



Designing Norms

CS 278 | Stanford University | Michael Bernstein

Last time

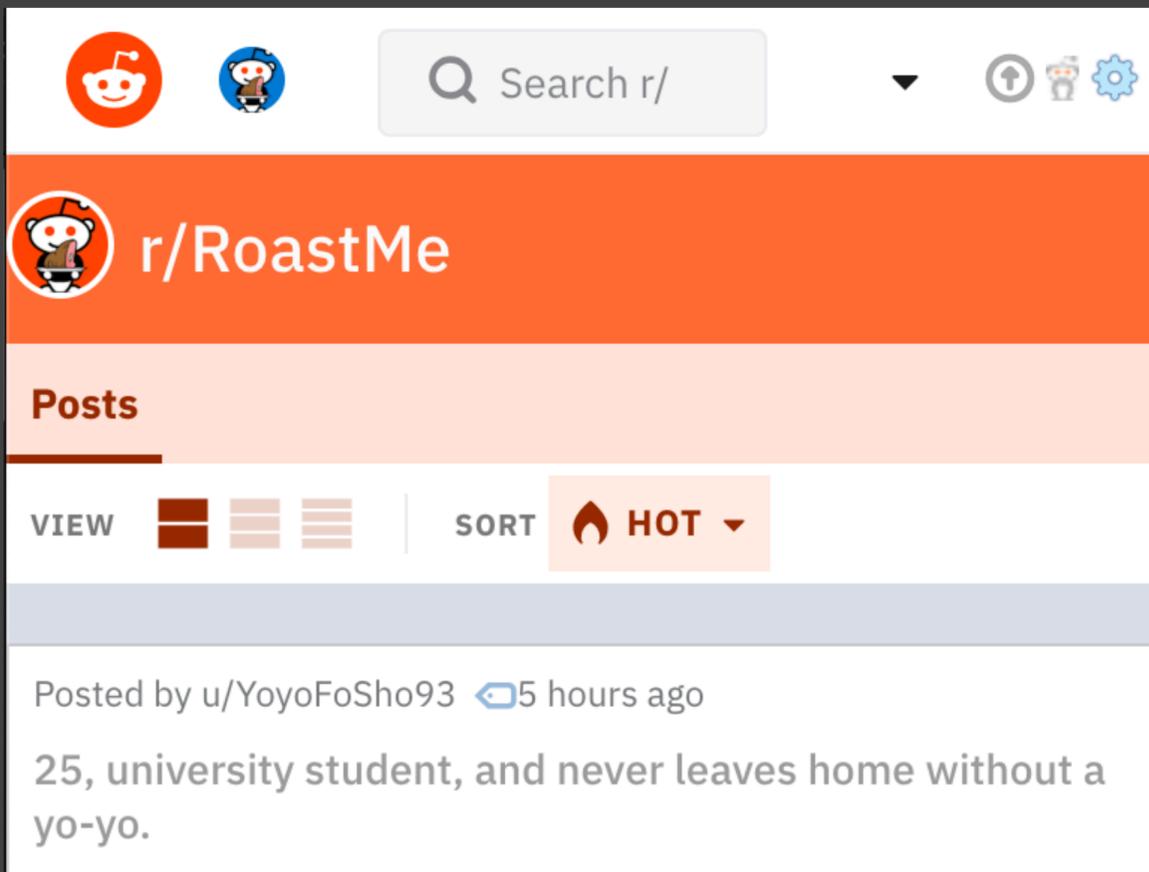
Eyes on street: bustling spaces and ghost towns

Contribution pyramid: what does it mean if you say you want 100 active contributors?

Intrinsic and extrinsic motivations, how to design for them, and how extrinsic motivators crowd out intrinsic motivators

Channel factors and how small changes have big downstream effects on contributions

