

# Drupal Show And Tell — London



## **Talk is silver, code is gold? Contribution beyond source code in Drupal**

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# Who am I?

- Areas of interest: Free Software, Commons-Based Peer Production, social computing, etc.
- Working as a Drupal developer for the past 5 years. Previously working with Django, Moodle, etc.
- Previous background in Computer Science (@URJC [Spain], @NTNU [Norway])
- Started PhD in Sociology @UniS [UK] in October 2013
- Collaborating with the FP7 EU project P2Pvalue ([www.p2pvalue.eu](http://www.p2pvalue.eu))
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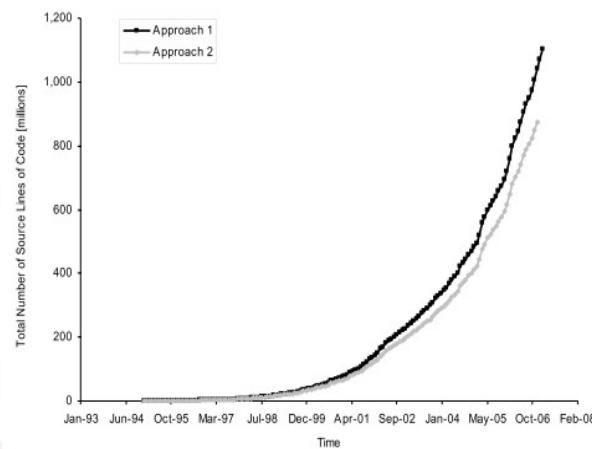


# Outline

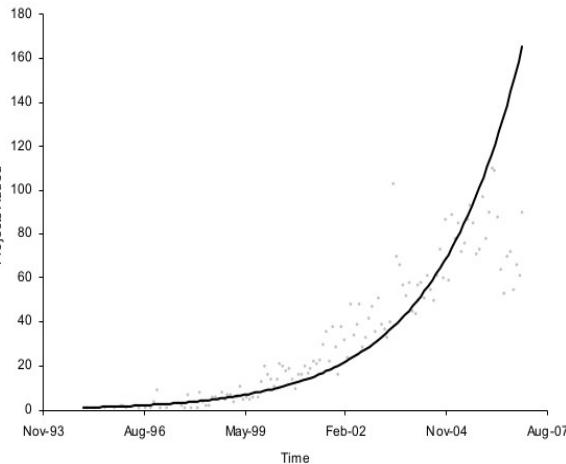
- Introduction: FLOSS and CBPP
- Research questions
- Data and methods
- Findings
- Discussion and conclusion

# The growth and success of FLOSS

- Exponential growth in production: 1995-2006
- E.g. Deshpande and Riehle (2008): #LoC & #projects



Deshpande and Riehle (2008)



# The growth and success of FLOSS

- Future of Open Source 2015 survey (Black Duck Software, 2015):
  - 1240 respondents
  - 78% running their businesses with FLOSS
  - 66% building software for customers with FLOSS
  - Increment in participation in FLOSS communities: 50%->64%
  - Drupal in the top most valued FLOSS projects



JM Gonzalez-Barahona @jgbarah · May 10

The annual Future of Open Source survey confirms what we all suspected: Open source has won [infoworld.com/article/291464](http://infoworld.com/article/291464)



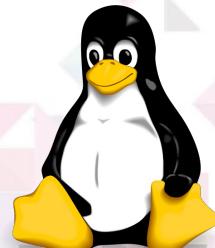
View summary

# Not only about the software...

- New possibilities of collaborative production, fostered by the invention of the WWW
- New models of development: “The Cathedral and the Bazaar” (Raymond, 2001)
  - Source code publicly available at any time
  - Public testing and experimentation: “given enough eyeballs, all bugs are shallow”

# What is Commons-Based Peer Production?

- A new model of socio-economic production in which groups of loosely connected individuals cooperate with each other to produce meaningful products without a traditional hierarchical organisation (Benkler, 2006)
- <http://directory.p2pvalue.eu/> (currently +370 cases)



# What are the commons?

- The commons: as a **resource or good shared by a group of people that may be subject to social dilemmas**, such as over-exploitation or free-riding. (Hess & E. Ostrom, 2007)
- Classification of goods according to:
  - **Excludability**: feasible to prevent its access to it
  - **Rivalry**: its use or consumption prevents or affects the consumption by others

