



How to create an Internet Community?

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Internet Community (IC)

definition

a collection of individuals who use computers, software, and other means to discuss common interests transcendentally, outside (actually: with little meaning) of time and space

according to the Google almost 3 million pages mentioning it, in June 2001.

Let's try to make a Internet community together...

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Technology

in details...

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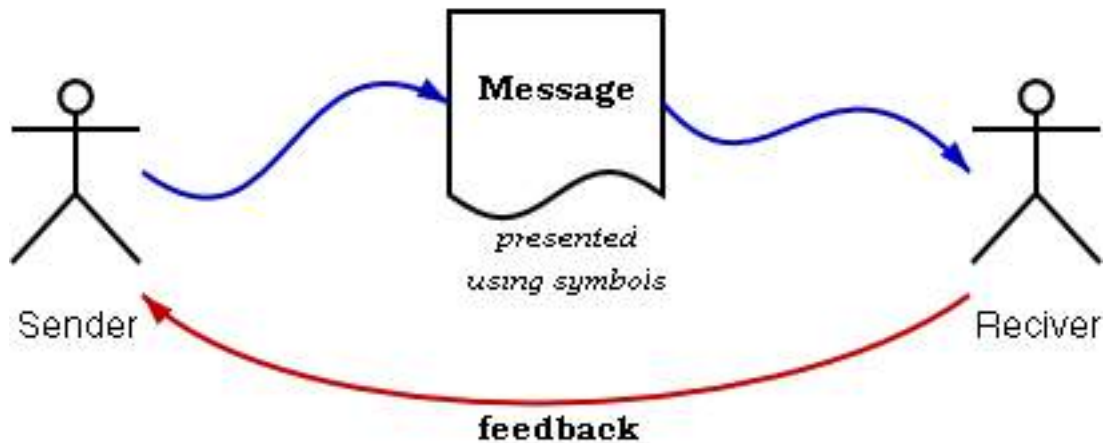
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What is communication?



Communication **requires feedback** as well as sender, receiver and a message. That's why there aren't any broadcast-type technologies covered here (e.g. only static web pages, spam-line mail announcements)

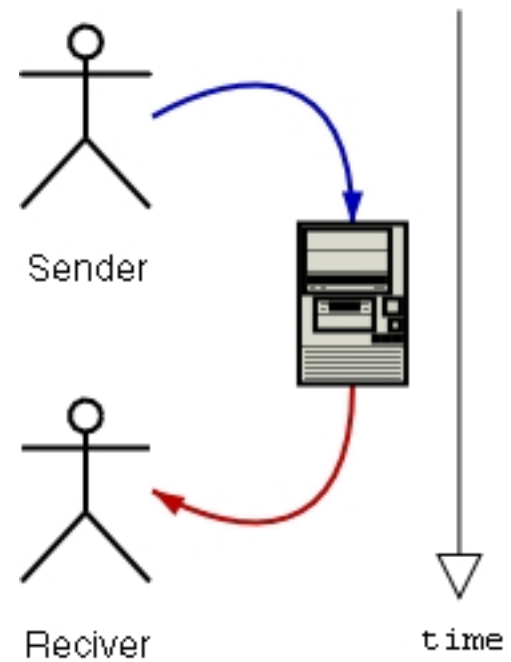


Technologies

Asynchronous

Asynchronous communications inside IC are based on store-and-forward principle, both persons involved in communication don't have to be online at the same time

- e-mail
- interactive Web pages
 - forum
 - news
 - whiteboard collaboration (WikiWikiWeb)
- UseNet





Technologies

Synchronous

Synchronous communications inside IC require that **both persons are online at the same time**

- chat
- IRC
- talk
- gaming
- VR (virtual reality) 3D
- P2P file sharing
- Internet telephone

Sync communication



Technologies

Sync or Async?

How do decide whatever to user Synchronious or Asynchronous technologies?

If you need to communicate with someone in another time-zone (e.g. Japan) asynchronous technologies is only choice.

However, some people right here has bioritham which is shifted for 6 hours or so, so asynchronous technologies is solution for them too!

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Tech by usage

sync or async?

