

Community built software
is bringing change to the world

Stormy Peters

Strong
build strong

communities
projects



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Licenses enable

People write software



Photo by larskflem



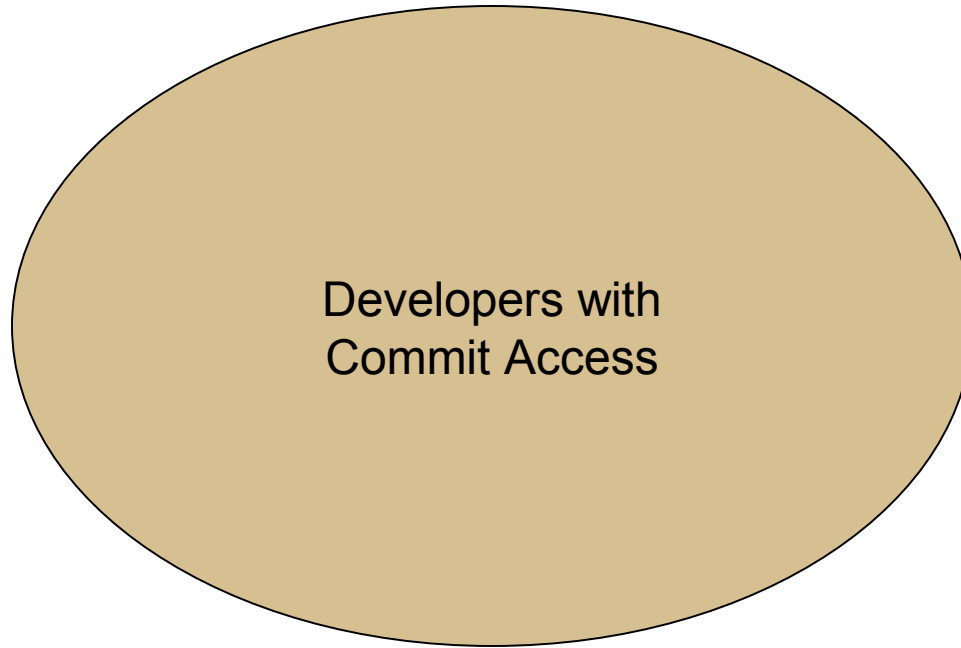
Guys in their basement?



