

## COMMUNITY BUILDING ON THE WEB KIM AMY JO%0A

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Community Building on the Web: Secret Strategies for  
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Community Building on the Web: Secret Strategies for  
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Community Building on the Web, Amy Jo Kim

Although the focus is on Web communities, this book also  
illuminates deeper and more fundamental aspects of  
community building-the social and cultural dynamics, the  
power of a shared purpose, and the roles, rituals and events  
that bind people together into a group.

Community Building on the Web : Secret Strategies for  
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Amy Jo Kim has collected many online community  
learnings and turned them into a practical, readable, and  
useful book. She has distilled things down to a level where  
they make sense for the smallest online community, as  
well as for the mega-commercial sites.

Community Building on the Web: Secret Strategies for  
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Amy Jo Kim, author of Community Building on the Web  
and consultant to some of the most successful Internet  
communities, is an expert at teaching how to design sites  
that succeed by making new visitors feel welcome,  
rewarding member participation, and building a sense of  
their own history. She discusses important design  
strategies, interviews influential Web community-builders,  
and provides the

Community Building on the Web: Secret Strategies for  
...

Community Building on the Web has 80 ratings and 3  
reviews. Susan said: This would have been great to read in  
2001. Although the principles are sound, th

Collaboration and community building on the web:

Amy Jo Kim at TEDxUSC

There has been a surge in gaming in the past ten years, and  
a lot of it has to do with the ideas that Amy Jo has been  
spreading for quite some time now.

The WELL: Amy Jo Kim - Community Building on the  
Web

inkwell.vue.80: Amy Jo Kim - Community Building on the  
Web permalink #28 of 52 : Amy Jo Kim (amyjo) Fri 21 Jul  
00 11:46 Ari, the pattern you're describing sounds normal

to me.

**Community Building on the Web - Kim, Amy Jo ... - hpb.com**

Community Building on the Web introduces and examines nine essential design strategies for putting together vibrant, welcoming online communities. Amy Jo Kim, a leading expert in Web community design, has helped AOL, Yahoo, Oracle, MTV, and others start online worlds that have become flourishing gathering places that people come back to again and again. The book is full of informative examples, case studies, and tactics for every facet of Web communities, from welcoming visitors to training

**The WELL: Amy Jo Kim - Community Building on the Web**

inkwell.voc.80: Amy Jo Kim - Community Building on the Web permalink #52 of 52 : Amy Jo Kim (amyjo) Mon 31 Jul 00 08:12 It was a pleasure to participate -- hope to see some of you online in the venues that mentioned.

**Community Building on the Web : Secret Strategies for ...**

Amy Jo Kim, Ph.D. is a recognized expert in the field of online community design. She is the founder and creative director of NAIMA, a 21st century design studio that has designed online environments for a wide range of clients, including America Online, Adobe Systems, AT&T, CyberCash, Electric Communities, Fujitsu, Mpath Interactive, MTV, NetNoir, Nickelodeon, Oracle, Paramount, PlaceWare

**The WELL: Amy Jo Kim - Community Building on the Web**

Amy Jo Kim has been designing innovative online environments for over 15 years. Her career in Behavioral Neuroscience was permanently derailed by a fascination with building systems that people use.

**Amazon.com: Community Building on the Web: Secret ...**

Amy Jo Kim, author of Community Building on the Web and consultant to some of the most successful Internet communities, is an expert at teaching how to design sites that succeed by making new visitors feel welcome, rewarding member participation, and building a sense of their own history. She discusses important design strategies, interviews influential Web community-builders, and provides the

**Community Building on the Web: Secret Strategies for ...**

What makes a Web site a Web community? How have

sites like Yahoo, iVillage, eBay, and AncientSites managed to attract and maintain a loyal following? How can Web developers create growing, thriving sites that serve an important function in people's lives? *Community Building on the Web* introduces and