Features a companion online network that employs the techniques outlined in the book

Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard Bibliography

- Sales Rank: #567067 in Books
- Published on: 2010-02-23
- Released on: 2010-02-09
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .59" w x 7.50" l, 1.31 pounds
- Binding: Paperback
- 248 pages

Download and Read Free Online Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard

Editorial Review

Review

"This book provides the necessary antidote to the thoughtless, random and in too many cases desperate nature of many of today's attempts to build online communities." – Carl Zetie, Strategist, IBM

"Howard's theoretical stance is firmly grounded in a lifetime of practical experience which makes fascinating and sometimes very amusing reading. Have you ever wondered why some networks and communities thrive and others fail? Read this book and find out." –Dr. Jurek Kirakowski, Senior Lecturer, Human Factors Research Group, Cork, Ireland

"Professionals in technical communication will find this book packed with relevant information, especially given the evolving role of communicators in new media. Writers and editors can put best practices to use in working with their employers, with clients, or within their own professional lives."--Angel Belford, *Technical Communication, Volume 58*, Number 1, February 2011

"This important work fills a gap in the literature in its proposal of methods to fuse technology with practical community growth and sustainability… [Howard] more than knows the subject, considering the very prominent place he holds in the human computer interaction and usability communities… [Howard] very smoothly conveys his thoughts in an eloquent, easily accessible manner that any level of reader would be able to penetrate…. This surprisingly deep yet easily readable book seamlessly incorporates the research of people such as Bruce Tuckman, Leon Festinger, and Charlene Li and Josh Bernoff, among others… Highly recommended. All levels of academic and professional readers, especially those who create and maintain online communities."**--CHOICE**

From the Back Cover

Social networks and online communities are reshaping the way people communicate, both in their personal and professional lives. What makes some succeed and others fail? What draws a user in? What makes them join? What keeps them coming back? Entrepreneurs and businesses are turning to user experience practitioners to figure this out. Though they are well-equipped to evaluate and create a variety of interfaces, social networks require a different set of design principles and ways of thinking about the user in order to be successful. Design to Thrive presents tried and tested design methodologies, based on the author's decades of research, to ensure successful and sustainable online communities -- whether a wiki for employees to share procedures and best practices or for the next Facebook. The book describes four criteria, called "RIBS," which are necessary to the design of a successful and sustainable online community. These concepts provide designers with the tools they need to generate informed creative and productive design ideas, to think proactively about the communities they are building or maintaining, and to design communities that encourage users to actively contribute.

About the Author
With over 30 years of experience researching and effectively applying social networks, Tharon W. Howard is a nationally recognized leader in the field. He is a Professor at Clemson University where he teaches in the doctoral program in Rhetoric(s), Communication, and Information Design and the Master of Arts in Professional Communication program. As Director of the Clemson University Usability Testing Facility, he

has conducted sponsored research aimed at improving and creating new software interfaces, online document designs, and information architectures for clients including IBM, NCR Corp., AT&T, Time-Warner, etc. Howard is the author of A Rhetoric of Electronic Communities, co-author of Visual Communication: A Writer's Guide, co-editor of Electronic Networks: Crossing Boundaries and Creating Communities.

Users Review

From reader reviews:

Katie Cardiel:

The book Design to Thrive: Creating Social Networks and Online Communities that Last give you a sense of feeling enjoy for your spare time. You should use to make your capable more increase. Book can to be your best friend when you getting strain or having big problem with the subject. If you can make reading a book Design to Thrive: Creating Social Networks and Online Communities that Last to become your habit, you can get a lot more advantages, like add your personal capable, increase your knowledge about some or all subjects. You are able to know everything if you like open up and read a e-book Design to Thrive: Creating Social Networks and Online Communities that Last. Kinds of book are a lot of. It means that, science reserve or encyclopedia or some others. So , how do you think about this e-book?

Florence Williams:

What do you concerning book? It is not important to you? Or just adding material when you really need something to explain what your own problem? How about your spare time? Or are you busy man or woman? If you don't have spare time to try and do others business, it is give you a sense of feeling bored faster. And you have spare time? What did you do? Everyone has many questions above. They should answer that question due to the fact just their can do which. It said that about reserve. Book is familiar in each person. Yes, it is correct. Because start from on pre-school until university need this particular Design to Thrive: Creating Social Networks and Online Communities that Last to read.

Edwin Ashford:

You can spend your free time to learn this book this book. This Design to Thrive: Creating Social Networks and Online Communities that Last is simple to bring you can read it in the park your car, in the beach, train as well as soon. If you did not include much space to bring the particular printed book, you can buy the actual e-book. It is make you quicker to read it. You can save often the book in your smart phone. Therefore there are a lot of benefits that you will get when one buys this book.

Jillian Harrington:

A number of people said that they feel fed up when they reading a publication. They are directly felt that when they get a half parts of the book. You can choose the actual book Design to Thrive: Creating Social Networks and Online Communities that Last to make your reading is interesting. Your own skill of reading proficiency is developing when you similar to reading. Try to choose basic book to make you enjoy to see it and mingle the idea about book and reading through especially. It is to be first opinion for you to like to start

a book and read it. Beside that the book Design to Thrive: Creating Social Networks and Online Communities that Last can to be a newly purchased friend when you're really feel alone and confuse with what must you're doing of these time.

Download and Read Online Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard #2PMWK35SQRB

Read Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard for online ebook

Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard books to read online.

Online Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard ebook PDF download

Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard Doc

Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard Mobipocket

Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard EPub

2PMWK35SQRB: Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard