



Design to Thrive: Creating Social Networks and Online Communities that Last

By Tharon Howard

Download now

Read Online →

Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard

Social networks and online communities are reshaping the way people communicate, both in their personal and professional lives. What makes some succeed and others fail? What draws a user in? What makes them join? What keeps them coming back? Entrepreneurs and businesses are turning to user experience practitioners to figure this out. Though they are well-equipped to evaluate and create a variety of interfaces, social networks require a different set of design principles and ways of thinking about the user in order to be successful.

Design to Thrive presents tried and tested design methodologies, based on the author's decades of research, to ensure successful and sustainable online communities -- whether a wiki for employees to share procedures and best practices or for the next Facebook. The book describes four criteria, called "RIBS," which are necessary to the design of a successful and sustainable online community. These concepts provide designers with the tools they need to generate informed creative and productive design ideas, to think proactively about the communities they are building or maintaining, and to design communities that encourage users to actively contribute.

- Provides essential tools to create thriving social networks, helping designers to avoid common pitfalls, avoid costly mistakes, and to ensure that communities meet client needs
- Contains real world stories from popular, well known communities to illustrate how the concepts work
- Features a companion online network that employs the techniques outlined in the book

↓ [Download Design to Thrive: Creating Social Networks and Onl ...pdf](#)

📄 [Read Online Design to Thrive: Creating Social Networks and O ...pdf](#)

Design to Thrive: Creating Social Networks and Online Communities that Last

By Tharon Howard

Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard

Social networks and online communities are reshaping the way people communicate, both in their personal and professional lives. What makes some succeed and others fail? What draws a user in? What makes them join? What keeps them coming back? Entrepreneurs and businesses are turning to user experience practitioners to figure this out. Though they are well-equipped to evaluate and create a variety of interfaces, social networks require a different set of design principles and ways of thinking about the user in order to be successful.

Design to Thrive presents tried and tested design methodologies, based on the author's decades of research, to ensure successful and sustainable online communities -- whether a wiki for employees to share procedures and best practices or for the next Facebook. The book describes four criteria, called "RIBS," which are necessary to the design of a successful and sustainable online community. These concepts provide designers with the tools they need to generate informed creative and productive design ideas, to think proactively about the communities they are building or maintaining, and to design communities that encourage users to actively contribute.

- Provides essential tools to create thriving social networks, helping designers to avoid common pitfalls, avoid costly mistakes, and to ensure that communities meet client needs
- Contains real world stories from popular, well known communities to illustrate how the concepts work
- Features a companion online network that employs the techniques outlined in the book

Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard **Bibliography**

- Sales Rank: #567067 in Books
- Published on: 2010-02-23
- Released on: 2010-02-09
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .59" w x 7.50" l, 1.31 pounds
- Binding: Paperback
- 248 pages

 [Download Design to Thrive: Creating Social Networks and Onl ...pdf](#)

 [Read Online Design to Thrive: Creating Social Networks and O ...pdf](#)

Download and Read Free Online Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard

Editorial Review

Review

"This book provides the necessary antidote to the thoughtless, random and in too many cases desperate nature of many of today's attempts to build online communities." – Carl Zetie, Strategist, IBM

"Howard's theoretical stance is firmly grounded in a lifetime of practical experience which makes fascinating and sometimes very amusing reading. Have you ever wondered why some networks and communities thrive and others fail? Read this book and find out." –Dr. Jurek Kirakowski, Senior Lecturer, Human Factors Research Group, Cork, Ireland

"Professionals in technical communication will find this book packed with relevant information, especially given the evolving role of communicators in new media. Writers and editors can put best practices to use in working with their employers, with clients, or within their own professional lives." --Angel Belford, *Technical Communication*, Volume 58, Number 1, February 2011

"This important work fills a gap in the literature in its proposal of methods to fuse technology with practical community growth and sustainability... [Howard] more than knows the subject, considering the very prominent place he holds in the human computer interaction and usability communities... [Howard] very smoothly conveys his thoughts in an eloquent, easily accessible manner that any level of reader would be able to penetrate.... This surprisingly deep yet easily readable book seamlessly incorporates the research of people such as Bruce Tuckman, Leon Festinger, and Charlene Li and Josh Bernoff, among others... Highly recommended. All levels of academic and professional readers, especially those who create and maintain online communities."--**CHOICE**

