

# What open source and J.K. Rowling have in common



*Importance of storytelling  
in open source projects*

**Speaker:** Justin W. Flory  
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# So, who are you?

- **Fedora contributor**

- Community Operations team lead, Fedora Magazine editor-in-chief, Fedora Community Blog editor-in-chief, Marketing team member, Ambassador, Diversity Team member, Join SIG participant, Games SIG participant, Fedora Badges sysadmin

- **Open source aficionado**

- Former community moderator of [SpigotMC](#), occasional [MusicBrainz](#) contributor

- **IT student from Rochester, NY**

- President of [RITlug](#), student captain of [FOSS@MAGIC](#), and more



# What I REALLY do in Fedora

- **Remove all the titles...**
  - Involved in mostly *non-technical fields*
  - Discovering and contributing to a never-ending novel
    - More on this later...



# Was the talk title just clickbait?

- **So, why J.K. Rowling? Is there magic in open source?**



# Was the talk title just clickbait?

- **So, why J.K. Rowling? Is there magic in open source?**
- **Storytelling ability**
  - Captivation... ready for the next chapter
  - Page turner!
- **Rowling's line of work isn't unique to literature**
  - Uncommon but vital for technical work



# But... how is it a part of open source?

- **In a world of CODE... COMMITS... SOFTWARE...**
  - Where does storytelling fit?
- **Meeting a goal... “scratching an itch”**
  - Unique problems



# Why are stories important?

- **Two audiences: users and contributors**

- *Users*: Communicating purpose
- *Contributors*: Knowing multiple sides of a project without being there
  - On the same page
  - Opening windows between different houses

- **Fedora <3 Python!**



# How to tell the open source story

- Use of “best practices” and certain tools to help extract story and improve visibility
- **WARNING:** If you were looking some secret software or well-guarded secret to be revealed... sorry.
  - Reaching maximum potential
  - Following tools are ordered LEAST frequent to MOST frequent (but *not* importance)



# README / project overview

 README.md

- **Front door, first impression, first *everything* for *anyone* for your project**
  - ...ever.
- **You have one shot! Make it count.**
- **Prioritize, organize**



# Announcement mailing lists

- **Understandable to worry about sending too many emails, but...**
- **Be cautious of frequency, but don't be scared**

From:	You <project-maintainer@yourproject.org>
To:	<a href="mailto:announce@lists.yourproject.org">announce@lists.yourproject.org</a>
Subject:	Beta release today - testers needed!



# Writing / blogging

- **Larger projects: Centralize!**
- **Smaller projects: Consolidate!**
- **Short and sweet > long and “why did I ever think this was a good idea”**



# Social media

- **Short, sweet, to the point!**
- **Did you do something this week? Can you fit it into 140 characters? Great!**