Photo by SalielF



Core committers

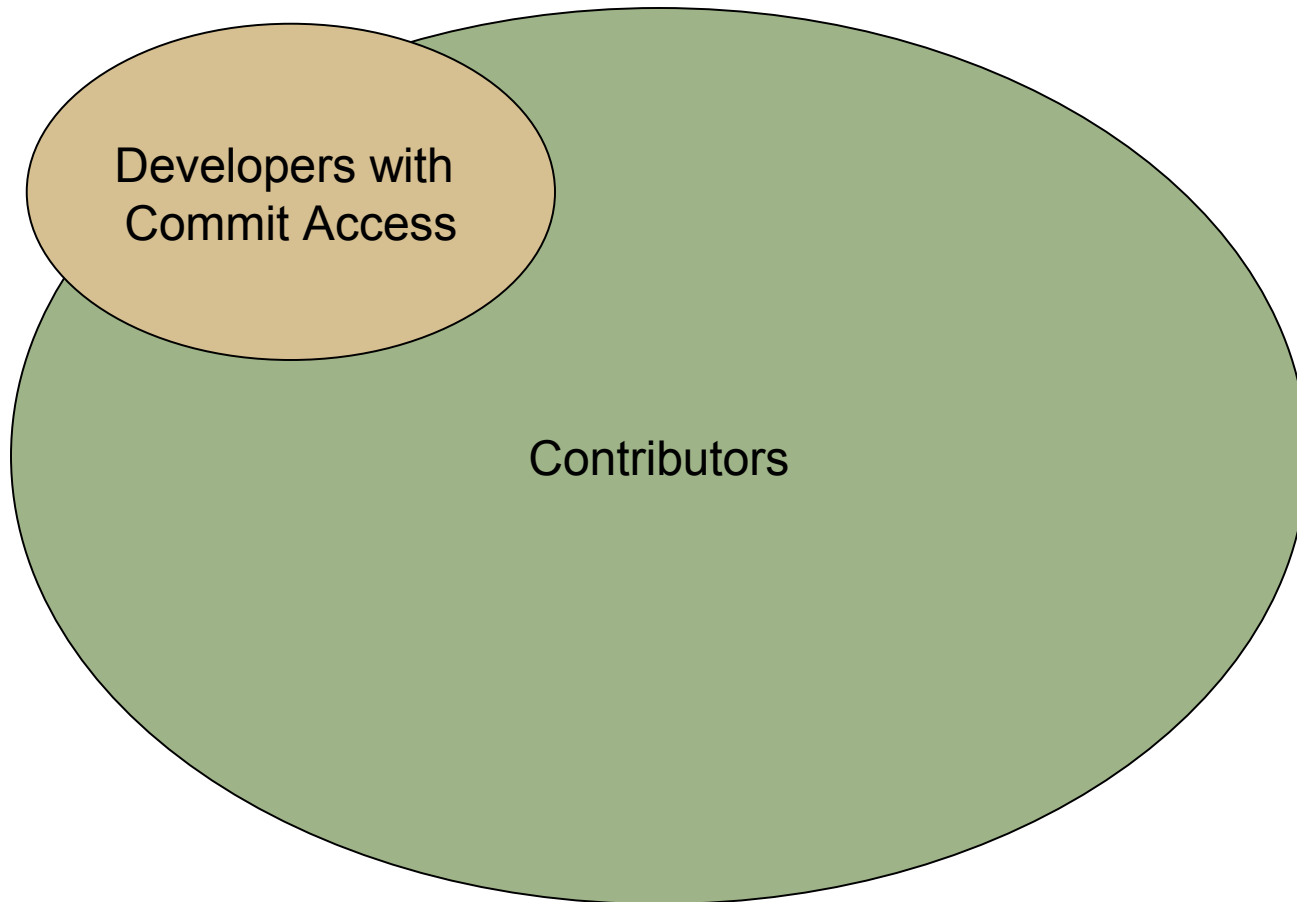




Contributors



Contributors





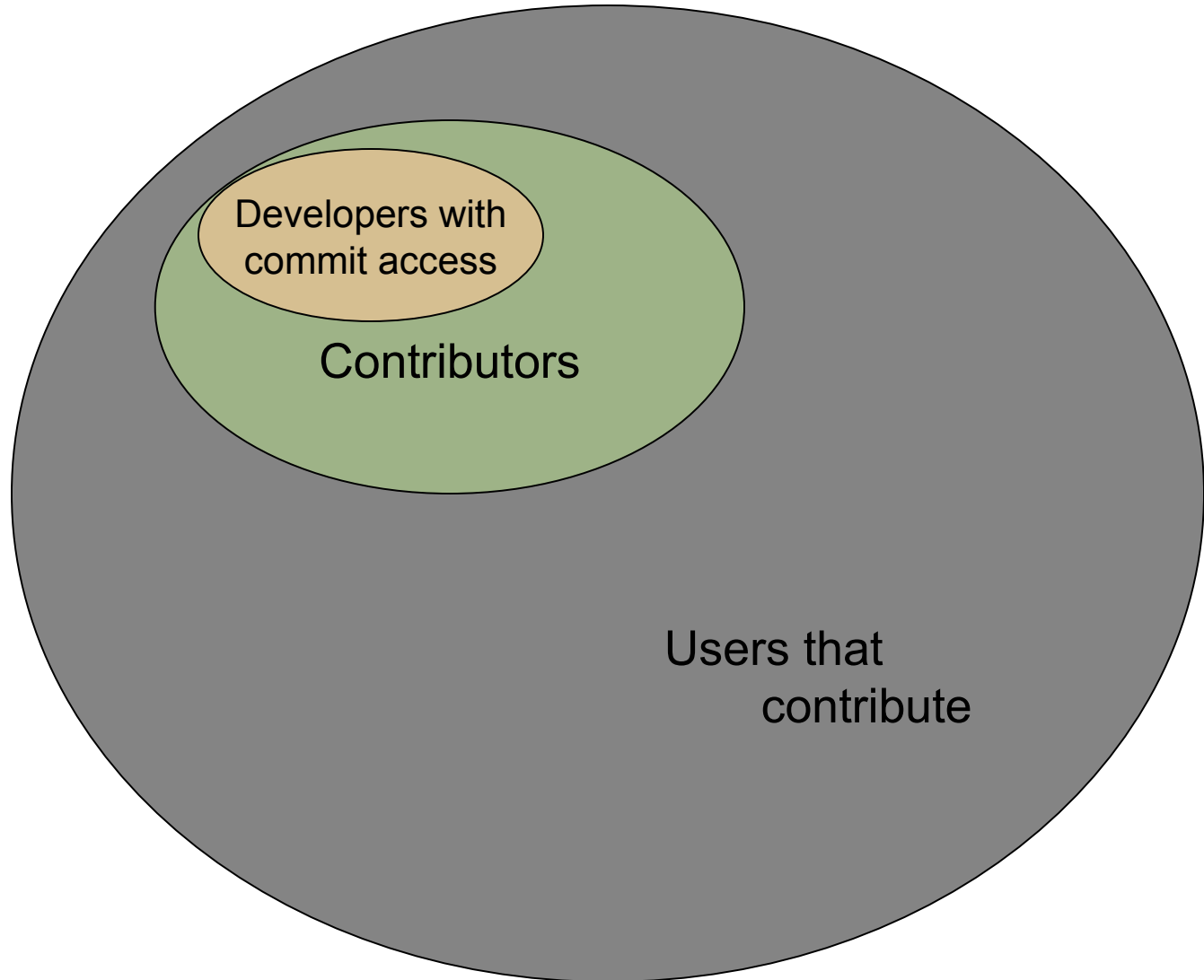
Event Box



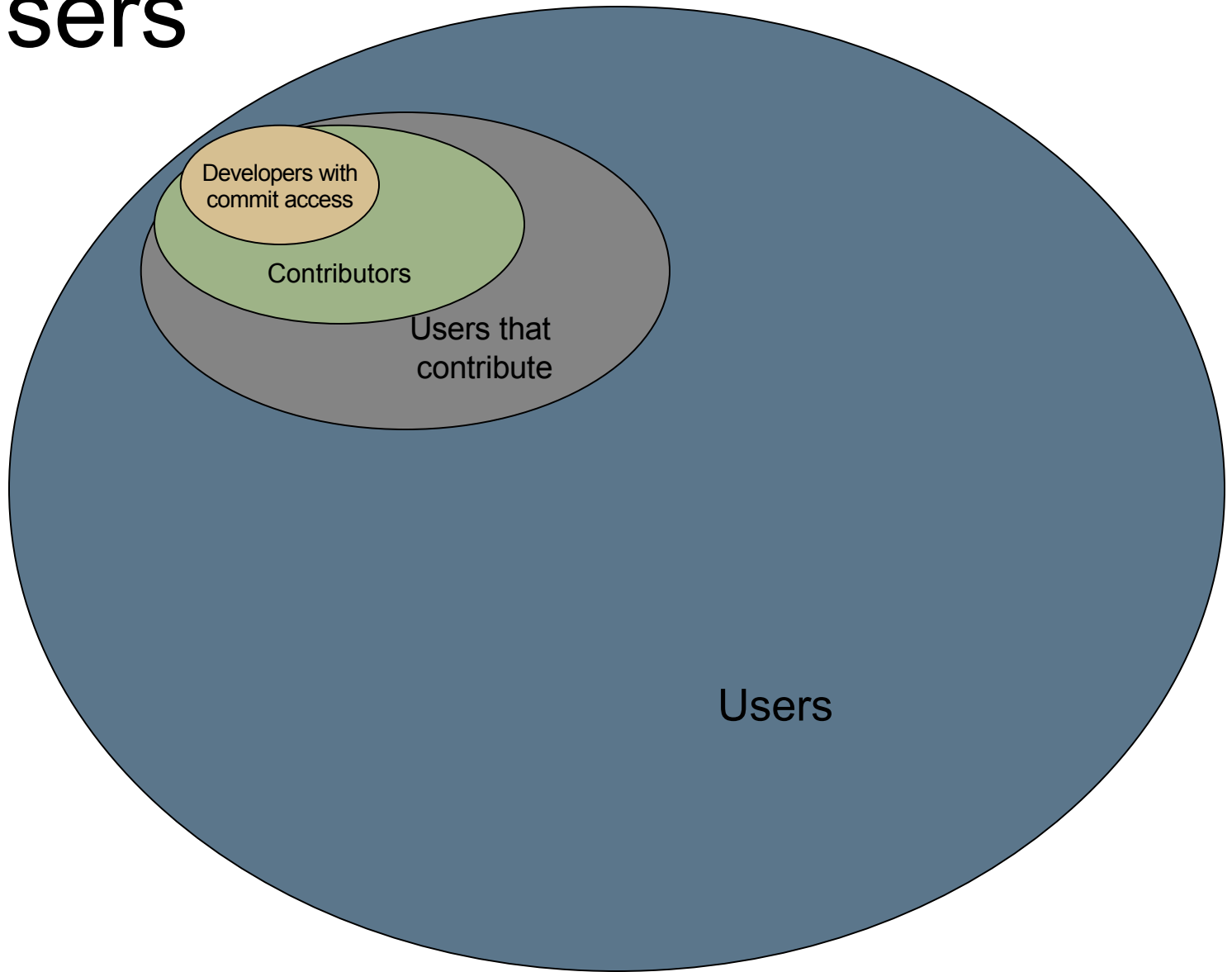
Users



Users

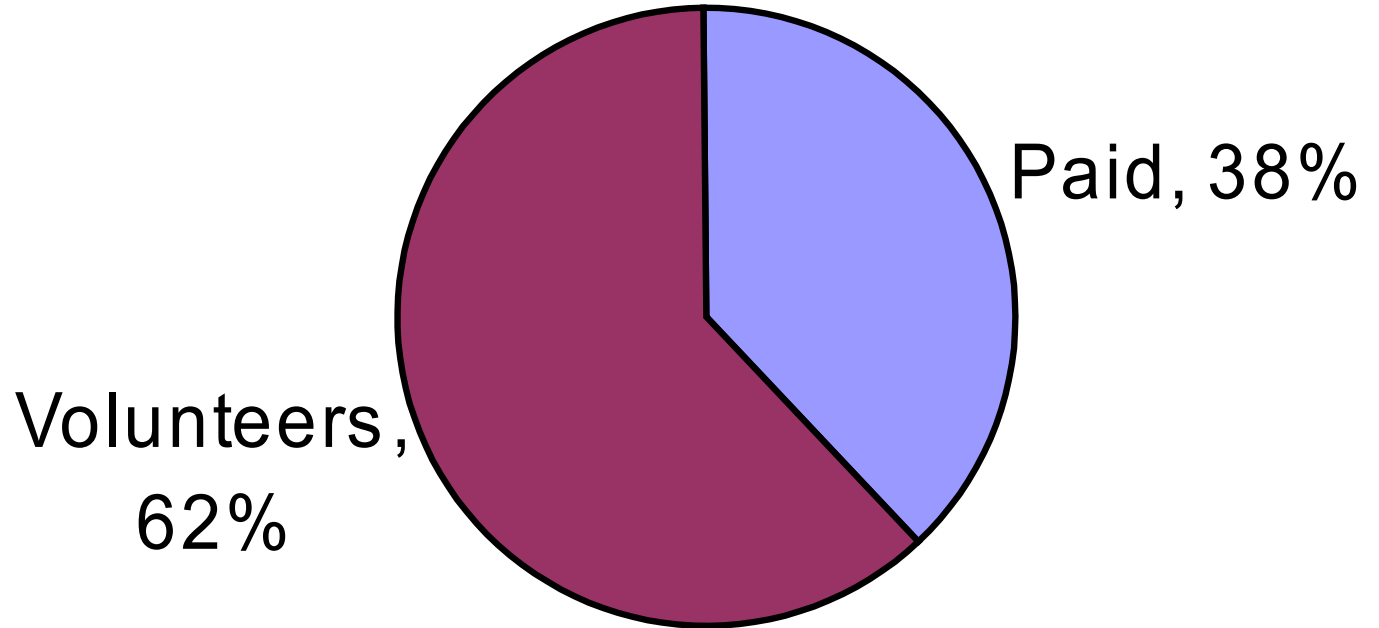


Users



A photograph showing an elderly woman with short, curly, light-colored hair wearing a light pink, long-sleeved, textured sweater and a pearl necklace. She is using a silver metal walker. A younger woman with dark, curly hair, wearing a bright teal t-shirt and blue jeans, is standing behind her, holding the walker's handles to assist her. They are outdoors on a paved path, with green foliage and trees in the background. The text "Paid or volunteer?" is overlaid in the center of the image.

