CS 8803 Social Computing: Microblogging and Collaboration

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Final Presentations

Dec 1 Presentations	
les redditorians	Ashwini Khare, Revant Kumar, Suren Nihalani, Prajwal Prasad
Help Yelp!	Thomas Loalbo, Florian Foerster, Perron Jones, Christina Masden, Jitesh Jagadish
Triple C + P/Pro-ED and Instagram	Stevie Chancellor, Trustin Clear, James Crouch, Jessica Pater
Collaboration and GitHub	Sneha Iyengar, Netra Kenkarey, Srinivas Eswar, Shankar Vishwanath
Dec 3 Presentations	
Loneliness, emotion, and imagery	Unaiza Ahsan, Jose Delgado, John Dugan, Omer Semerci
Two Sides to a Story/Topical Polarization and Social Media	Alex Godwin, Anand Sainath, Sanjay Obla Jayakumar, Vinodh Krishnan
User Interest Modeling on Social Media	Alvin Khong, Saajan Shridhar, Mrinal Kumar
Twitter - Entertainment Data Analysis	Harikumar Venkatesan, Karthik Krishna Subramanian, Divya Vijayaraghavan
Social Media (Twitter) and amusement parks	Arjun Srinivasan, Suraksha Suresh Pai

About the Presentations

- 5% of grade
- Each team gets 15 minutes
  - 10-12 minutes of presentation, 3-5 minutes of Q&A open to the instructor, TA, and the class
- Presentations can be made by any or all team member(s)
- Presentation needs to include:
  - What is the problem?
  - Background work in the literature and motivation for this project
  - List of contributions accomplished in the project
  - Additional work since mid-term
  - Data description / Design process and discussion of user experience
  - Analysis of data / Demo of the tool built
- The whole class needs to be present

Due Dates and Others

- Final project reports due: Dec 8

- Makeup assignment for Assignment 1 released: Nov 26

- Makeup assignment due: Dec 5

- Assignment II grades released: Dec 1

- Assignment III grades released: Dec 8

- Makeup assignment grades released: Dec 10

- Final grades available: Dec 16

Course Instructor Opinion Survey (CIOS)

- Go to the class evaluation website and login:

  https://smartevals.com/gatech

- An independent firm does the evaluations -- all evaluations are confidential!

  - I **don't see** who has responded what; only anonymous aggregates

- Survey has begun: 11/24/2014 12AM and will end 12/14/2014 at 11:59 p.m

- If 90% or more of the class fills the survey, everyone gets 1% extra credit on their final grade!

In a way, social media has broadened the notion of what is "collaboration"? What are some of the examples of "beyond the office setting" collaborative activities that have emerged through social media use?

Unlike most workplace centric collaboration, social media collaborative activities hardly ever have financial incentives. What drives such large-scale collaboration then?

Diversity Among Enterprise Online Communities: Collaborating, Teaming, and Innovating Through Social Media
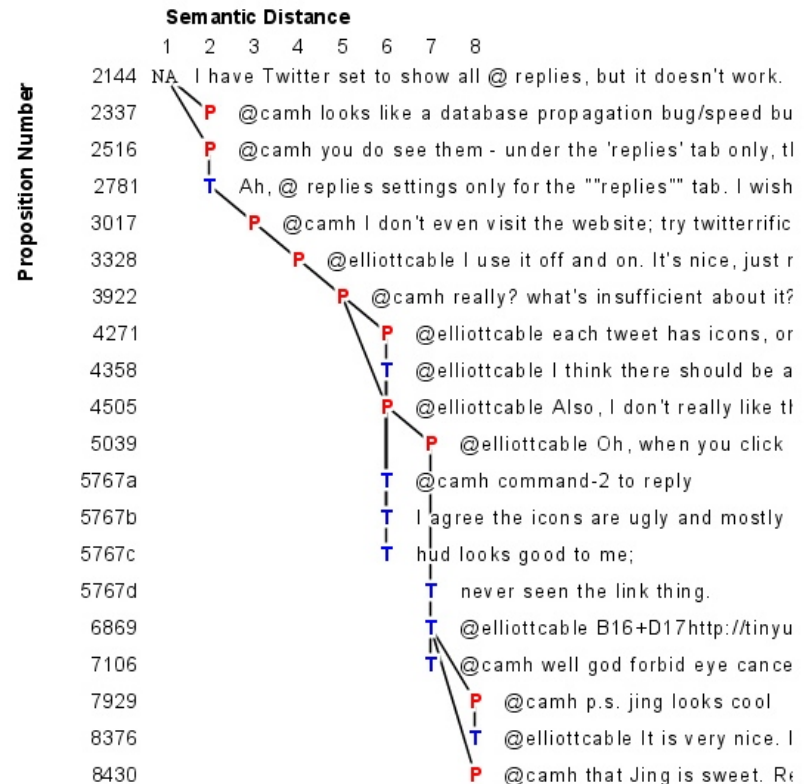
Summary