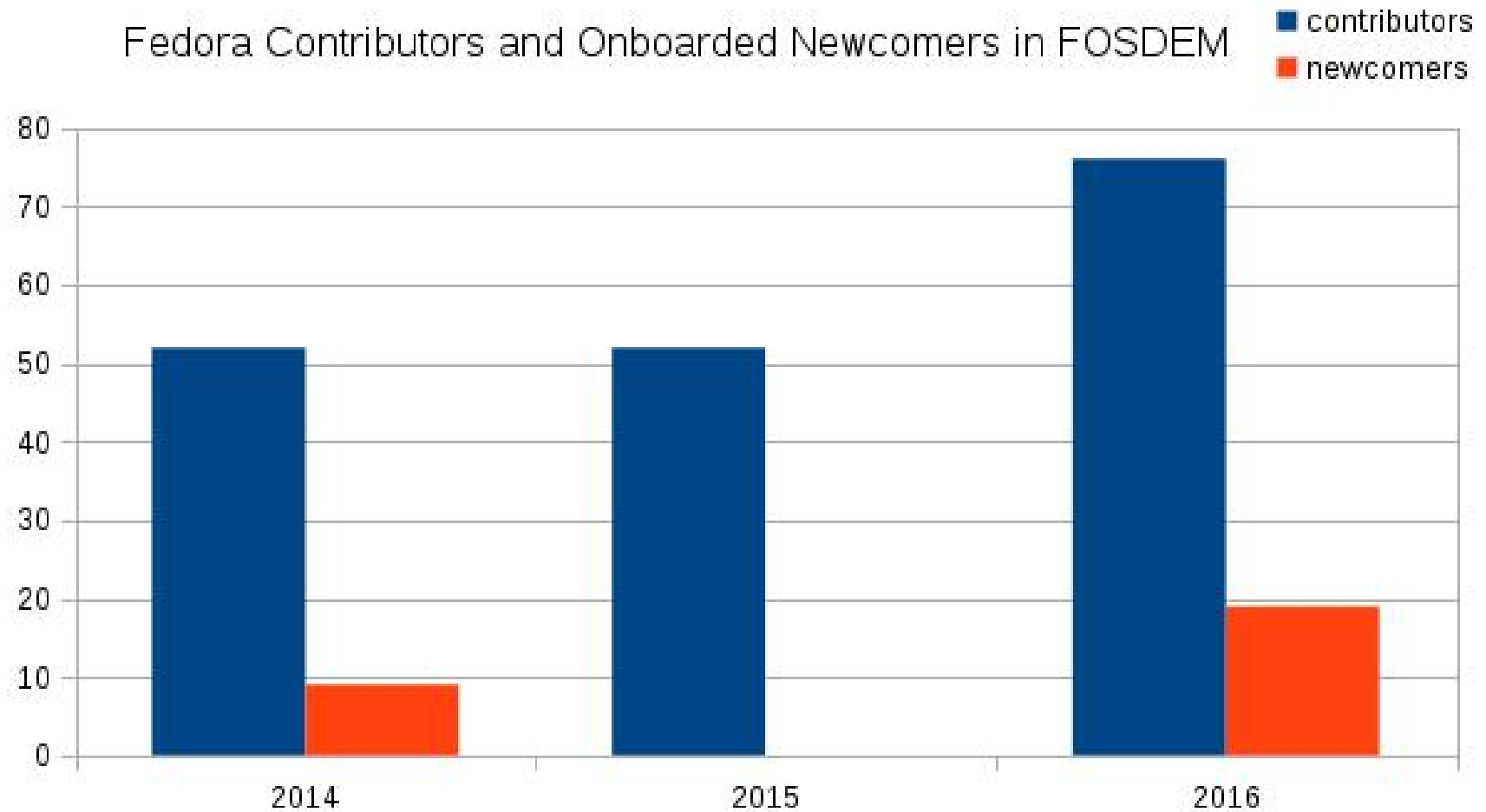
# Efforts meet results

- **How to measure success?**

- Case study: Fedora and fedmsg
  - Commits, builds, bugs, blog posts, translations, Ansible playbook runs, ticket comments, Ask Fedora questions
- See: [Fedora at FOSDEM 2016](http://j.jwf.io/fedora-fosdem-2016) (j.jwf.io/fedora-fosdem-2016)