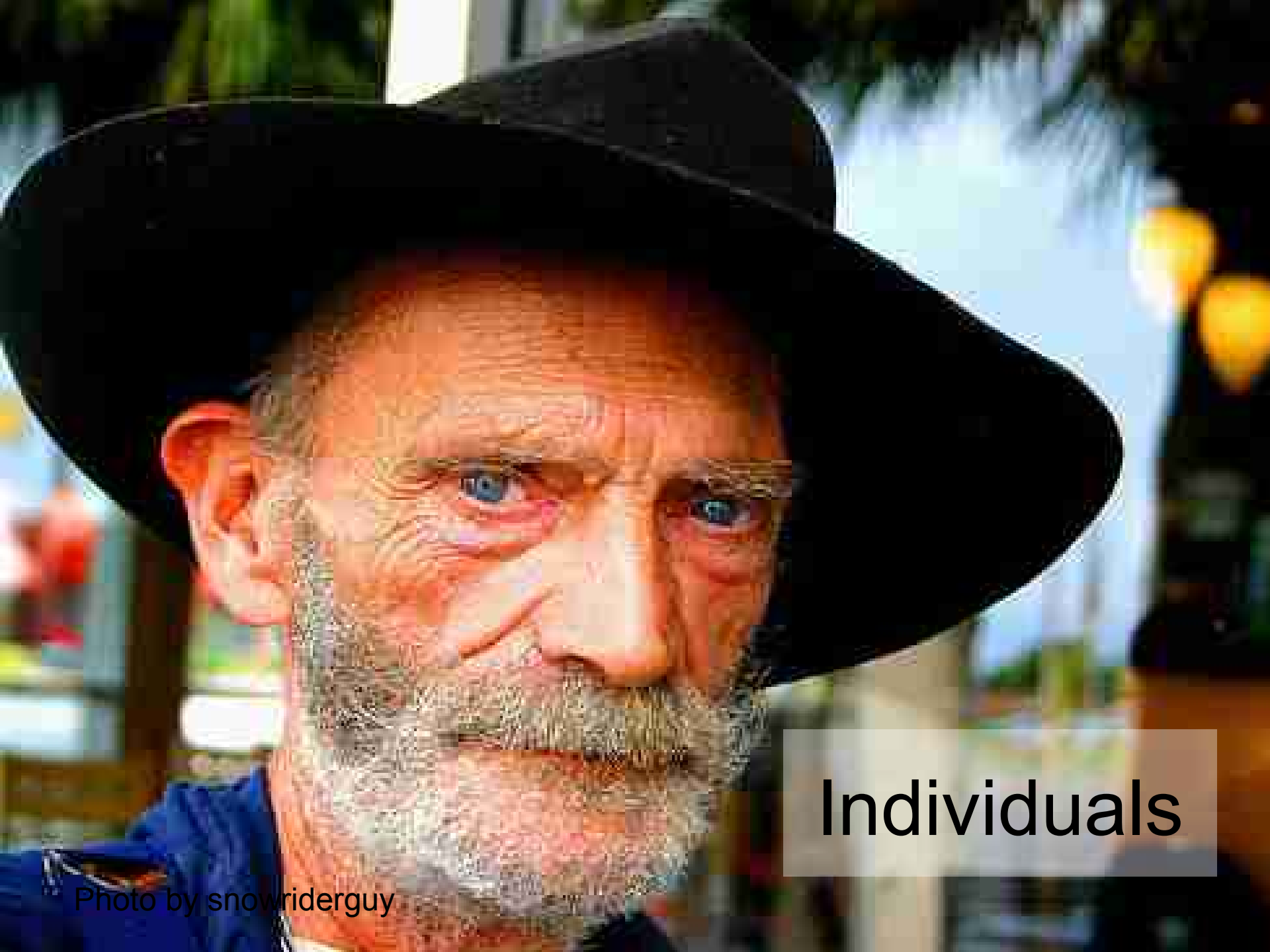
Paid or volunteer?



40%

40% are paid contributors

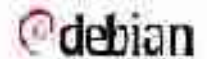
Why Hackers Do What They Do: Understanding Motivation and Effort in Free/C



Individuals

Photo by snowriderguy

Who pays people?