What about usage? Are some technologies better for some uses than others?

- **Fun**
For gameing synchronious communication is necessity (chess by mail isn't popular any more)
- **Special Interest Groups (SIGs)**
For research and learning all technologies can be used.
- **Developing ideas**
Project-oriented tasks can use sync and async technologies depending on geographic location of participants.



Tech by requirements

	own server	web access	standard client	special client	min. client class
Asynchronous					
e-mail	no	possible, webmail	yes, e-mail client	no, possible	286, PDA
web forum	no, helps	yes	yes, web browser	no	386
web news	no, helps	yes	yes, web browser	no	486
web whiteboard	no, helps	yes	yes, web browser	possible	586 (for Java)
UseNet	yes	possible, gateway	yes, nntp client	no	286
Synchronous					
chat	no	yes, Java needed	no	yes, in Java	586+
IRC	yes	possible, with Java client	yes, under Unix	yes	386
talk	yes	no	yes, under Unix	no	386
gaming	yes, 686	no	no	yes, game itself	686+
VR 3D	yes, 686	no	no	yes	686+
P2P file sharing	no	no	no	yes	586+
phone	yes	just for address book	no	yes	586+



Technologies

Hybrid

Combination of synchronous and asynchronous technologies to support Internet Communities

- Web site groups.yahoo.com
- Open Source applications: [phpGroupWare](#), [PHP-Nuke](#), [SlashCode](#)

Unified messaging

- [ICQ](#)
- AOL instant messenger
- [Jabber](#) - Open Source with interoperability with IM, phone, and web-based services



Technology for technology sake

Let's talk about basic technologies that drive your community

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How to make your community tick?

Known technologies

WWW

collection of internet sites that offer text and graphics and sound and animation resources through the hypertext transfer protocol [syn: world wide web, web, WWW]

e-mail

a system of world-wide electronic communication in which a computer user can compose a message at one terminal that is generated at the recipient's terminal when he logs in [syn: electronic mail, email]

Those technologies enable us to present informations to users on Internet and establish person-to-person communication.

Do we need to say more?



How to make your community tick?

mailing lists

mailing list - email address that is an alias for many other email addresses. Some mailing lists are simple 'reflectors', redirecting mail sent to them to the list of recipients. Others are filtered by humans or programs of varying degrees of sophistication; lists filtered by humans are said to be 'moderated'.

- originated with the first UUCP and ARPANET connections
- predate Usenet
- easy to create
- low usage of machine resources
- often used for private information-sharing on topics too specialized or inappropriate for public Usenet groups
- often created temporarily by working groups



How to make your community tick?

UseNet (newsgroups)

- distributed bboard (bulletin board) system supported mainly by Unix machines
- originally implemented in 1979-1980 by Steve Bellovin, Jim Ellis, Tom Truscott, and Steve Daniel at Duke University
- largest decentralized information utility in existence
- by 1994 original UUCP transport for Usenet faded out of use
- lot of newbies and journalists refer to "Internet newsgroups" as though Usenet was and always had been just another Internet service. This ignorance greatly annoys experienced Usenetters.

UUCPNET

The store-and-forward network consisting of all the world's connected Unix machines (and others running some clone of the UUCP (Unix-to-Unix CoPy) software). Any machine reachable only via a bang path is on UUCPNET. This term has been rendered obsolescent by the spread of cheap Internet connections in the 1990s; the few remaining UUCP links are essentially slow channels to the Internet rather than an autonomous network.



From tech to content...

Let's put things in perspective

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SIG web pages

Webrings

Link to other web sites like yours and...

- Increase traffic to your site!
- Use a simple navigation bar to link to other sites.
- Find concentrations of sites quickly and easily.
- Create a Ring and develop an online community.

Interesting concept which can only help your web site. But, it's still limited to web pages, and it's not interactive, so you can't create real community because you additionally need some form of two way communication (eg. e-mail)



Interactive Web sites

Communities gathered around:

- Web portals
- On-line groupware sites
- News sites
- Petition sites
- etc.

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File sharing P2P networks

Napster, KaZaA...

Napster music community

The first world-famous file sharing network. Included on-line chatrooms for numerous music genres.

