Crowdsourced Midterm Review Session

CS278 Social Computing
May 6, 2019
Lecture 1: Going Viral

- What are some sources of cultural innovation?
- What are some instances of social proof that you’ve observed or taken part in on social computing systems?
- How does one make content that goes viral?
Lecture 2: Bustling Spaces

- What is a “sociotechnical system”?
- How do we design for (or around):
  - Intrinsic vs. extrinsic motivations?
  - Channel factors?
  - Social loafing vs. reciprocity?
  - User autonomy?
Lecture 3: Designing Norms

- What are some examples of norms on sociotechnical systems?
- How are norms shaped by:
  - Defaults?
  - Identity?
  - Cultural context?
Lecture 4: 
gettingstarted.md - prototyping and the cold start problem

- What makes prototyping for social computing systems difficult?
- Traditional prototyping :( 
- Dynamics: sparse vs. dense, weak vs. strong.
- What is the cold start problem?
- What things can we do to mitigate this?
Lecture 5: Growing Pains

- Invisible labor and moderation.
- Information overload and the economics of attention.
  - How does the economics of attention relate to growth?
  - Ranking methodologies.
- Techniques for designing for a global community.
- Building empathy.
Lecture 6: Strong and Weak

- The Strength of Weak Ties
  - Granovetter 1973
- Strong Ties (thick context): existing social networks, social and emotional mental health, multiple vs. single channels - honest signals.
- Weak Ties (thin context): social networks we aren’t in, weak ties = success, single channel.
- Identity based groups.
- Loneliness.
Lecture 7: Group Collaboration

- Colocated teams are more effective than distributed teams.
  - Are there ways distributed teams can be more effective?
- What is “interdependence”?
  - How do we design for interdependent collaboration?
- What is “Grudin’s paradox”?
  - And why does this matter?
Lecture 8: Wisdom of the Crowd

- **Crowdsourcing:** taking a function once employed by employees and outsourcing to an undefined, generally large network in the form of an open call.
- What is needed for crowdsourcing to be effective?
- Why does crowdsourcing work?
- What are some mechanisms people have used to crowdsource?
- What are some possible problems with crowdsourcing?
Midterm:
This Wednesday during
class time 1:30-2:20pm

- Come early please to start on time
- Will be on your computer.
  - Check out one from Lathrop or see us if there’s an issue.
  - Either Bluebook or Canvas
- Two different classrooms:
  - This room: A-G
  - Room 200-002 H - Z
General Midterm Tips

- Current format: 12 Questions:
  - 3+3+3+3 (staff).
  - Different point totals.
- Go through question bank, make sure you understand the meaning of terms (we won’t define them).
- Think about social systems and features: what is different and similar about them?

"Remember when, on the Internet, nobody knew who you were?"