Why

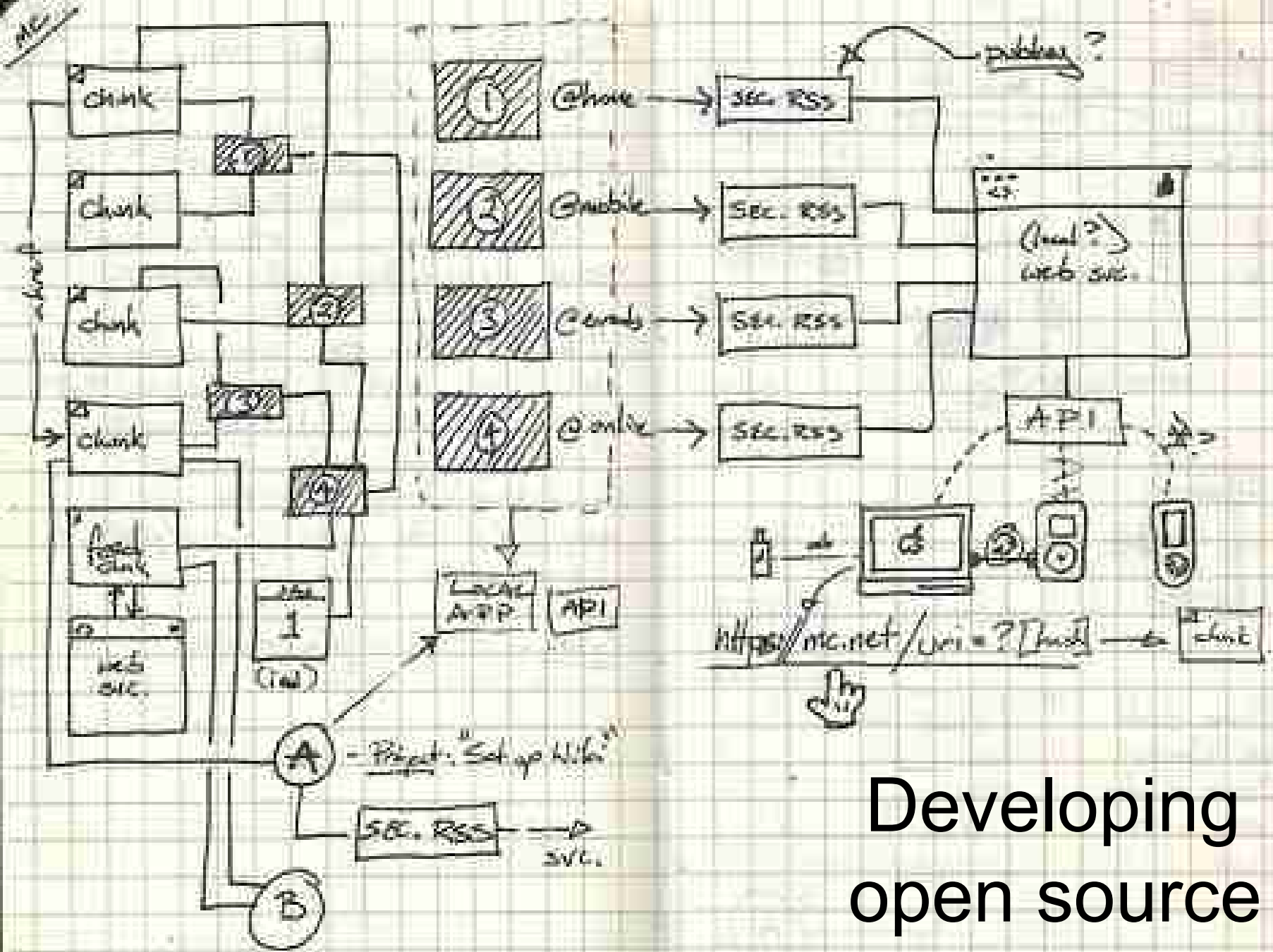


GNOMETM

?

Consulting





Developing open source

Photo by jazzmasterson



Shipping open source

Photo by rfc1036

Using open source



Photo by Extra Ketchup

Why?





CASH

Dollars

0.00

Cents

00

Extrinsic

Photo by zizzybaloobah

TOP motivators are

internal

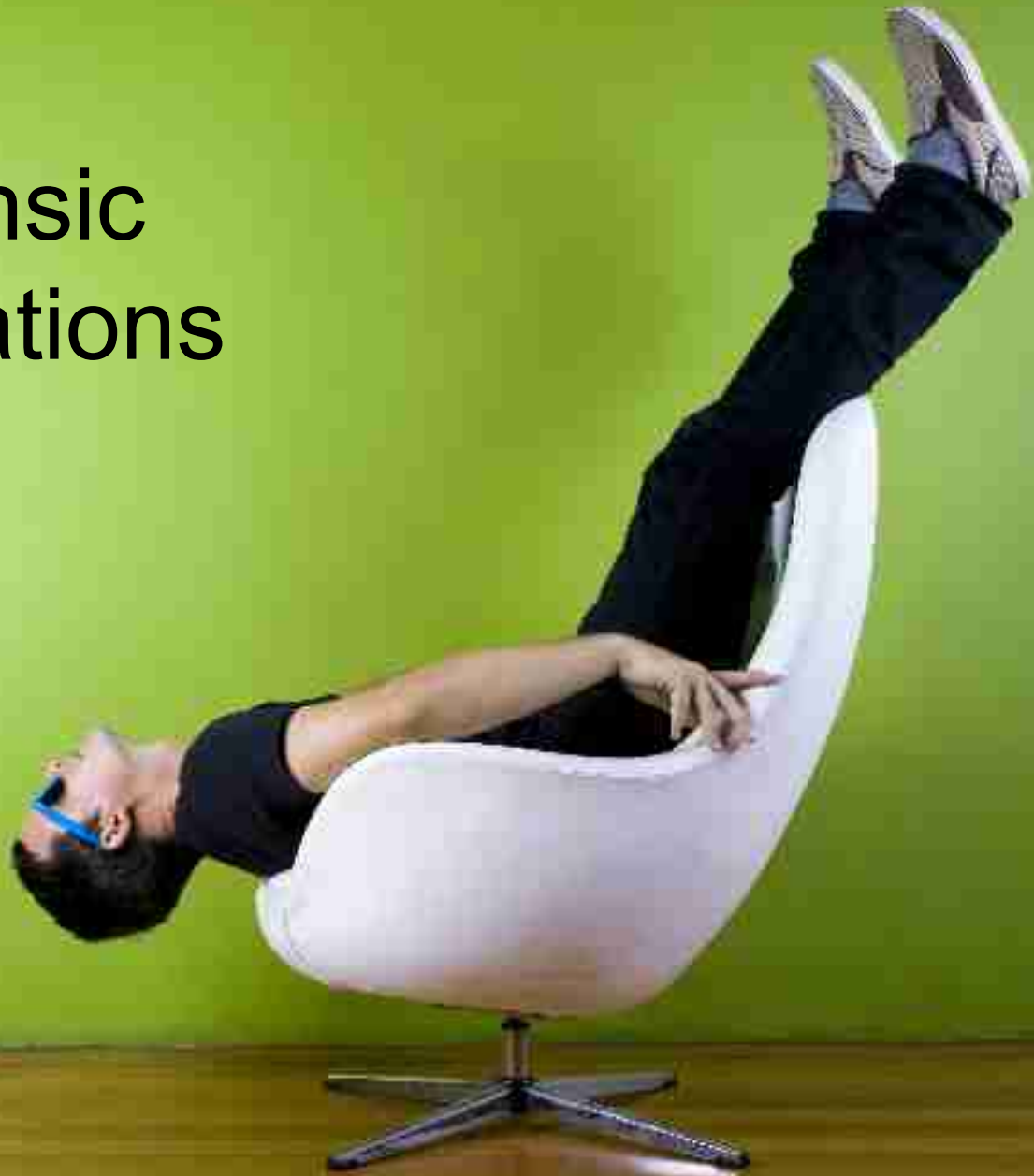
Does Pay Motivate Volunteers?

