



Team 7: Cereal Killers

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How are online communities built?



Twitch.tv

- Social video platform and community for gamers, video game culture, and the creative arts
- Community of 2 million streamers
- 10 million visitors daily

The screenshot shows the Twitch.tv interface. The main content area displays a 'Recent Donations' table for the streamer Brostyn. The table lists the following donations:

Channel	Location	Amount	Time
US SFAT	California NorCal, United States	7	10:00 AM
Westhalz	California SoCal, United States	8	10:00 AM
Temp Axe	Arizona, United States	9	10:00 AM
BIT Streamed	California NorCal, United States	10	10:00 AM
Wizrobe	Florida, United States	12	10:00 AM
Duck	Michigan, United States	15	10:00 AM

Below the table, there is a 'Sub Goal' section showing 'Sub Goal: \$7,600 - Outcast 2 Stream' and 'Monthly Sub Goal: 1675'. The streamer's profile picture and name 'Brostyn' are visible at the top right of the table. The background of the stream shows a person in a blue 'NEW YORK' t-shirt.

Why Twitch?

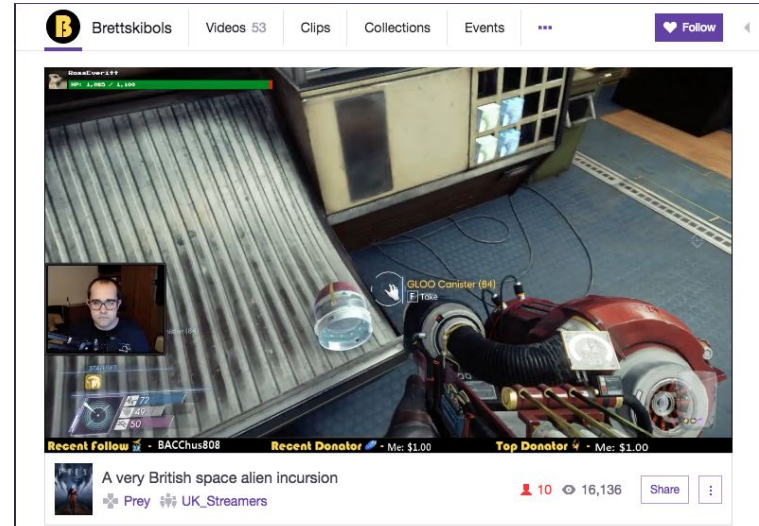
- Online streaming is a relatively new genre of entertainment
- Biggest streaming platform in the U.S.
- Streaming is getting bigger, Facebook and Youtube are jumping in on it as well

Methods



Observations

- Streamers with different sized followings
- Chat interactions/participants
- Information shared on their channels
 - “Profile”
 - Social media
- How they acted when live streaming
- Things they said when live streaming



ABOUT ME

Hey there I'm Brettski. I'm a variety streamer who loves to play different games and meet new people whilst putting the world to rights. Come relax, have a chat and be embraced by my wonderful community.

I found Twitch almost by accident and have been hooked ever since. I have never met such a bunch of wonderful, genuine and mad people. I love the community so much and I try to be as active and involved in my chat and community as possible. I really do love you guys and gals <3

TIP JAR

Tips help me buy games to play on the channel and continue to help support me as a part time streamer. Donations are never necessary but they are greatly appreciated

TWITTER

I use Twitter as my primary social media, find interesting posts, stories, pictures and stream related posts there. Plus I love hearing from all of you.

HOUSE RULES

- Be excellent to each other

SCHEDULE

DISCORD

Interviews: Streamer

- Questions were geared towards how they got into streaming, and how they build online communities while streaming
 - *“What was the motivation behind becoming a streamer?”*
 - *“What do you think are the most important things for a streamer to do in order to build a community?”*



Interviews: Viewer

- Questions were geared toward streamers that they watch and interactions with users of Twitch
 - *“What streamers do you like to watch?”*
 - *“Could you describe a few personality traits of streamers you enjoy watching?”*
 - *“Have you ever interacted with a streamer that you watch?”*