	Rival	Non-Rival
Excludable	Private goods. E.g.: bread	Toll goods. E.g.: cable TV
Non-excludable	Common Pool Resources E.g.: fish taken from the ocean	Public goods E.g.: lighthouse, Free Software

V. Ostrom and E. Ostrom (1999)

# What are the commons?

- Furthermore, some of these goods are **anti-rival**: the more people use them, the more utility each person receives (e.g.: Free software). Weber (2004)
- One more dimension: the scope of the ownership: "Those goods that belong to **everyone and no one at the same time**, therefore not following the rules of the market" Lafuente et al. (2007)



# The Drupal goods as a commons

- **Anti-rival**: its use by a person increases the value for other users
- **Non-excludable**: accessibility is protected as part of the licenses applied for the code, the contents created in the community, etc.
- **Global**: the ownership does not belong to any individual or state, as protected by the licenses chosen (exception: the trademark)



# Drupal as a CBPP community

- Ongoing discussion on the differences between CBPP, Peer Production, the delimitation criteria, etc.
- Drupal as a community whose mode of production (Fuster Morell et al. 2014) is :
  - **Collaborative process**
  - **Peer-based**: different levels of structure depending on the process, but not mainly based on contractual obligations neither forms of coercion
  - **Commons-process**: process driven by the general interest, results in openness of the resources
  - **Favouring reproducibility**: via Free Software/CC licenses, exchange of practices, etc.

# Contribution activities as unit of analysis

- Understand **processes and dynamics**: how do these communities organise themselves?
- Previous studies looked either at the individuals [e.g. motivations to contribute - Sims, J. P. (2013), Nordin (2014)] or at the whole community [e.g. structure of the community, Huang, Le & Panchal (2011)]
- My approach is to look at **contribution** activities as unit of analysis [using Activity Theory (Engeström, 1987) as a framework], using an ethnographic approach
- Implies to understand **deeply** what **contribution** means: **stage 1**

# Contribution

- A blurry notion: meanings constantly evolving as part of negotiation processes between the participants
- Critical in CBPP communities focussed on digital commons: economy of contribution [not based on direct reciprocity] rather than economy of gift [based on direct reciprocity] (Wittel, 2013)



# Contribution: “code-centrism”

- **“Code-centrism”:**
  - In FLOSS literature: typically looking at source code as main notion of contribution
  - In FLOSS communities: “Talking is silver, coding is gold”
  - What about other contributions?
  - **Affective labour** as the **“lifeblood”** of the commons (Bollier, 2014): the inmaterial labour present in social interaction which creates or modifies emotional experiences (Hardt, 1999)

# Research questions

- RQ1: What type of activities are perceived as contributions in the Drupal community? Do the “official” meanings match the ones of the members of the community?
- RQ2: How are the identified activities represented in the main platform of collaboration in an individual level?
- RQ3: Can some of these activities be understood as sources of affective labour and what relevance do they have? Are there any differences on how they are perceived between members with different degrees of experience?

# Data and methods

- Ethnographic methodological approach: online and offline
- Triangulation of data collection methods:
  - Participant observation (6 months): online participation, 13 events, etc.
  - Documentary analysis: Drupal Planet as “native” starting point. 2 years archive (3,266 documents). See
- [http://www.davidrozas.com/lab/drupal\\_planet\\_archive.php](http://www.davidrozas.com/lab/drupal_planet_archive.php)

  - Semi-structured qualitative interviews (4): London and Madrid
- Analysis supported by CAQDAS

# Findings: Contribution beyond source code (RQ1)

“[...]organise talks, meetups or just hang out with Drupalistas to drink some beers and have a talk, are also very important activities, and very positive for the community.”

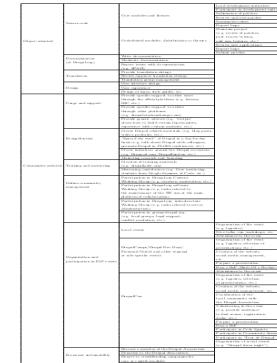
Drupal developer, 7 years. Original reply in Spanish.