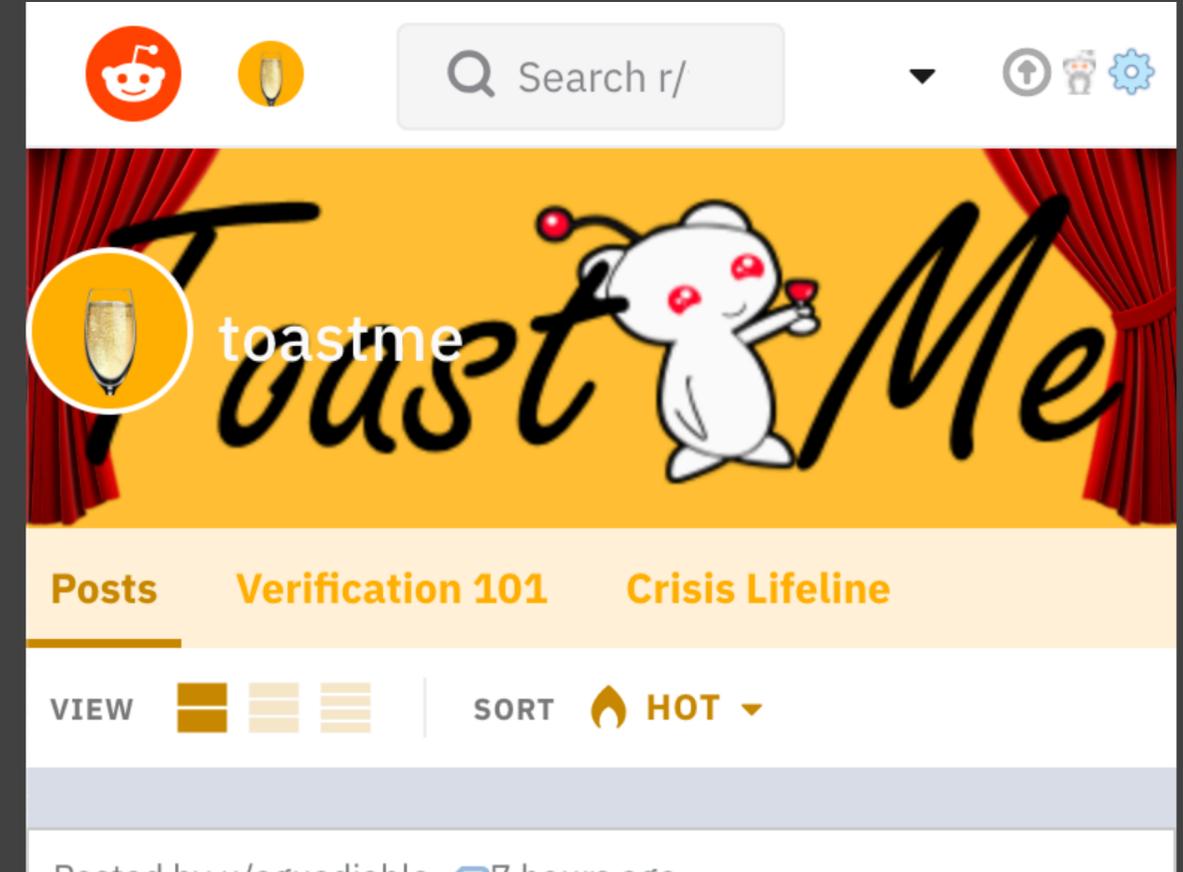
Social loafing



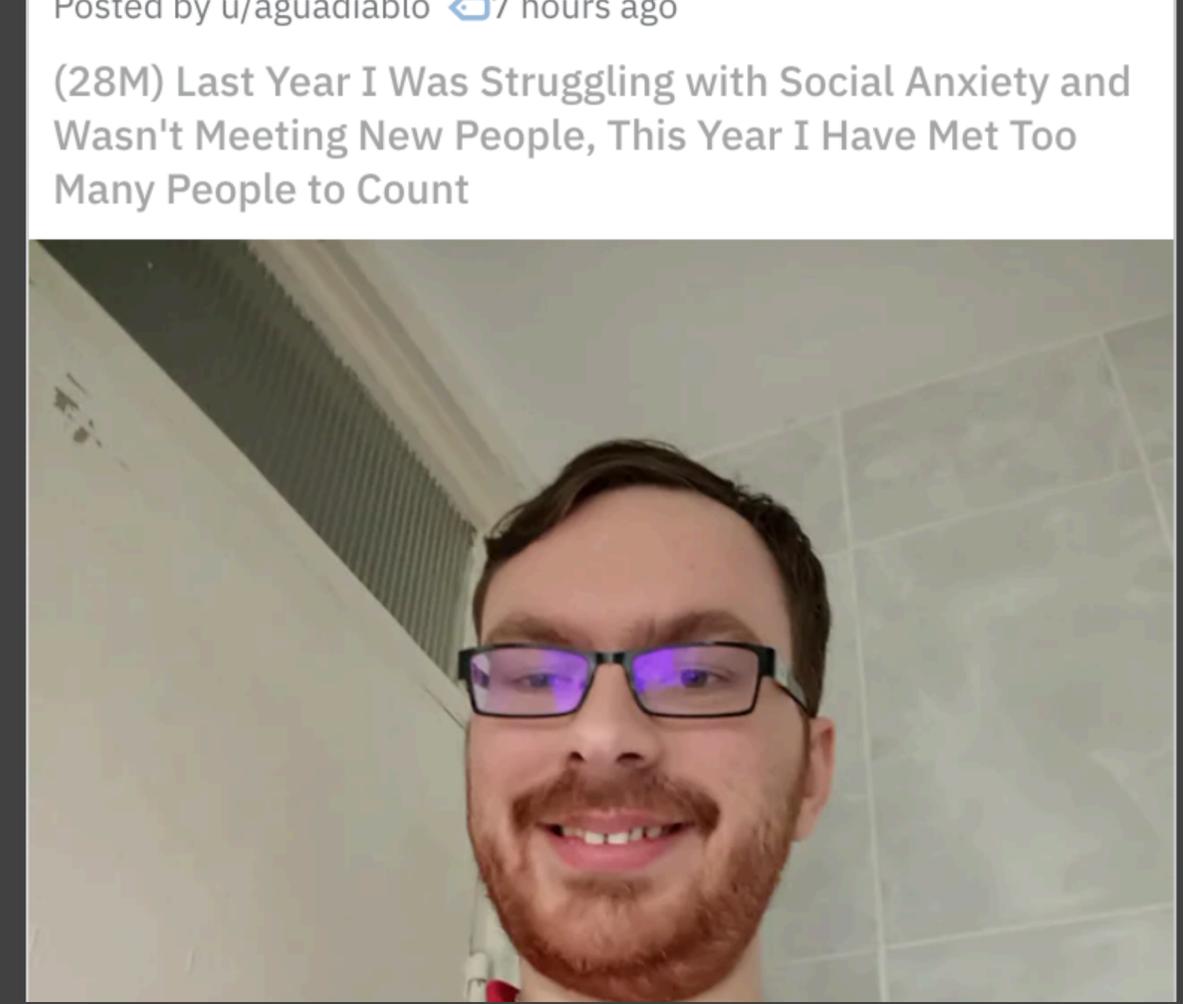
r/roastme



A Tale of Two Subreddits



r/toastme

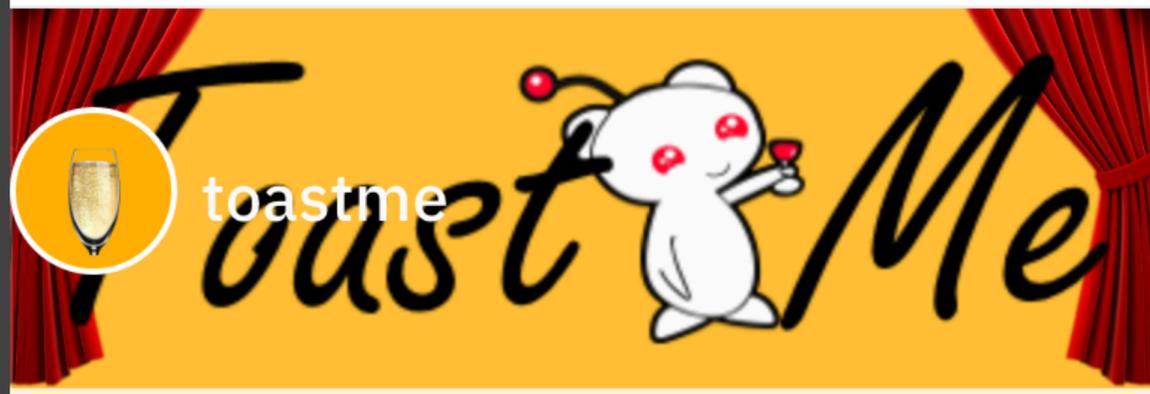


↑ **McRakalak** 20 points · 4 hours ago
↓ How do you wake up and think this is actually cool? Like do you honestly believe that the average person, who adheres to normal and basic societal rules, looks upon you respectfully in any manner?
Reply Give Award Share Report Save

Posted by u/YoyoFoSho93 5 hours ago
25, university student, and never leaves home without a yo-yo.



Why?



Posts Verification 101 Crisis Lifeline
VIEW [grid icon] [list icon] [list icon] | SORT 🔥 HOT ▾

Posted by u/aguadiablo 7 hours ago
(28M) Last Year I Was Struggling with Social Anxiety and Wasn't Meeting New People, This Year I Have Met Too Many People to Count

↑ **christian2pt0** 46 points · 7 hours ago
↓ Congrats! That's a huge step! Keep up the good work, man. You should be super proud of yourself.
Reply Give Award Share Report Save
↑ **Penya23** 22 points · 7 hours ago
↓ Great smile and kind eyes. 2 of the best things a person can have :)
Reply Give Award Share Report Save



Java Forums: “RTFM”

Creating Radio Button Groups [message #766883]

Fri, 16 December 2011 15:42

 Jeff Byrd

Junior Member

Messages: 3

Registered: December 2011

I'm a Window Builder Newbie and I cannot figure out how to create a group of radio buttons.

I'm using the **Swing Data Binding Example** found in Google Code. (I'd post a link but the system won't let me.)

I'd like to add a simple Yes/No Radio button to the Person form.

The form is laid out using a GridBag layout.

I am not using the Pro Version of WindowBuilder.

I've searched on-line for an answer, But I haven't found anything. Maybe its so simple no one has blogged about it.

Re: Creating Radio Button Groups [message #766887 is a reply to message #766883]

Fri, 16 December 2011 15:46

 Konstantin Scheglov

Senior Member

Messages: 555

Registered: July 2009

RTFM

<http://docs.oracle.com/javase/tutorial/uiswing/components/button.html#radiobutton>

Konstantin Scheglov,
Google, Inc.

Re: Creating Radio Button Groups [message #766892 is a reply to message #766887]

Fri, 16 December 2011 15:54

Java Forums: “RTFM”

I've searched on-line for an answer, But I haven't found anything. Maybe its so simple no one has blogged about it.

 **Re: Creating Radio Button Groups** [message #766887 is a reply to message #766883]

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Konstantin Scheglov,
Google, Inc.

 **Re: Creating Radio Button Groups** [message #766892 is a reply to message #766887]

Fri, 16 December 2011 15:54  

 [Jeff Byrd](#)

Junior Member

Messages: 3

Registered: December 2011

Wow. Thanks! So Helpful!

If you read my post you would see that I was asking how to create a Radio Button Group using **WindowBuilder**.

Should have known that some senior member lurker would have flamed my first post WITHOUT EVEN READING IT.

▲
29

There is no straight answer. It all depends on what you are trying to understand. Since OpenGL is a state machine, sometimes it does not do what you expect as the required state is not set or things like that.

▼
✓

In general, use tools like glTrace / glIntercept (to look at the OpenGL call trace), gDebugger (to visualize textures, shaders, OGL state etc.) and paper/pencil :). Sometimes it helps to understand how you have setup the camera and where it is looking, what is being clipped etc. I have personally relied more to the last than the previous two approaches. But when I can argue that the depth is wrong then it helps to look at the trace. gDebugger is also *the* only tool that can be used effectively for profiling and optimization of your OpenGL app.

Apart from this tool, most of the time it is the math that people get wrong and it can't be understood using any tool. Post on the OpenGL.org newsgroup for code specific comments, you will be never disappointed.

share edit

edited Dec 31 '17 at 4:47



skrx

15.8k ● 3 ● 18 ● 35

answered Feb 5 '09 at 21:56



Ketan

886 ● 6 ● 15

There is Academic license too, if you quality – [Ketan](#) Feb 5 '09 at 22:12

As this question still pop's up maybe a mod can edit it and correct that it is free now? – [Kevin Streicher](#) Mar 13 '16 at 21:31

add a comment

Stack Overflow: “Let me help”

Why?



Find homes in United States on Airbnb

WHERE
Anywhere

CHECK-IN
mm/dd/yyyy

CHECKOUT
mm/dd/yyyy

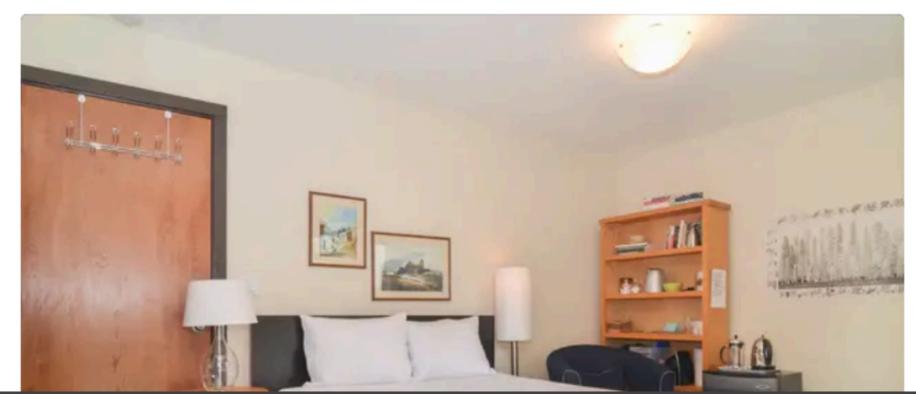
ADULTS
1 adult

CHILDREN
0 children

Search

What guests are saying about homes in United States

United States homes were rated **4.8 out of 5 stars** with **31,500,000+ reviews**



Airbnb

Why?

← value the home
value the relationship →
[Jung et al. 2016]