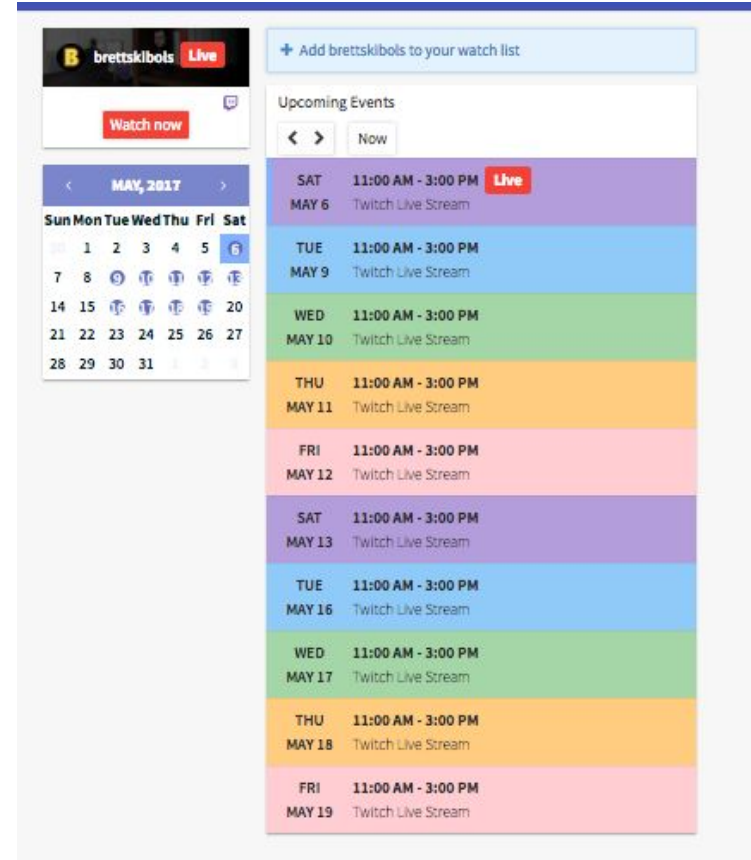


Growth Strategies



Consistency

- Scheduling makes it easier for viewers to follow your channel and keep up with your stream
 - *“I think consistency is a big key to success for people, to be streaming on or around the same time on a schedule so people know when to tune in, much like a television show.” (Streamer 2)*
- Streamers we observed generally used calendars for this

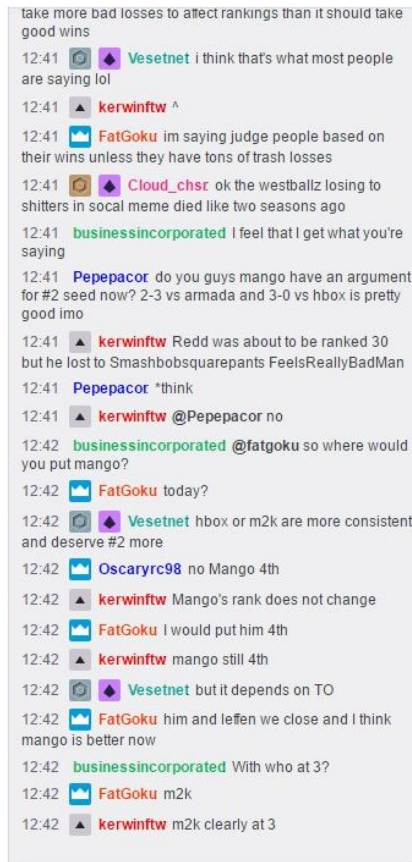


The screenshot shows the Twitch channel page for 'brettskibols'. At the top, there is a 'Watch now' button. Below it is a calendar for May 2017, with the 6th highlighted. To the right, there is a section titled 'Upcoming Events' with a 'Now' button and a list of scheduled streams. Each event is represented by a colored bar indicating the day and time.

Day	Time	Status
SAT MAY 6	11:00 AM - 3:00 PM	Live
TUE MAY 9	11:00 AM - 3:00 PM	Twitch Live Stream
WED MAY 10	11:00 AM - 3:00 PM	Twitch Live Stream
THU MAY 11	11:00 AM - 3:00 PM	Twitch Live Stream
FRI MAY 12	11:00 AM - 3:00 PM	Twitch Live Stream
SAT MAY 13	11:00 AM - 3:00 PM	Twitch Live Stream
TUE MAY 16	11:00 AM - 3:00 PM	Twitch Live Stream
WED MAY 17	11:00 AM - 3:00 PM	Twitch Live Stream
THU MAY 18	11:00 AM - 3:00 PM	Twitch Live Stream
FRI MAY 19	11:00 AM - 3:00 PM	Twitch Live Stream

Chat Engagement

- Builds a connection
 - *“Chat engagement is super important... talking to the chat and engaging with them gives them a sense of connection with who they’re watching, it gives them a connection and puts the streamer, like, it makes them stand out from the other streamers that might not talk to them” (Streamer 1)*
- Every streamer we interviewed mentioned chat engagement as one of the main ways they built their channel



Personable, respectful, appreciative

- Being personable, animated
 - *“Uhhh hmm, yeah I mean you know obviously I want to be entertaining, so I’m gonna try to be funny. And usually funny things happen organically...I do try to make it fun to watch.”(Streamer 1)*
- Showing mutual respect
 - Channel/chat rules
 - *“ I do try and take from them all their level of professionalism and the way they talk to and respect their viewers.” (Streamer 2)*
- Exhibiting appreciation
 - Display top donators
 - Send followers personalized gifts(postcards, drawings, letters)



- The main language of this chat is **english**.
- No hateful comments (racism, misogyny, misandry, homophobia, etc)
- Respect the streamer, respect the mods.
- Be chill, positive and constructive.
- No unnecessary/harmful links.
- Don't bring politics/drama into chat; it doesn't benefit the stream.

