



CS 6474 Social Computing: Background

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What attracts people most, it would
appear, is other people.
— William Whyte

The Social Life of Small Urban Spaces

- Whyte led the Street Life project in the 1970s, and began investigating the various dynamics of urban spaces.
- He focused on the city, and studied New York City's parks, plazas, and various informal recreational areas like city blocks -- a total of 16 plazas, 3 small parks.
- Goal: 1) *why do some city spaces work for people while others don't*, and 2) *what the practical implications might be about living better, more joyful lives in our urban environment.*

https://www.youtube.com/watch?v=g_9g5qkokbY

Observation 0: Some plazas are successful,
and some not so much.

Observation 1: The rituals in street encounters

Observation 2: Reciprocity of street gestures

Observations 3: Interplay of sun, wind, trees, and water (it's advantageous to "hoard" the sun and amplify its light in some cases, and to obscure it in others)

Observation 4: Urban parks were an integral mechanism for stimulating our interaction with the city

Observation 5: Music and entertainers in the urban space bond people together; however not due to their excellence

Others: Whyte considered the problem of urban “undesirables -- drunks, drug dealers.”
How can you protect an urban space from such elements?

Summary: Urban design needs to account for creating physical places that facilitate civic engagement and community interaction

A brief history...

IRCs and forums were early “social”

- IRC – Internet Relay Chat, very early rudimentary application layer protocol that supported text based message exchange
 - Allow file sharing
 - Private and multi-way group chat (latter also known as channels)



```
@FloodBot3
AaronH
aaronocampbell
aba-
Ability
AccessExcess
acerunner_
achandrashekar
acid-trip
AcoornAcoorn
acuster
adante
adama
Ademan
Adlai
AdmGre
advenspirit
Adys
aegzorz
afabian
AfterDeath
agliodbs
Agrajag
Ahadiel
AHA
aib
AJC_Zo
Ajedrez
ajonat
aky
Alan_M
alastor666
alastair1
albech
AlexMorris
>
```

irc.freenode.net #ubuntu #FreeNode

(18:51:51) ** PorkSoda (n=AntiPop@unaffiliated/porksoda) has joined the channel **

(18:51:51) [codecaine]: <http://ubuntuforums.org/showthread.php?t=795952>

(18:51:52) [soundray]: neo_: sudo apt-get install jockey-gtk

(18:51:56) [m1dn1ght]: Jesus Christ - I've seen Prima Donnas with smaller attitudes than this guy.

(18:51:59) ** sifon187 (n=sifon187@cpe-065-184-037-241.ec.res.rr.com) has joined the channel **

(18:52:03) [codecaine]: neo they got it running

(18:52:13) [[KS]]: Hello everyone

(18:52:20) ** Ronnie_PC2 (n=Ronnie@ip5453f7ef.adsl-surfen.hetnet.nl) has joined the channel **

(18:52:24) [PorkSoda]: Any one have any proven lit on converting avi to 3gp or pocketpc/win mobiles format on linux?

(18:52:25) [Taza]: m1dn1ght: Well I've been fighting with a broken install for the last two hours after a stressful school week. You'd get an attitude with that time.

(18:52:32) ** Ronnie_PC2 has left the channel | **

(18:52:33) ** Spaisezor has quit | "bOrked Tube" **

Br*thers*ft

IRCs and forums were early “social”

- Forums – message boards or an online discussion site where people can hold conversations in the form of posted messages
 - Mostly one-to-many sharing of content; threaded response structure
 - Messages are often longer than one line of text, and are typically temporarily archived
 - Presence of a “moderator”



The screenshot shows the CTC Forum website interface. At the top, there is a blue header with the CTC logo and the text "CTC Forum Discussion boards hosted by CTC". Below the header, there is a navigation bar with links for "Board index", "User Control Panel", "FAQ", "Members", and "Logout". The main content area displays a table of discussion boards under the "CYCLING" category. The table has columns for "TOPICS", "POSTS", and "LAST POST".