# Findings: Contribution beyond source code (RQ1)

- Two main types emerged, according to the focus of action:
  - **“Object-oriented”**: source code, documentation, translation, etc.
  - **“Community-oriented”**: usage & support, online community management, training & mentoring, organisation & participation in F2F events, etc.
- Suggestive, not exhaustive, list

Local events (SG <sub>2.5.1</sub> )	Organisation of the event (e.g. logistics) Give talks, run workshops, etc. Attendance to the event
DrupalCamps / Drupal Dev Days / Frontend United and other regional or role-specific events (SG <sub>2.5.2</sub> )	Organisation of the event (e.g. logistics, selection of presentations, etc.) Creation of the website, social media management, etc. Prepare a presentation Run a BoF (Birds Of a Feather) Attendance to the event



# Findings: Contribution beyond source code (RQ1)

- Analysis of main platform shows that “community-oriented” ones are less visible
- From them, this affects specially local/regional F2F events

## User support

Even the most gifted Drupal developers were new once, and chances are someone has helped you at some point along the way. No matter your skill level, you can give back by sharing what you know with other users needing support. It's a nice thing to do, and who knows? You might learn something, too!

[Find out how to help with user support.](#)

## Documentation

Whether you're interested in providing fine-grained API documentation, writing step-by-step tutorials for the handbook, or producing multimedia screencasts to show people how Drupal works, you can help improve Drupal's documentation and provide a valuable resource to the community.

[Find out how to help with documentation.](#)

## Translations

Drupal supports several languages, from Afrikaans to Turkish. If you know another language, you can offer your skills to help maintain Drupal core and contributed module translations.

[Find out how to help with translations.](#)

## Testing

If you have a keen eye for detail, or even just a knack for breaking things, you can help Drupal with testing. Good testing directly contributes to the stability of the platform, and is an excellent way for people of all backgrounds to make a valued contribution to the project.

[Find out how to help with testing.](#)

## Design and Usability

Have access to someone who's never used Drupal before or are new to Drupal yourself? Have specialized knowledge in web accessibility and other standards? Contribute feedback to Drupal's usability!

[Find out how to help with Drupal core UX](#) or visit the [Drupal Usability group](#).

## Donations

Want to help but don't have the time? Want to say "thank you" to the folks who have put work into making Drupal what it is? Want to ensure that Drupal's infrastructure stays healthy and strong? Why not consider a monetary donation?

[Donate now](#) or [find out how to help with donations.](#)

## Development

Drupal thrives on developer contributions, in the form of both contributed modules and patches to core. Helping out in development helps the project move forward and stay competitive, and is the best way to ensure that Drupal can do what you need it to do on your next project!

[Find out how to help with development.](#)

## Themes

Have an eye for design? Live and breathe XHTML and CSS? Contribute your knowledge to Drupal in the form of themes!

[Find out how to help with themes.](#)

## Marketing

Get the word out about Drupal! Put your graphic design skills or marketing savvy to work in promoting Drupal and spreading the word!

[Learn more in the Drupal marketing group](#)

# Findings: Contribution beyond source code (RQ1)

- Offer empirical evidence of the need to **widen understanding** of contribution activities
- This lack of visibility is also reflected in the main platform of collaboration

# Findings: Contributions in user profiles (RQ2)

- Profiles are key elements in the generation of perceptions by other users in FLOSS (Marlow, Dabbish & Herbsleb, 2013)
- Source of public references, significant role in the process of status attainment in FLOSS communities (Stewart, 2005)



Spain  
[LinkedIn](#)  
[Twitter](#)  
[Drupal Answers](#)  
[GitHub](#)

**Current Role(s):**  
 PhD Student  
 University of Surrey

IRC: drozas

#### Professional Info

**Companies Worked For**  
 University of Surrey, Educatic, Infosys, Norwegian University of Science and Technology, Solusoft

<http://www.davidrozas.com>  
[http://www.surrey.ac.uk/sociology/people/phd/david\\_rozas\\_index.htm](http://www.surrey.ac.uk/sociology/people/phd/david_rozas_index.htm)

#### Personal Info

Gender: male

Languages spoken: English  
 Spanish

#### Bio:

I am a free software enthusiast and I have been learning and having fun with Drupal and its community since 2010.

