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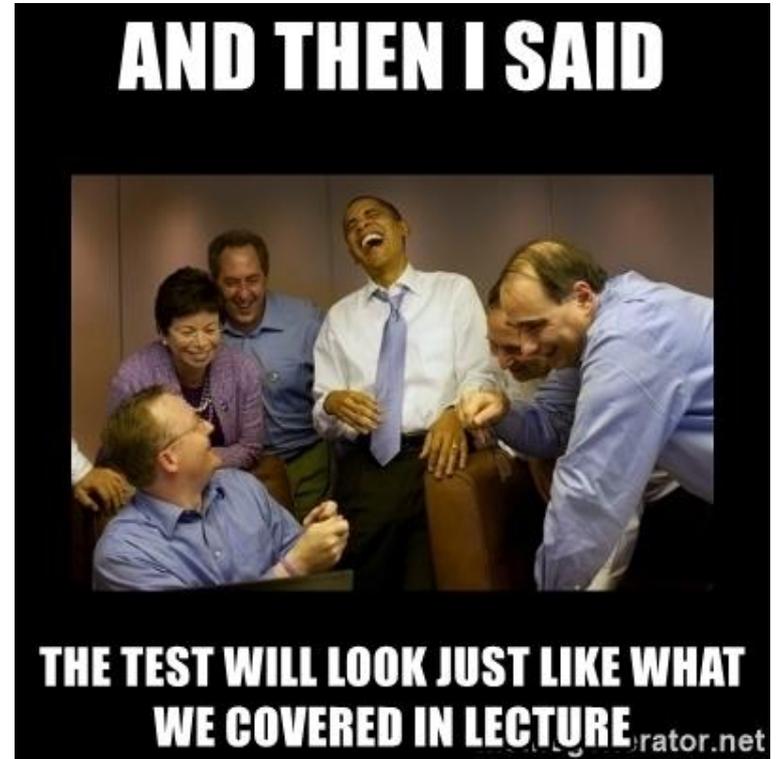
# Crowdsourced Midterm Review Session

CS278 Social Computing  
May 6, 2019

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## 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

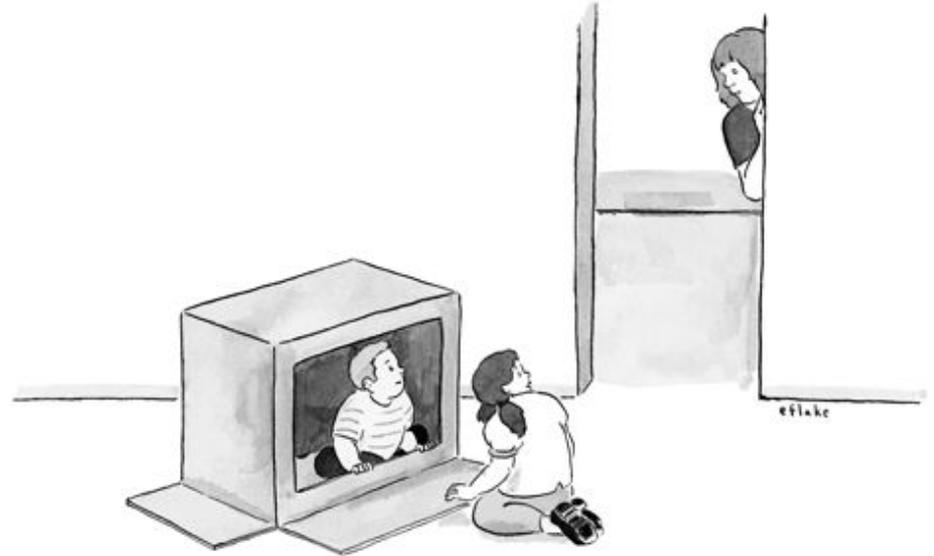
- What are some examples of norms on sociotechnical systems?
- How are norms shaped by:
  - Defaults?
  - Identity?
  - Cultural context?

The screenshot displays the Ravelry website interface. At the top is a green navigation bar with the Ravelry logo and links for patterns, yarns, friends, groups, help, forums, and my notebook. Below the navigation bar, there is a search section for people with a search box and a 'load another' button. To the right, there is a section for 'updates from friends' which currently shows 'You haven't added any friends yet'. Below the search section, there is a 'finished projects from everyone' section with a grid of 24 small images showing various knitted items like hats, scarves, and mittens. A larger image of a pair of patterned mittens is shown below the search section, with the caption: 'mkgVI finished their Vottene Barlind / The Taxus Mittens 3 days ago'.

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## 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?



*"We're playing YouTube."*

## 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.



*“That’s what I love about social media. I can have connections with thousands of people and yet still be completely isolated and alone.”*

## Lecture 6: Strong and Weak

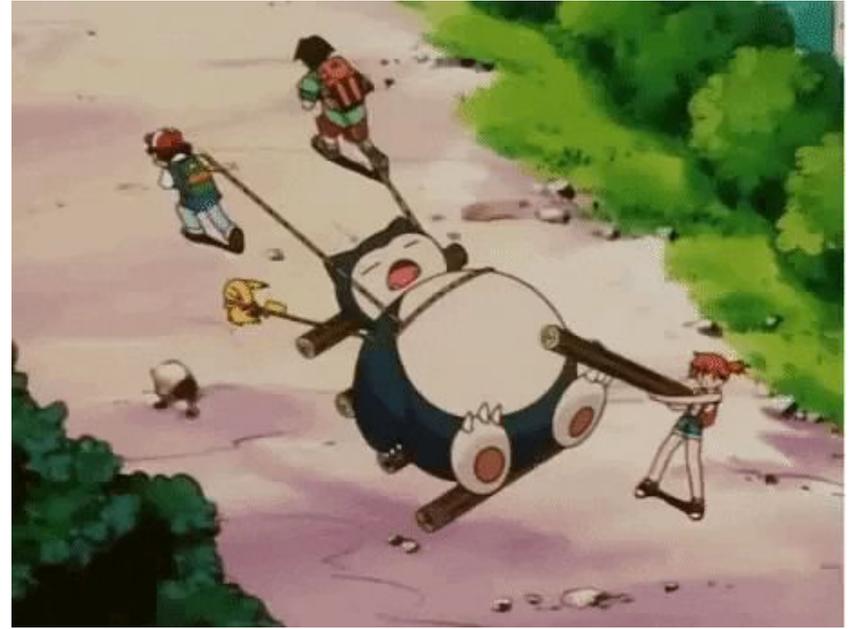
- The Strength of Weak Ties
  - Granovetter 1973
- Strong Ties (thick context): existing social networks, social and emotional mental health, multiple vs. single channels - honest signals.
- Weak Ties (thin context): social networks we aren't in, weak ties = success, single channel.
- Identity based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



*"What I love about our friendship is the way we never see or speak to each other."*

## 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?"*