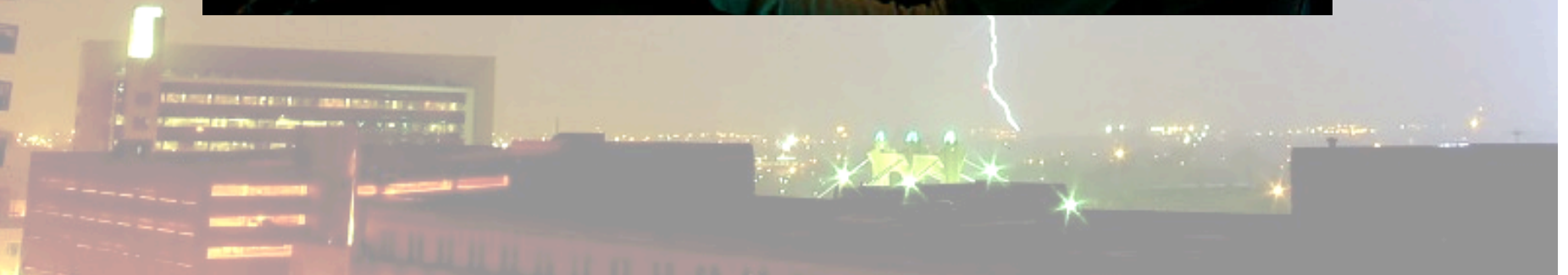# What does a user do?

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."

Roberta Lamb and Rob Kling, 2003. Reconceptualizing Users and Social Actors in Information Systems Research. *MIS Quarterly Vol. 27 No. 2, pp. 197-235/June 2003*
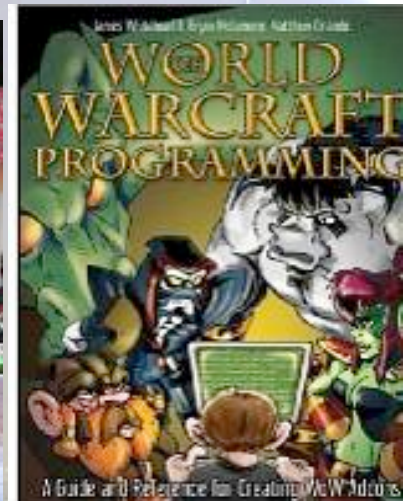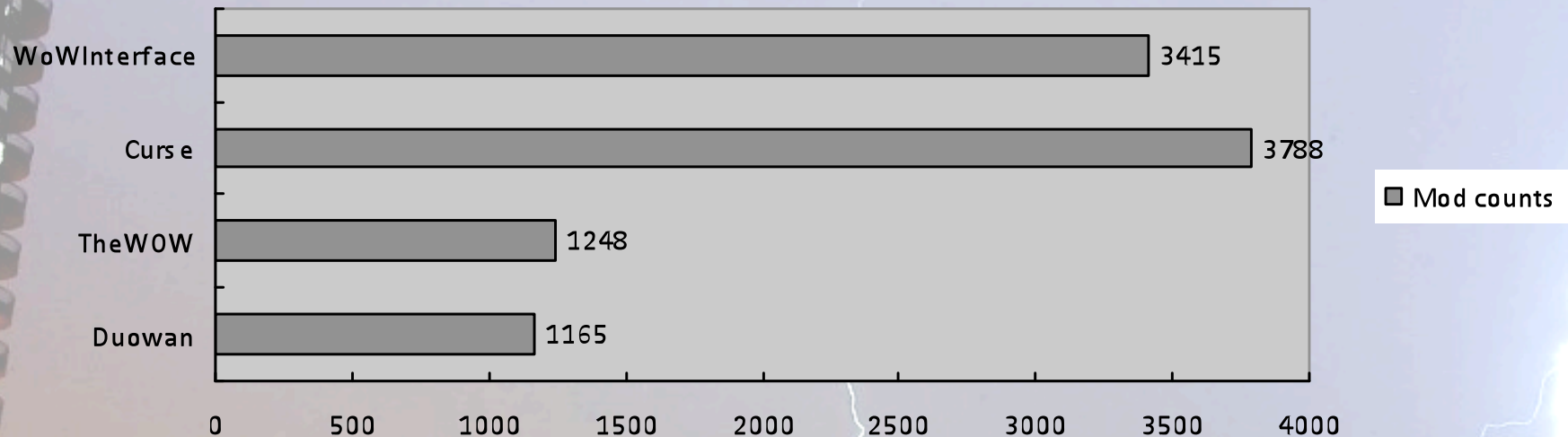
Default User Interface

User Customized Interface

Users/ Actors have MORE knowledge than developers in how to play the game!

More than just modding.

	Mod counts
WoWInterface	3415
Curse	3788
TheWOW	1248
Duowan	1165

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?

Social network picture in the background: Social network of WoW UI & Macro Forums, courtesy of Ruy Cervantes