Couchsurfing

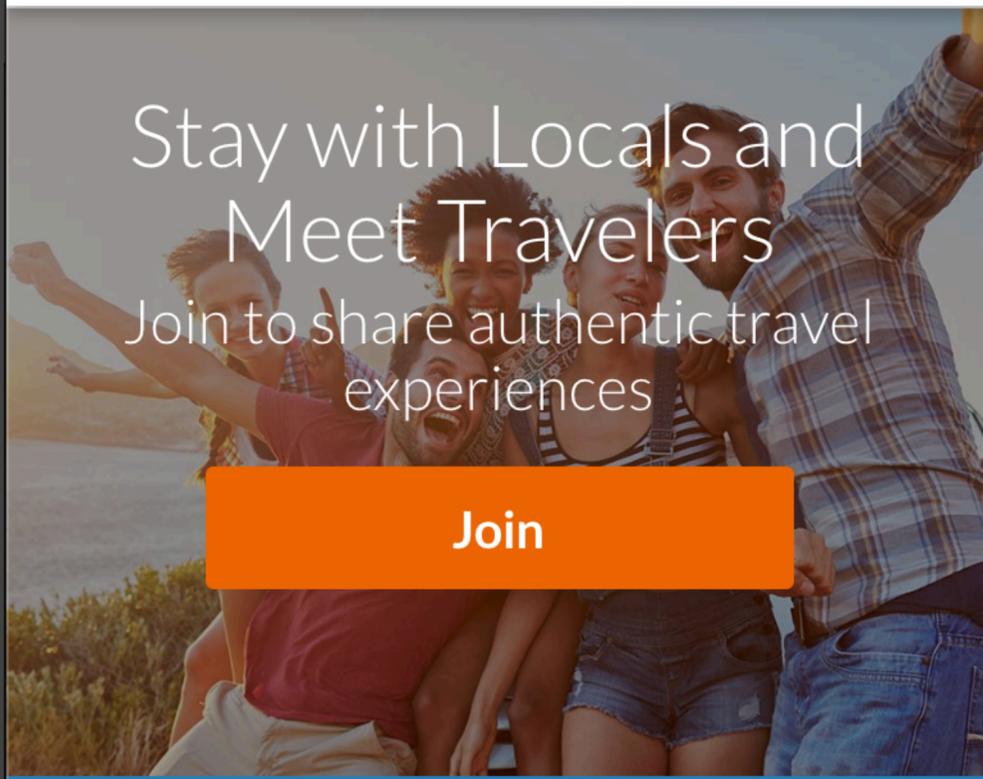
couchsurfing

Join

Log In

Stay with Locals and Meet Travelers

Join to share authentic travel experiences

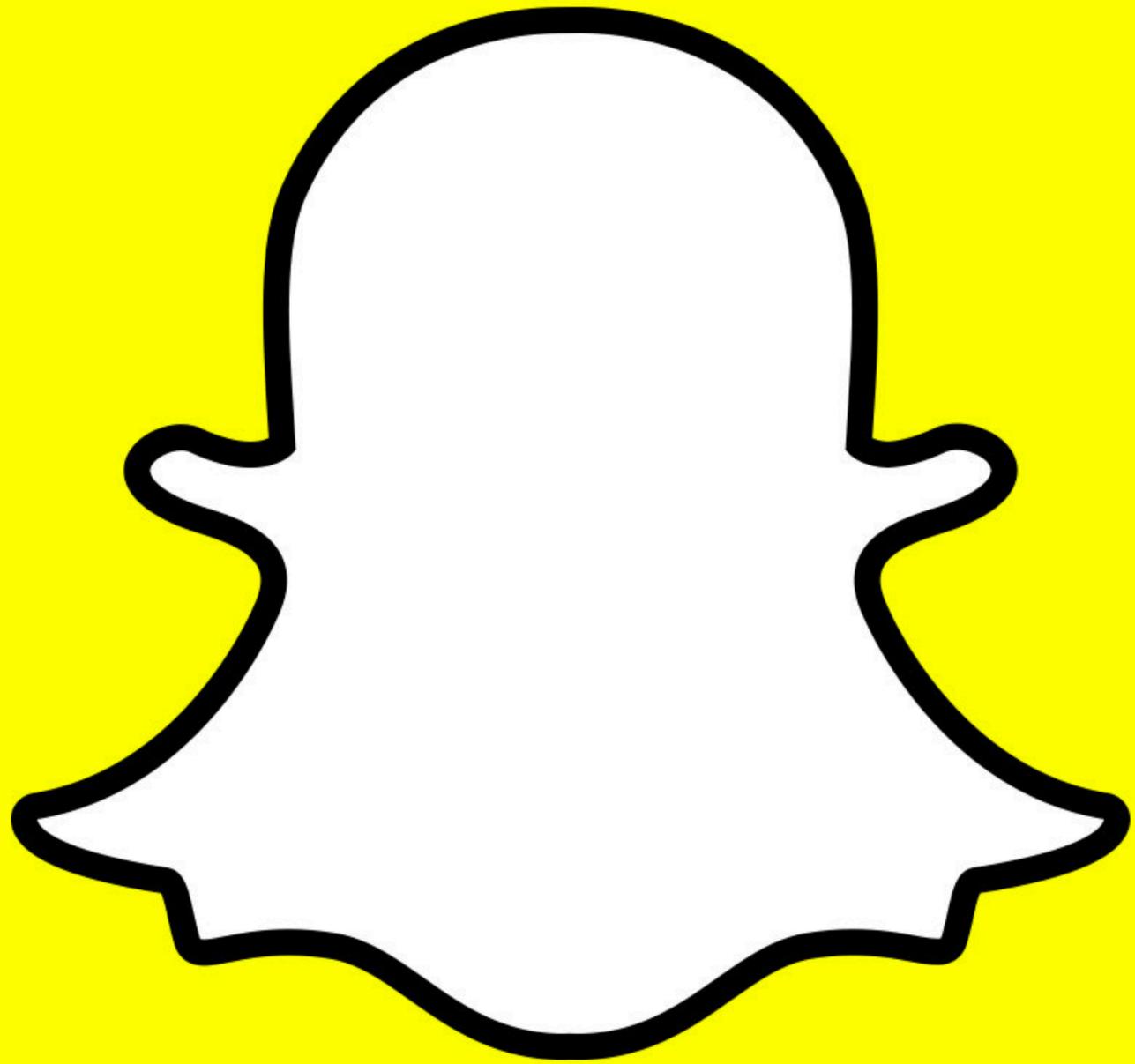


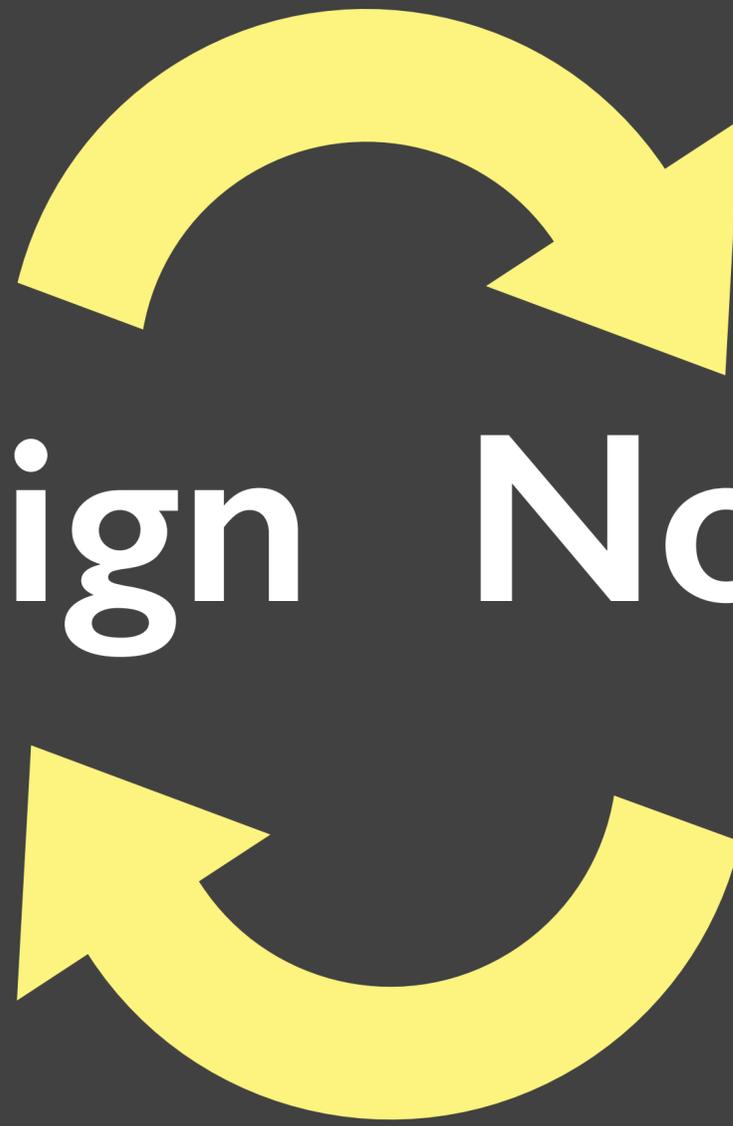
Join

Why Join?



What makes the interactions on Snapchat and Instagram so different?





Design Norms

Design influences the norms. Norms influence how people use the design.
It's reciprocal: a socio-technical system.

Today: designing norms

How do norms form on social computing systems?

Why do norms have an effect on the system and the people in it?

How can design help support pro-social norms that the community wants to be true of itself?

Outline

- Presentation of self

- Norms: how we intuit them, and how they shape our behavior

- How to design norms

- Dangers

We are different people when we are in different spaces

[Goffman 1959]

We do not have a static set of behaviors that we perform in every environment.

Like actors, we change our behavior to guide the impressions that people form of us.

So, our behaviors change as we enter different social environments.

ERVING
GOFFMAN

*THE PRESENTATION OF
SELF IN EVERYDAY LIFE*



“One of the most trenchant contributions to social psychology in this generation.” —American Journal of Sociology

We are different people when we are in different spaces

[Goffman 1959]

Michael in CS 278 teacher

Michael with Ph.D. students advisor

Michael with family dad

ERVING
GOFFMAN

*THE PRESENTATION OF
SELF IN EVERYDAY LIFE*



“One of the most trenchant contributions to social psychology in this generation.” —American Journal of Sociology

We are different people when we are in different spaces

[Goffman 1959]

So if our behavior is malleable to the social surrounding, how is the design of the social computing system influencing that behavior?

Are you creating a dive bar or a wine bar?

ERVING
GOFFMAN

*THE PRESENTATION OF
SELF IN EVERYDAY LIFE*



“One of the most trenchant contributions to social psychology in this generation.” —American Journal of Sociology

Norms

What are norms?

The informal rules that govern behavior in groups and societies
[Stanford Encyclopedia of Philosophy]

Example norms:

Keep the door open to your dorm room when you're around

Help, not mock, people who are struggling with assignments

Smile politely when [student performance group you hate]
swings by for a surprise performance while you're studying

How do you know if something's a norm? Breaching experiment.

We intuit norms quickly.

Try it. Five seconds per social computing system.

We intuit norms quickly.



/b/ - Random

The stories and information posted here are artistic works of fiction and falsehood.
Only a fool would take anything posted here as fact.

[Start a New Thread]

05/04/17 New trial board added: [/bant/ - International/Random](#)
10/04/16 New board for 4chan Pass users: [/vip/ - Very Important Posts](#)
06/20/16 New 4chan Banner Contest with a chance to win a 4chan Pass! See [the contest page](#) for details.

[\[Hide\]](#) [\[Show All\]](#)



File: [goodhunt.png](#) (132 KB, 810x667)



Anonymous 04/07/19(Sun)16:50:37 No.796882116 [\[Reply\]](#) ▶

Drawthread

Dinner time edition

⊕ 70 replies and 34 images omitted. [Click here](#) to view.