I am currently studying a PhD under the supervision of Professor Nigel Gilbert and Dr Paul Hodgkinson. My research concerns individual involvement and group dynamics of Commons-Based Peer Production communities, focussing on the Drupal community as a case study. More info: [http://www.surrey.ac.uk/sociology/people/phd/david\\_rozas\\_index.htm](http://www.surrey.ac.uk/sociology/people/phd/david_rozas_index.htm)

#### History

<b>Member for</b>	5 years 2 weeks
<b>Documentation</b>	Over 100 edits

#### Areas of Expertise:

Site builder  
 Developer  
 project manager,  
**Drupal Events:**  
 DrupalCon Copenhagen 2010  
 DrupalCon Amsterdam 2014

#### Projects

FB Likebox (79 commits)  
 QScience (51 commits)  
 Patterns (47 commits)  
 Patterns Installation Profile (41 commits)  
 Patterns Client (16 commits)  
 Patterns Server (15 commits)  
 Total: 249 commits

**You Rock!** Thank you for purchasing a [Drupal Association](#) membership. Your support has helped us to support the Drupal community. Your membership will expire on Nov 08, 2016.



drozas helps support and grow the Drupal community with the [Drupal Association](#).

#### My mentors:



2 people list drozas as a mentor

I contributed Drupal patches  
 I contributed Drupal modules  
 I contributed Drupal installation profiles  
 I contributed to Drupal issue queues  
 I contributed Drupal documentation  
 I contributed Drupal translations  
 I provide Drupal-related services

## Findings: Contributions in user profiles (RQ2)

- Not surprisingly, relevant for both, intrinsic (its own sake) and extrinsic (reward) motivations
- Profiles from external platforms are also relevant (e.g. Stackexchange, GitHub, etc.)
- But relevant, specially within the community

## Findings: Contributions in user profiles (RQ2)

“[..]She got her first core patch committed to core. She was very enthusiastically showing her friend her profile at Drupal.org because in the “Projects” section appears “Drupal core (1 commit)”.”

Drupal marketer and site builder, 2 years. Extracted from full field notes during the participant observation at

DrupalCon Amsterdam 2014.

“[..]If we hire somebody then we will always look at profiles. And also, just to kind of get a sense of who people are, sometimes they will give it to you: “Go on and check my profile”.”

Drupal themer and developer, 11 years.

# Findings: Contributions in user profiles (RQ2)

- Analysis:
  - Inequality in the representation of “community-oriented” activities
  - Affecting specially to “organisation and participation of local/regional F2F events”
  - Some Drupalistas try to overcome these limitations

# Findings: Contributions in user profiles (RQ2)

Examples of “object-oriented” contributions reflected in the profiles

## History

**Member for** 9 years 5 months

**Documentation** Over 1000 edits

## Projects

[Drupal core](#) (6486 commits)

[Poll \(from core\)](#) (2557 commits)

[Spark](#) (160 commits)

[Quiz](#) (102 commits)

[Drupal Module Upgrader](#) (92 commits)

[Pants](#) (76 commits)

[Revision Moderation](#) (74 commits)

[Organic groups](#) (72 commits)

[Documentation](#) (60 commits)

[Webchick's test profile](#) (52 commits)

[Drupal 7 to 8 Module Upgrader \[dead\]](#) (51 commits)

## Localization contributions

[Spanish](#) 1124 approved translations

## History

**Member for** 4 years 4 weeks

**Primary profile** [Profile on https://www.drupal.org/](https://www.drupal.org/)

# Findings: Contributions in user profiles (RQ2)

Examples (the few) of “community-oriented” contributions reflected in the profiles

Put each item on a separate line or separate them by commas. No HTML allowed.

