

LAUREL PAPWORTH - ONLINE COMMUNITIES - AUSTRALIA AND GLOBAL

ONLINE COMMUNITIES ARE CHANGING THE WAY OUR SOCIETY INTERACTS, AT A LOCAL, AUSTRALIAN AND GLOBAL LEVEL. PARTICIPATORY JOURNALISM AND USER GENERATED CONTENT PROVIDE US WITH THE MECHANISM TO OBSERVE, RECORD AND DISSECT THE CHANGES. INTERESTING TIMES BRING INTERESTING DISCUSSIONS - THE DIALOGUE IS THE CONTENT!

MONDAY, SEPTEMBER 18, 2006

Microsoft on Online Communities

Microsoft have always done developer communities really well, I reckon. Have a look at this interview with Sean O'Driscoll, Senior Director for CSS Community and MVP Worldwide, Microsoft Corporation- in full over at informit.com.

This week, Stephen Ibaraki, FCIPS, I.S.P. has an exclusive interview with noted Senior Director, Sean O'Driscoll.

...The last part of this question was "why should business care?" In the end, communities are a virtually limitless source of knowledge, expertise, experience and content in addition to providing a very powerful method for peer interaction - I think businesses have to care. Businesses, and more importantly the people that run them, succeed based on the quality of the decisions they make. To me, communities are a breakthrough in terms of broadening and deepening that source of inputs for decision making. Beyond that, communities are more than a fad; they are changing how people make decisions and who influences those decisions. *No matter what business you are in, there is or will be a community of users - you have three options and only one real choice: Resist it, ignore it or embrace it.*

Microsoft acknowledges it's gurus:

Q: What traits do MVPs generally have in common?

A: I think I can boil this down to three things.

1. They are independent experts in one or more Microsoft technologies.
2. They have a passion for actively sharing that knowledge and expertise with others in communities.
3. The community participation motivation for them is the process of learning, sharing and helping others.

He also has some interesting pointers on *flame warriors*.

Technorati Tags [Online Communities](#), [Microsoft](#), [Sean O'Driscoll](#), [Stephen Ibaraki](#), [informit.com](#)

ABOUT ME



**LAUREL PAPWORTH
SYDNEY, AUSTRALIA**

London born,
Australian raised.

Work: Lecturer (Uni of Sydney) and consultant on user generated content, citizen journalism and convergence
Spare time: rollerblading, filming, languages. Plus singing badly
Likes: chocolate and flowers. Nah, just chocolate. RP Games.
Dislikes: hmm not much, probably people who pretend they know what they are talking about and disloyalty.
Summary: A global citizen having lived and worked everywhere, speaks (badly) English, Italian, Arabic, Bahasa Indonesia, French, Dutch. Actually me speak English gooder.

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Anonymous said...

hope this means you liked the interview:)

Sean

OCTOBER 25, 2006

Laurel Papworth said...

Yes dear, I liked the interview. :)

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