KaZaA

from: www.kazaa.com: "KaZaA is a media community, where millions community members can share their media files - audio, video, images and documents - with each other."



File sharing P2P networks

Gnutella

Gnutella

from: www.gnutella.co.uk/about/

"Gnutella is the name of protocol that allows people to exchange files over the internet. You connect to the Gnutella network (GnutellaNet), using a Gnutella client. The original Gnutella client was developed by Justin Frankel and Tom Pepper at Nullsoft. AOL quickly closed the site down, but not before thousands of people had downloaded it."

Gnutella is decentralised

Among other advantages: "Ability to define your own internal network with a single exit point to the rest of the internet makes it difficult to block access to GnutellaNet".



Chat

- IRC
- Java chat / server-side Web chat
- ICQ & other instant messaging systems

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Multimedia chat

VoIP based communication

Two most popular "communities":

- **NetMeeting**
- **InternetPhone**

Usually include other collaboration tools, such as Whiteboards, Application sharing, etc.

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Discussion boards

On-line web forums

Similar capabilities to those of UseNet newsgroups.

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Gaming tools / arenas

On-line gaming communities

Choose a team, type of battle and fight

MUD (Multiuser Dungeon) - text-based adventure game - mother of all MU Internet games

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Virtual 2D/3D words

ActiveWorlds

ActiveWorlds (www.activeworlds.com)

The **Active Worlds Universe** is a community of hundreds of thousands of users that chat and build 3D virtual reality worlds in millions of kilometers of virtual territory.

In Active Worlds you can meet people from all over the planet, explore virtual worlds, play online games, shop, surf the 2D and 3D web, stake a claim and build your own virtual home on the 'Net.

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Virtual 2D/3D words

Worlds.com

Worlds.com give advices for Community leaders:

Worlds' Community Leaders are selected volunteer members who are trained to work with Worlds staff to help build the online Worlds community. You will recognize our Community Leaders online by their special yellow nametag and the word HOST- before their name.

Communities are all about people. At Worlds, we view the fundamentals of community to be communication, relationships, camaraderie, commitment, contribution and commerce. Building community is like throwing a party. Worlds Community Leaders are the hosts, and the members are the guests. If you're walking into a room of people you don't know, you're a little nervous and uneasy. You want a human to meet you at the door, greet you, introduce you around, make you feel at home. That's the role of the Community Leaders.

Our Community Leaders (CLs) are there for our members:

- CLs hang out at entry points such as the Meteor and greet new members
- CLs help new members with questions
- CLs help members join the group by showing them around and introducing them to other members
- CLs test new program updates before they go live
- CLs help Worlds neighbours understand and follow the appropriate online behaviour guidelines
- CLs communicate with Worlds staff as problems occur

Our **policy on behavior** is one of inclusion and persuasion, rather than exclusion and punishment. For this reason, the Community Leaders are charged with helping to engage problem members and draw them into the Community. When necessary, the Community Leaders will be asked to identify ongoing unacceptable behavior (as defined by our Community Guidelines) to the Community Director for further action. We ask that all our members cooperate with our Community Leaders."



Communication on/over the Internet

Some Internet specifics

- none or little non-verbal communication
- none or little spontaneous and scripted communication due to delay
- plenty of planned communication
- gaining predicative knowledge by understanding
- changing roles: choose your perversion!
- changing roles2: start a flame war!
- other sociological phenomena that I encountered

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Forming of an Internet community

Phases - chronological

- define your goals
- learn about ICs (think of including a professional sociologist/communicologist)
- analyse who and where the potential community members are - do they belong to some other IC? - **Think of forming a clique and come to power! :-)**
- understand real reasons why would/wouldn't they join you
- invite people in the right way
- analyse their present knowledge of Internet collaboration and communication tools before imposing/suggesting it to the group (HULK irc example)
- define decision-making issues
- define resulting activity and keep track on how successful IC is
- analyse group member knowledge, skills and connections - divide them into working bodies if possible to make your IC more efficient!
- analyse ideas - have an idea-management system in your IC (Pliva)!



