



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

# Designing Social Interaction

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**HCI**

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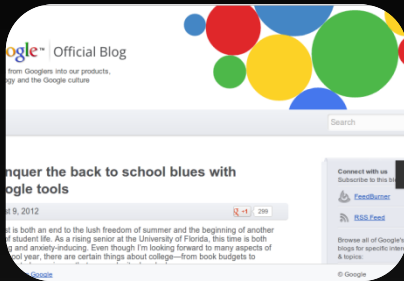


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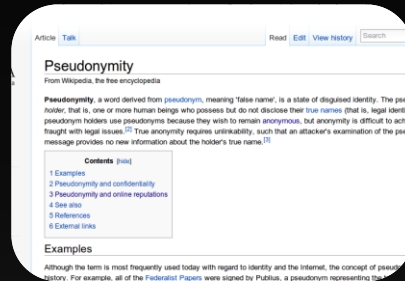
“Social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.” p. 61



# Social Media Classifications



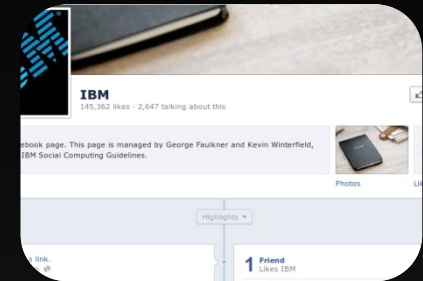
Blogs



Collaborative Projects



Microblogging



Social Networking Sites



Content Communities



Virtual Social Worlds



Virtual Game Worlds

# Applications of Social media

## Entertainment



## Workplace



# Today's Forecast

“[...] the rate of change and development of new features of social media will continue for the foreseeable future.” p. 256



# Defining Social Networks and Online Communities

# What is a Social Network?

*A social network* is a social structure made up of individuals (or organizations) called "nodes", which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, dislike, sexual relationships, or relationships of beliefs, knowledge or prestige.

*Online communities* are Web sites where user relationships develop.



# Comparison of Social Networks and Online Communities (1)

## A social network

- Has an organizational structure focused around an individual's one-to-one relationships.
- Has weak secondary connections between members.
- Allows its users to be members of many communities in the network at the same time.

## An online community

- Has an organizational structure focused around a shared purpose rather than one-to-one relationships.
- Has strong, predictable secondary relationships among members.
- Is distinct from other communities because of differences in purpose, policies, and computing environment.

# Comparison of Social Networks and Online Communities (2)

## A social network

- Is good for sharing activities.
- Is less effective at activities requiring cooperation and collective action.
- Makes it easier for users to build communities.

## An online community

- Is good for activities requiring sharing and cooperation.
- Is effective at providing the framework for activities requiring collective action.
- Should not be confused with “adhocracies”, “discussion groups”, “forums”, or “lists”.

# Shirky's ladder

- Sharing  
Ideal for social networks, i.e. exchanging photos
- Cooperation  
takes more effort and demands more complexity,  
organizing activity for gathering resources for a party,  
strong secondary connections needed
- Collective action  
dealing with large organizational structures, such as unions,  
government agencies, corporations.

# Ingredients for a social network site



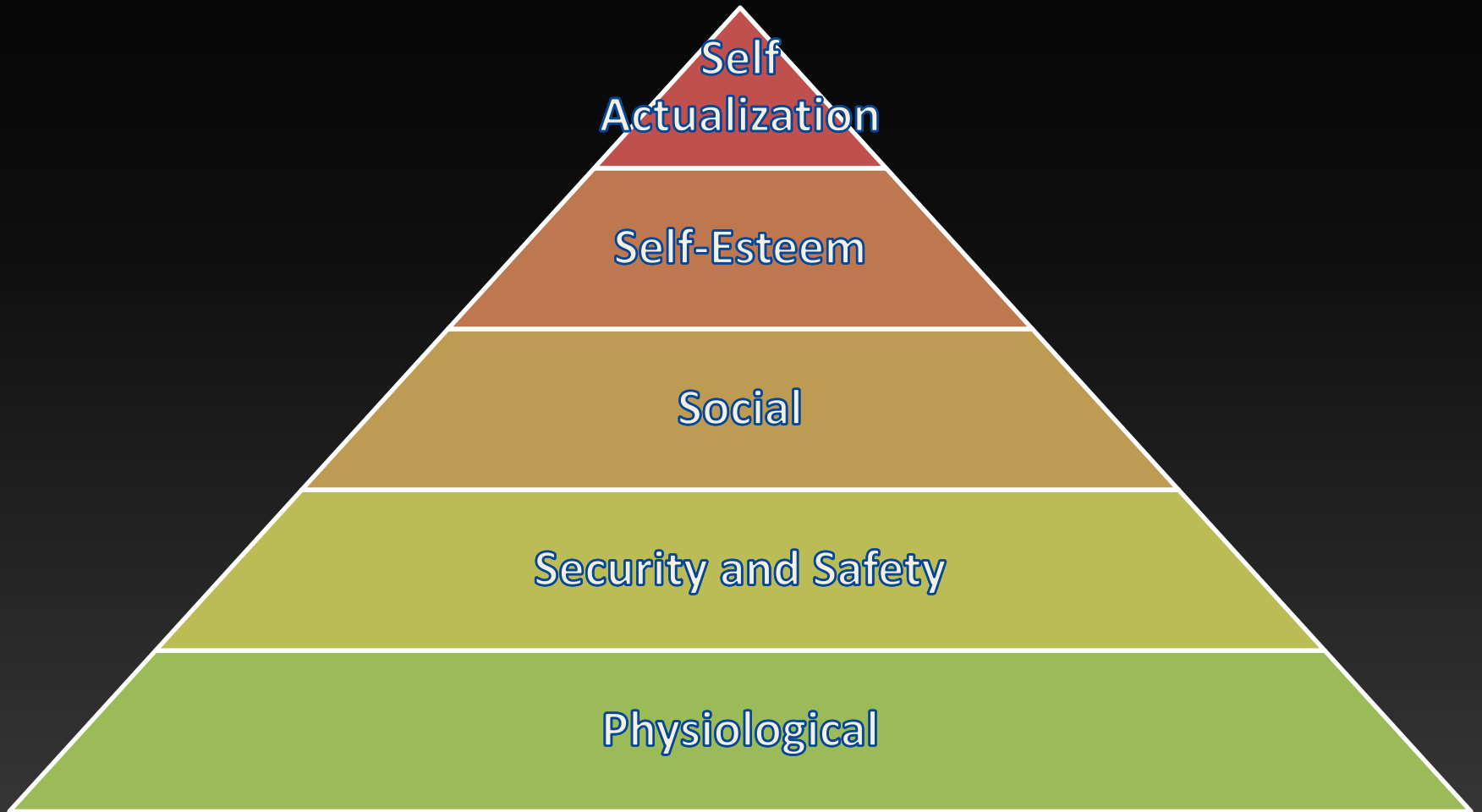
# “social network site” ≠ “social networking sites”

- “‘Networking’ emphasizes relationship initiation, often between strangers.”
  - In a *network*, “Participants are not necessarily ‘networking’ or looking to meet new people; instead, they are primarily communicating with people who are already a part of their extended social network.”
- “What makes social network sites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks.”

# Designing Social Spaces

Considerations

# Maslow's Hierarchy of Needs



# Examples of satisfying needs for Security and Safety & Self-Esteem

Protecting against  
Aggressive  
content

Protecting against  
Racist content

Controlling for  
Pornographic  
content

Safeguarding  
against Abusive  
content

Eliminating  
Cyberbullying

Dealing with  
Copyright Issues



# Moderating the content

**Report** [redacted]

You are about to report a violation of the Statement of Rights and Responsibilities. **All reports are strictly confidential.**

**Reason:**  
(required)

Choose one...

- Choose one...
- Nudity or Pornography
- Impersonating me or someone I know
- Racist/Hate Speech
- Targets me or a friend
- Direct call for violence
- Excessive gore or violent content
- Spam

Is this your intellectual property?

10 people like this

**Submit** **Cancel**

# Youtube's automated approach: What is the Content ID tool?

The Content ID tool is the latest way YouTube offers copyright holders to easily identify and manage their content on YouTube. The tool creates ID files which are then run against user uploads and, if a match occurs, the copyright holders policy preferences are then applied to that video. Rights owners can choose to block, track or monetize their content.

# Youtube's Content ID Video



# Software moderation: Bullytracer's example

- Rules based on a dictionary of keywords are used to classify a window of posts.
- A truth set of MySpace threads was created.
- Identified correctly windows containing cyberbullying 85.30%, and identified innocent 51.91%
- *The overall accuracy is 58.63%.*



# Best approach: Mixed-Methods(?)

- Moderators as the main protective force of a social network site
- Users contributing by reporting what moderators cannot see or do not have enough time to see (such as personal messages)
- Software used to detect suspicious messages which moderators can investigate later on and evaluate them

# Cooperative principle

## Maxim of Quality

- Be Truthful: Do not say what you believe to be false. Do not say that for which you lack adequate evidence.