Why Hackers Do What They Do

Norms, Rewards, and Their Effect on the Motiva

Motivation Crowding Theory

Intrinsic Motivations



A 3D rendering of a complex maze with white walls and a brown floor. The maze is viewed from an elevated perspective, showing its intricate, winding paths. In the center of the maze, there is a semi-transparent, light green rectangular box with rounded corners. Inside this box, the word "Interesting" is written in a bold, black, sans-serif font.

Interesting



Learn = 20% raise



Creative

Photo by mdezemery

Need



Photo by Brent and MariLynn

Skills





Clever



Fame



Do the
Right Thing

1/3

1/3 feel software
should be open

Why Hackers Do What They Do: Understanding Motivation and Effort in Free/C

Mix makes culture





Different
Cultures

Friendly





Photo by ucumari

Strong Values



What are  **GNOME**TM values?



Accessible



Internationalization

Localization



Usability

Photo by ntr23

Easy
to use

Photo by Wayan Vota



An aerial photograph of a tropical coastline. The top half of the image shows a bright blue sky with large, fluffy white clouds. Below the sky is a vast expanse of deep blue ocean. In the lower-left quadrant, a lush green coastline curves along the water's edge. A narrow, light-colored path winds through the greenery down to a small, crescent-shaped sandy beach. The water near the beach is a vibrant turquoise color, transitioning to a deeper blue further out. The overall scene is bright and scenic.