Remember: We want to have a pleasant environment in chat. Nobody wants to timeout or ban anyone. Don't provoke it.

Social Media

- Use of external social media outlets such as Twitter, Youtube, Facebook
- Fuslie
 - Three youtube channels
 - Active on Twitter, Facebook, Instagram, Snapchat
 - Follow to “Stay Updated”
 - ~57,000 Followers
- ImmersedCimp
 - Active daily on Twitter
 - Consistently posts content on Youtube
 - ~11,000 Followers



follow me on my social media accounts to stay updated!

[my instagram](#)

[my twitter](#)

[my youtube](#)

[second YT channel \(for more casual vids\)](#)

[my facebook](#)

[snapchat: fuslie](#)

Problems & Solutions



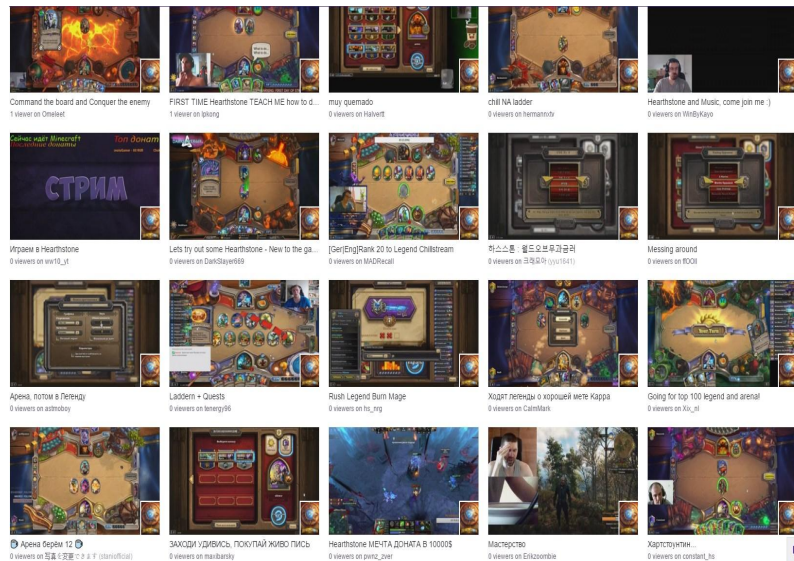
Problem & Solution 1: Competition Between Streamers

Problem:

- Hard to gain footing in an already existing market
- How do you compete with an established personality on Twitch?

Solution:

- Set yourself apart from the other streams
 - Do one (or all) of our four growth strategies better than everyone else: Consistency, Chat Engagement, Proper Personality, and Social Media Branding



“The hardest part is gaining viewership from 0 to about 100. It gets easier after that” (Streamer 3)

Problem & Solution 2: The need to display rules on channels

Problem:

- Presence of rules on streamer's channel
- Some followers aren't respectful to others when participating in chat
- Potential to damage community streamer has built

Solution:

- Channel policy agreement form when subscribing
- Zero tolerance policy
- Viewer ban



The rules here are pretty simple but may be amended at any time.

1.

Please keep chat to English if you can so we can all understand you.

2.

No racism, sexism, etc. Any language seen as harassing will be dealt with appropriately.

3.

Don't share links without permission.

4.

Show respect for everyone in channel.

Why does this matter?

Twitvh provides more than just entertainment:

- Sociology research shows that humans desire to be in a community
- Mental health benefits from having people you connect with

Researcher's perspective:

- Another avenue to explore human connection through technology
- House, James S., Karl R. Landis, and Debra Umberson. "Social relationships and health." *Science* 241.4865 (1988): 540.
- Nabi, Robin L., Abby Prestin, and Jiyeon So. 2013. "Facebook Friends with (Health) Benefits? Exploring Social Network Site Use and Perceptions of Social Support, Stress, and Well-Being." *Cyberpsychology, Behavior, and Social Networking*, 16, 721-727.
- Cohen, Sheldon. "Social relationships and health." *American psychologist* 59.8 (2004): 676.



Thank you! Questions?

