

SOCIAL COMPUTING

Hosted By: Jeremy Blackstone and Vincent Chan

LEARNING GOALS

1. Main challenges in building online community
2. Tools for helping online community start and grow
3. How technology and our behavioral adaptation to it has or has not alleviated challenges of distance work
4. Status Quo c. 2000, c. 2015 and beyond?

EVIDENCE-BASED SOCIAL DESIGN: INTRODUCTION

ONLINE COMMUNITIES: WHY DO THEY MATTER

Time

Space

Scale



5 DESIGN CHALLENGES

Starting New Community

Attracting New Members

Encouraging Commitment

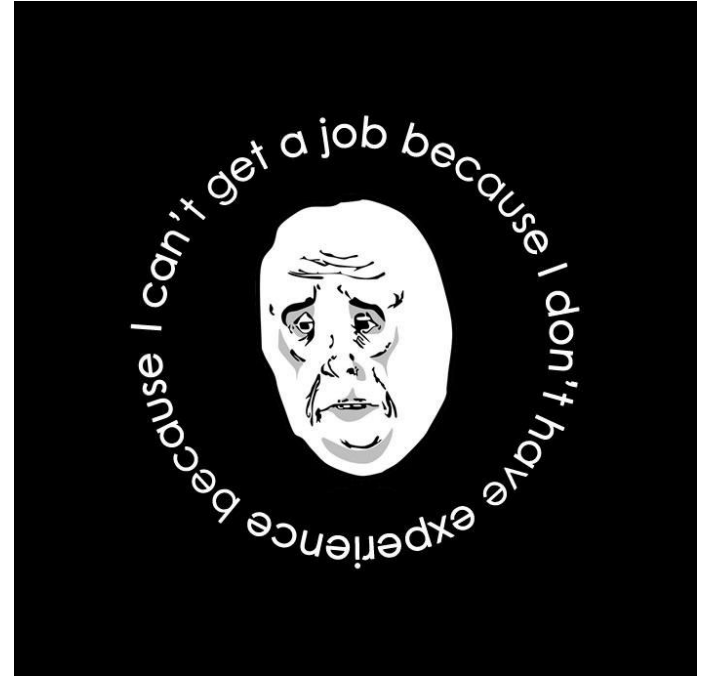
Encouraging Contribution

Regulating Behavior



EX NIHILO

- Recruiting for Talent
- Easy Come Easy Go



THE GOOD THE BAD AND THE HUNGRY

- The Good: Dedicated Members
- The Bad: Trolls and Spammers
- The Hungry: Fans and Fundamentalists



THE UTILITY BELT

Summarize Bad Behavior

Enforce Access Controls

Search and Matching Algorithms

Import/Export Content



CREATING COMMUNITY DISCUSSION

What types of factors make a community unique

Framing question:

Why did you choose UCSD over others schools?

3 MINUTES

MORAL GOALS DISCUSSION

“Thus we agree that the primary moral arguments are not about whether to make explicit design choices in order to achieve community goals, but about which community goals are the right ones” – Resnick and Kraut

To what extent do you agree or disagree? Why?

3 MINUTES

REFLECTIONS

“The explicit discussion of this book's moral neutrality will therefore likely help readers be aware of their own biases while learning about design choices, as well as other topics in the future.”

-Ivana Zetko

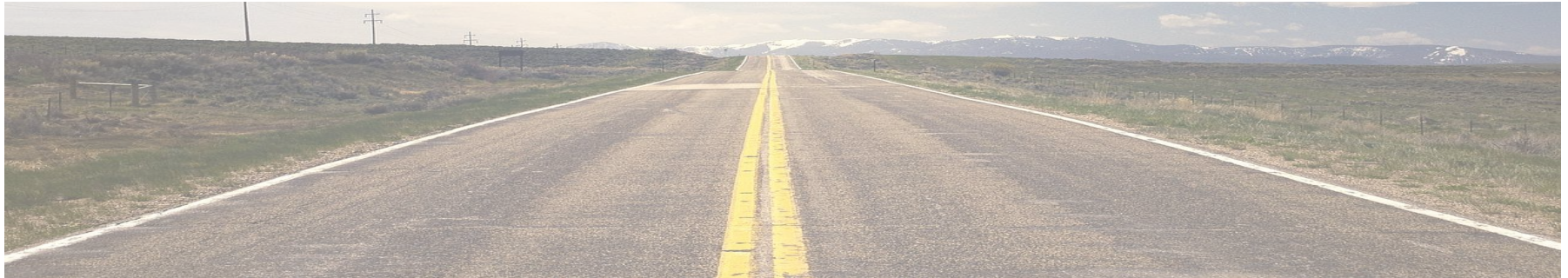
“A discussion of morals of technological choices cannot just state ‘it depends’ and walk away.”

-Alex Gamero-Garrido

DISTANCE MATTERS

DOES DISTANCE MATTER?

“Geography, borders, time zones—all are rapidly becoming irrelevant to the way we conduct our business and personal lives ...”