## Maxim of Quantity

- Make your contribution as informative as is required and not more informative than required.

## Maxim of Relevance

- Relevance: Be relevant.

## Maxim of Manner

- Be Clear: Avoid obscurity of expression. Avoid ambiguity. Be brief. Be orderly.

# Example: Maxim of Quality

65% of people believe in ghosts. [*citation needed*]

The image shows a screenshot of a ResearchGate profile for Michael Tsikerdekis. The profile includes a header with the ResearchGate logo, a search bar, and navigation icons. The main content area features a profile picture, name, and affiliation (PhD Candidate at Masarykova univerzita - Faculty of Informatics). A green progress bar indicates an RG Score of 20.43. The profile is divided into sections: a bio, a list of publications (with one visible: 'The choice of complete anonymity versus pseudonymity for aggression online.'), and a 'Following' list (including Horst Treiblmaier and Tomas Bouda). The right sidebar contains an 'Add your publications' button, a 'Profile Completion' progress bar at 90%, and a 'Recent Activity' section.

**ResearchGate**

Search

**Michael Tsikerdekis**  
PhD Candidate  
Masarykova univerzita - Faculty of Informatics

20.43  
RG SCORE

42 FOLLOWING | 30 FOLLOWERS

**ADD YOUR PUBLICATIONS**

**PROFILE COMPLETION 90%**

Share

**FOLLOWING (42)** See all

**Horst Treiblmaier** | 5.32  
Wirtschaftsuniversität Wien

**Tomas Bouda** | 1.26  
Masarykova univerzita

Show visualization

**RECENT ACTIVITY** See all

Updated  
their languages

**2 PUBLICATIONS**

So De Cs

Add Current advisors

Add Past advisors

**PUBLICATIONS (2)** Add publications

**The choice of complete anonymity versus pseudonymity for aggression online.**  
Michail Tsikerdekis

# **Design, Development and Management of a Social Network/ing Site**



# The Friendster case



## Friendster Beta

The new way to meet people

**Friendster is an online community that connects people through networks of friends for dating or making new friends.**

You can use Friendster to:

- Meet new people to date, through your friends and their friends
- Make new friends
- Help your friends meet new people

Create your own personal and private community, where you can interact with people who are connected to you through networks of mutual friends. It's easy and fun!



[Take a Tour](#) | [Testimonials](#) | [More Info](#)

[Sign Up](#)

[Log In](#)

[About Us](#) | [Contact Us](#) | [Store](#) | [Help](#) | [Terms of Service](#) | [Privacy Policy](#)

Copyright © 2002-2003 Friendster, Inc. All rights reserved. Patent Pending.

# How old is Friendster?

Image Source: Skloog. <http://www.ritholtz.com/blog/2010/12/history-of-social-media/>. Accessed September 11, 2012

## edia

are general  
countries. There  
sites to share  
es to connect

as launched in 1997 and was the first  
network. It allowed users to create a  
become friends with other users.

urchased for \$125 million and in 2001  
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ere first  
79 by Tom  
allis.  
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ferred to  
groups.

IRC (Internet Relay  
Chat) was developed  
in 1988 and used for  
file sharing, link  
sharing and otherwise  
keeping in touch.

USENET  
1979

BBS  
1978

MUD  
1978

Listserv  
1986

Genie  
1985

The WELL  
1985

The Palace  
1994

Six Degrees  
1997

MoveOn  
1998

LiveJournal  
1999

Asian Avenue  
1999

BlackPlanet  
1999

Napster  
1999

ThirdVoice  
1999

Blogger  
1999

Epinions  
1999

**MySpace** was founded in 2003 and by 2006 had grown to be the most popular social network in the world.

MySpace differentiated itself from competitors by allowing users to completely customize the look of their profiles. Users could also post music from artists on MySpace and embed videos from other sites on their profiles.

**LiveJournal** was a social network built around constantly-updated blogs. LiveJournal encouraged its users to follow one another and to create groups and otherwise interact.

**LinkedIn** was founded in 2003 and was one of the first mainstream social networks devoted to business.

**Friendster** was really the first modern, general social network. Founded in 2002, Friendster is still a very active social network, with over 90 million registered users and 60+ million unique visitors each month.

**Multiply** is a digital content sharing, "family-friendly" social network and media sharing site puts much more emphasis on security and privacy than many other networks.

Couchsurfing  
2003

MySpace  
2003

LastFM  
2003

Tribe.net  
2003

Plaxo  
2003

LinkedIn  
2003

Hi5  
2003

Photobucket  
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SecondLife  
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deLicio.us  
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Mixi  
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Dodgeball  
2004

Piczo  
2004

Care2  
2004

Ning  
2004

Catster  
2004

digg  
2004

BiggerPockets  
2004

Hyves  
2004

aSmallWorld  
2004

flickr  
2004

Orkut  
2004

Dogster  
2004

Facebook  
(Harvard 2004)

Multiply  
2004

**Flickr** has become a social network in its own right in recent years. They claim to host more than 3.6 billion images as of June 2009.

**Orkut** is owned and operated by Google and has over 100 million users.

**Care2**, with more than 14 million members, is the largest online community of people making a difference in healthy and green living, human rights and animal welfare.

**Facebook's** growth in the fall of 2007 was staggering. Over 1 million new users signed up every week, 200,000 daily, totaling over 50 million active users. Facebook received 40 billion page views a month. Facebook is 6th most trafficked site in the US and top photo sharing site with 4.1 billion photos uploaded.

**YouTube** was the first major video hosting a...  
Users can upload videos up to 10 minutes lo...  
them through YouTube or by embedding th...  
websites (social networks, blogs, forums, etc...)

**Digg** users can share links to anything online and other users can vote that content up ("dig") or down ("bury"). Us... can also comment on content posted b... others and keep a friends list.

**Twitter** gained a lot of popularity during the 2007 SxSW (South by Southwest) conference. Tweets tripled during the conference, from 20k per day to 60k. Twitter has developed a cult-like following and has a number of famous users (Ashton Kutcher, Demi Moore, Soleil Moon Frye, MC Hammer, Oprah, Martha Stewart, and many, many more).

**FriendFeed** was acquired by Facebook in August 2009

\* **World of Warcraft / MMORPGS**  
MMORPGS (Massively multiplayer online social networks in their own right, MMO... though there were other online role-pla... most famous of these is World of Warcra... game world and on related forums and...

1970s

1980s

1990s

2000\*

2001

2002

2003

2004

2005

2006

2007

2008

2009

# Friendster highlights

- Friendster is built on the assumption that friends-of-friends are more likely to be good dates than strangers.
- While Stanley Milgram argues that everyone is connected within 6 degrees, Friendster only allows you to see or communicate with those who are within 4 degrees.
- Friendster encourages users to join even if they are not looking for dates Friendster launched into public beta in the fall of 2002. By mid-August 2003, the site had 1.5 million registered accounts and was still growing exponentially.

# Technical Difficulties

- Friendster's servers and databases were ill-equipped to handle its rapid growth, and the site faltered regularly, frustrating users who replaced email with Friendster.



# Social difficulties

- ❑ Upset cultural balance
- ❑ Collapse in social contexts
- ❑ Fakesters & Trophy Friends



# Friendster's solution

- Active deletion of Fakesters (and genuine users who chose non-realistic photos) signaled to some that the company did not share users' interests.
- Many early adopters left because of the combination of technical difficulties, social collisions, and a rupture of trust between users and the site.



# Friendster's Violations of Maslow's Hierarchy

- Psychological (Restricting access either intentionally or unintentionally)
- Social (Not allowing users to form subgroups based on their interests)
- Self Actualization (Not allowing users to form their identities as they wish or use pictures other than the ones with their real faces)

# Building Communities and Social Network Sites



# RIBS Model

Remuneration

Influence

Belonging

Significance

# Remuneration (1)

- In January 1999, AltaVista was reaping the benefits of being one of the first search engines
- However, AltaVista just like Yahoo began to suffer from what some might call “feature creep.”

The screenshot shows the AltaVista search engine interface. At the top, the logo reads "AltaVista® The most powerful and useful guide to the Net". Below the logo is a search bar with the text "Ask AltaVista™ a question. Or enter a few words in: any language" and a "Search" button. An example search query is provided: "Where can I download mp3 files for instrumental music?".

Navigation links include "Specialty Searches" and "AV Family Filter - AV Photo Finder - AV Tools & Gadgets Entertainment - Health - Online Shopping - Careers - Maps People Finder - Stock Quotes - Travel - Usenet - Yellow Pages".