>> **Anonymous** 04/07/19(Sun)18:35:49 No.796889169 ▶

File: [sketch1554687323515.png](#) (65 KB, 500x500)



Much tired.

We intuit norms quickly.



大家正在搜：凉山冕宁县发生森林火灾



首页

视频

发现

游戏

注册

登录

精选

交友

企业

好莱坞

房产

旅游

时尚

硅谷

移民

美国

美食

财经

购物



股票代码	名称	行业	市值	市盈率	市净率	股息率	ROE	负债率	成长性
600000	浦发银行	银行	1000	10	1.5	2.5%	15%	60%	稳定
600036	招商银行	银行	800	12	1.8	3.0%	18%	55%	稳健
600016	民生银行	银行	600	8	1.2	2.0%	12%	65%	波动
600028	中国银行	银行	900	9	1.4	2.8%	14%	62%	稳定
600051	浦发银行	银行	700	11	1.6	2.6%	16%	58%	稳健
600060	招商银行	银行	500	13	1.9	3.2%	19%	52%	稳健
600098	浦发银行	银行	400	7	1.1	1.8%	10%	70%	波动
600158	浦发银行	银行	300	6	1.0	1.5%	8%	75%	波动
600308	浦发银行	银行	200	5	0.9	1.2%	6%	80%	波动

【化工园区安全检查持续高压，除了染料还有谁景气度提升最明显？】国金化工团队认为，随着江苏省环保整治开启，农药染料等行业景气度有望持续提...

华尔街见闻APP 60分钟前

9 | 2 | 13



【和平时期 CEO 与战备状态 CEO】和平时期的 CEO 可以选择退出自己并非市估率最高的业务；战备状态的 CEO 很难有这个意识，因此能够选择退出某项...

钛媒体APP 今天 08:43

0 | 0 | 1

帐号登录

安全登录

邮箱/会员帐号/手机号

请输入密码

记住我

[忘记密码](#)

登录

使用 Facebook 登录

还没有微博? [立即注册!](#)

微博新鲜事

摄影师差一步就惨跌! 林志玲秒救援网赞“MAN力”十足

2019-04-05 22:52:50



黄子韬绯闻女友曝光! 白皙皮肤+大眼睛 网抓包韩...



We intuit norms quickly.

POPULAR

-  Hot
-  Trending
-  Fresh

SECTIONS

-  **Funny**
-  Animals
-  Anime & Manga
-  Anime Waifu
-  Anime Wallpaper
-  Apex Legends
-  Ask 9GAG
-  Awesome
-  Basketball
-  Car



Funny

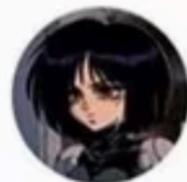
Why so serious

Hot Fresh

- Funny
- Meme
- Savage
- Surreal
- Dank

 Funny · 40m

Holy shit is this relatable



تي
@prinnytee

you ever met someone so
academically talented yet so fkin
dumb



April Fools 2019: 10 Jokes From Famous Brands



Farting On Coworker Isn't Workplace Bullying, Court Rules



This UPS Driver Takes The Most Cheerful Photos With Dogs In The Neighbourhood

We intuit norms quickly.



patterns

yarns

friends

groups

help



forums

my notebook



search for people

search for names used on Ravelry or elsewhere

updates from friends

You haven't added any friends yet

it's finished!

[load another](#)



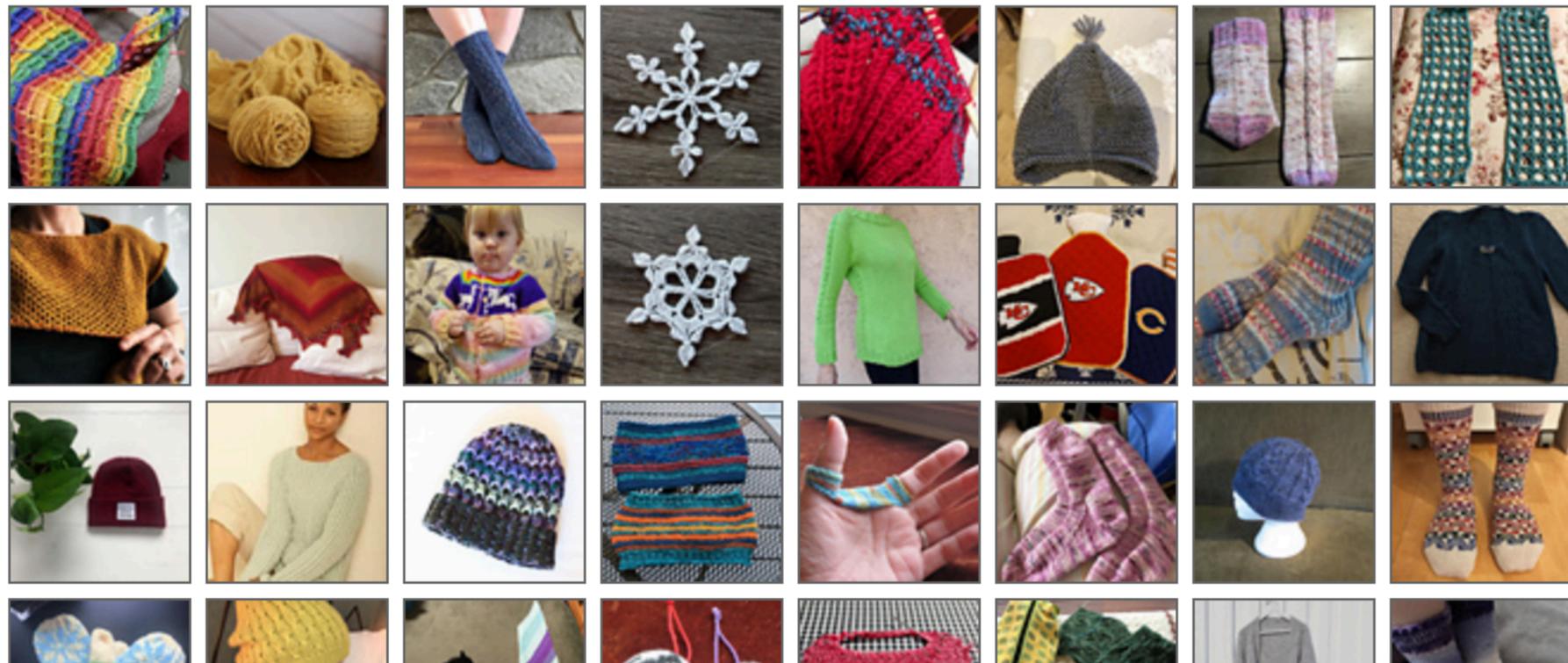
[mkgVT](#) finished their Vottene Barlind / The Taxus Mittens
3 days ago

finished projects from everyone

[see more FOs](#)

[advanced search](#)

[watch live](#)



We notice signals quickly

[Cheryan et al. 2009]

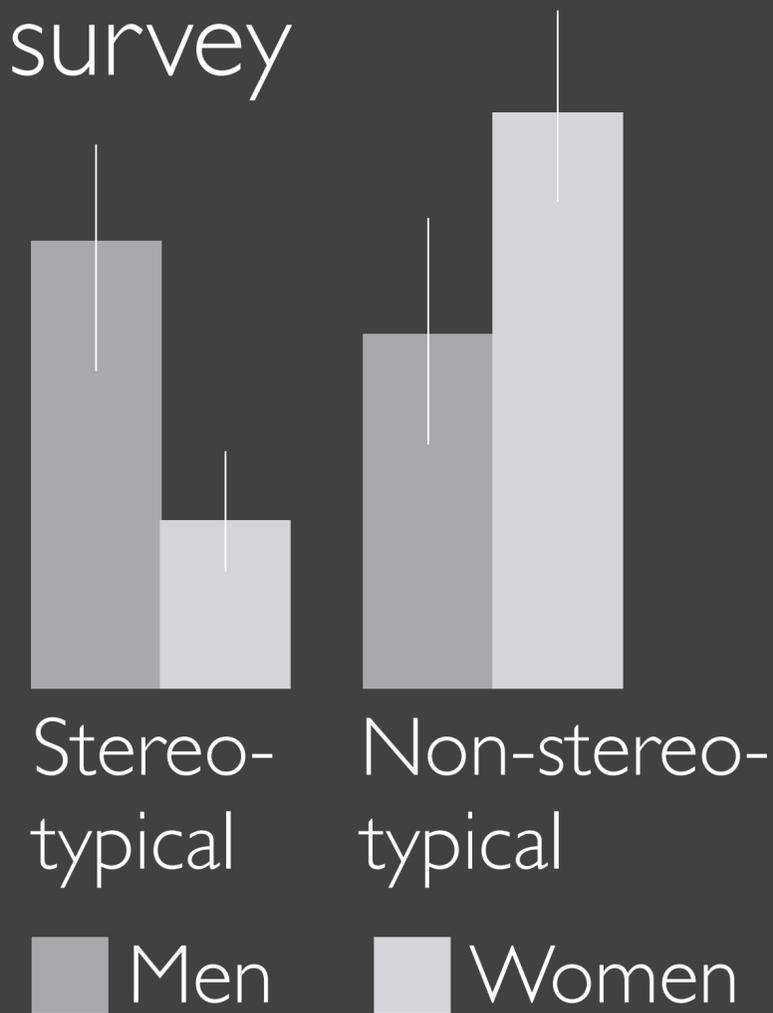
Experiment: students brought into a small room in Stanford's Gates building, and told to ignore the room, which was decorated "by another club".

The experimenter left the room for **one minute** to retrieve materials. The participants saw either...

Stereotypical CS condition: Star Trek poster, comics, video games, soda cans

Non-stereotypical CS condition: nature poster, art, general interest books, water bottles

CS interest survey



Descriptive norms

We are influenced by what we see as common behavior in the environment. These are known as **descriptive norms**: norms that describe common behavior.

If a site is full of risqué selfies, you're more likely to post risqué selfies there [Chang et al. 2016]



News of the Day

I'm Voting for Hillary Because of My Daughter

Back in the 2008 primary season, I supported Hillary Clinton. That choice...