- I contributed Drupal patches
- I contributed Drupal modules
- I contributed Drupal themes
- I contributed Drupal installation profiles
- I contributed to Drupal issue queues
- I contributed to Drupal.org
- I contributed Drupal documentation
- I contributed Drupal translations
- I helped organize DrupalCon
- I contributed Drupal automated tests
- I reviewed Project applications
- I help in the Drupal support forums
- I provide Drupal-related services
- I help mentor new contributors
- I attended the Drupal conference at FOSDEM 2005 (Antwerp, Belgium)
- I attended OSCON 2005 or the off-site Drupal conference at OSCON 2005 (Portland, Oregon)
- I attended LinuxWorldExpo London
- I attended DrupalCon Amsterdam 2005
- I attended the Drupal conference colocated with the Open Source CMS and Blogging Tools Summit (Vancouver, Canada)
- I attended the Drupal conference 2006 (Brussels, Belgium)
- I attended OSCMS 2007, Sunnyvale
- I attended DrupalCon Barcelona 2007
- I attended DrupalCon Boston 2008
- I attended DrupalCon Szeged, Hungary 2008
- I attended DrupalCon DC 2009
- I attended DrupalCon Paris 2009
- I attended DrupalCon San Francisco 2010
- I attended DrupalCon Copenhagen 2010
- I attended DrupalCon Chicago 2011
- I attended DrupalCon London 2011
- I attended DrupalCon Denver 2012
- I attended DrupalCon Munich 2012
- I attended DrupalCon Portland 2013
- I attended DrupalCon Sydney 2013
- I attended DrupalCon Prague 2013
- I attended DrupalCon Austin 2014
- I attended DrupalCon Amsterdam 2014
- I will attend DrupalCon Latin America 2015
- I will attend DrupalCon Los Angeles 2015
- I will attend DrupalCon Barcelona 2015

Drupal

My mentors

[JohnAlbin](#), [Bojhan](#), [webchick](#), [nod\\_](#), [berdir](#)

# Findings: Contributions in user profiles (RQ2)

Use of “open fields” to try to overcome these limitations

**Bio:**

Read more at [www.chandepkhosa.com](http://www.chandepkhosa.com), email [hello@chandepkhosa.com](mailto:hello@chandepkhosa.com), or call 07962 382 442.

I am a freelance Drupal Site Builder & Front End Developer looking for new freelance projects in London and have been developing websites with Drupal since 2007.

I have been very involved in training and mentoring web developers, particularly young people, getting them into careers specialising in Drupal. I have helped to support the Drupal community by speaking at camps and conferences on topics including e-Commerce & responsive web design.

-- Drupal community --

- ☆ Founding & organising Drupal West London
- ☆ Mentoring apprentices & creating open source curriculum for learning Drupal - Open Drupal
- ☆ Speaking at Drupal camps on Drupal Commerce, Responsive web design & Open Drupal <http://chandepkhosa.com/?q=speaker>
- ☆ Organising & facilitating a BoF (birds of a feather) session at DrupalCon Amsterdam 2014 <https://amsterdam2014.drupal.org/bbof/open-drupal-drupal-apprenticeships-...>
- ☆ Contributing & reviewing front end patches during sprints at Drupal Dev Days Szeged, Drupalaton & DrupalCon Amsterdam

# Findings: Contributions in user profiles (RQ2)

- Descriptive account of how identified activities are represented
- Empirical evidence of the uneven representation of some contribution activities, affecting specially the “community-oriented” category

# Findings: Role of affective labour (RQ3)

- Analysis focussed on organisation and participation in F2F events – most clear example of affective labour (creation and modification of emotional experiences)
- These contribution activities play a relevant role in the sustainability of the community: “come for the software, stay for the community”

# Findings: Role of affective labour (RQ3)

“[...]indeed, the fact of attending these meetups, it was really good. Because you realise there are people behind the source code, right? There are people behind the modules. And you meet people that can tell you this kind of personal stories.[...] And then, it stops being something anonymous, it becomes something yours.”

Drupal developer and devop, 1.5 years. Original reply in Spanish.

- Drupal becomes a community, avoid barriers, increases the will for reciprocity, etc.

# Findings: Role of affective labour (RQ3)

“[...]friendships are developed, and seeing people in-person helps a lot. I believe so, the idea of... having F2F meetups and get to know each other in-person is essential.[...] In the IRC you will talk about certain things, but after a day cycling 50 or 60 kilometres [referring to the “Tour de Drupal”], [...]there will be more interaction for sure, and a bigger friendship [...]”

Drupal developer, 7 years. Original reply in Spanish.

- As the engagement with the commons increases, affection relationships develop (friendship). Commitment, sense of community, avoid to burnout, etc.

# Findings: Role of affective labour (RQ3)

- “Because the community is growing, then you have less of a sense of community. But I think the solution to that is to have smaller local communities.  
So, you know, as the worldwide community grows, then you start finding, like whereas before it might have been 50 people worldwide, now you have like 50 people in your part of London, or wherever.”