On the left, a "CATEGORIES" list includes: Automotive, Business & Finance, Computers & Internet, Health & Fitness, Hobbies & Interests, Home & Family, Media & Amusements, People & Chat, Reference & Education, Shopping & Services, Society & Politics, Sports & Recreation, and Travel & Vacations.

In the center, "NEWS BY ABCNEWS.com" lists: Lewinsky Talks, Olympic House-cleaning, Jasper Trial Begins, and Papal Mass Draws 1 Million Mexicans. Below this is "ALTAVISTA HIGHLIGHTS" featuring a search for Clinton Video Footage with links to "New State of The Union", "Impeachment Trial", and "Clinton Testimony".

On the right, "OTHER SERVICES" includes: AltaVista Discovery - Video Search Demo, FREE Email - AV Translation Services, Make Us Your Homepage - Create A Card, Photo Albums! - Asian Languages, and "Featured Sponsors" such as "50% Savings! Quality DutyFree Jewelry!" and "Great Gifts from BLOCKBUSTER@".

At the bottom, a footer contains links for "AltaVista Home | Help | Feedback | Advertising Info | Set your Preferences | Text-Only Version | COMPAG | Disclaimer | Privacy | Our Search Network | About AltaVista | Add a Page".

# Remuneration (2)

- Google's website in 1999 was simple, less time consuming and efficient
- it offered the kind of user experience people appreciated.
- Google's Interface "remunerated" users because it was more fun to use than AltaVista's 1999 home page.



# Remuneration: Examples of Techniques

- Make the text editor fun; add emoticons
- Mentors teach
- Seed the discussion
- Use stars to show membership contribution levels
- Rank the value of members' messages
- Remove the fear factor by providing examples of how to participate
- Create a safe environment by sending out “tickle” messages

# What is Influence?

- Influence can be said to exist in a community when its members believe that they can control or at least shape the policies, procedures, topics, and standards of evidence used to persuade others in an online community or social network.

# Three membership models for considering influence needs

Social  
technographics  
ladder

Membership  
lifecycle model

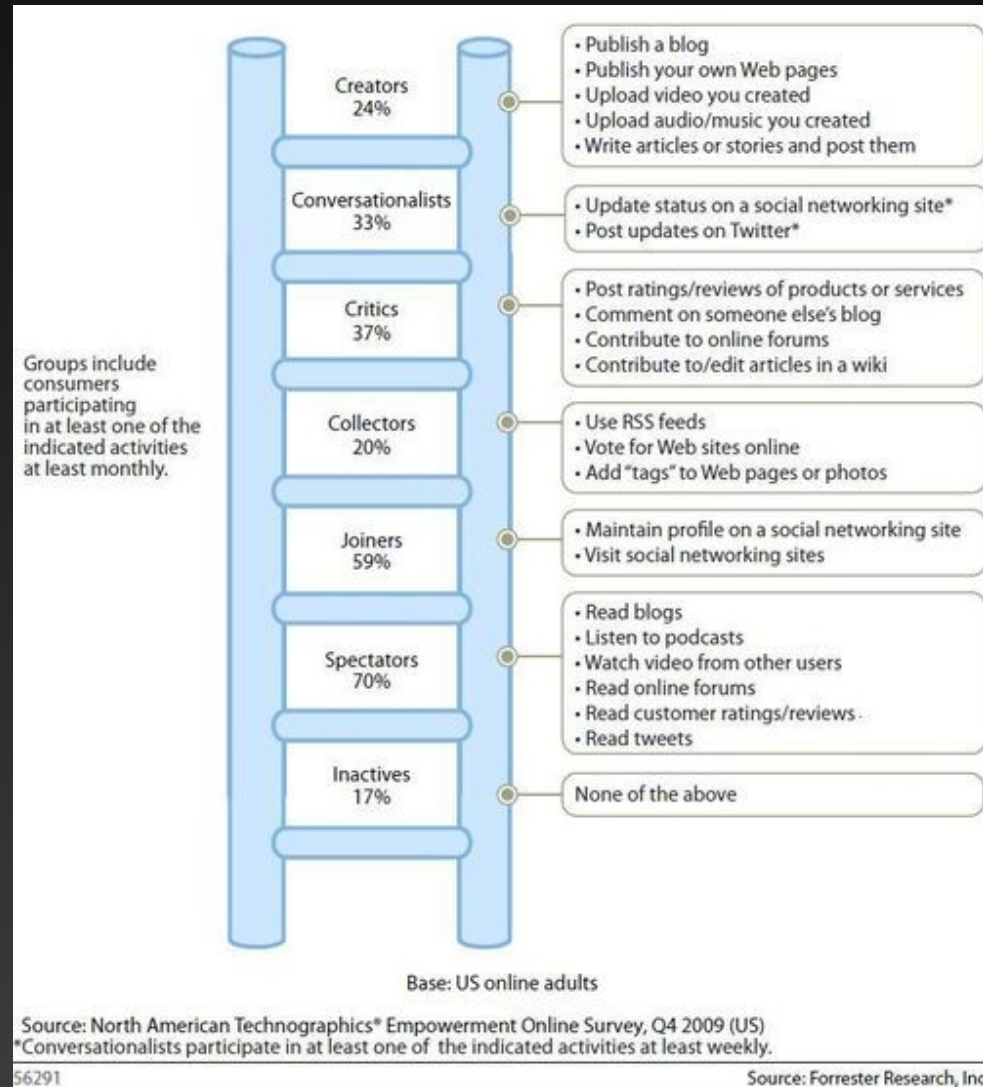
The five  
trajectories of  
learners

# Social technographics ladder and influence needs

- Creators: Need to know when they're being read and have some impact
- Critics: Need feedback that helps them determine how values in the network are lining up
- Collectors: Need to hear that their social bookmarking, archives, or collecting behaviors are valued by the community
- Joiners: Need to see that other people have viewed their profile information
- Spectators: Need to see that Creators and Critics appreciate the time that they invest reading their posts
- Inactives: Have all the influence needs of the previous five membership types, but these needs aren't being met

# Social technographics ladder

- Analyzed data for 13 countries, for business buyers, and even for voters. Profiles for over a hundred clients, profiling Walmart shoppers, non-profit donors, and doctors.
- Ranks on the ladder have shown steady growth, with some (like Joiners) growing faster than others (like Creators)





# Belonging

- Belonging are the techniques or mechanisms by which we help members of the community develop the sense of “social presence,” a sense that they belong in that community, that they identify with it, and that they share a bond with its other members.

# Belonging: Examples of techniques

- Create and distribute a story of origin
- Create an initiation ritual
- Encourage your leaders and elders to share mythologies:  
Use negative myths
- Encourage members to share myths and stories about themselves
- Create leveling up ceremonies: Use podcasts
- Establish routines and protocols: “Fight Club” protocol
- Establish symbols, colors, and visual identities
- Use a membership application as an initiation ritual

# Significance

- In order to be considered “significant,” your network or community needs to be: well recognized established as the “go-to place” for accomplishing your users’ goals valued by people your users respect populated by people who are serious and passionate in their field distinguished as a reputable brand to your users

# The paradox of exclusivity

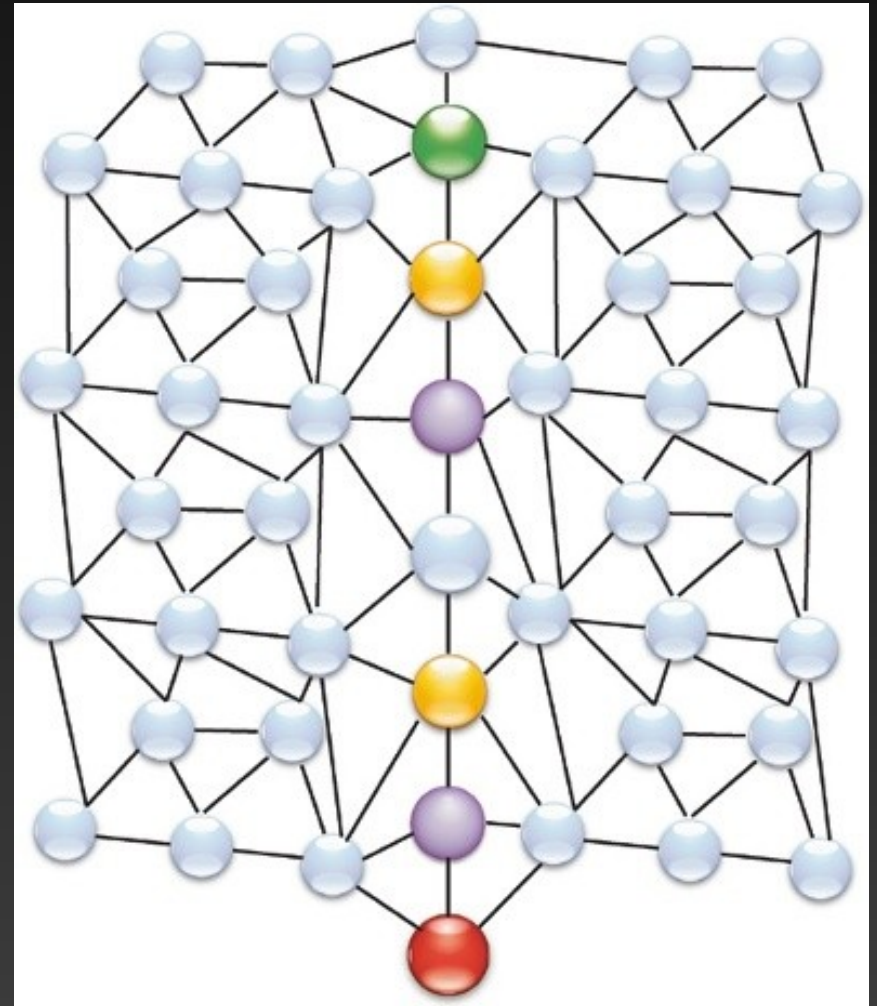
- Difficult paradox that social network and community designers have to overcome in order to take advantage of exclusivity and its impact on the significance of the community or network
- People are perverse; they want to be part of group, but they don't want to be another face in the crowd.
- Obama's community designers paradoxically created popularity and drove eyeballs to their

