What does a user do?
What does an actor do?

“A social actor is an organizational entity whose interactions are simultaneously enabled and constrained by the socio-technical affiliations and environments of the firm, its members, and its industry.”

Users/Actors have MORE knowledge than developers in how to play the game!
More than just modding.

Modders’ own community to co-develop a product!
Emerging Issues

• Governance of modding communities
  • What can(not) be customized?
  • Motivation to mod
  • Assistance to modders
  • Rules and regulations
• Modder protection - copyright law issues
  • Protecting modders’ work
• Globalization of user base (cultural issues)
  • Different perspectives of ownerships and rights
  • Different community structure
• … and more

From users to co-developers: How do we get there?