	TOPICS	POSTS	LAST POST
Does anyone know ... ? General cycling advice (NOT technical !) Moderators: Si, Graham, Spam Busters	5879	66775	by Bruce J 07 Feb 2011 05:23 pm
Bikes & Bits - Technical section For discussions about bikes and equipment. Moderators: Si, Graham, CJ, Spam Busters	7361	74700	by reohn2 07 Feb 2011 06:25 pm
Campaigning & Public Policy Moderators: Si, Graham, Spam Busters	1211	29005	by Regulator 07 Feb 2011 06:26 pm
CTC Charity Debate A place to discuss the issues relating to the proposed change in the national CTC's structure. Moderators: Si, Graham, admin, Spam Busters	76	2353	by meic 06 Feb 2011 12:23 pm
On the road Commuting, Day rides, Audax, Incidents, etc. Moderators: Si, Graham, Spam Busters	2691	46223	by snibgo 07 Feb 2011 04:50 pm
Lands End to John O'Groats Specific board for this popular undertaking. Moderators: Si, Graham, Spam Busters	955	10423	by petpaloon 07 Feb 2011 04:42 pm
Touring & Expedition Cycle-touring, Expeditions, Adventures, Major cycle routes NOT LeJoG (see other special board) Moderators: Si, Graham, Spam Busters	3025	27900	by snibgo 07 Feb 2011 06:21 pm
Mountain Biking Anything specific to off-road riding. Moderators: Si, Graham, ctc.org.uk/mtb - Ian, Spam Busters	312	2564	by Steve Kish 07 Feb 2011 04:44 pm
People, Events & Rides Talk about events & rides. Find companions for your ride. Moderators: Si, Graham, Spam Busters	1392	6537	by drdimi 07 Feb 2011 01:01 am

The advent of modern social computing came when digital systems began to process user-generated content and make use of it for their own purposes – which often involved producing new functionality and value for their users

An early example...

The Girl with the Dragon Tattoo

2,580 Reviews

5 star:		(1,083)
4 star:		(630)
3 star:		(300)
2 star:		(231)
1 star:		(336)

Average Customer Review
★★★★☆ (2,580 customer reviews)

Share your thoughts with other customers

[Create your own review](#)

Search Customer Reviews

Only search this product's reviews

The most helpful favorable review

1,967 of 2,108 people found the following review helpful:

★★★★★ **This Swedish bestseller deserves to be a blockbuster here too.**
A 24-year-old computer hacker sporting an assortment of tattoos and body piercings

The most helpful critical review

590 of 711 people found the following review helpful:

★★☆☆☆ **Less than I expected but still interesting**
Henrik Vanger, an elderly Swedish industrialist, has long been receiving the

Where do I find social computing today?

- Places on the web where individuals and groups create and exchange content and engage in person-to-person conversations.
 - blogs and microblogs, forums and message boards, social networks, wikis, virtual worlds, social bookmarking, tagging and news, digital storytelling and scrapbooking, and data, content, image and video sharing, podcast portals, and collective intelligence.
- Facebook, LinkedIn, Twitter, YouTube, Pinterest, Instagram, Snapchat, MySpace, Flickr, WordPress, Blogger, LiveJournal, Wikipedia, Second Life, Reddit, Tumblr