Top Comments Sorted by Best



User1337 · 2 hours ago

I'm a woman, and i don't think you should vote for a woman just because she is a woman. vote for her because you believe she deserves it.

6 | · [Reply](#)



User9054 · 3 hours ago

Personally, I'd vote for whoever I think is the best and

(Real comments on the article)

News of the Day

I'm Voting for Hillary Because of My Daughter

Back in the 2008 primary season, I supported Hillary Clinton. That choice...

Top Comments Sorted by Best



User1337 · 2 hours ago

Oh yes. By all means, vote for a Wall Street sellout - - a lying, abuse-enabling, soon-to-be felon as our next President. And do it for your daughter. You're quite the role model.

1 | · [Reply](#)



User9054 · 3 hours ago

Hillary is a cunt. I am voting with my dick for Putin. /s

Positive comments

Result: 35% troll comments

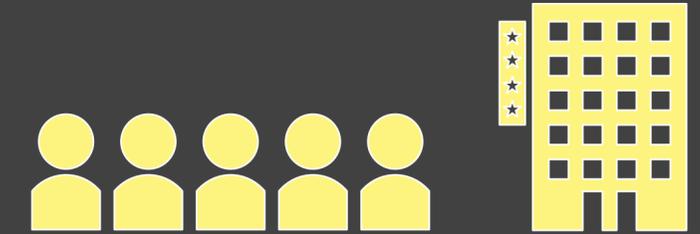
[Cheng et al. 2017]

Negative comments

Result: 47% troll comments
(Relative increase of one third compared to the 35% baseline)

Why?

Recall: **social proof**, from our Going Viral lecture



When uncertain about appropriate behavior, we look to others' behavior as a kind of proof of what is appropriate

Injunctive norms

We are also influenced by what we believe to be expected, even if we don't see it. These are known as **injunctive norms**: norms that describe what you should or should not do.

Subreddit rules: /r/roastme

5. The Unfunny Abuse Rule ^

There is a clear and definitive line between humor and abuse. If your comment cannot be reasonably expected to make an audience laugh, and is instead meant to intimidate or threaten another user, your posted comment will be removed.

OSS Contributor Covenant: used by Atom, Angular, Eclipse, Jekyll, ...

Our Standards

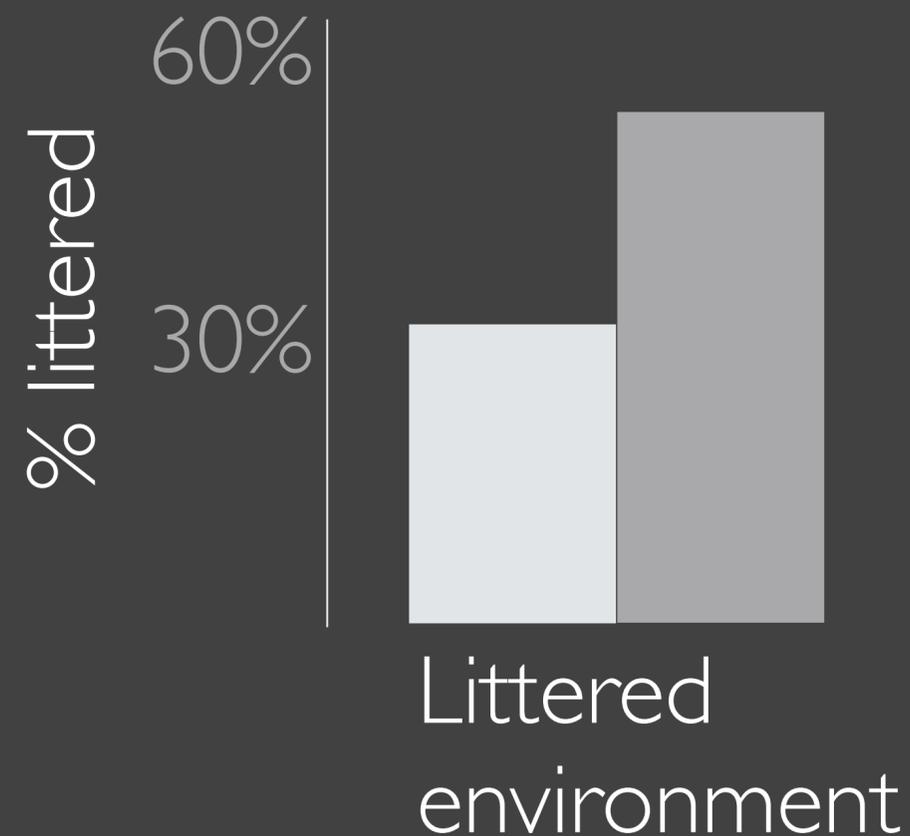
Examples of behavior that contributes to creating a positive environment include:

- Using welcoming and inclusive language
- Being respectful of differing viewpoints and experiences
- Gracefully accepting constructive criticism
- Focusing on what is best for the community
- Showing empathy towards other community members

When do norms influence?

Norms don't influence us at all times. It's principally when they're made salient. [Cialdini 1991]

Participants receive an unwanted paper ad on their car windshield. They see a confederate walk by, or litter. Measure: % who littered.



- Confederates walk by
- Confederates litter

When the littered norm was made salient by the litterer, people reinforced it.

Making norms salient

+ Comment removed by moderator 11 hours ago (9 children)
+ Comment removed by moderator 10 hours ago (0 children)

Mods removing posts

+ zombiesunflower -14 points · 2 hours ago (8 children)
+ TT676 -7 points · 2 hours ago (0 children)

Downvotes hiding posts

Both of these are the community visibly enforcing injunctive norms.

It (should) have the effect of making those norms salient, and thus encouraging more behavior in line with the norms.

But, it could also have the effective of making clear a descriptive norm of people creating bad posts, which would increase them!

How design influences norm formation

Step one: think critically about the norms that the members of your community will want. Have conversations about them.

Don't just let the norms emerge. Be purposeful and thoughtful.

Norms that emerge without design are often poisonous.

Equal Treatment != Equal Impact

The screenshot shows the top of a Motherboard article. The Motherboard logo is in blue, and the VICE logo is in the top right. Below the logos is a horizontal line. Underneath the line, the text 'WOMEN | By Samantha Cole | Dec 18 2018, 10:21 am' is displayed. The main title of the article is 'Twitter Harassment of Woman Journalists and Politicians Happens Every 30 Seconds, Study Finds' in large, bold, black font.

The screenshot shows the top of a Weibo article. The Weibo logo 'WHAT'S ON 微博 WEIBO' is in orange in the top right, and a search icon is to its right. Below the logo is a horizontal line. Underneath the line, the text 'CHINA INSIGHT' is displayed in white on an orange background. The main title of the article is 'Battling the Keyboard Warriors: How China's Netizens Address Online Harassment' in large, bold, black font. Below the title is a short paragraph of text: 'Incidents of online harassment against women continue to rise year on year across the world, with severe cases in the PRC and abroad. What's on Weibo's Cat Hanson, who has personally experienced online stalking in China, explores how cyber-bullying is gradually receiving more awareness – although the Chinese laws are lagging behind.'

Curate a community early



How did Stack Overflow create a set of norms around helpful answers to technical questions?

Closed beta

The founders launched in a small private beta with 500 enthusiastic community members for three months before opening to everyone

What happened?

By the time the site launched publicly, it was full of positive examples of technical questions answered helpfully and succinctly, which set the expectation

Curate a community early



How did Stack Overflow create a set of norms around helpful answers to technical questions?

**New user
training wheels**

Legitimate peripheral participation [Lave and Wenger 1991]: new members begin with low-risk tasks while they absorb norms. On Stack Overflow, new users cannot up/downvote, edit questions and answers — only ask and answer