Members of ICs

Why would anyone want to join you

- according to a communicology theory - people expect a reward from interacting with other people
- they will also feel tense, since this wouldn't be the only interest group that they belong to
- group will affect their opinions
- prior of joining they will have questions - study some non-agressive **persuasion** practices
- give people what they want - don't change *their cognitive map*
- make them feel important :-)
- enable them to help others and be helped
- try to achieve **synergy**



Descission making

You will probably start with a small IC:

- smaller groups - pretty easy to make a **sociogram**
- the bigger the IC is, the smaller number of people tend to monopolize the discussions

Reaching the agreement:

Fisher (1970)

- aiming
- conflicting
- emerging
- confirming

Tuchman (1965)

- focusing on the task
- reaction
- open exchange of relevant interpretations
- appearance of solutions

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IC activity

Group/subgroup types

- occasion
- cathartic
- learning
- decision making
- action

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Leading the IC

Facts:

- appearance of a leader
- leaders have some common characteristics

Responsibility for the cohesion of a certain IC

Fisher:

Main thing concerning leadership is not some specific type of behaviour, but ability to achieve greater number of different types of behaviours.

Good leadership means different for different groups!

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Learning how to communicate

Keeping conversational coherence

Four basic principles of conversation:

Grice (1975)

- Principle of quantity
- Principle of quality
- Principle of relevancy
- Principle of manner

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Learning from successful ICs

Reaching quality decisions

Hirokawa (1981)

- Group must understand and analyse the problem. While doing so it must:
 - understand the roots of the problem
 - determine the width of the problem
 - determine what caused the problem
 - determine symptoms of the problem
- Group must determine set of operational acts
 - what must be done to solve the problem and which approach to take
- Group must produce or generate alternative solutions to the problem
 - consider as many options as possible, then choose the best
- Group must develop specific set of criteria for evaluation of every alternative. While doing so it must consider:
 - qualities that a "good" solution should incorporate
 - specific aspects of a problem that this solution should solve
 - specific negative consequences
- Group must evaluate every possible solution before choosing one. It should check whether this solution matches given criteria



Learning from successful ICs

Some differences between successful and unsuccessful ICs

Hirokawa and Pace (1983)

- Successful groups made a careful survey/study on the opinion of their members, refusing to accept them without careful consideration
- Successful groups carefully consider possible alternatives, in domain of imposed criteria
- Possible alternatives are chosen from logical conclusions from the facts, that the group considers true
- Successful groups have one or many members who positively influence the flow of discussion and point the group toward picking the best decision

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The Psychology of the Internet

How communities work?
What is difference between "real" communities and IC?

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Your on-line persona

how to be a part of community?

Patricia M. Wallace: *The psychology of the Internet*, Cambridge University Press, pg. 37

I finally ran into my email acquaintance at a conference and learned how mistaken my initial impressions about him were. His contagious smile instantly belied the cool and arrogant image he had projected at first. Stroking his graying beard, he said, "I don't really know how to do this Internet thing, but I'm learning." We all are.

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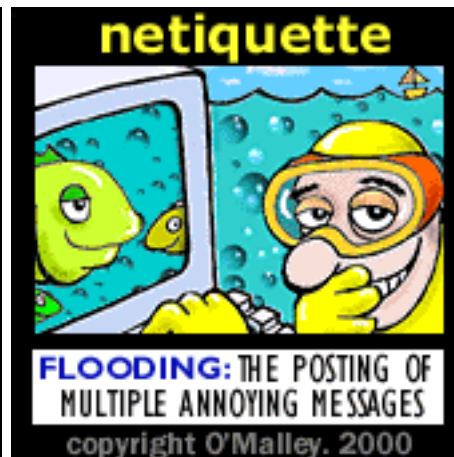


Netiquette

How should I behave?