Beautiful

Photo by Michelle Brea

Work well with companies



Fun





Organization

Photo by Hugo*

Structure

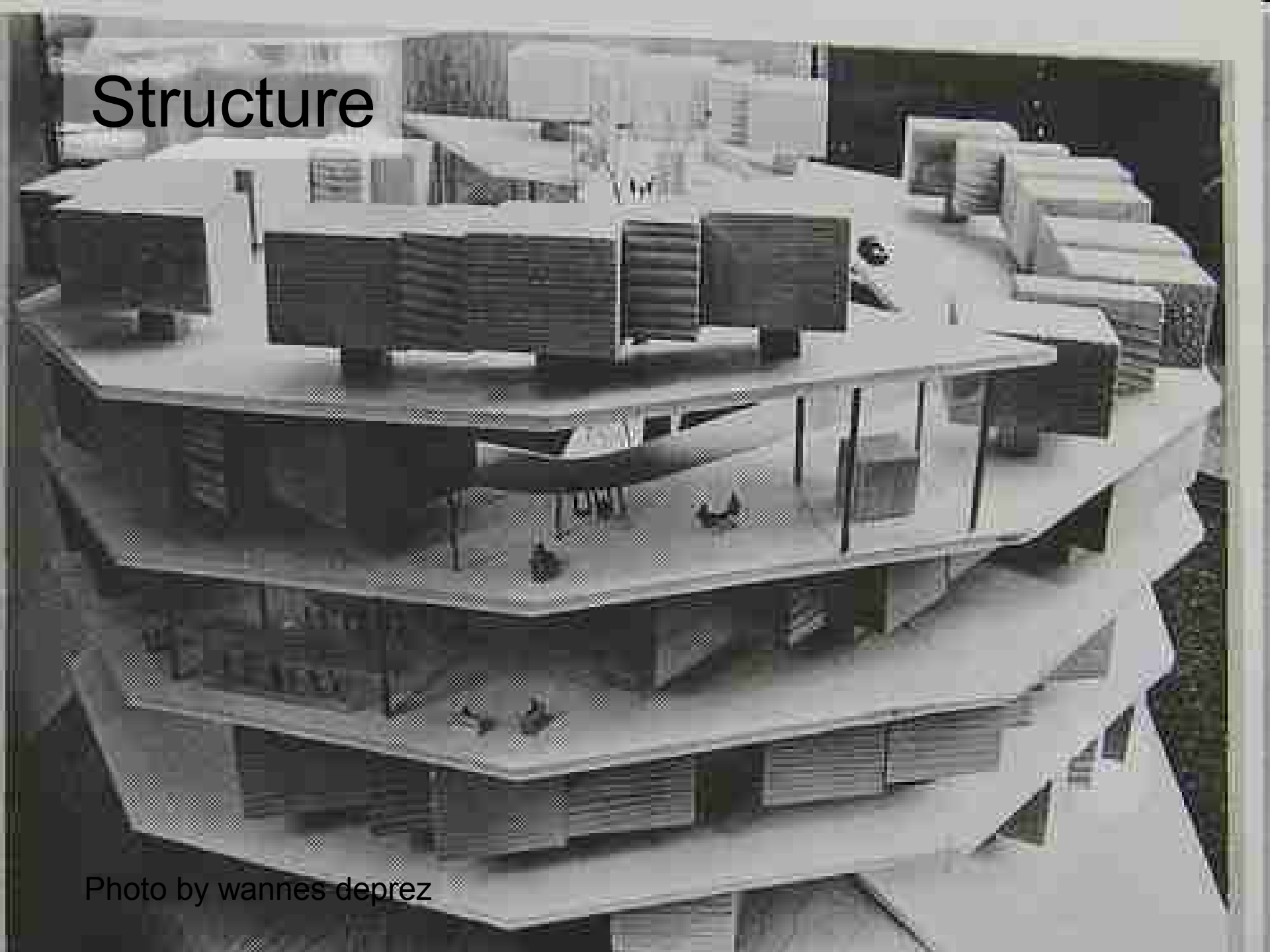
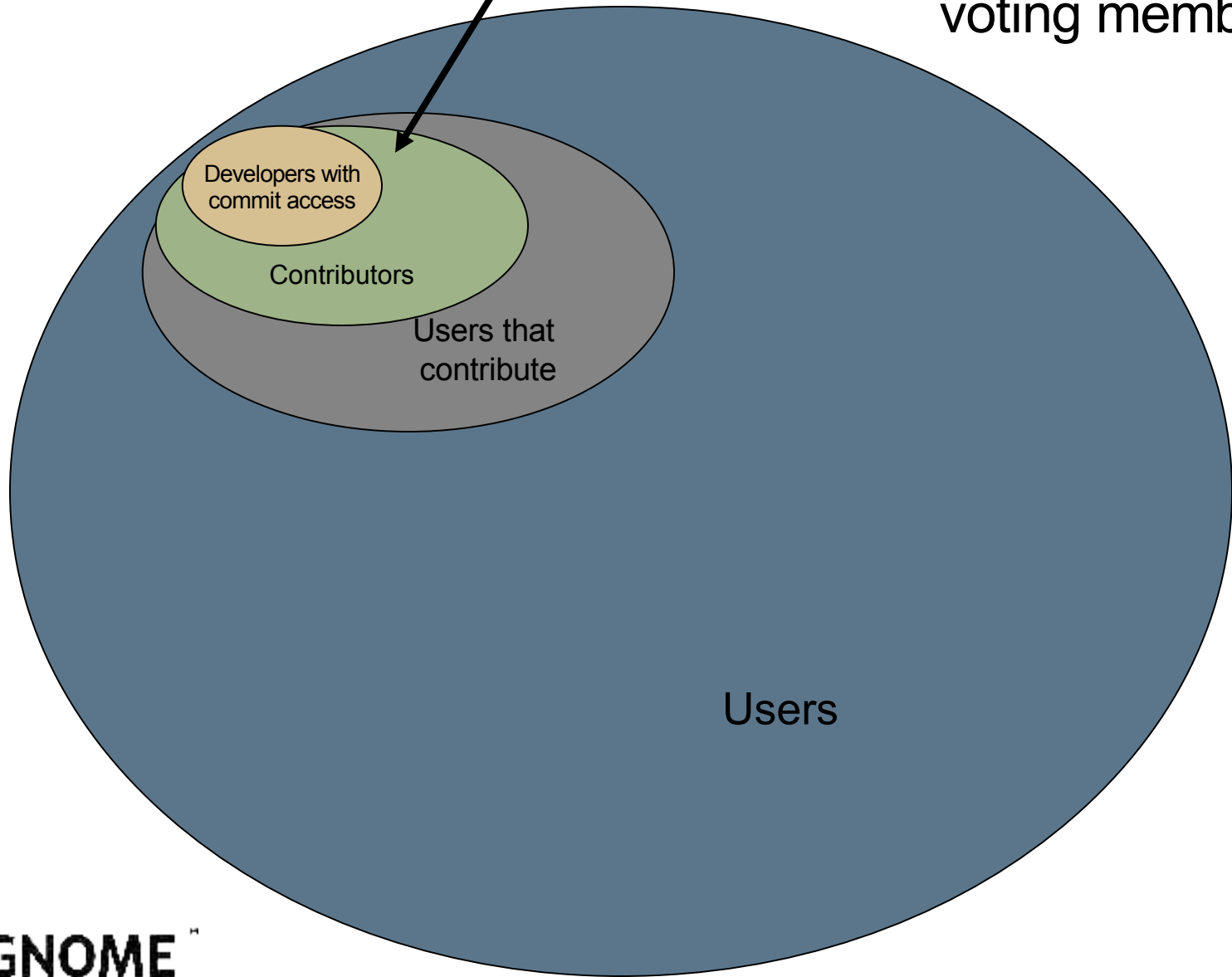


Photo by wannes deprez

GNOME Foundation 414
voting members



Vote

- 7 directors
- 12 months



What do the  **GNOME**TM

Foundation directors do?