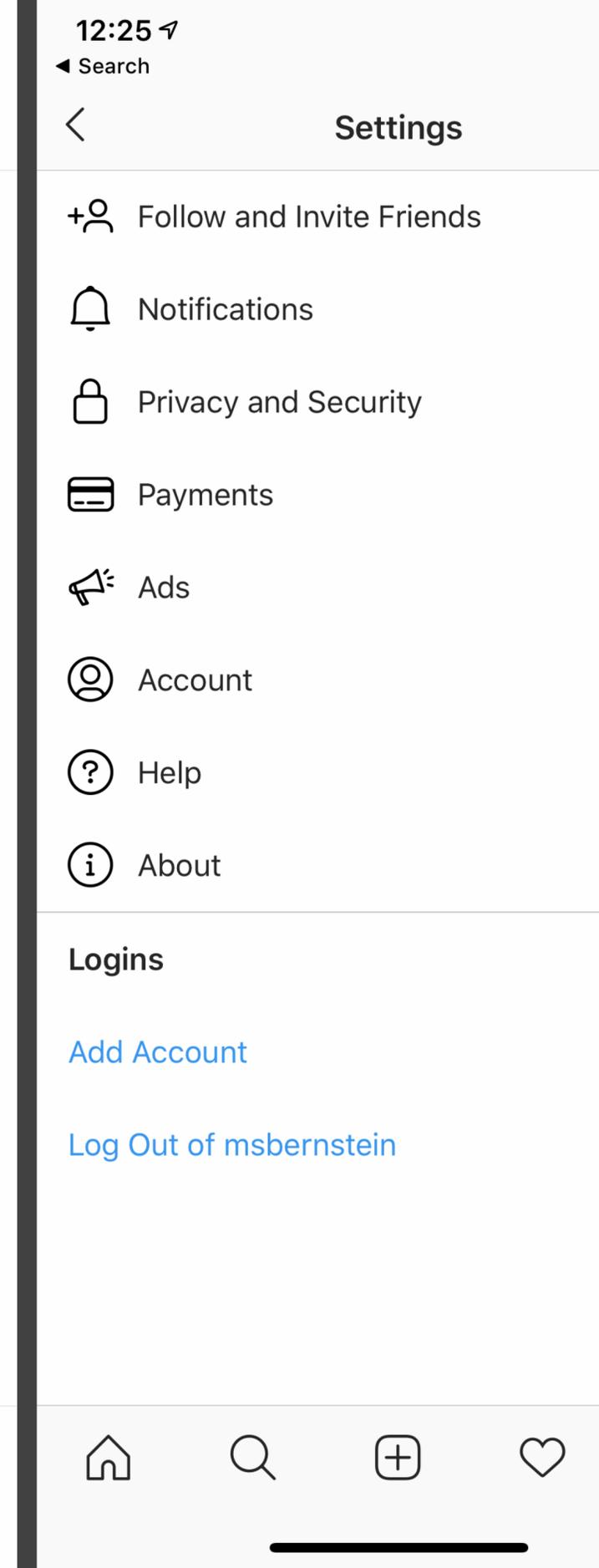
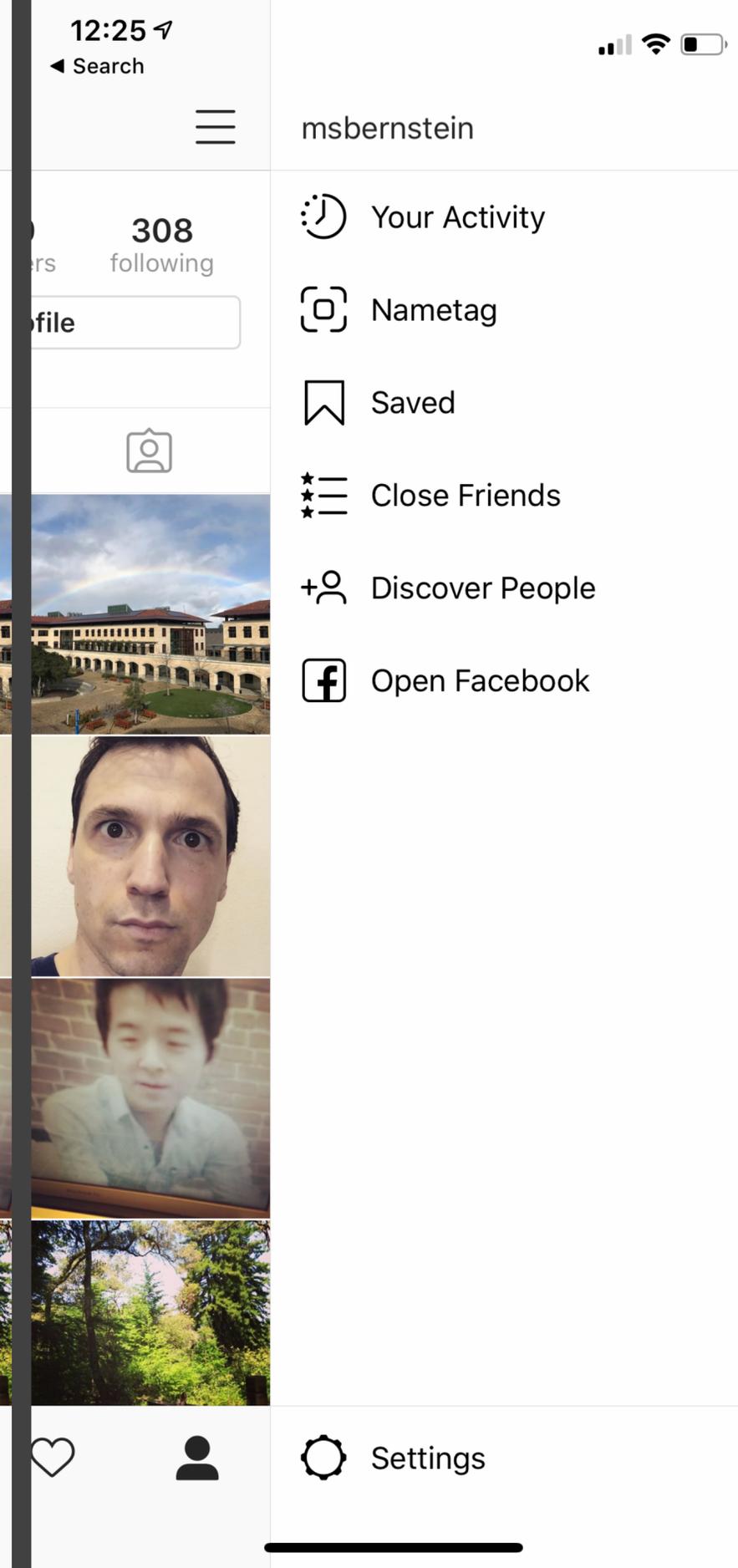
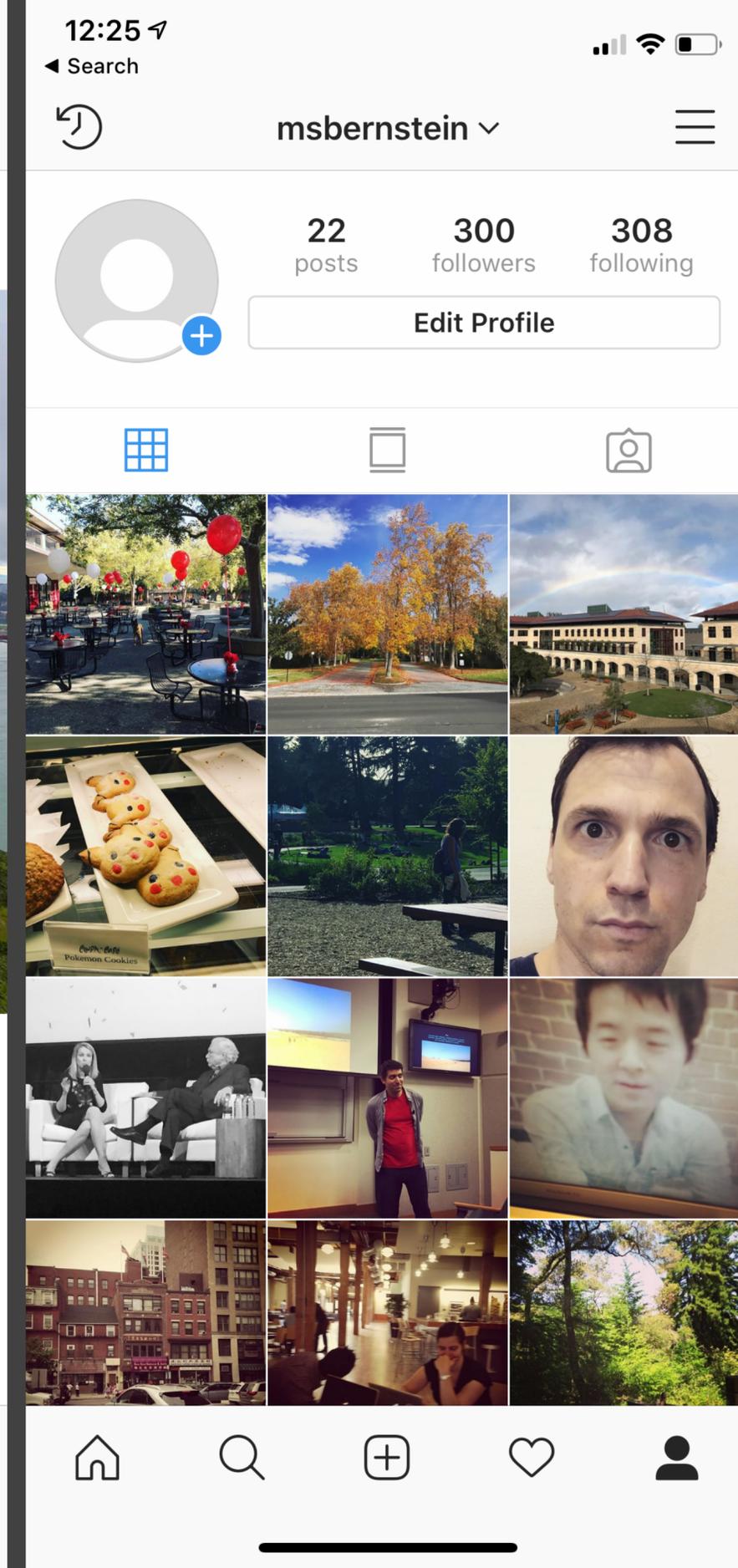
What happened?

Users learn what kinds of questions and answers are valued before they can vote

Defaults influence norms

The default on Instagram is a public account.

What if you want to make your Instagram account private?



msbernstein

- Your Activity
- Nametag
- Saved
- Close Friends
- Discover People
- Open Facebook

Settings

12:25

Settings

- Follow and Invite Friends
- Notifications
- Privacy and Security
- Payments
- Ads
- Account
- Help
- About

Logins

- Add Account
- Log Out of msbernstein

12:25

Privacy and Security

- Privacy
- Account Privacy
- Blocked Accounts
- Photos and Videos of You
- Resharing to Stories On
- Story Controls
- Comment Controls
- Activity Status

Security

- Password
- Saved Login Info
- Two-Factor Authentication
- Access Data

12:26

Account Privacy

Private Account

When your account is private, only people you approve can see your photos and videos on Instagram. Your existing followers won't be affected. [Learn More.](#)

Defaults influence norms

Very few users change defaults: only 5% of Microsoft Word users in one study had ever changed any settings [Spool 2011]

Why? Recall: **Channel factors**. (Amongst other reasons.)

We don't readily distinguish between socially enforced norms and default enforced norms. Is public-by-default a social norm?

Think about the defaults you encounter in social computing systems

Who do you share with by default on Facebook?

What's the default sort order of posts?

What's the default skin color of emoji? 🍌

Identity influences norms

Should we use real names? Pseudonyms? Let people be anonymous? This is a classic, old question in the field.

Anonymous environments create greater disinhibition, which results in more trolling, negative affect, and antisocial behavior

[Kiesler et al. 2012]

On the other hand, anonymity can foster stronger communal identity [Ren, Kraut, and Kiesler 2012] and more creativity [Jessup, Connolly, and Galegher 1990]

Anonymity and pseudonymity are playing with 🔥. But, real name requirements can put victims of abuse and others at risk.

Culture influences norms

Norms are created as part of culture, which can also include:

Social organization: who is high status? What is valued to obtain status?

Symbols: anything that contains meaning

Local culture will impact the norms that can and will form.



