

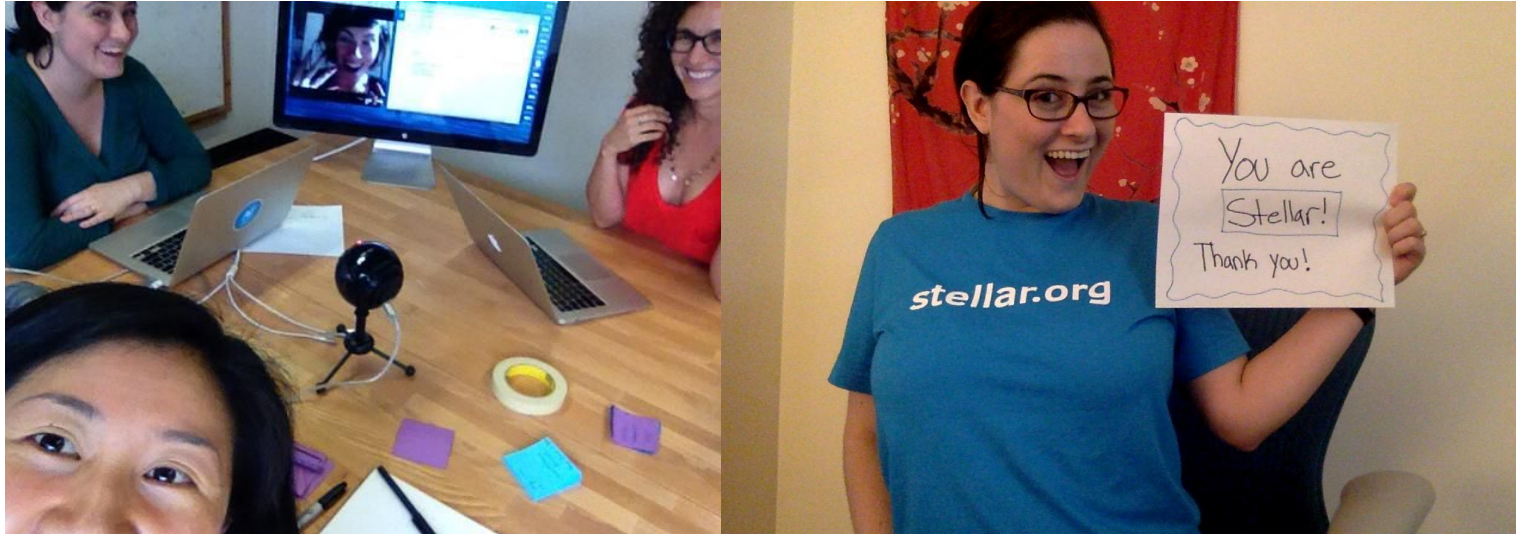
Measuring the health of your open source project

For your employer, for your
community, and for you

@EvaGantz

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Eva Gantz



Global Community at Stellar.org

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Open Source Programs Evangelist at PayPal

Why open source health measurement?

Corporate VS Community

Assumptions/lenses in this talk

1. Github-based code repositories
2. Corporate involvement in open source
3. Community as separate from profit

How to Measure Open Source: Corporate and Community

1. Why Metrics Matter
2. Metrics Anti-Patterns
3. Finding Good Metrics
4. How to Use This Data

Why metrics matter for Community

Why metrics matter

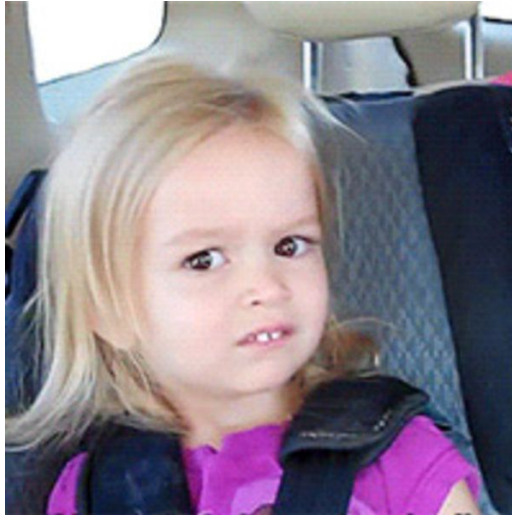
Community

**Open source software
needs community.**

Why metrics matter

Community

“Engagement?”