# Social Capital & Significance

- Friedster started off as an open SNS, whereas Facebook started off as closed one
- People will attempt to acquire “social capital” that will “buy” them access to individuals and conversations that will allow them to achieve their particular, individual goals.
- College students on Facebook befriended particular groups to demonstrate that they were part of the “in crowd.”

# Using Nodes and Connectors to Start the Conversation (1)

- In 2001, Watts recruited 61,000 people and then asked them to transmit messages to 18 targets worldwide. Like Milgram, he found that average length of the chain was roughly six links



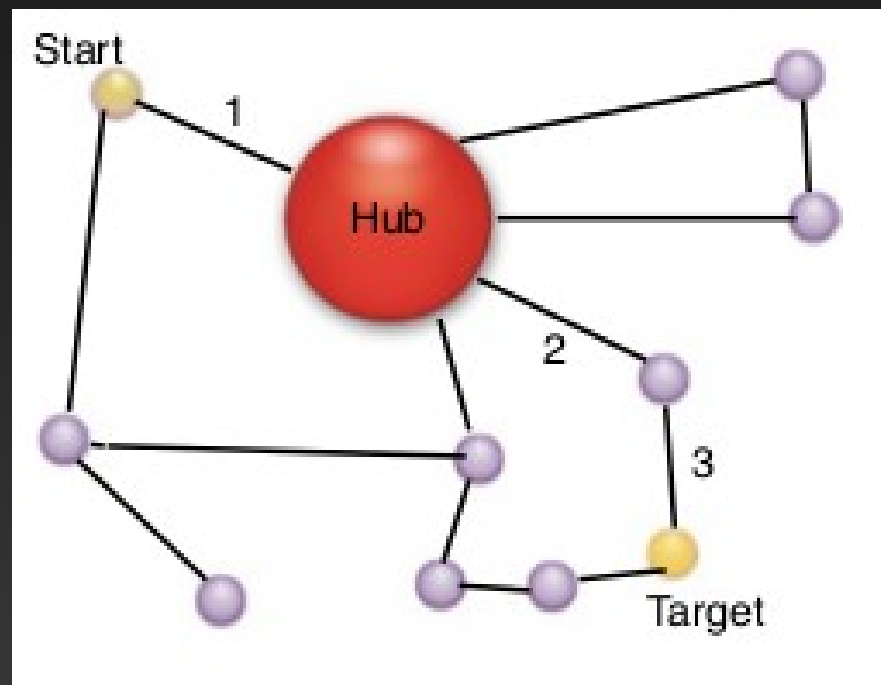
# Using Nodes and Connectors to Start the Conversation (2)

Gladwell identified three types of individuals who can “tip” a trend into a word-of-mouth viral marketing campaign.

- *Connectors*: people that seem to know everybody and have many connections
- *Mavens*: collecting information about subject of interest
- *Salesmen*: sharing information and persuading people

# Using Nodes and Connectors to Start the Conversation (3)

These three types of individuals have more impact on a networking system of a hub on network than the typical node because they have the effect of shortening the number of links needed from six to as few as three.



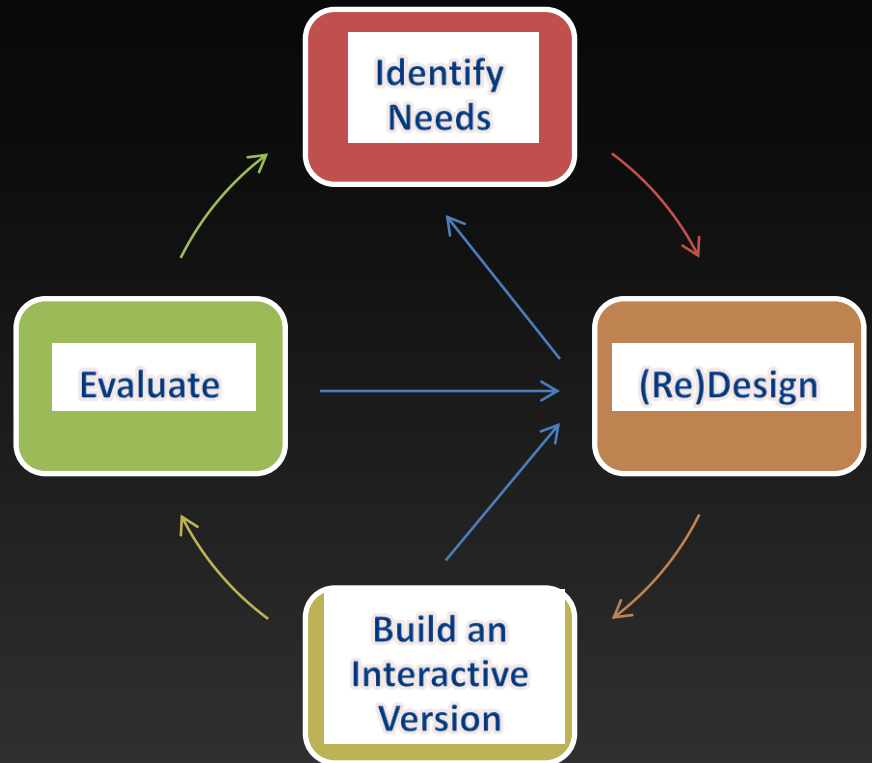


# Social Interaction Design

A practical guide

# Interaction Design (IxD)

“A central concern of interaction design is to develop interactive products that are usable. By this is generally meant easy to learn, effective to use, and provide an enjoyable user experience.” p. 2



# Interaction Design Goals

## Usability Goals

- **Efficient to use**
- **Effective to use**
- **Safe to use**
- **Have good utility**
- **Easy to learn**
- **Easy to remember how to use**