FB Payments: not popular



WeChat Pay: ~1 billion users

Culture will also impact how social computing systems are coopted

e.g., Myanmar military using Facebook to persecute Rohingya muslims

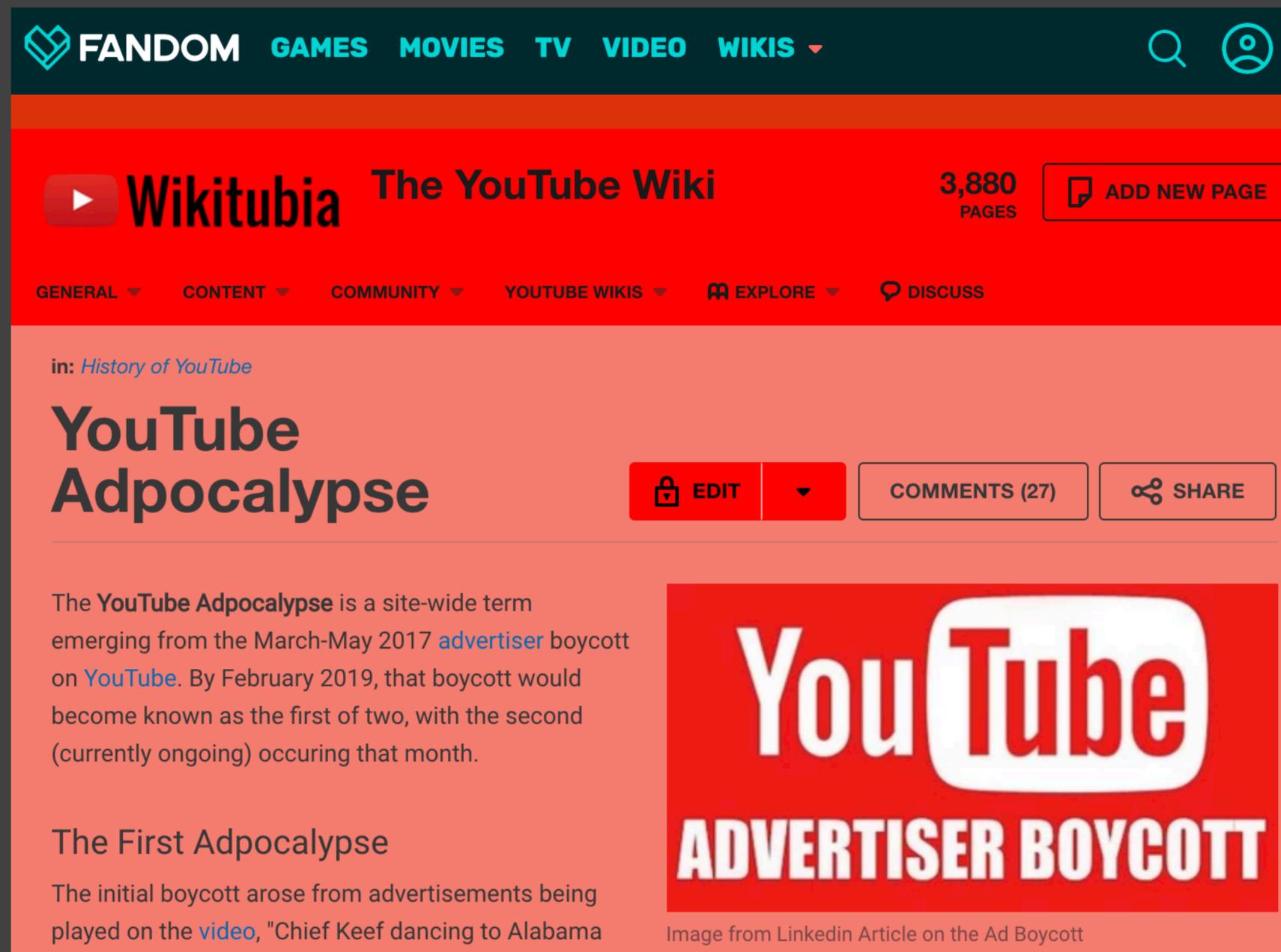
Dangers

Once a norm is set, if the platform violates it, things get bad.

On a platform of user-created content, who is responsible for that content?

When YouTube starts demonetizing videos (and doing so inaccurately), it breaks from a norm of free performance.
[Alkhatib and Bernstein 2019]

Result? Creators revolt.



The screenshot shows the Fandom Wikitubia website. The top navigation bar includes 'FANDOM', 'GAMES', 'MOVIES', 'TV', 'VIDEO', and 'WIKIS'. The main header for Wikitubia displays 'The YouTube Wiki' with '3,880 PAGES' and an 'ADD NEW PAGE' button. Below the header is a navigation menu with 'GENERAL', 'CONTENT', 'COMMUNITY', 'YOUTUBE WIKIS', 'EXPLORE', and 'DISCUSS'. The article title is 'YouTube Adpocalypse', with a sub-header 'in: History of YouTube'. To the right of the title are buttons for 'EDIT', 'COMMENTS (27)', and 'SHARE'. The main text of the article begins: 'The YouTube Adpocalypse is a site-wide term emerging from the March-May 2017 advertiser boycott on YouTube. By February 2019, that boycott would become known as the first of two, with the second (currently ongoing) occurring that month.' Below the text is a section titled 'The First Adpocalypse' with a sub-header 'The initial boycott arose from advertisements being played on the video, "Chief Keef dancing to Alabama'. To the right of the text is a large red image with the YouTube logo and the text 'ADVERTISER BOYCOTT'. At the bottom right, there is a caption: 'Image from LinkedIn Article on the Ad Boycott'.

Alternative: collective choice

Eleanor Ostrom (Nobel prize) suggests that successful commons-based organizations allow those affected to participate in rulemaking.

Increased legitimacy → increased pro-norm behavior

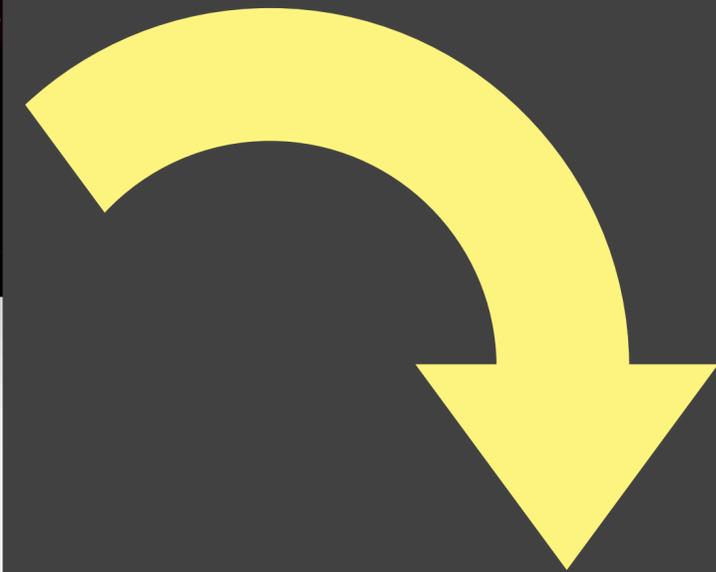
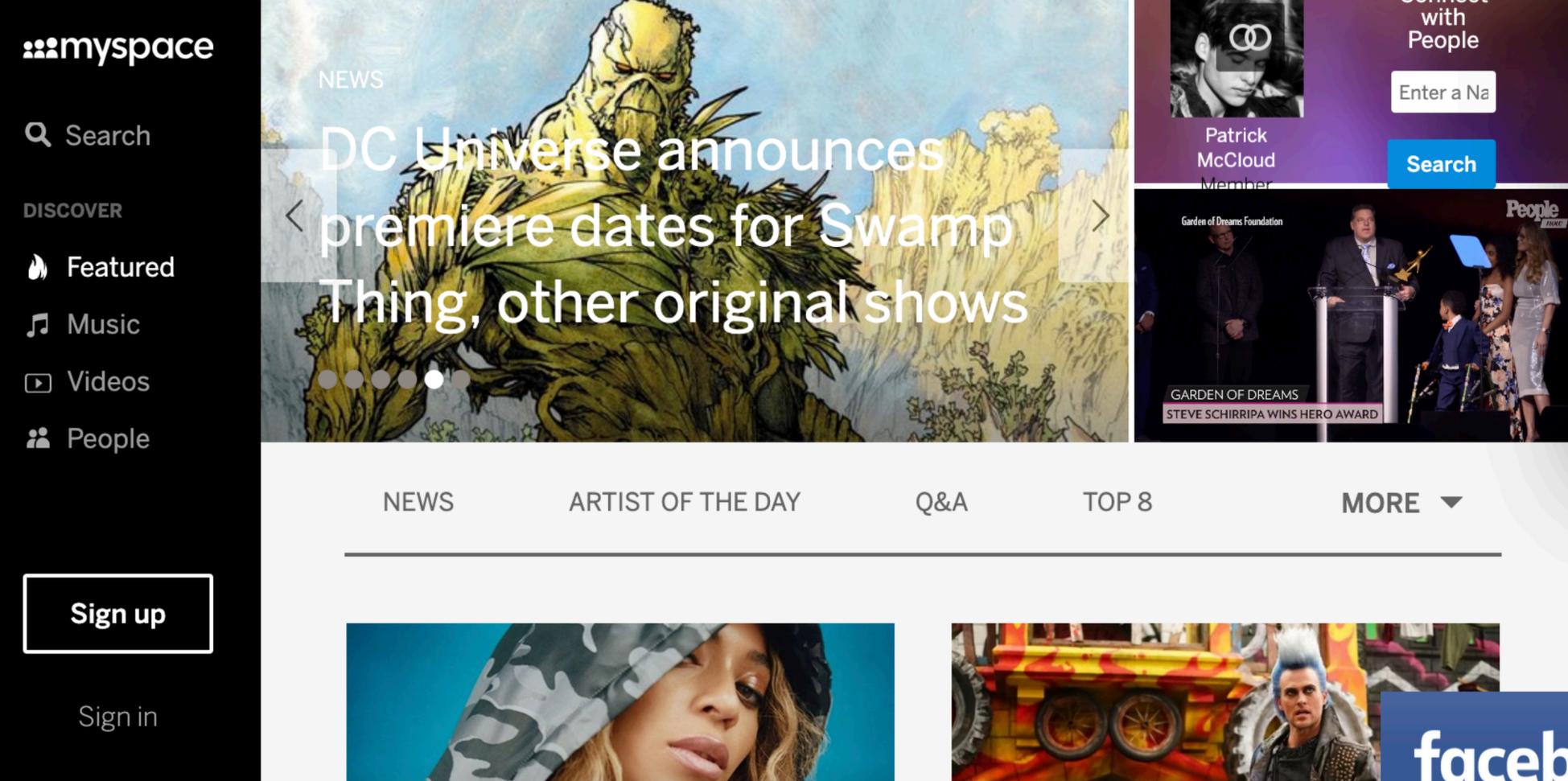
Yes, it takes longer and is more shouty. But the long-term benefits (hopefully) outweigh it.