<http://www.albion.com/netiquette/>

- set of informal rules which help our online society behave in a responsible manner
- fun way of communicating with other users throughout the internet which includes using keyboard characters which convey feeling and save valuable "typing time"





Netiquette

10 basic rules

- Remember the Human
- Adhere to the same standards of behavior online that you follow in real life
- Know where you are in cyberspace
- Respect other people's time and bandwidth
- Make yourself look good online
- Share expert knowledge
- Help keep flame wars under control
- Respect other people's privacy
- Don't abuse your power
- Be forgiving of other people's mistakes



newbie new to the net.

copyright O'Malley. 2000



:) happy, smiling or present state of mind

copyright O'Malley. 2000



WTH WHAT THE HELL

copyright O'Malley. 2000



Netiquette

Acronyms

Acronyms are abbreviations, or words formed from the first letters of other words to express commonly used phrases.

AFAIK	AFK	AISI	AYST	BAK	BBL	BF	BOC	BOS/BR	BOT
BRB	BTW	CE	CMH	CUL	CUL8R	CWYL	D&C	DBA	DUCWIC
DYHWIH	E2EG	EOD	EOL	F2F	FAQ	FITB	FOAF	FTASB	FWIW
FYA	FYI	GA	GD&R	GF	GGN	GIGO	GIWIST	GMTA	GRUIT
HHOJ	HHOK	HTH	IAC	IANAC	IANAL	IBM	ICUR	IDBI	IDC
IDTS	ILIWTPCT	ILY	IMBO	IMHO	IMI	IMNSHO	IMO	IMVHO	INPO
IOW	IRL	JAM	JIC	JJ	KISS	KWIM	L8R	LLTA	LOL
LTNS	MCIBTY(SN)	MFG	MORF	MOTOS	MOTSS	MYOB	NBD	NERD	NIMBY
NRN	NTL	OATUS	OIC	OTC	OTOH	OTTOMH	OTW	OWTTE	POV
PPP	PTMM	PTUM	ROFL	ROTBA	RSN	SBT	SO	SOP	TANJ
TANSTAAFL	TCB	TCS	TGAL	TGIF	TIA	TINALO	TINAR	TINWIS	TLA
TOJ	TOY	TPTB	TTBOMK	TTFN	TTM	TTT	TTYL	TTYRS	TWIU
TY	UTC	UTT	WHAK	WMRS	WRT	WYSIWYG	YAOTM		



How to use IC?

group decisions

If the individuals are leaning toward caution is some kind of a dilemma, the group decision will be even more cautious. Or if they tend to agree with a particular option individually, their group will agree with it even more strongly after they have a change to discuss it.

pg.75



How to use IC?

group brainstorming

Two decades of research in behavioral science came to the conclusion that individual brainstorming is more effective than group brainstorming.

- groups with individual members developed more ideas
- reason is *production blocking* - only one person can talk at a time; listening to discussion leaves less time to come up with original ideas
- electronic version bypasses production-blocking problem - you can glance at group members contribution at convenient time

pg. 83,84

Group brainstorming on Internet is killer application if you want to develop ideas.



Successful communities who wants to make unsuccessful one?

- **trust** is main difference between successful and unsuccessful groups.
 - trust can be built using *frequent* communication (which is replacement for long-term personal interaction)
 - result is optimism, excitement, orientation toward the task and project goals
- Do you know what the devil's grandmother died of? Bad excuses. So therefore, I will stop apologizing - and start working.

pg. 85,86



Problems for ICs

intergroup conflict - trolling

trolling - insiders taunt neophytes who try to break into the group, and thereby increase their own cohesiveness and separateness from the annoying intruders.

To say it in simple words: people with vast amount of knowledge don't like to be bothered by newbies, so they intentionally throw in some false statement to check knowledge of unknown newbie. He, of course, tries to be helpfull and notice mistake which leads to reply: YHBT. Then, newbie is ignored.

YHBT You have been trolled

Most well-known ingroups:

- hackers - your primary goal must be to learn for the sake of learning
- lusers - users who are also losers
- wannabees - those who call themselves hackers but can't hack

pg. 101,102,105

We should expect trolling in our community and prepare for it.



Problems for ICs

World Wide Wait - lag on the Internet

Is the Internet environment a frustrating place, one that might make us more likely to show anger when something happens to bother us?

- 2-3 sec. lag - reasonably content Internet chatters
- 8-9 sec. or longer lag - frustration level rises considerably

pg. 113

Our community won't be immune to *virtual anger*. We can't affect characteristics of media (non-personal contacts), but we can affect lag and create happier community.