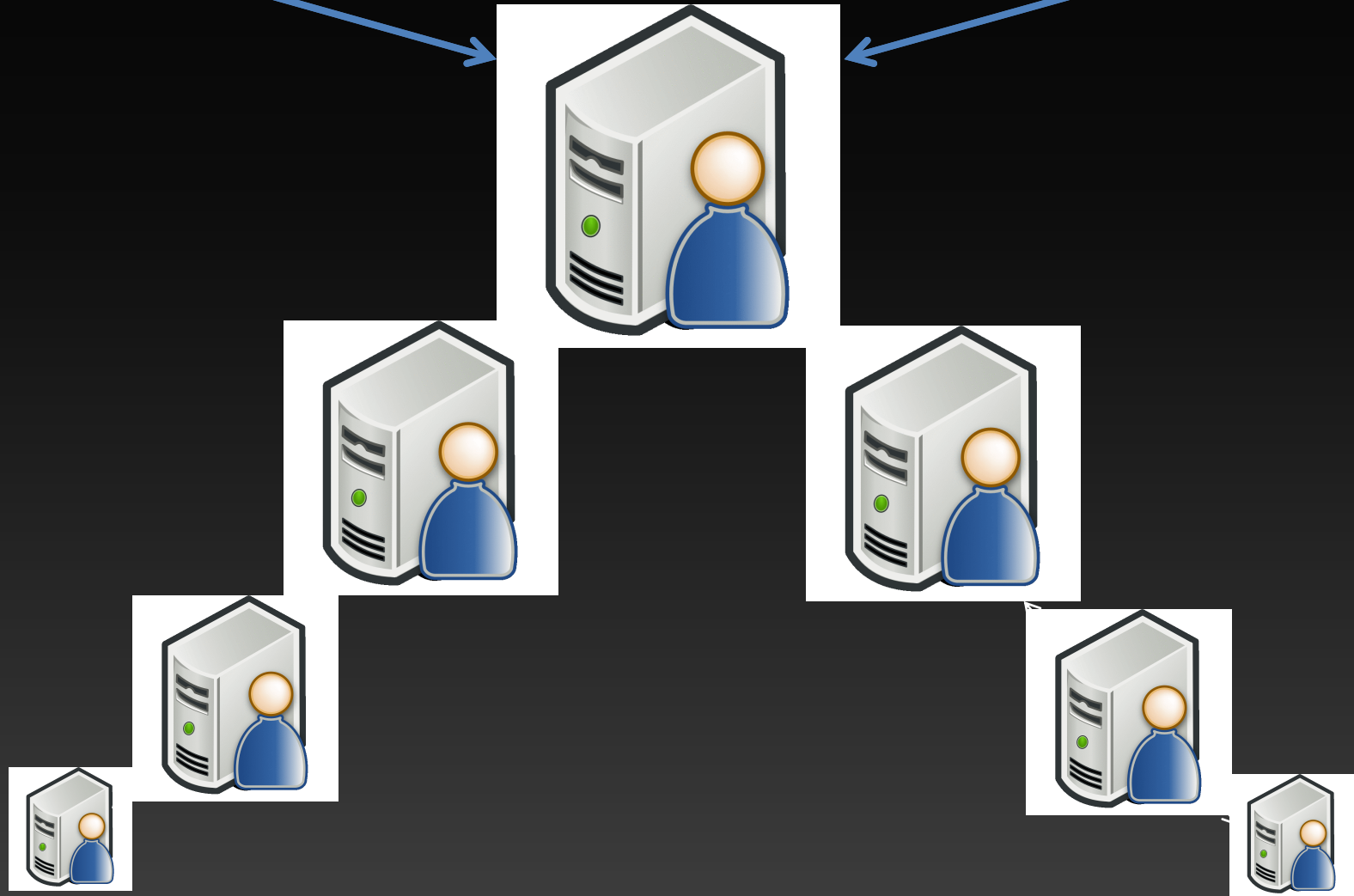
## User Experience Goals

- **Fun**
- **Emotionally fulfilling**
- **Rewarding**
- **Supportive of Creativity**
- **Aesthetically Pleasing**
- **Motivating**
- **Helpful**
- **Entertaining**
- **Enjoyable**
- **Satisfying**



Usability  
Goals

User  
Experience  
Goals



Usability  
Goals

User  
Experience  
Goals



Social  
Dimension



# Social Interaction Design

“*Social interaction design* is a set of principles, models, methodologies and other aids that are used in the proactive design and development of systems which involve social environments, in order to satisfy a system’s *social experience goals*. In turn, social experience goals are a set of goals derived from the social dimension of a system and describe social behaviors, interactions, attitudes and phenomena, which are identified by designers in order to meet system and user explicit as well as implicit overall goals.”

# Social Experience Goals: Classified Examples

## Desirable

- Altruism
- Cooperation

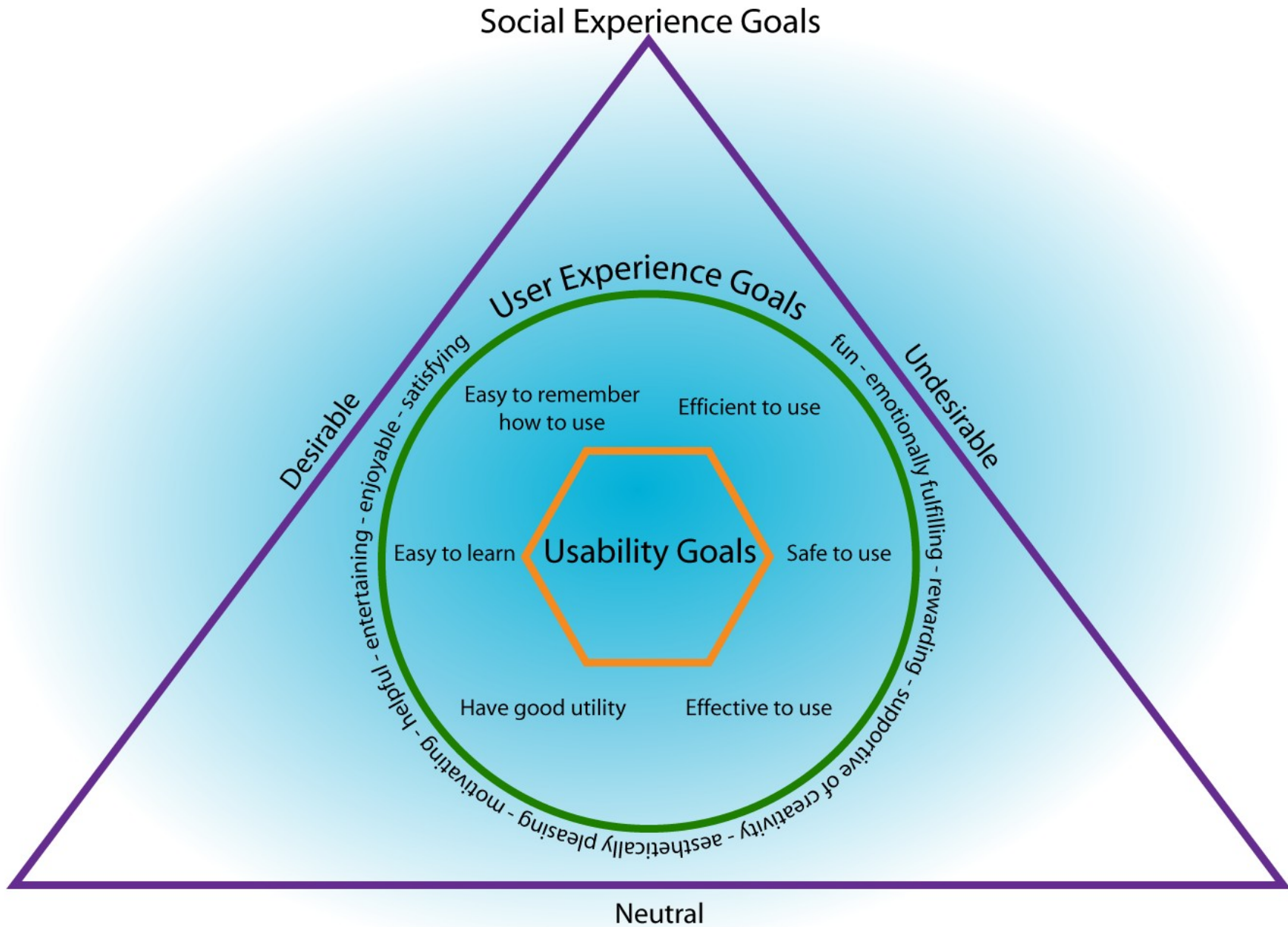
## Undesirable

- Groupthink
- Aggression

## Neutral

- Empathy
- Trust





# Example: Social Interaction Design in Practice

- Social media service: YourCity
- Active involvement of people in their communities.
- Understand issues, find solutions and help notify authorities faster about problems.
- The public has not only power to report and find solutions for problems but also has power to assess on whether high rank officials are effectively doing their job.



# Needfinding for Social Experience Goals

- Source: Users but also system designers and stakeholders
- Methods: On-site Observation, Interviews, Participant Observation, Questionnaires, Focus Groups etc.
- Development of personas



Groupthink



Aggression

# Prototyping for SixD



# Help YourCity Change The World

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## We are missing a beaver!

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Status: Pending Approval  
 Reported by: Anonymous  
 Date: September 14, 2012  
 Category: Political  
 Responsibility of: NY Police Dep.  
 Contact status: Email has been sent!

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Proposed Solutions

Discussion

### Call BeaverGuard

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Submitted by: Michael Tsikerdekis

### Put the Beaver's Poster Everywhere

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Submitted by: Michael Tsikerdekis

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# Help YourCity Change The World

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## We are missing a beaver!