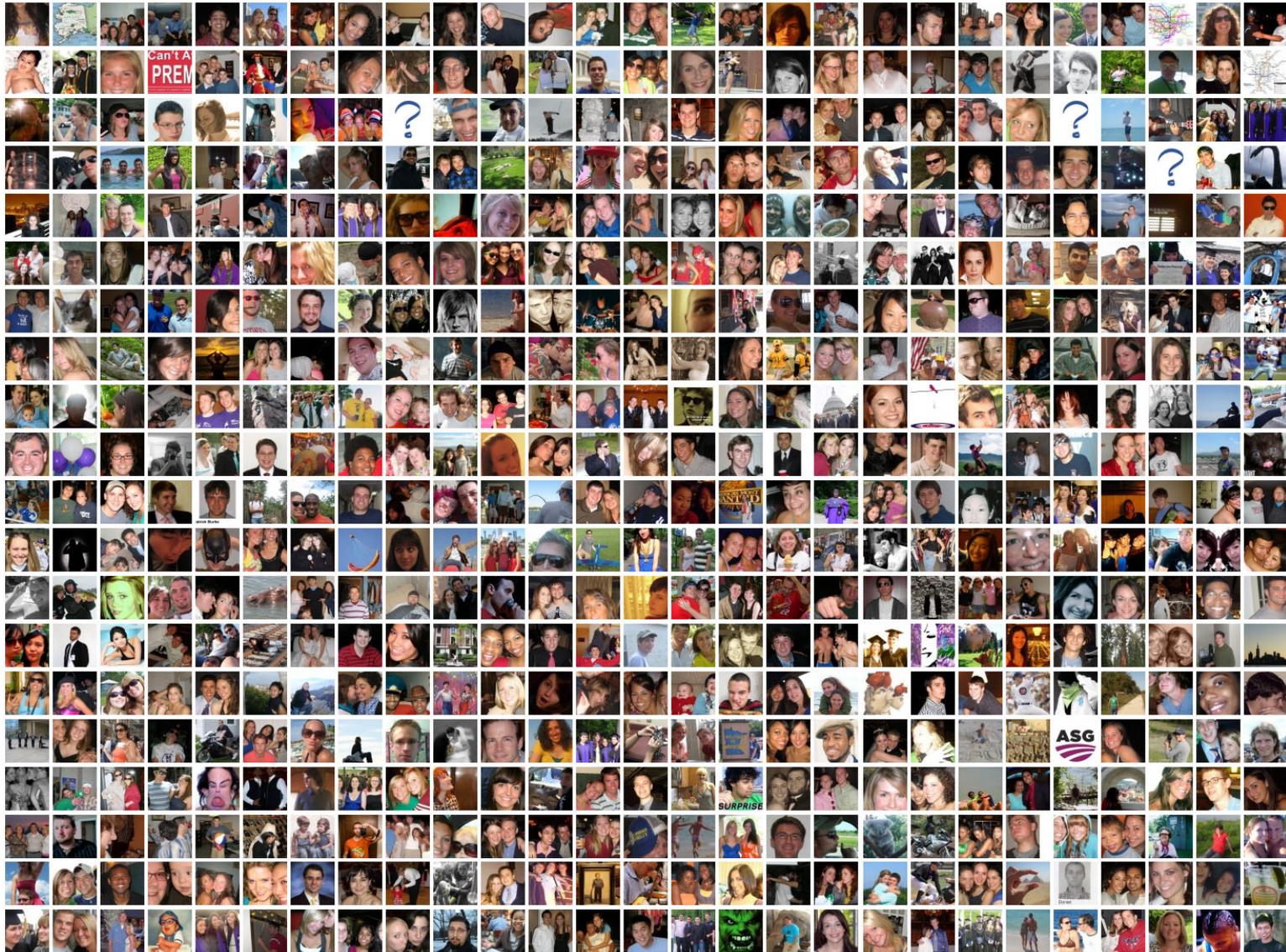
Purposes of social computing systems

- Social interaction
 - Twitter, Instagram, blogs, LinkedIn, Google+
- Maintaining friendships/contacts
 - Facebook, Instagram, Twitter, LinkedIn, Google+
- Social curation
 - Reddit, Pinterest, blogs, Twitter, Flickr, YouTube, Google+
- Content sharing
 - Reddit, Instagram, Twitter, Facebook, Tumblr, Pinterest, blogs, Flickr, YouTube
- Q&A, recommendations
 - Twitter, Facebook
- *General goal: Better connecting, decision making*

Purposes of social computing systems

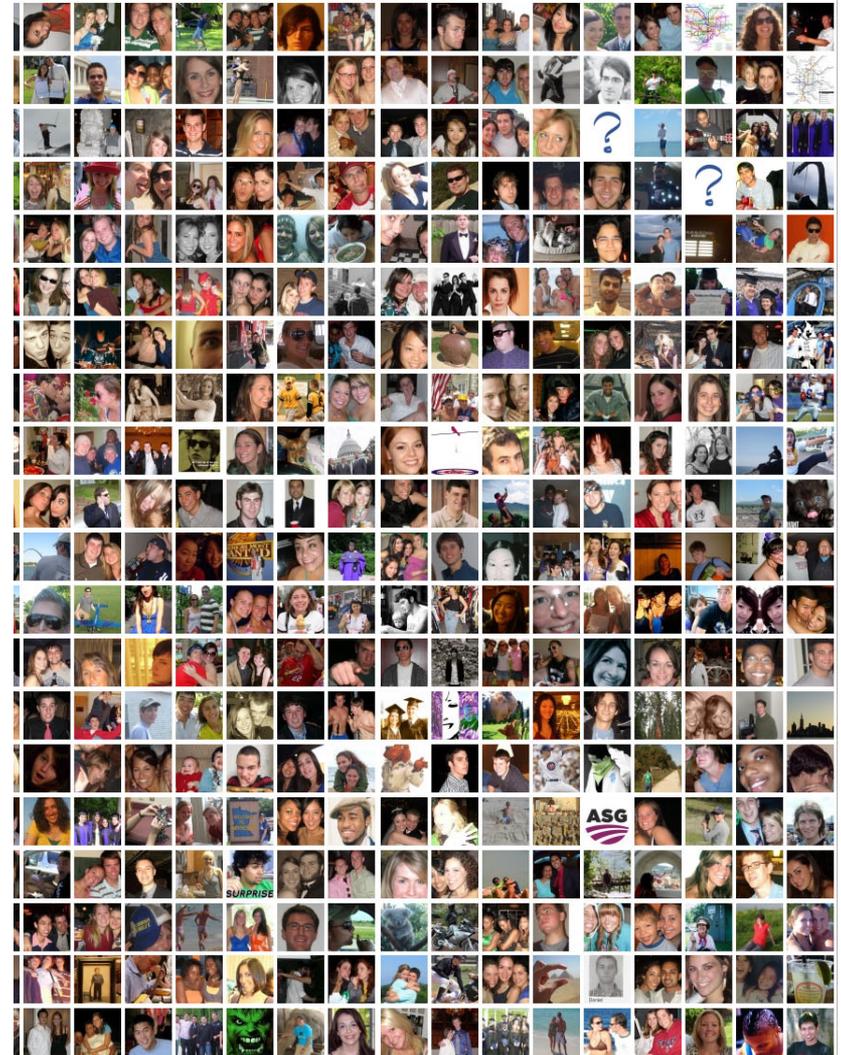
- Ubiquity of social computing systems
 - Recent advances in smartphone and tablet technologies, access to tailored, social information anytime, anywhere
- Serve as a “backchannel” to real events
 - People at real-world meetings tapping into an electronic swirl of commentary and interpretation by other participants – the “back channel” [2005]
- Geo-temporal breadcrumbs in the physical world
 - Serendipitous information discovery; smart gadgets for everyday tasks