Problems for ICs

Flameing and fighting

Like children's game of raising the stakes:

- You're a jerk,
- You're a double jerk,
- You're a jerk times ten,
- You and your whole family are jerks.

To the uninvolved, some flame wars sound about this silly.

people tend to flame more in non-face-to-face meetings

pg. 118,121



Is all black?

Research also shows that people are more task oriented in computer mediated communication (especially under time pressure)

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Internet's addictive properties

Internet as a time sink

- Do you feel preoccupied with the Internet (think about previous online activity or anticipate next online session)?
- Do you feel the need to use the Internet with increasing amounts of time in order to achieve satisfaction?
- Have you repeatedly made unsuccessful efforts to control, cut back, or stop Internet use?
- Do you feel restless, moody, depressed, or irritable when attempting to cut down or stop Internet use?
- Do you stay online longer than originally intended?
- Have you jeopardized or risked the loss of a significant relationship, job, educational or career opportunity because of Internet?
- Have you lied to family members, therapist, or others to conceal the extent of involvement with the Internet?
- Do you use the Internet as a way of escaping from problems or relieving a dysphoric mood (e.g. feeling of helplessness, guilt, anxiety, depression)?

Yes answers:

More than five (5) yes answers makes you **dependent** on Internet

pg. 179



Internet's addictive properties

Results about Internet usage

- Independent
similar to other surveys of how people in general use Internet
 - 55% email and Web
 - 24% information gathering (library searches or software download)
- Dependent
most of time in the synchronous communication environment
 - 35% chat rooms
 - 28% MUDs

pg. 181,182

Is this newbie disease?

- 83% of dependents are online for a year or less
- 29% of non-dependent are online for less than a year

pg. 186



Altruism on the net

what about real life?

Helping other people in real life:

- person with cast with environment noise:
 - 80% bystanders helped to person with cast under low noise level
 - 15% bystanders helped to person with cast under high noise level
 - 15% bystanders helped to person without cast
- help to a female in emergency:
 - 70% if there is one person in next room
 - 40% if there are two strangers
- room vent pouring out smoke:
 - 75% reports from one man sitting in a room
 - much lower if there is couple of men - they are taking their clues from one another and build a shared illusion that nothing was amiss

pg. 193,194

Internet is much more altruistic place (no prejudices and it's hard to judge number of people on-line)



We have gone a long way...

...so it's time for a short break!

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Discussion about IC

Do you have any comments or questions about this workshop so far?

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GIYAB

GIYAB

virtual community for collaborative creation of music
Presented by Vlatko Kosturjak

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Yanez

<http://www.mp3.com/yanez/>



- first band that released songs under GPL
- http://linxtoday.com/news_story.php3?ltsn=1999-08-17-002-10-NW
- idea was to kick music industry where it hurts
- actually, it was band



GIYAB

- Giyab = Giyab Isn't Yet Another Band
- continuation project of Yanez
- songs are still released under GPL-like license
- it has status of "project", not "band"
- it completely follows GNU style development of programs



Concept of GIYAB

- web oriented internet community
- we have CVS repository for lyrics, chords and video montage
- each instrument, picture and video can be submitted via web interface
- very Open: Everyone can contribute!
- unstable and stable versions of songs

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Concept of GIYAB

GIYAB concept shema



Concept of GIYAB

Advantages

- various and rare instruments
- possibility to get whole orchestra
- can get easily internet choir
- always fueled by positive energy
- project/music never dies

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Concept of GIYAB

Disadvantages

- please, you tell me?

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Very near future

- new song
- on-line mixing of tracks on web
- we are preparing video spot based on GNU development

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Future: far, far away...

- project will expand
- various music styles will be available following GIYAB style of composing music
- software improvements:
 - user-friendly clients(with wizards) for recording
 - composing on mobile phone or PDA



Questions

- GIYAB web site: www.giyab.org
- GIYAB FAQ: www.giyab.org/faq.php
- My e-mail: kost@linux.hr

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Creating an IC

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Benefits of IC?

All in one should we make an **Internet** Community.

Advantages of IC include:

- overcome geographical distances

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