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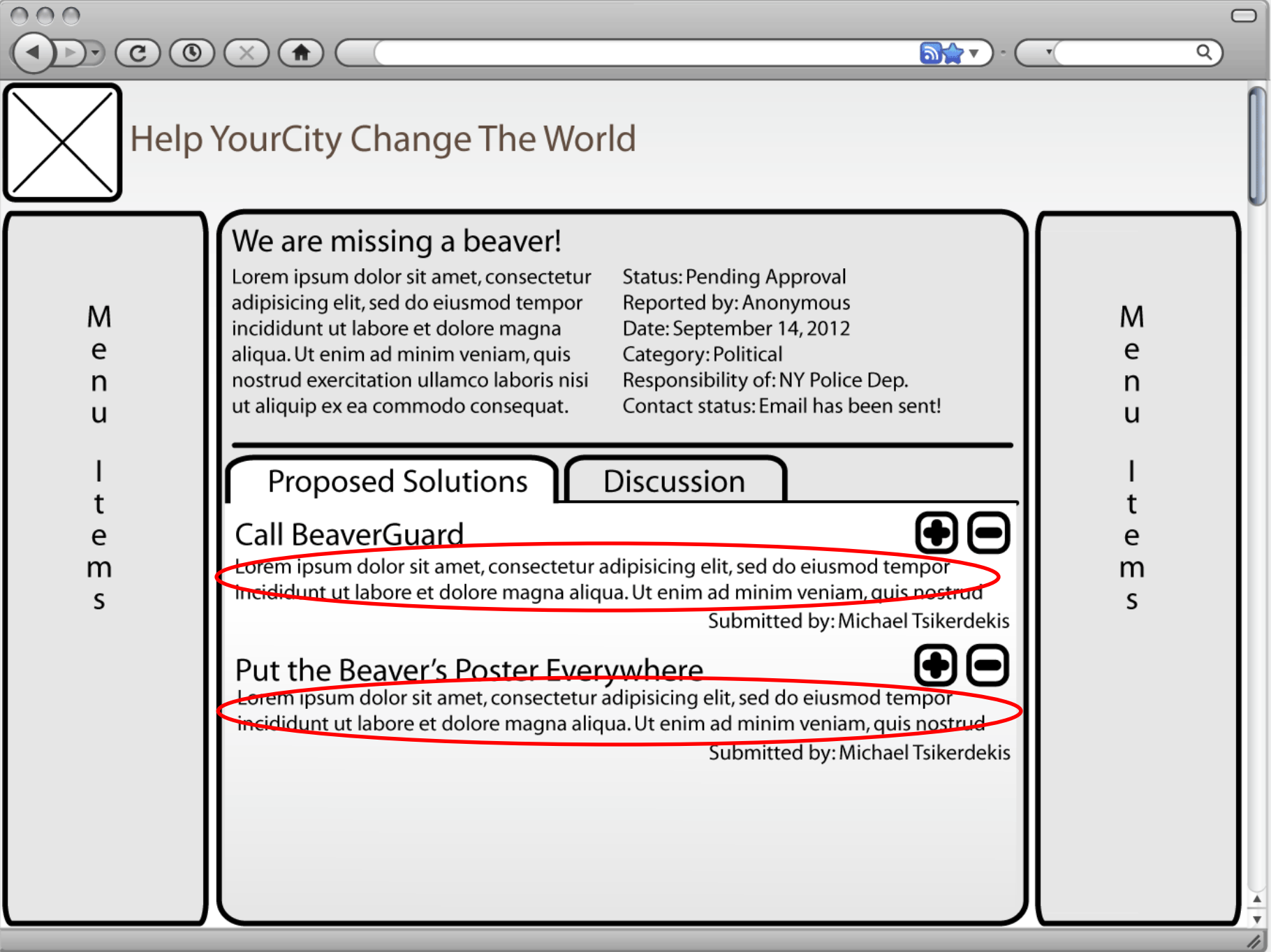
Submitted by Michael Tsikerdekis

### Put the Beaver's Poster Everywhere

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# Help YourCity Change The World



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## We are missing a beaver!

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### Proposed Solutions

### Discussion

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#### Put the Beaver's Poster Everywhere



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Submitted by: Michael Tsikerdekis

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# Help YourCity Change The World

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## We are missing a beaver!

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### Discussion

#### Call BeaverGuard

- Pros -

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- Cons -

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Submitted by: Michael Tsikerdekis

#### Put the Beaver's Poster Everywhere

- Pros -

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- Cons -

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Submitted by: Michael Tsikerdekis

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# Help YourCity Change The World

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Status: Pending Approval  
 Reported by: Michael Tsikerdekis  
 Date: September 14, 2012  
 Category: Political  
 Responsibility of: NY Police Dep.  
 Contact status: Email has been sent!

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Proposed Solutions

Discussion

	Michael Tsikerdekis: Lorem ipsum dolor sit amet...	<a href="#">Reply</a>	<a href="#">Report</a>
	Tom Jones: Lorem ipsum dolor ...	<a href="#">Reply</a>	<a href="#">Report</a>
	Robert Kane: Lorem ipsum dolor sit amet...	<a href="#">Reply</a>	<a href="#">Report</a>
	Angela Hernandez: Lorem ipsum dolor sit amet...	<a href="#">Reply</a>	<a href="#">Report</a>

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### Proposed Solutions

### Discussion

-  Michael Tsikerdekis: Lorem ipsum dolor sit amet...
-  Tom Jones: Lorem ipsum dolor ...
-  Robert Kane: Lorem ipsum dolor sit amet...
-  Angela Hernandez: Lorem ipsum dolor sit amet...

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### Proposed Solutions

-  Michael Tsikerdekis
-  Tom Jones: I
-  Robert Kane: Lorem
-  Angela Hernandez:







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### Proposed Solutions

-  BigDough24: Lor
-  Speedster
-  RoldawnDD: Lore
-  Kap23945: Lorem







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### Proposed Solutions

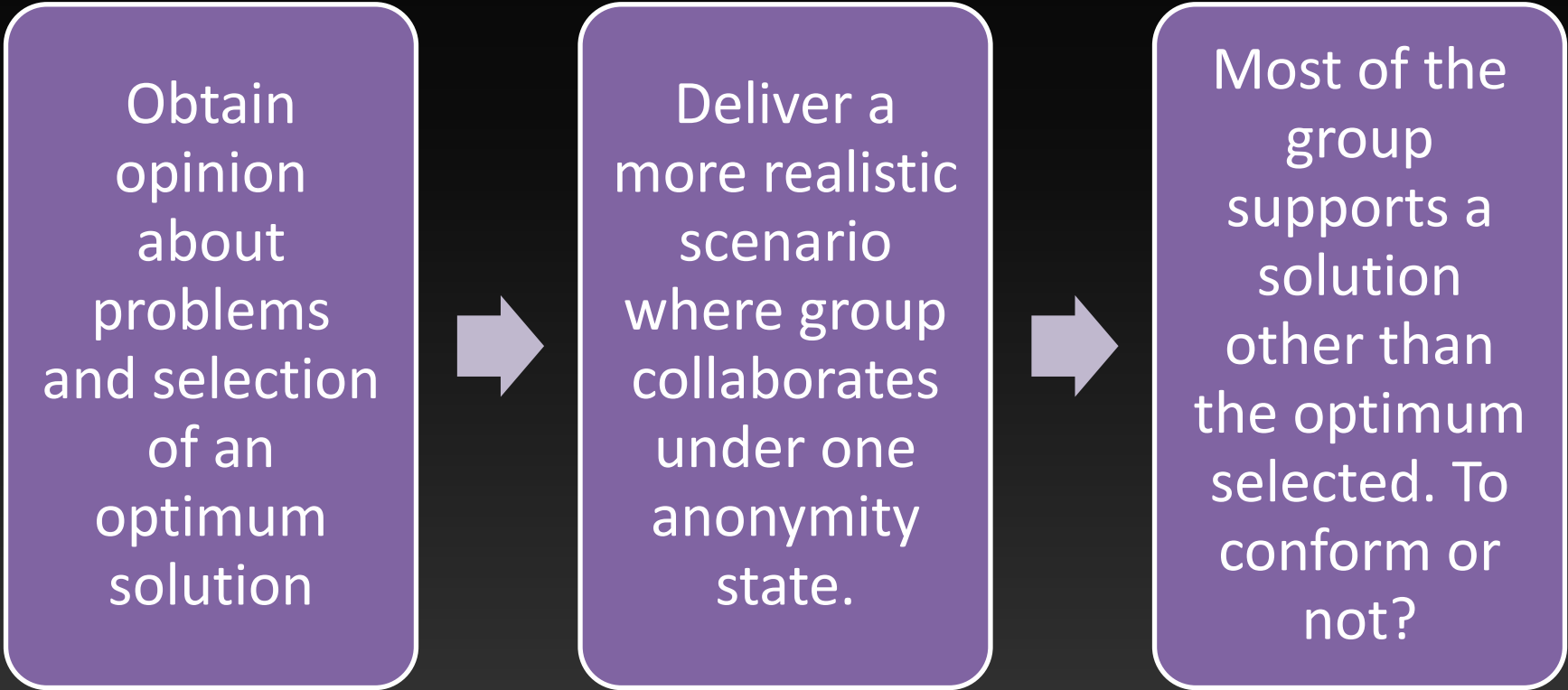
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# Evaluation in Social Interaction Design

- H1: As anonymity rises so does the likelihood of individuals contributing more solutions.
- H2: Pro/con lists may help individuals process information better and produce more arguments than textual information representation.
- H3: Pseudonymity is a more powerful contributor to aggression than complete anonymity.