- The paper explores use of social software by enterprise communities.

- Examined how different types of communities differed in their appropriation of social software tools to create and use shared resources, and build relationships

- Five different types of communities identified (out of 188 active communities): Communities Of Practice (COPs), Teams, End-user technical support, Idea Labs, and Recreation.

- Design implications suggested – success metrics, flexible templates for collaboration and sharing of resources, recommendation services.

Beyond Microblogging: Conversation and Collaboration via Twitter

Summary

- One of the earliest analyses of Twitter for its conversational aspect via the "@" feature, and potential use for collaborative purposes

	Number	%
Addressivity	1339	90.96%
Reference	80	5.43%
Locational 'at'	11	0.75%
Non-locational 'at'	5	0.34%
Email	1	0.07%
Emoticon	1	0.07%
Other	7	0.48%
Address / Refer	20	1.36%
Address / Location	3	0.20%
Address / Email	2	0.14%
Address / Other	1	0.07%
Refer / Other	2	0.14%
Total	1472	100.00%

Visual Dynamic Topic Analysis (VisualDTA)

Voluntweeters: Self-Organizing by Digital Volunteers in Times of Crisis

Summary

- Article presents a study of "digital volunteers" on Twitter around the Haiti earthquake (circa 2010)
  - Find information about individuals affected by the calamity
- Unique collaborative setting – spontaneous self-organization for information spread across continents
- Deployment of a disaster response initiative – Tweak the Tweet Syntax
- The initiative suggested using accounts from formal response agencies and news media to distribute *prescriptive tweets*.
- The hope was that instructive tweets would teach twitterers how to use the syntax:

```
        proj_acct: To report a need: #eventtag #need [list your
needs, like: rescue, or food and water] #loc [location or GPS
        coords] #contact [email, @ or #]
```

- User study – 74 translators, 17 participants for full interview
- Main finding – simple features of the platform allowed effective self-organization around crisis related information seeking

Compared to traditional collaboration tools like Live Meeting, Adobe Connect, or Skype, what challenges does Twitter face as a collaborative platform?

Muller et al. suggested design implications for enterprise social media -- success metrics, flexible templates for collaboration and sharing of resources, recommendation services. Are these important for public social media as well?

The design of Twitter doesn't explicitly support collaboration. Hashtags and notifications help but still easy for folks to miss content related to a collaborative activity. What additional design feature could you embed to allow better collaboration?

Do forum style social platforms support better collaboration? E.g., Reddit?

Starbird et al. talk of Twitter as a collaborative tool during disasters and crises. While powerful, collaboration during these situations need to overcome many challenges of current social computing platforms. What are they and how would you overcome them?

Starbird et al. talk of Twitter as a collaborative tool during the Haiti earthquake. Would such self-organization be supported by Twitter even during smaller crisis events?

Next class

- Wednesday 11/26
- Topic: "Privacy"
- Assigned readings due by 11:59 pm Tuesday