Norms, taste, and status

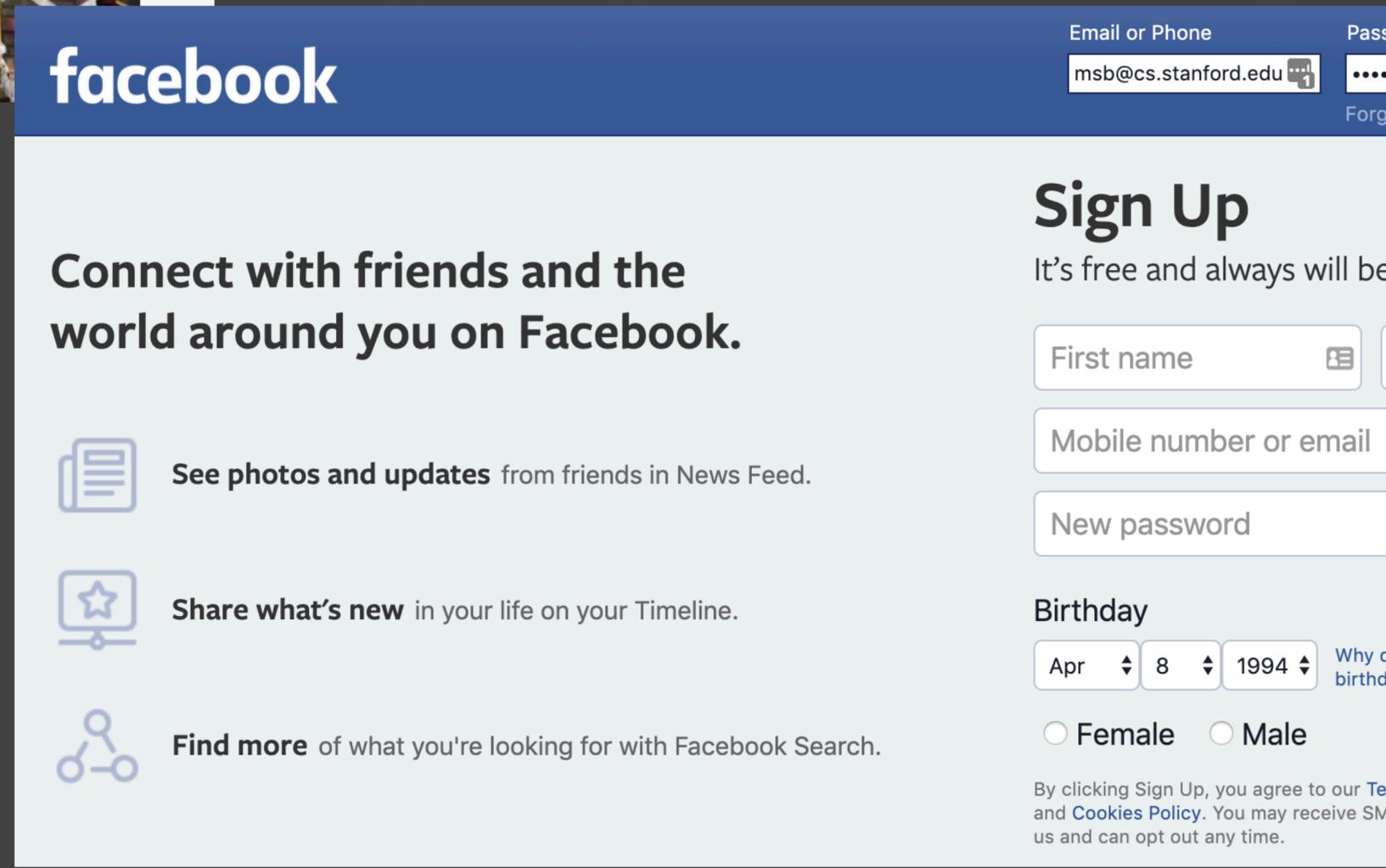
[boyd 2011]

We were talking about the social media practices of her classmates when I asked her why most of her friends were moving from MySpace to Facebook. Kat grew noticeably uncomfortable. She began simply, noting that “MySpace is just old now and it’s boring.” But then she paused, looked down at the table, and continued.

“It’s not really racist, but I guess you could say that. I’m not really into racism, but I think that MySpace now is more like ghetto or whatever.”



boyd termed this “white flight” (and asian flight) from MySpace into Facebook. Facebook was cleanly designed and only accessible to college students at the time, so it was the place for upwardly-mobile educated teens



Norms, taste, and status

So what's going on with this white flight behavior?

Sociologist Pierre Bourdieu [1979]: your aesthetic choices—the music you like, the clothes you wear, the food you enjoy—delineate your status in society

So what happens when people gravitate toward particular social computing systems with particular norms or designs?

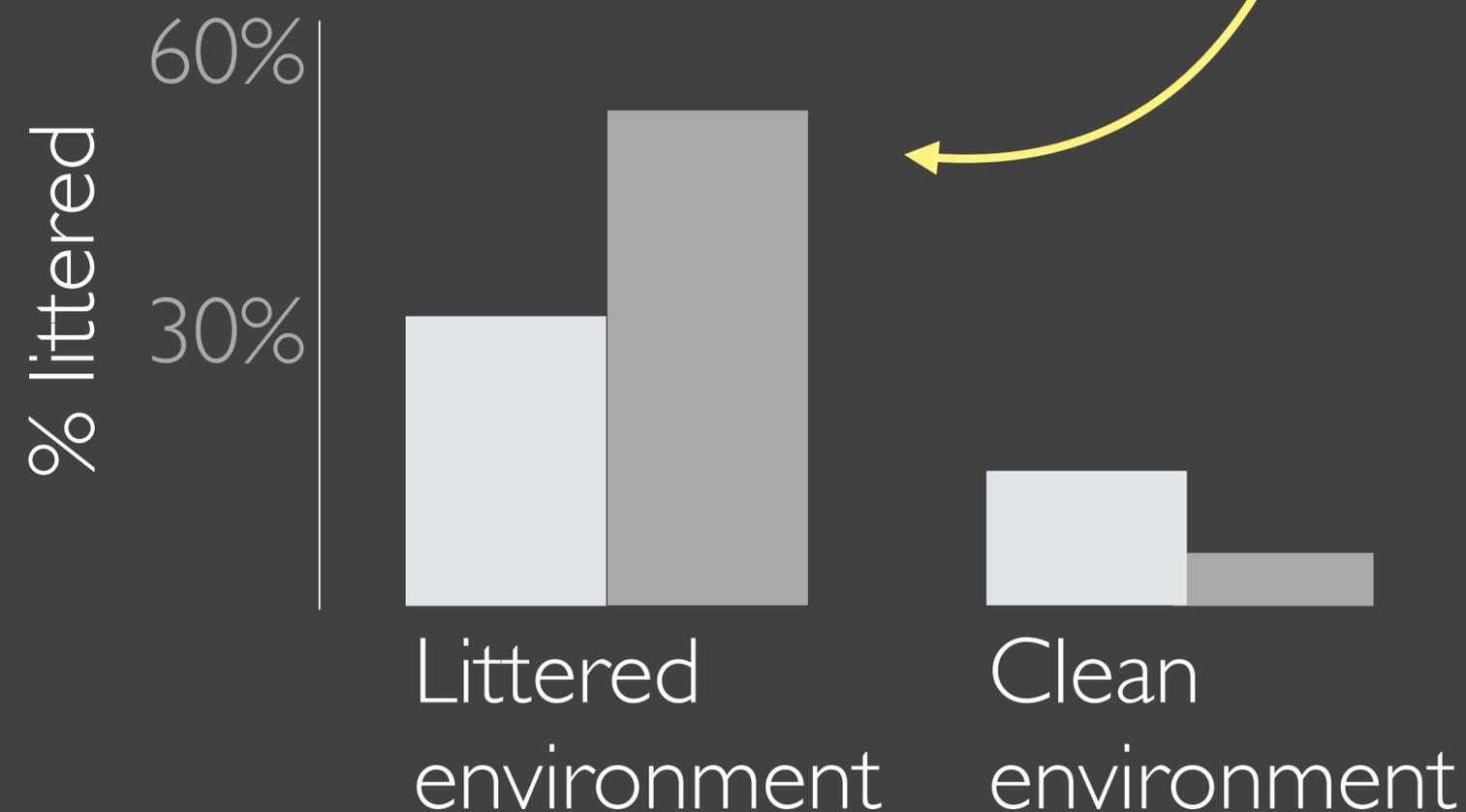
We need to design norms. But those norms become exclusionary. What are we to do?

Utilizing injunctive norms

Possible injunctive norm: *we want* to support inclusion. We will act in favor of those who do, and against those who don't.

Would this work?

Remember this study?



■ Model walks by
■ Model litters

Making the injunctive norm salient had the opposite—and desired—effect!

Summary

We take cues about how to behave from what's around us

1. From signals in the designed environment
2. From peers in the lived environment

...and we learn this really quickly.

So, if we think about how to fashion...

1. The designed environment (defaults, identity)
2. The lived environment (visible behaviors)

Then we can help highlight the things the community wants to be true about itself, to help make it true.

Social Computing

CS 278 | Stanford University | Michael Bernstein

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