# H1: Wikipedia Survey

Obtain opinion about problems and selection of an optimum solution

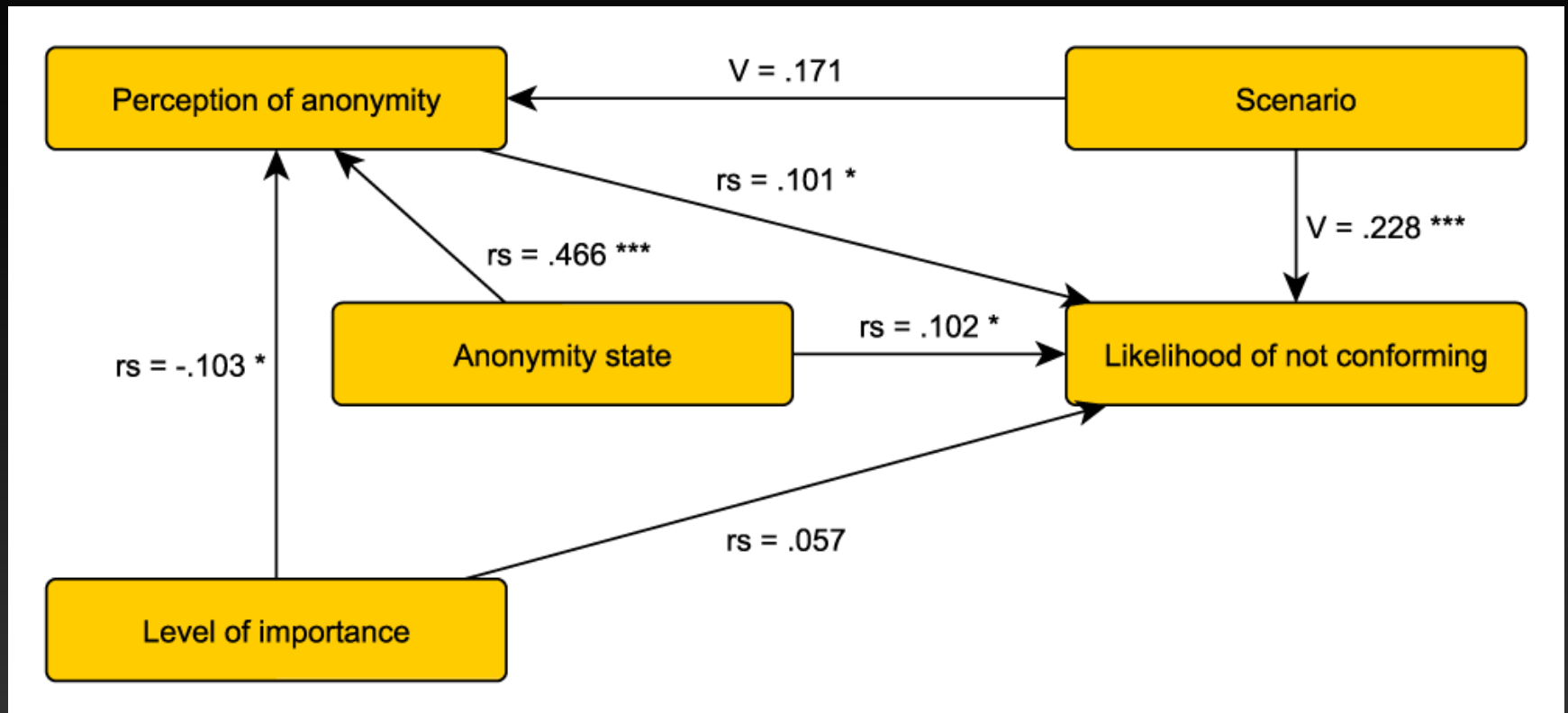


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graph LR; A[Obtain opinion about problems and selection of an optimum solution] --> B[Deliver a more realistic scenario where group collaborates under one anonymity state.]; B --> C[Most of the group supports a solution other than the optimum selected. To conform or not?]
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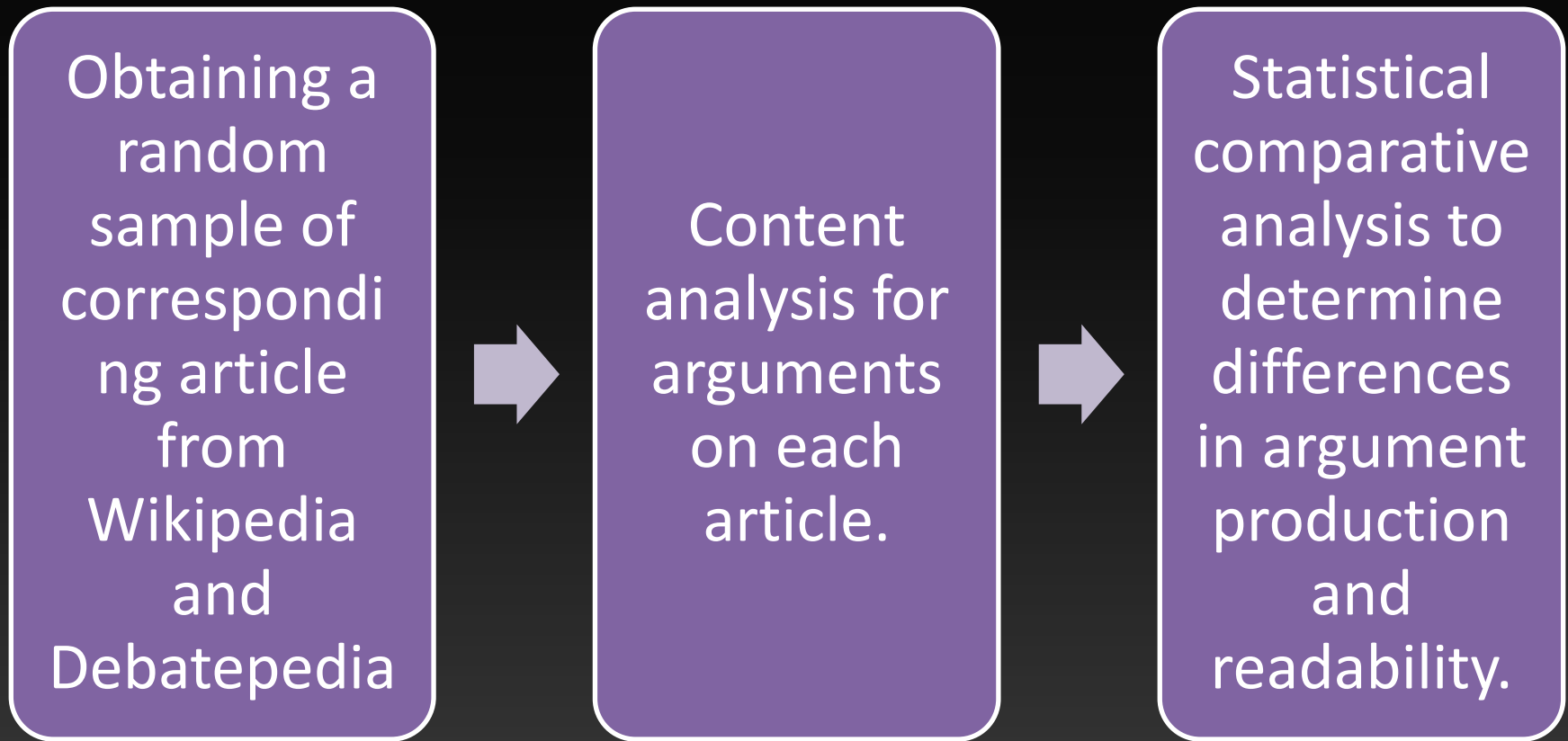
Deliver a more realistic scenario where group collaborates under one anonymity state.

Most of the group supports a solution other than the optimum selected. To conform or not?

