

Corporate engagement with open source communities

### **Research findings**

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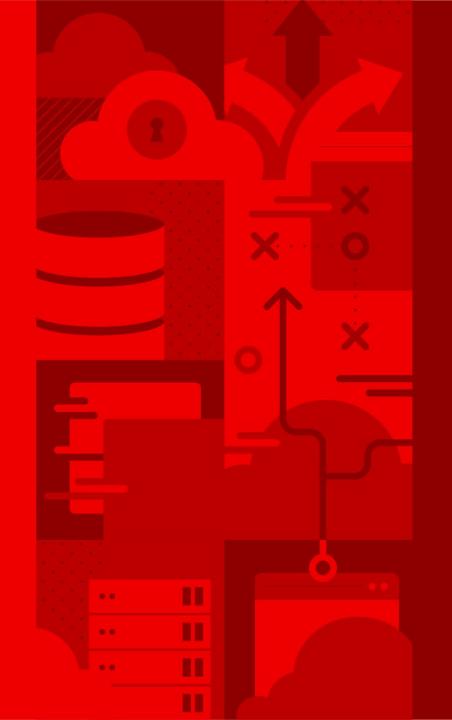


## What we'll discuss today

- Method of research
- Confirmatory findings
- Emergent findings

- Contribution barriers
- Building community
- Diversity matters
- Confidence is high
- Implications





# Background



### Here's how we learned some things The 2011 OG study

This study was initially run in 2011 to explore what was then a fairly new phenomena.

- Original investigation was sponsored by the National Science
  Foundation
- Conducted by the University of Nebraska-Omaha



### Here's how we learned some things

Research methodology

The Interview Protocol was developed to explore motivations, contribution barriers, project characteristics, organizational policies, and differentiation practices

- Completed 35 interviews
- Corporate open source participants (developers, OSPO staff, community managers, project managers, and product managers)
- Qualitative content analysis
- Pair coding method to extract themes related to corporate engagement with projects





# Confirmatory findings

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### Confirming what was seen in 2011 Software use

- Software use (Quality, free, convenient, and well maintained) solves a business problem
- Free infrastructure



### Confirming what was seen in 2011 Leveraged development

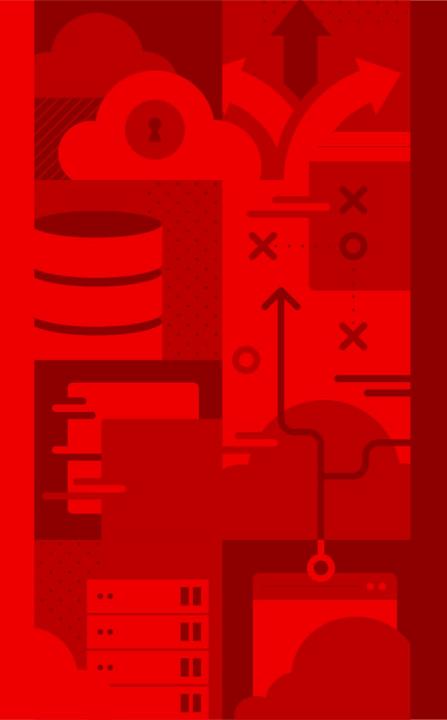
- Collaborative labor to support our business goals
- Build alliances with companies



### Confirming what was seen in 2011 Monetize open source

- Provide support services around OSS
- Create a marketplace around a product/projects
- Acquire new users and encourage adoption of products





# New findings

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### New discoveries in 2021: Culture and community

Evolving corporate culture

- Risk attentive legal culture
- Blending internal and external innovation
- Changing corporate culture is hard
- Open Source Program Offices



## New discoveries in 2021: Culture and community

Building communities/projects

- Sustainability around projects is important
- Centering diversity, equity, & inclusion
- Building community matters
- People want active communities



### New discoveries in 2021: Strategic motivations Reputations

- Marketing Building goodwill and name recognition
- Demonstrate technical leadership in a competitive landscape



## New discoveries in 2021: Strategic motivations

Aligning business objectives

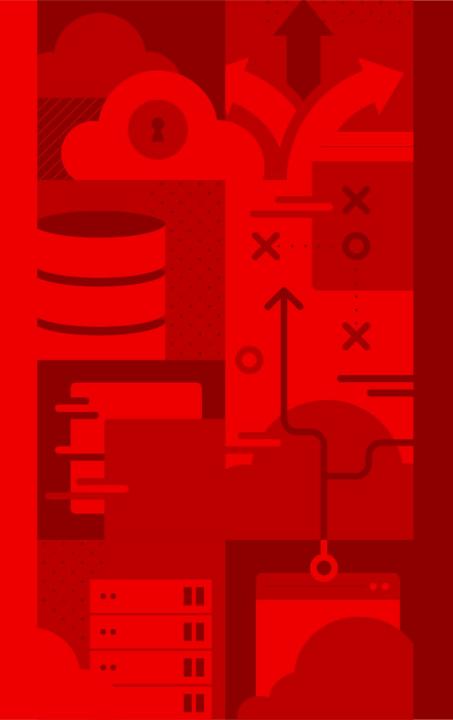
- Standardization in software ecosystems
- Speculation about the importance of future technology
- Help steer the direction of a project towards our business interests



### New discoveries in 2021: Strategic motivations Competitive

- Offloading maintenance to a competitor
- Weaponizing licensing
- Influencing competitors
- Commoditize a competitor's service to prevent vendor lock-in





## Takeaways

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### Open source is stronger now

Organizational culture

- No/less separation between internal and external development
- OSPO development



### Open source is stronger now

Building community

- It's about people and relationships
- Highlights the importance of centering DEI in OSS projects
  - Explore DEI when determining use and engagement
  - Poor DEI is a consideration when joining a project and reason to leave a project

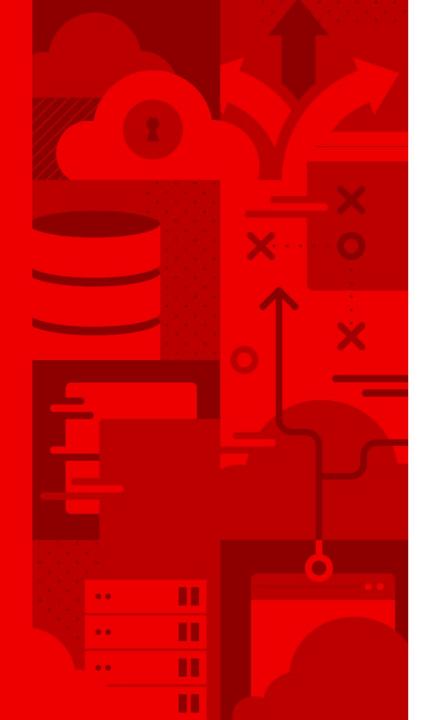


### Open source is stronger now

Strategic advantage

- Constructively
  - · Influencing existing projects
  - Driving technology
- Aggressively
  - Commoditizing services
  - Sharing maintenance





# Thank you

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