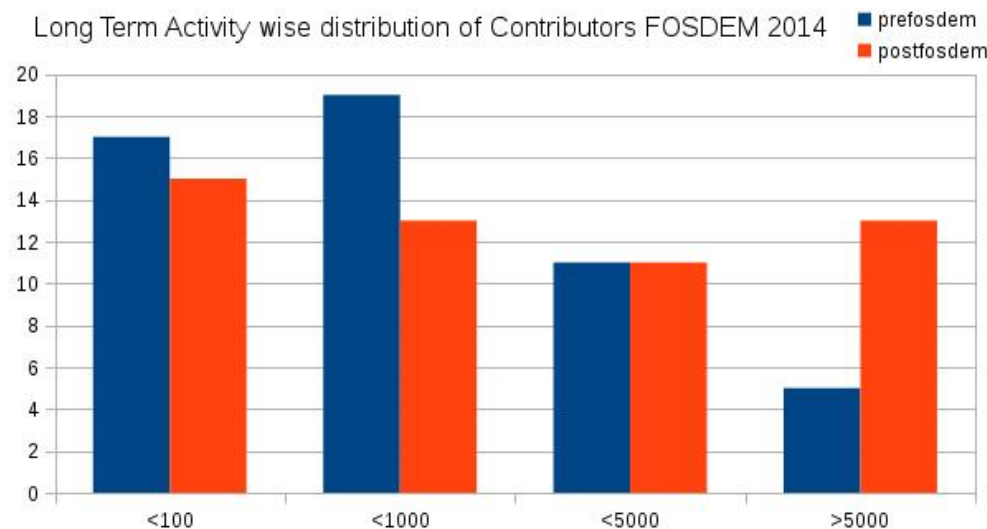


# Who's saying hello for the first time?



# “I don’t it’s worth it for Fedora to come to FOSDEM!”

- “Out of 52 contributors who attended FOSDEM 2014...
  - ...**18 contributors had an increase in their long term activity** after FOSDEM and jumped ‘up’ i.e. from lower activity groups before FOSDEM to higher activity groups after FOSDEM...
  - ...while **3 contributors had a decrease in their long term activity** after FOSDEM and jumped ‘down’ i.e. classified into a lower activity region.”



# j.jwf.io/fedora-fosdem-2016

Fedora at FOSDEM x


Justin

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NETWORKS FOR DATA

Research Blog on Networks, Complexity and Data

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FEDORA AT FOSDEM

\* Introduction blatantly copied from [mattdm's Five Things in Fedora This week post in Magazine](#) .

" Fedora spends quite a bit of energy, time, money, and other resources on Fedora's presence at conferences. But, it's unclear how much this actually *matters* — does it bring in new Fedora users? What about contributors? Well, over on the [CommOps](#) team, contributor [Bee Padalkar](#) set out to figure out. As I discussed in my [State of Fedora talk at Devconf.cz](#), a lot of the activity in Fedora infrastructure generates messages on [fedmsg](#) — it's like Twitter for all of our systems talking to each other, rather than for humans.

Bee starts by looking at attendees who got the [FOSDEM 2016 Badge](#) at the Fedora booth there, and then observing their activity *after* the conference. Accounts which start at the conference and then become ongoing, active contributors = measurable conference success. Read about this on the [CommOps list](#), and stay tuned for more analysis of other conferences. and of course my favorite — pretty graphs.\* " — mattdm

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# Efforts meet results

- **How to show results**

- Not everyone is lucky
- Still patterns to understand success
  - Measure commits / issues / pull requests
  - Account registrations
  - Conference / event engagement
  - Translated strings / languages



# There is a story.

- ***One* person saw a world of wizards, witches, and magic. She shared it. She inspired billions.**



- **You have a story. Find your story. And share it.**



# Credits

## • Images / Data

- Books by [Mikhail Pavstyuk](#), [Unsplash](#)
- [Bhagyashree \(Bee\) Padalkar](#), [Fedora at FOSDEM](#)
- [Harry Potter: The Perfect Fictional Hero](#) by [Annie Ryan](#)

## • Find me!

- *Email:*  
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- *Twitter:* [@jflory7](#)

## • Motivation

- [Remy DeCausemaker](#) (decause) for lighting my path into open source and dreaming a dream others didn't yet see
- [Brian Exelbierd](#) (bixelbie)
- [Fedora CommOps team](#) (you guys rock!)
- [Fedora Magazine editorial team](#)
- [Stephen Jacobs](#)
- [Dan Schneiderman](#) (schneidy)
- [Fedora community](#) for all of the lessons I've learned...
- [SpigotMC community](#) and [Michael Dardis](#) for starting me in open source
- So many, many, many more incredible people I could never list here



# Thank you!

*Questions?*

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