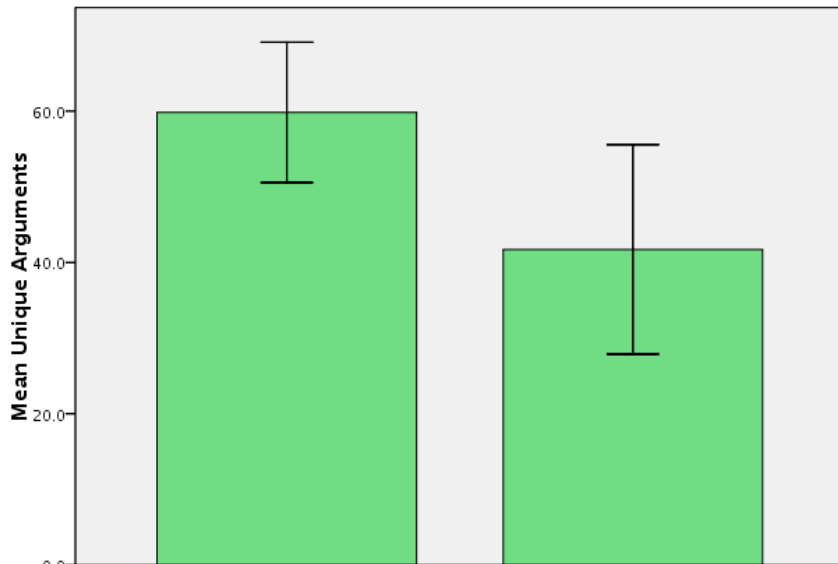
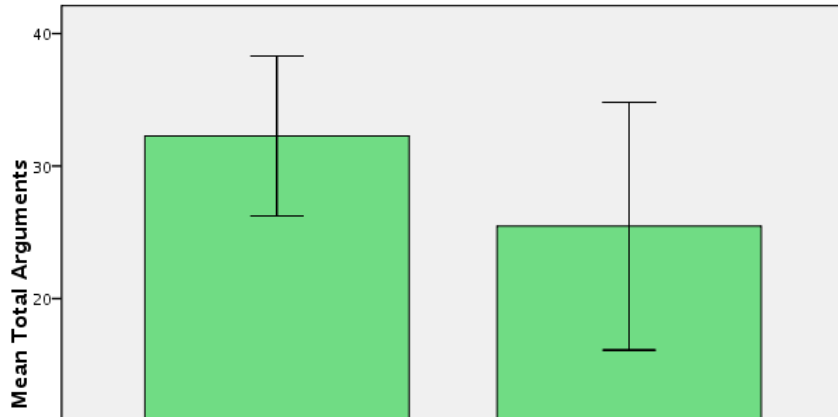
# H1: Results



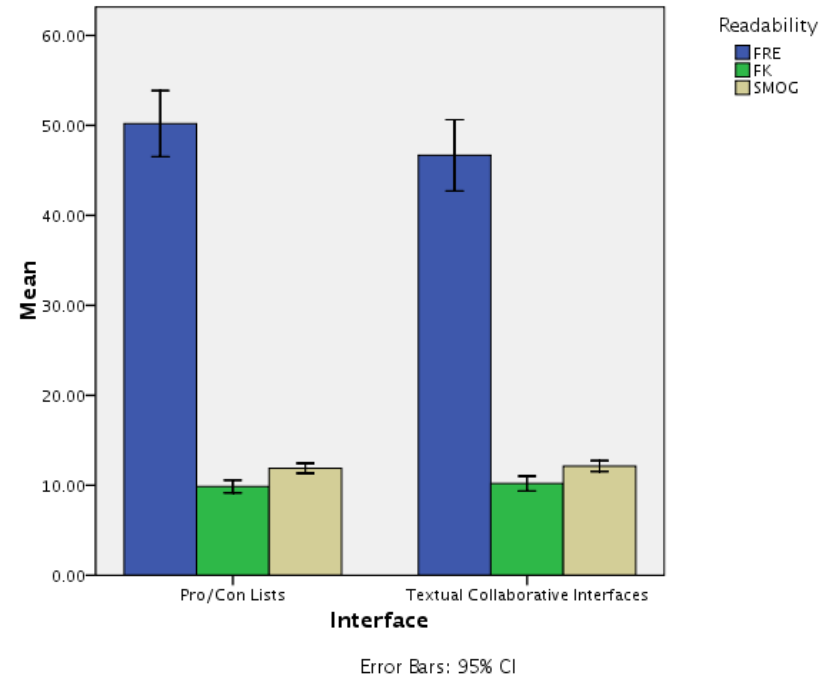
# H2: Comparative analysis Wikipedia - Debatepedia



# H2: Pro/Con lists and Groupthink Goal



Error Bars: 95% CI



Error Bars: 95% CI

Total Arguments:  $U = 68.5$ ,  $Z = -1.827$ ,  $p = .068$ ,  $r = .334$

Unique Arguments:  $t(28) = 2.332$ ,  $p = .027$ ,  $r = .403$

Readability: FRE ( $t(28) = -1.398$ ,  $p = .173$ ,  $r = .255$ ), FK ( $t(28) = 0.666$ ,  $p = .511$ ,  $r = .124$ ), SMOG ( $t(28) = 0.649$ ,  $p = .522$ ,  $r = .122$ )



# H3: Facebook Survey

Obtain opinion and strength of opinion about controversial topics.

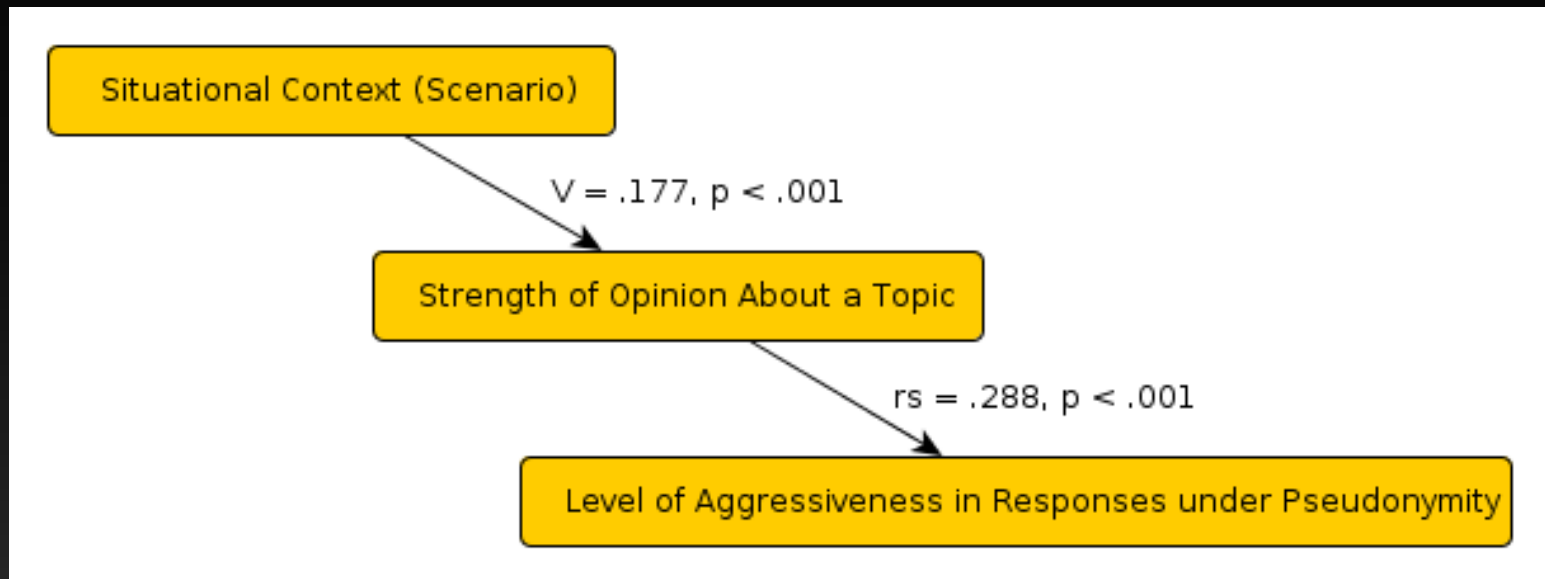


Face scenarios under different anonymity states based on the topics depending on the opinion reported.



A response is required in a set of predetermined messages

# H3: Anonymity States and Aggression



Real names and complete anonymity produced similar levels of aggressive responses and lower than pseudonymity.

# Decisions on Design based on Evaluation

- Norms and other strategies will be employed so that members will be using their real names (at least the majority).
- Additional option will be given for posting and proposing solutions where individuals can post completely anonymously.
- Solutions will have a description section as well as a pro/con list section where users can contribute their own opinions on the solutions.

# Summary (1)

# Summary (2)

# Further Reading

- John P. Scott. Social Network Analysis: A Handbook. Sage Publications Ltd; 2nd edition (March 2000)
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- boyd, d. m. and Ellison, N. B. (2007), Social Network Sites: Definition, History, and Scholarship. Journal of Computer-Mediated Communication, 13: 210–230.
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- Kaplan, Andreas M.; Michael Haenlein (2010). "Users of the world, unite! The challenges and opportunities of Social Media". Business Horizons 53 (1): 59–68.



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