

Building Social Web Applications (<http://www.amazon.com/dp/B00CVE3MIK>)
http://www.mgov2.org/documentos/social_web_applications_oreilly.pdf

Chapter 2 Analyzing, Creating, and Managing Community Relationships

- Analyzing Your Users' Relationships

- Analyzing the Essence of Your Community's Needs

Chapter 7 Designing for People

- Implementing Search

Chapter 8 Relationships, Responsibilities, and Privacy

- We Are in a Relationship?

- Personal Identity and Reputation

- Handling Public, Private, and Gray Information

- Privacy and Aggregate Views

- See But Don't Touch: Rules for Admins

- Private by Default?

- Setting Exposure Levels

- Managing Access for Content Reuse, Applications, and Other Developers

Chapter 9 Community Structures, Software, and Behavior

- Community Structures

- Supporting Social Interactions

- Who Is Sharing, and Why?

- Groups

Chapter 10 Social Network Patterns

- Sharing Social Objects

- Published Sites Expect Audiences

- Deep and Broad Sharing

- Capturing Intentionality

- Cohesion

- Filtering Lists by Popularity

- Commenting, Faving, and Rating

- Internal Messaging Systems

- Friending Considered Harmful

- Sharing Events

Chapter 11 Modeling Data and Relationships

- Putting Objects on the Internet

- Aggregating Data to Create New Content

- Exploring Groups

- Making the Most of Metadata

- Connecting the Relationship to the Content

- Considering Time Implications

Chapter 12 Managing Identities

- Existing Identities
- Forms of Identification
- The Need for Profile Pages
- Activity Pages
- Invisibility and Privacy

Chapter 13 Organizing Your Site for Navigation, Search, and Activity

- Understanding In-Page Navigation
- Connecting People Through Content
- Providing Activity Pages
- Filtering Activity Lists and the Past
- Who Stole My Home Page?
- Providing for Site Navigation

Chapter 14 Making Connections

- Choosing the Correct Relationship Model for Your Social Application
- Information Brokers
- Notifications and Invitations
- Social Network Portability
- Spamming, Antipatterns, and Phishing
- Address Books, the OAuth Way
- Changing Relationships over Time
- Administering Groups

Chapter 15 Managing Communities

- Social Behavior in the Real World
- Starting Up and Managing a Community
- Trolls and Other Degenerates
- Separating Communities
- Encouraging Good Behavior
- Gaming the System
- Membership by Invitation or Selection
- Rewarding Good Behavior
- Helping the Community Manage Itself
- Balancing Anonymity and Pseudo-Anonymity

Community Building on the Web: Secret Strategies for Successful Online Communities

(http://www.amazon.ca/gp/product/toc/0201874849/ref=dp_toc?ie=UTF8&n=916520)

1. PURPOSE.

- Building a Successful Community.

- Case Study: The Planning Exercise in Action. Articulate Your Vision.

2. PLACES: Bringing People Together.

People Are Talking.
Mapping the Territory.
Zoned For Growth.

3. PROFILES: Getting to Know Your Members.

Why Profiles?.
Your Member Database.
Creating a Persona. Evolving a Social Identity.

4. ROLES: From Newcomer to Old-Timer.

The Membership Life Cycle.
Welcome Your Visitors. Instruct Your Novices.
Reward Your Regulars. Empower Your Leaders.
Honor Your Elders.

5. LEADERSHIP: The Buck Stops Here.

What's a Leader?.
Unofficial Leaders.
Official Leaders.
Case Study: Power to the People: The Slashdot Moderator System..
Manage Your Leaders.

6. ETIQUETTE: Rules to Live By.

Develop Your Ground Rules.
Enforce Your Policies.
Evolve Your Rules.

7. EVENTS: Meetings, Performances and Competitions.

Event Planning 101.
Meetings: Bringing Groups Together.
Performances: Up on Stage.
Competitions: Members in the Spotlight.

8. RITUALS: Handshakes, Holidays, and Rites of Passage.

The Power of Ritual.
Personal Acknowledgments.
Community Holidays.
Passages and Transitions.

Chapter 9. SUBGROUPS: Clans, Clubs and Committees.

Why Subgroups?.
Setting the Stage.
Developing Your Official Program.