6 month releases



Photo by slack12



Pink Lady Apples
QUALITY
\$4.50 LBS

WILLIAM PEACHES
\$2.50 LBS

Marketing

CASH

Dollars

255

Cents

99

Budget

How does  **GNOME**TM get money?

Friends of GNOME

www.gnome.org/friends/



A conference room with a long, dark wooden table. Several black leather chairs are arranged around the table. On the table, there are several sheets of paper and blue pens. In the background, there is a whiteboard flanked by two orange panels. The room has a warm, yellowish light.

Companies



Tie to users

Photo by ntr23

How does  **GNOME**TM use money?

To make successful developers





User experience hackfest

Picture by selva

Platforms



Devices



The ecosystem



MOVIAL



olpc

GNOME



Services



A large, bright yellow arrow is painted on a dark asphalt road, pointing upwards towards the top of the frame. The road surface is textured and shows some wear. The background is a dark, slightly blurred asphalt road that recedes into the distance.

Where do we go from here?



Great

Community

14 Million Users

Strong Foundations



Easy
to use

Photo by Wayan Vota





Accessible

Future of  **GNOME**TM

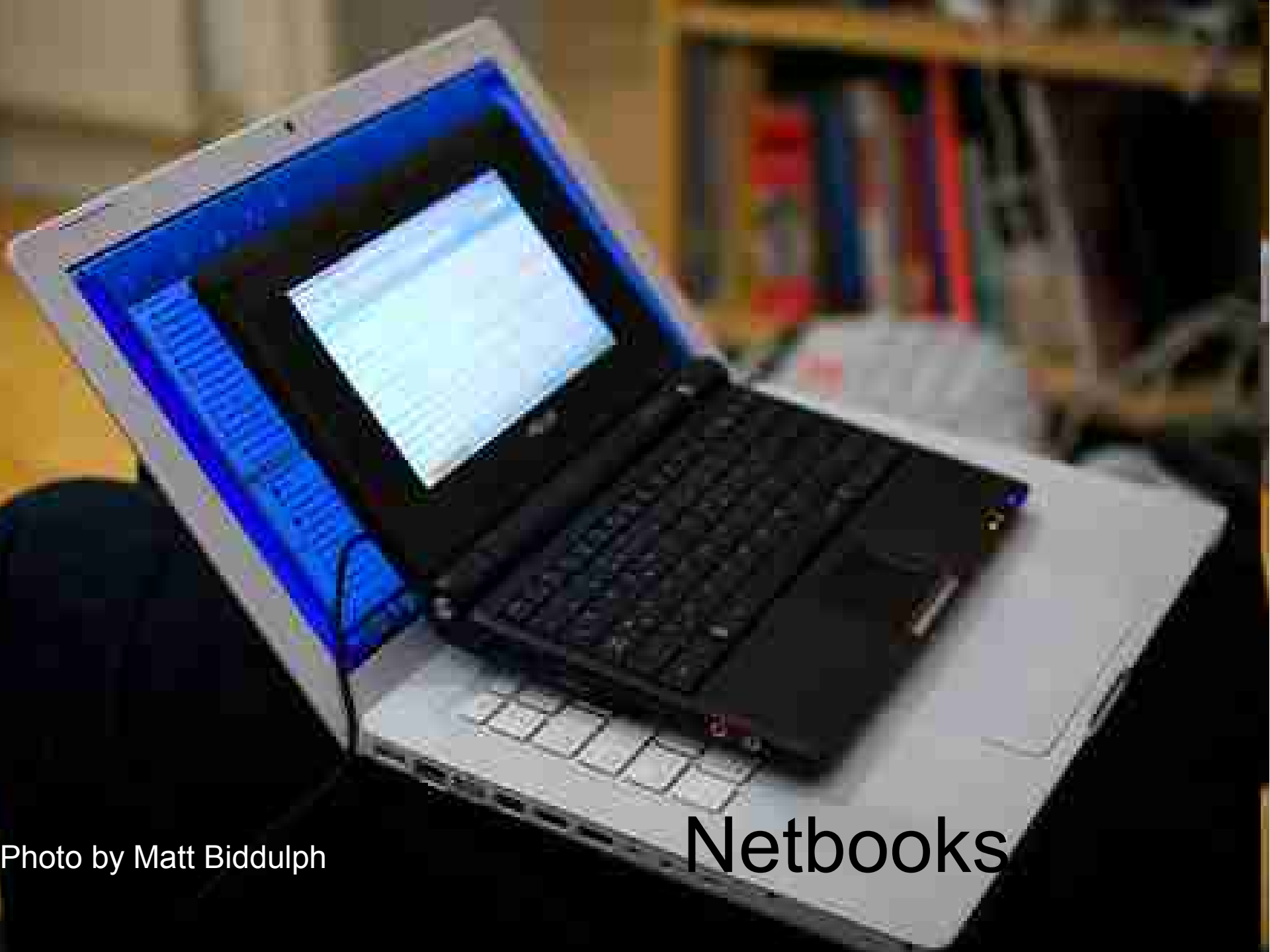


Photo by Matt Biddulph

Netbooks

Usability studies



Photo by inju



...a mobile platform



**4 billion cell phone users
worldwide**



Please join us!

Photo by carf

Talk to GNOME people!



Fun