From the Back Cover

Social networks and online communities are reshaping the way people communicate, both in their personal and professional lives. What makes some succeed and others fail? What draws a user in? What makes them join? What keeps them coming back? Entrepreneurs and businesses are turning to user experience practitioners to figure this out. Though they are well-equipped to evaluate and create a variety of interfaces, social networks require a different set of design principles and ways of thinking about the user in order to be successful. Design to Thrive presents tried and tested design methodologies, based on the author's decades of research, to ensure successful and sustainable online communities -- whether a wiki for employees to share procedures and best practices or for the next Facebook. The book describes four criteria, called "RIBS," which are necessary to the design of a successful and sustainable online community. These concepts provide designers with the tools they need to generate informed creative and productive design ideas, to think proactively about the communities they are building or maintaining, and to design communities that encourage users to actively contribute.

About the Author

With over 30 years of experience researching and effectively applying social networks, Tharon W. Howard is a nationally recognized leader in the field. He is a Professor at Clemson University where he teaches in the doctoral program in Rhetoric(s), Communication, and Information Design and the Master of Arts in Professional Communication program. As Director of the Clemson University Usability Testing Facility, he

has conducted sponsored research aimed at improving and creating new software interfaces, online document designs, and information architectures for clients including IBM, NCR Corp., AT&T, Time-Warner, etc. Howard is the author of *A Rhetoric of Electronic Communities*, co-author of *Visual Communication: A Writer's Guide*, co-editor of *Electronic Networks: Crossing Boundaries and Creating Communities*.

Users Review

From reader reviews:

Mary Goldstein:

The feeling that you get from *Design to Thrive: Creating Social Networks and Online Communities that Last* is a more deep you digging the information that hide within the words the more you get serious about reading it. It doesn't mean that this book is hard to recognise but *Design to Thrive: Creating Social Networks and Online Communities that Last* giving you excitement feeling of reading. The author conveys their point in selected way that can be understood by simply anyone who read the idea because the author of this reserve is well-known enough. That book also makes your vocabulary increase well. Therefore it is easy to understand then can go along, both in printed or e-book style are available. We recommend you for having that *Design to Thrive: Creating Social Networks and Online Communities that Last* instantly.

Jack McCurdy:

This *Design to Thrive: Creating Social Networks and Online Communities that Last* is great publication for you because the content which can be full of information for you who have always deal with world and get to make decision every minute. That book reveal it facts accurately using great plan word or we can declare no rambling sentences within it. So if you are read it hurriedly you can have whole details in it. Doesn't mean it only will give you straight forward sentences but tough core information with splendid delivering sentences. Having *Design to Thrive: Creating Social Networks and Online Communities that Last* in your hand like obtaining the world in your arm, information in it is not ridiculous one. We can say that no book that offer you world throughout ten or fifteen second right but this book already do that. So , this can be good reading book. Hello Mr. and Mrs. occupied do you still doubt that will?

John Rivera:

As we know that book is essential thing to add our know-how for everything. By a publication we can know everything we wish. A book is a list of written, printed, illustrated or maybe blank sheet. Every year seemed to be exactly added. This reserve *Design to Thrive: Creating Social Networks and Online Communities that Last* was filled in relation to science. Spend your time to add your knowledge about your technology competence. Some people has diverse feel when they reading the book. If you know how big good thing about a book, you can truly feel enjoy to read a e-book. In the modern era like right now, many ways to get book that you simply wanted.

Rosemary Robinson:

What is your hobby? Have you heard which question when you got college students? We believe that that

query was given by teacher on their students. Many kinds of hobby, Every person has different hobby. And you also know that little person like reading or as examining become their hobby. You need to know that reading is very important along with book as to be the matter. Book is important thing to provide you knowledge, except your teacher or lecturer. You see good news or update about something by book. Numerous books that can you take to be your object. One of them is niagra Design to Thrive: Creating Social Networks and Online Communities that Last.

Download and Read Online Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard #UB00JWVY9HL

Read Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard for online ebook

Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard Free PDF download, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard books to read online.

Online Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard ebook PDF download

Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard Doc

Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard Mobipocket

Design to Thrive: Creating Social Networks and Online Communities that Last By Tharon Howard EPub