Why metrics matter

Community

**Community can be as
data-driven and iterative
as code itself.**

Why metrics matter

Community

**Better data =
Better decisions**

Why metrics matter

Community

**Agreed-upon ways of
defining success**

Why metrics matter for Corporate

Why metrics matter

Corporate

There Are Overlords

Why metrics matter

Corporate

There Is An Agenda

Why metrics matter

Corporate

There Are Budgets

Why metrics matter

Corporate

There Are Budget Cuts

Why metrics matter

Corporate

There Is No Time

“Just Give Me The Numbers”

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Metrics anti-patterns for Community

Metrics Anti-patterns

Community

Vanity vs Health

Metrics Anti-patterns

Community



Source: www.entrepreneurfail.com

Metrics Anti-patterns

Community

Vanity Metrics Examples

- ❖ Github repo stars
- ❖ Subscribers to a mailing list
- ❖ Members of a chat room
- ❖ Page views

Metrics anti-patterns for Corporate

Metrics Anti-patterns

Corporate

**If It's Easy To Count
It's Easy To Discount**

Metrics Anti-patterns

Corporate

Numbers Don't Lie.

(We just lie on their behalf).

Metrics Anti-patterns

Corporate

“We use it everywhere!”

Metrics Anti-patterns

Corporate

Metrics Are Rules

Rules Will Be Gamed

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Finding good metrics for Community

Finding good metrics

Community

**What do you need to
know to make future
decisions?**

Finding good metrics

Community

Put people first.

Finding good metrics

Community

Qualitative data from community members

Finding good metrics

Community

Passive // Active // Champion

Finding good metrics

Community

**Open Source Community !=
Developer Community**

Finding good metrics

Community

**Community can't be
“growth hacked”**

Finding good metrics

Community

**Use community guidelines as
a foundation.**

Finding good metrics

Community

“Participate in an authentic and active way. In doing so, you contribute to the health and longevity of this community.”

Source: www.stellar.org/community-guidelines/

Finding good metrics

Community

“If you see someone making an extra effort to ensure our community welcomes all participants and encourages them to contribute, we want to know! ”

Source: www.stellar.org/community-guidelines/

Finding good metrics for Corporate

Finding good metrics

Corporate

Why?

Finding good metrics

Corporate

Know The Question

or you won't recognize the answer

Finding good metrics

Corporate

**Know The Answer
Before You Are Asked**

Finding good metrics

Corporate

Learn From XD

(Experience Design)

Finding good metrics

Corporate

Use Multiple Metrics

Finding good metrics

Corporate

Use Bad Metrics

(WHAAAT?)

Finding good metrics

Corporate

Play A Deeper Game

(Anti-Anti-Pattern!)

(We need to go deeper!)

(Metricception!)

Finding good metrics

Corporate

Account For Project Maturity

Finding good metrics

Community

Case Study: Stellar.org

Money could move like email.


Stellar is an open platform for building financial products that connect people everywhere.


START DEVELOPING





Finding good metrics

Community

 **eva** 6:51 PM
😊
next up: the SCP white paper as told by emoji
David would love that 😊

 **vanessa** 6:52 PM
OMG

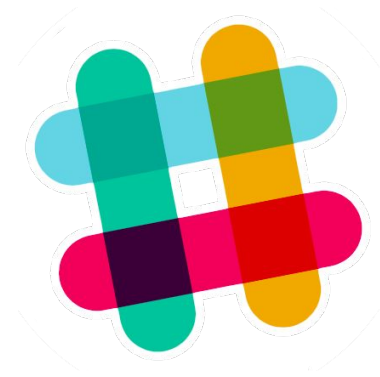
 **eva** 6:53 PM
🌸 = 😭
🌸 = 😎

 **matschaffer** 6:59 PM
😈 (bad actor) + 🌸 still = 😎

Finding good metrics

Community

- ❖ Unique members
- ❖ Member growth MOM
- ❖ # of messages
- ❖ Message growth MOM
- ❖ # of users who go inactive
- ❖ Qualitative assessment of conversation



Finding good metrics

Corporate

Corporate Hypothesis 1:

Open Source Rewards Employees

Finding good metrics

Corporate

Corporate Hypothesis 2:

Open Source Creates Mentors

How to Measure Open Source: Corporate and Community

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4. How to Use This Data

How to use this data

Hypothesize → test → analyze → iterate

How to use this data

“Failure” = more data



@EvaGantz

@DuaneOBrien

Tools that can help

- ❖ Cauldron—biterg.io
- ❖ Metrics/VizGrimoire—bitergia.com
- ❖ github.com/amznlabs/oss-dashboard
- ❖ Spreadsheets
- ❖ Lithium (proprietary, \$\$\$)