

Social Computing

from groupware to social network sites

Computer Science 376

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Where are we now?

- CSCW
 - Beyond being there (Hollan 1992)
 - Groupware and social dynamics (Grudin 1994)
 - Distance matters (Olson 2000)
- Social Computing
 - Coase's penguin (Benkler _____)
 - Social network sites (boyd _____)

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Ten years ago...

- Beyond being there
 - What was the most effective electronic communication medium in 1992?
- Groupware
 - What was the most widely available (and least useful) groupware in 1994?

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 - E-mail
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 - Meeting scheduling

Yochai Benkler

COASE'S PENGUIN

Coase's penguin in 2002

- Medium- and large-scale collaborations
 - NASA Clickworkers
 - The web
 - Wikipedia: encyclopedia
 - Kuro5hin: discussion
 - EverQuest: online multiple-player games
 - Amazon: online commerce
 - Google: search engine
 - Slashdot: news
 - Napster: music exchange

Where published?

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 - Theory?
 - Techniques?
 - Case studies?
 - Evaluation?

Large-scale collaborations

- Emerging but not explained by economic theories: “market” or “firm”
- Efficient in managing resources
 - Scarce resource in industrial production?
 - Scarce resource in information gathering?

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 - Scarce resource in information gathering?
 - Human creativity

Components of large-scale collaborations

- Content
- Relevancy and credibility
- Value-added distribution

Sustainable and productive collaborations

- Diverse (i.e. non-monetary) motivations
- Condition for success
 - Modular work
 - Fine-grained modules
 - Integration
 - Quality control
 - Low-cost of integration

danah boyd, Nicole Ellison

SOCIAL NETWORK SITES

Social network sites in 2007

- Major SNSs or sites with SNS features
 - Six degrees
 - Friendster
 - LinkedIn
 - MySpace
 - Facebook
 - YouTube
 - Xanga
 - Flickr
 - Twitter

Definition

- Social network sites
 - Public or semi-public profiles
 - List of “friends” or connections
 - View and traverse list of connections

History of SNSs

- Six degrees
- Friendster
- MySpace
- Facebook
- Sites with SNS features
- Global phenomenon

Research in SNSs

- Impression management
- Network and structures
- Connecting online and offline lives
- Privacy

Critique and discussion

SOCIAL COMPUTING

List of questions

- Will select a subset of the slides from follow pages and/or add new slides based on the class critiques.

Definition of “peer production”?

Clickworker vs Google?

- Same or different?
- Collaboration vs statistical data mining?

Style of writing? Economic analysis?

Human creativity is the scarce source?

Components of collaborations?

- Agree/disagree with the definition
 - Content
 - Relevancy and credibility
 - Value-added distribution

Eight challenges of groupware?

Relevance of the article

- Anyone uses Open Directory Project?
- Anyone uses Yahoo?

- Clickworker vs Mechanical Turk?
- EverQuest vs World of Warcraft?

Theory vs case study?

Factor p ?

Diverse motivations?

- Monetary
- Intrinsic hedonic rewards
- Social-psychological rewards

Altruism vs jealousy?

- Eight challenges of groupware?
 - “Disparity in work and benefit”

Positive value/low opportunity cost?

- Agree/disagree?
- Eight challenges of groupware
 - “critical mass”

Social-psychological rewards

Donation to Wikipedia?

- Explained by the author?

Apple Store Apps?

- Explained by the author?

Printing of Wikipedia.de?

Facebook rights to your data?

Fake profiles? Fakesters?

People? or Interests?

Legal ramifications

- Police search?
- Lawyers serve papers via facebook?