THE PAPER

Three Work Settings

1. Collocated interactions
2. Distant interactions with “contemporary tech”
3. Distant interactions with improve tech in 50 years

The Four Key Concepts

1. Common Ground
2. Coupling of work
3. Collaboration readiness
4. Collaboration technology readiness

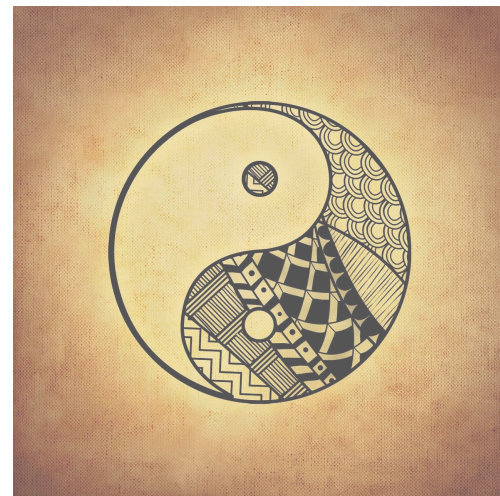
TWO DICHOTOMIES

Behavior

Change vs. Will Not Change

Work

Synchronous vs. Asynchronous



REALITY TODAY C. 2000: REMOTE VS. COLLOCATED

PROS

CONS

COLLOCATED

- **Double** productivity per unit of time
- Immersive benefits
 - Spontaneity, Subgroups, Subconscious absorption

- Costly to travel
- Adjustment time to maximally collocated settings

HAVE YOU WORKED IN A LAB ENVIRONMENT?

REALITY TODAY c. 2000: REMOTE VS. COLLOCATED

PROS

CONS

REMOTE

- Save cost/time on travel
- Connecting more people

- Work must be reorganized
- Need proper incentives
- Fighting technology



SIDE NOTE: IMPACT OF VIDEO



THE FOUR KEY CONCEPTS

Common Ground

Coupling of work

Collaboration readiness

Collaboration technology readiness

THE FOUR KEY CONCEPTS: COMMON GROUND

- Context
- Distance work provides less cues
 - Prior-Familiarity
- Impact of Cultural Background



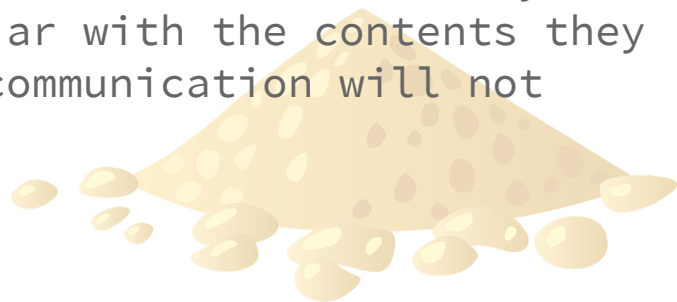
THE FOUR KEY CONCEPTS: COMMON GROUND COMMENTARY

“Professional background can help expand common ground of remote teams. For instance, if people on either side are experts on web interaction design, there is likely a **common vocabulary** they can use, and less clarification would be required.”

– Alex Gamero-Garrido

“I think there are two ways background will affect the viability of remote teams [...] if people are not familiar with the contents they talk about [...] information exchange and communication will not good.”

– Xiaoying Gao



THE FOUR KEY CONCEPTS: COUPLING OF WORK

- Level of ambiguity
- Rearrange work

STORYBOARDING: GROUPS OF 2-3

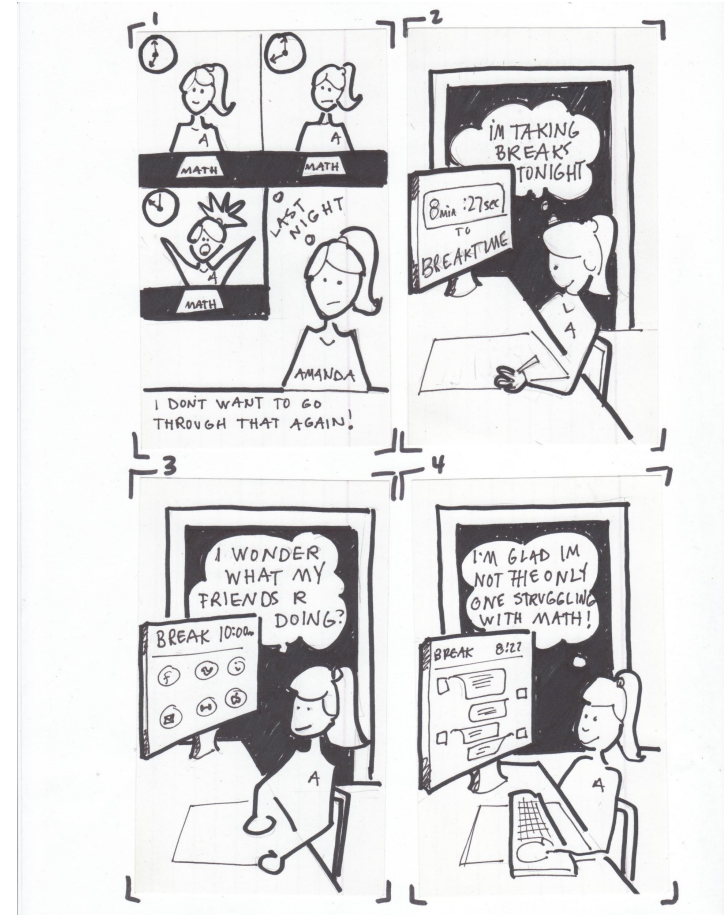
How can we use technology to make **coupled work** easier to do **remotely**?

- Pick a technology (e.g. Skype)
- Pick a task (e.g. Creating a presentation)
- Develop a setting and use star people/stick figures!

3-5 MINUTES

EXAMPLE

“Through clever scheduling,
homework doesn't have to be a time-
consuming and dreaded process”



THE FOUR KEY CONCEPTS: COLLABORATION & TECH READINESS

- Organizational support
- Cultural factors
- Technological Habits, training, etc. - **already there?**
- Bridging the Physical & Digital

C. 2000 TO THE FUTURE

Unchangeable Factors

1. Common Ground, Context and Trust
2. Time Zones
3. Culture

WHAT DO YOU THINK?