

introduction to Yet Another Community System (yacs)

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what is yacs?

- yacs is a ready-to-use web 2.0 platform for small and medium-size on-line communities.
- yacs is an open-source piece of software (LGPL) that leverages the Apache / PHP / MySQL architecture.
- most compelling usages of yacs:
 - communities of practice
 - knowledge management
 - event-based organisation

what is web 2.0, really?

« networked applications that explicitly leverage network effects » -- Tim O'Reilly

The business perspective:

- Business growth is owned by knowledge workers – social networking
- Many small web interactions matter – the long-tail effect
- Business is secured on data lock-in instead of software lock-in -- how to gather data of interest?
- Involve customers in our business, continuously, from service definition to its operation – software as a service
- Service expansion relies on ubiquity – viral marketing

yacs is an integrated web 2.0 platform



« We want all these, plus next emerging patterns, at one place, featuring one professional visual identity, and we trust yacs. »

web 2.0, new patterns of usage

Contribution patterns: publication, forum, blog, wiki, rich content (images, files, widgets), synchronous collaboration

Classification patterns: tags, for taxonomies, votes and rates

Retrieval patterns: alerts on event, syndication and podcasting, mashup and other self-integration

Social patterns: expose personal contributions, information filtering, free and explicit link with people

Business patterns: communities instead of organisations, micro-transactions, reduced management overhead

patterns for web contribution

- An **electronic publication** is a web space open to selected contributors, managed by a small set of editors, and accessed by many subscribers or readers.
- An Internet **forum** is a web facility for holding discussions within a community. Threaded posts are regulated by assigned moderators.
- A **blog** (short for web log) is a web space ordered in a reverse chronological order. It is usually aiming to augment the influence of one person and to encourage networking through open comments.
- A **wiki** is an effective tool for mass collaborative authoring. Visitors are encouraged to anonymously add or change web content. Versioning protects from vandalism.
- **Collaborative authoring** is a way to interactively contribute to a web page.

patterns for content classification

- A **tag** is a keyword or term associated with or assigned to a piece of information (like picture, article, or video clip), and chosen informally and personally by the author/creator or the consumer of the item.
- Vote and rate on submissions from other community members. Any user can **Digg** items to improve their visibility.

patterns for content retrieval

- Automatic **alerts** on new events, after self-subscription
- Web **syndication** is an open way to share content. Subscribers then aggregate web feeds at one spot.
- A **podcast** is a type of media-based feed for distributing audio and/or video content over the Internet. It can be use like a radio in a media player software or appliance.
- Leverage web services provided by others to achieve your own sophisticated web space (**mashup**).

patterns for social networking

- Businesses are beginning to use social networks to connect employees together and to help employees to build profiles. This makes them searchable and enables users to be connected with other business professionals.
- **User profiles** with rich self-personalization options
- Reflection of actual activities (role, **contributions**, ...)
- Easy contact (**presence** information, buddy list, ...)
- Threaded communication tools (instant messaging)
- Viral marketing (newsletters)
- **Information filtering** is aiming to improve the semantic signal-to-noise ratio:
 - Recommendation filtering (based on reputation, ratings, ...)
 - Collaborative filtering, to suggest related readings

how to contact us?

<http://www.yetanothercommunitysystem.com/>

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