# The Movement and Commoditization of Open Source Communities

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## The Story of a Community







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## What Do We Know?

- Community + Project were acquired by Oracle
- Project was donated by Oracle to the Apache Foundation

 The original OpenOffice community was alienated and moved on and forked LibreOffice

## **Unique Story?**

- Movement
  - Digg to Reddit 2010
  - MySpace
- Commoditization
  - Software as a product was novel in 1968 IBM

## **Linux Foundation**

"We want to take the collaborative DNA of Linux and provide a similar infrastructure guidance to other open source projects"

-Jim Zemlin (Executive Director)



### **UNIVERSITY OF NEBRASKA AT OMAHA**

#### **I LINUX FOUNDATION COLLABORATIVE PROJECTS**



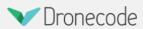












































## Research Questions

What is the threshold for foundations to accept a community?

Foundation Perspective

How does communal commoditization and movement create community tensions?

Community Perspective

## Method

- Participant Observation
  - Select Linux Foundation Communities
    - SPDX, OpenChain
    - Gain an internal view of the Linux Foundation
    - Gain internal access to members of the foundation communities
- Interviews
  - Select Linux Foundation Communities
    - Xen, NodeJS, R
    - Community leaders and community members

## Thresholds for Communal Movement Foundation Perspective (speculative)

- Are the members willing to move under the foundation's umbrella?
- Does the community have vibrant/promising participation?
- Does the community have the **ability to adopt** foundation-processes?
- Could the community fork?

## Effects on Community Community Perspective (speculative)

 Do community members have tension in being commoditized?

 Are the community members passionate about a product and will they likely follow if given a new perspective?

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### **Related Works**

- Boyd, D. (2011). Race After the Internet. In L. Nakamura & P. A. Chow-White (Eds.), (pp. 203–222).
- Feller, J., Finnegan, P., Fitzgerald, B., & Hayes, J. (2008). From Peer Production to Productization: A Study of Socially Enabled Business Exchanges in Open Source Service Networks. *Information Systems Research*, 19(4), 475–493.
- Fitzgerald, B. (2006). The Transformation of Open Source Software. *MIS Quarterly*, *30*(3), 587–598. Gamalielsson, J., & Lundell, B. (2014). Sustainability of Open Source software communities beyond a fork: How and why has the LibreOffice project evolved? *Journal of Systems and Software*, *89*, 128–145. doi:0.1016/j.jss.2013.11.1077
- Germonprez, M., & Hovorka, D. S. (2013). Member engagement within digitally enabled social network communities: new methodological considerations. *Information Systems Journal*, 23(6), 525–549. doi:10.1111/isj.12021
- Kelty, C. M. (2008). Two Bits: The Cultural Significance of Free Software. Durham: Duke University Press.
- Bhartiya, S. (2015). Jim Zemlin: I would love to take Linus Torvalds to space. *ITworld*. Retrieved from: <a href="http://www.itworld.com/article/2973652/linux/jim-zemlin-i-would-love-to-take-linus-torvalds-to-space.html">http://www.itworld.com/article/2973652/linux/jim-zemlin-i-would-love-to-take-linus-torvalds-to-space.html</a>

## Image Sources

- OpenOffice.org logo: <a href="https://en.wikipedia.org/wiki/File:OpenOffice.org.svg">https://en.wikipedia.org/wiki/File:OpenOffice.org.svg</a>
- Sun Microsystems logo: <a href="https://en.wikipedia.org/wiki/File:Sun Microsystems logo.svg">https://en.wikipedia.org/wiki/File:Sun Microsystems logo.svg</a>
- Oracle logo: https://en.wikipedia.org/wiki/File:Oracle\_logo.svg
- LibreOffice logo: https://en.wikipedia.org/wiki/File:LibreOffice Logo Flat.svg
- Apache OpenOffice logo: https://en.wikipedia.org/wiki/File:Apache OpenOffice logo and wordmark (2014).svg
- Linux Foundation Collaborative Projects: http://collabprojects.linuxfoundation.org/