Drupal themer and developer, 11 years.

- Local activities help to scale up the sense of community, as it grows

# Findings: Role of affective labour (RQ3)

- Existence and relevance of affective labour
- Different types of emotional experiences (which vary according to degree of experience), which foster collaboration
- Not only understood as a type of contribution unequally represented; they are key for sustainability

# Discussion

- Role of F2F in FLOSS and hacker culture (Coleman, 2013, p. 73), having “affective, moral, economic and political dimensions”
- “[...] people embark on decisions and actions they probably would not have considered otherwise. Some hackers decide to formally apply to become a Debian developer, while longtime developers decide not to quit the project.” (Coleman, 2013, p. 71)

# Discussion

- Additional evidence, but furthermore: framing them as contributions
- Empirical evidence of lack of visibility in main platform of collaboration:
  - Main sections related to encourage contribution
  - In an individual level: user profiles

# Discussion

“metrics such as code commits used to gauge contribution by Open Source literature and by Drupal.org itself paint an incomplete picture of the types of contributions that actually happen in the Drupal project” (Nordin, 2014, p. 43)

- Filling the gap of Nordin (2014):
  - The role of local events
  - Scaling up the sense of community
- Additional evidence of the lack of visibility

# Discussion

- Connecting to major literature on commons, through affective labour.
- The participation “transforms the local subjectivities” of Drupalistas, as in non-digital domain (Singh, 2013)
- Becoming a “commoner” through “commoning”

# Discussion

- Not only socio-cultural reasons:
  - Need of exploring new dimensions of value in CBPP communities (e.g. P2Pvalue, Open Value Network)
  - Incorporate them in socio-technical systems in concise, useful and distributed ways [e.g. Sabir, (De Filippi, P. & Hassan, S. (2014))]

# Discussion

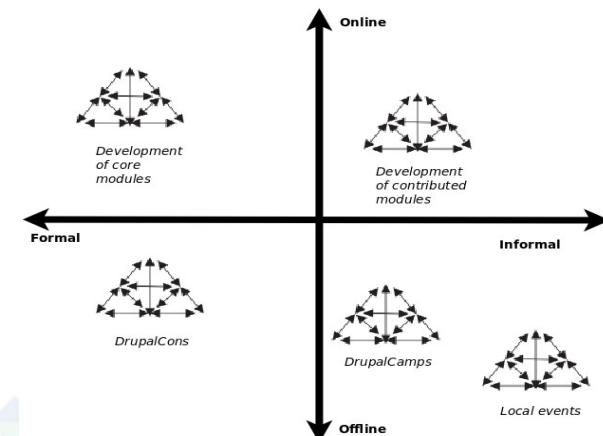
- Drupal community working on that direction:  
improve how these activities are represented in the user  
profiles at Drupal.org, to “[...] go beyond code creation activity  
and into more community-oriented stuff, since that’s also a  
huge part of what makes Drupal healthy.” (Drupal.org, 2014a)

# Conclusion

- Need to broaden our understanding of contribution activities in FLOSS communities, beyond “object-centric” ones (both, as members of FLOSS communities, and as researchers)
- Lack of visibility and relevance of “community-oriented” ones
- Need to keep on exploring conceptualisation and incorporation of value in CBPP communities

# Future work

- Explore some of these contribution activities in depth drawing on Activity Theory (Engeström, 1987)
- Giving back to the community: researching in “a Drupal way”:
  - Network of “Drupal” researchers ([Drupal Group](#)), WikiPapers, etc.
  - Dissemination, discussions, etc. (e.g. [Bof @Dcon Amsterdam](#))
    - From: Humans2Geeks Interface
    - To: Academics2Geeks interface



# Future work... I'd love to count on your help!

- Looking for Drupalistas to interview (around 1 hour) after summer
- Feedback, thoughts, ... ping me!
- @drozas
- drozas@surrey.ac.uk



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  - <http://www.drupalshowandtell.com/>
  - <https://twitter.com/jbarah/status/597431817000636417>
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# Any questions / feedback / thoughts?

Thanks! ¡Gracias!  
Obrigado! Grazie! Danke!

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