

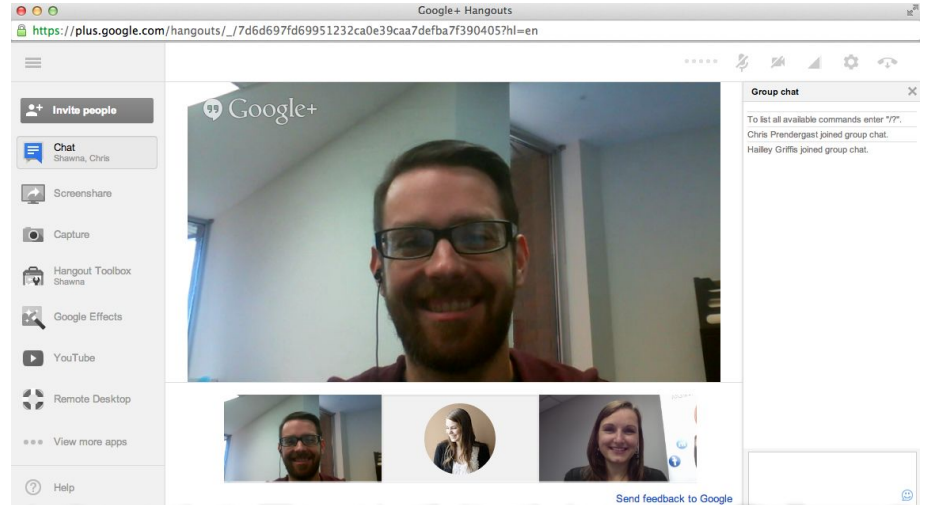
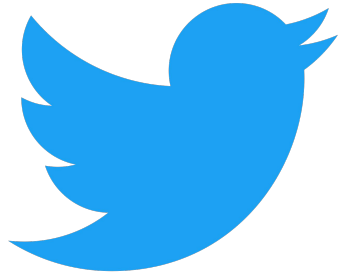
Social Computing

Ariana Mirian & Angelique Taylor

Goals

- Understand what constitutes an online community
- Understand challenges of online communities
- Understand how to design online communities
- Hypothesize where the future of online communities lies

Online Communities



<http://resome.com/wp-content/uploads/2013/09/Screen-Shot-2013-09-23-at-11.39.17-AM.png>

<https://www.seeklogo.net/wp-content/uploads/2016/09/facebook-icon-preview-1-400x400.png>

https://upload.wikimedia.org/wikipedia/en/thumb/9/9f/Twitter_bird_logo_2012.svg/1259px-Twitter_bird_logo_2012.svg.png

https://www.google.com/search?q=integram&source=lnms&tbn=isch&sa=X&ved=0ahLUKEwjDslfNi5_TAhUQz2MKHT0YBi4Q_AUICSGc&biw=1280&bih=655#tbn=isch&q=instagram+logo&imgcr=eBBYmwjchLet4M:

Challenges within Online communities

- Starting a new community
- Attracting and socializing new members
- Encouraging commitment
- Encouraging Contribution
- Regulating Behaviour

Discussion Topic

How do you keep an online community growing and thriving?

Quotes

Kandarp - “Providing meaningful insights into the group, its aims and achievements, might prove useful to build growth”

Minh -- “finds it difficult to determine whether a community has been shaped as a result of the topic of whether the topic has been shaped by the community”

Discussion Topic

What are the eight levers of change, as described in Evidence-based Social Design?

Give examples of them (not in the paper!).

Levers of Change

- Community Structure
- Content, Tasks, and Activities
- Selection, Sorting, Highlighting
- External Communicating
- Feedback and Rewards
- Roles, Rule, Policies, and Procedures
- Access Controls
- Presentation and Framing



Ariana Mirian



Angelique'

Home



Ariana Mirian

Friends

Following



Get Notifications

- Close Friends
- Acquaintances
- Add to another list...

Suggest Friends...

Unfriend

Timeline

About

Friends 7 Mutual

Photos

More

Friends

All Friends 894

Mutual Friends

Recently Added

People You May Know

Following

Search Friends



Kwesi Rutledge
958 friends

Friends



Jess Sorrell
695 friends

Friends



Like



Love



Haha



Yay



Wow



Sad



Angry



TWEETS
2

FOLLOWING
17

FOLLOWERS
8

LIKES
7

Angelique

@lique_taylor

Joined September 2012

Tweet to Angelique

Photos and videos



Tweets

Tweets & replies

Media



Angelique @lique_taylor · 17 Oct 2014

#SelectSteven #Steven4Prince



Discussion Topic

Are there any other levers of change?

Distance Matters

Co-located vs Remote Location



Key characteristics of Co-location

- Rapid Feedback
- Multiple channels
- Personal Information
- Nuanced Information
- Shared Local context
- Informal “hall” time
- Conference
- Individual Control
- Implicit Cues
- Spatiality of reference



Discussion Topic

What are the four elements of remote location as presented in the paper?

Key Characteristics of Remote Location

- Common Ground
- Coupling of Work
- Collaboration Readiness
- Collaboration Technology Readiness

Discussion Topic

Are there more key concepts that they missed?

Discussion Topic

How do you reconcile the two papers?

Discussion Topic

Where are online communities going?

Quotes

“Holographic meeting may be a future solution for keeping the additional information from losing, from my perspective, but now, it is more about its conceptual phase than an industrial use phase.”

- Chenxi Zheng



Quotes

“With today's technology I is worth also analyzing that many of today's remote collaboration is not done through video-conferences or phone, as the authors may have thought at that time. But rather through online collaborative web pages (e.g github, bitbucket, online docs, forums, etc).”

- Jorge Garza

Quotes

“What I disagree with the author is about the third prescription that one should not attempt to introduce groupware and remote technologies in organizations and communities that do not have a culture of sharing and collaboration.”

-Chenxi Zheng

Questions?