Two central tenets of social computing



People

- Motivating participation
- Maintain existing connections
- Suggest new connections
- Derive utility from connections
- Manage diversity of connections
- Efficient communication modes
- Manage privacy, identity
- Cohorts, communities, groups



Two central tenets of social computing



Emergency Kittens

@EmrgencyKittens



Following

Just helping you pick out some clothes!

↩ Reply ↻ Retweet ★ Favorite ⋮ More



RETWEETS
715

FAVORITES
1,102



8:40 AM - 18 Aug 2014

Flag media

Content

- Constantly streaming source of information
- Noise and quality
- Credibility
- Relevance/significance
- Serendipity/freshness
- Summarization/aggregation
- Spam
- Troll, malicious behavior



Emergency Kittens
@EmrgencyKittens



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Just helping you pick out some clothes!

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RETWEETS
715

FAVORITES
1,102



8:40 AM - 18 Aug 2014

Flag media

Looking at some examples through these tenets (Yelp)

yelp Find Near

[Home](#) [About Me](#) [Write a Review](#) [Find Friends](#) [Messages](#) [Talk](#) [Events](#)

San Francisco Coffee Roasting Co

★★★★☆ 92 reviews



1192 N Highland Ave NE

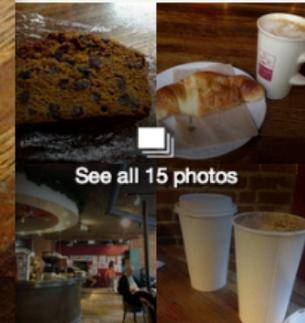
Atlanta, GA 30306

Virginia Highland

[Get Directions](#)

(404) 876-8816

[sfscoffee.com](#)



"Outlets are kinda hard to find but you should only need one, right?"

14 reviews



"I've got a preference for the charm of **Java Monkey** down in Decatur, but SF Roastinf has more space and more light." in 4 reviews



"Delicious mochas, **free wifi**, nice mix of chair/table options, a quiet back patio, and a funky variety of music." in 6 reviews

Today 7:00 am - 10:00 pm **Open now**

\$\$\$ Price range **Inexpensive**



Looking at some examples through these tenets (Wikipedia)

Create account  Log in



WIKIPEDIA
The Free Encyclopedia

Article [Talk](#)

Read [Edit](#) [View history](#)

Georgia Institute of Technology

From Wikipedia, the free encyclopedia

Coordinates:  33°46′33″N 84°23′41″W﻿ / ﻿﻿ / ﻿

The **Georgia Institute of Technology** (commonly referred to as **Georgia Tech**, **Tech**, or **GT**) is a [public research university](#) in [Atlanta, Georgia](#), in the [United States](#). It is a part of the [University System of Georgia](#) and has satellite campuses in [Savannah, Georgia](#); [Metz, France](#); [Athlone, Ireland](#); [Shanghai, China](#); and [Singapore](#).

The educational institution was founded in 1885 as the Georgia School of Technology as part of [Reconstruction](#) plans to build an industrial economy in the post-[Civil War Southern United States](#). Initially, it offered only a degree in mechanical engineering. By 1901, its curriculum had expanded to include electrical, civil, and chemical engineering. In 1948, the school changed its name to reflect its evolution from a [trade school](#) to a larger and more capable [technical institute](#) and research university.

Today, Georgia Tech is organized into six colleges and contains about 31 departments/units, with emphasis on science and technology. It is well recognized for its degree programs in engineering, computing, business administration, the sciences, architecture, and liberal arts.

Georgia Tech's main campus occupies part of [Midtown Atlanta](#), bordered by 10th Street to the north and by [North Avenue](#) to the south, placing it well in sight of the [Atlanta skyline](#). In 1996, the campus was the site of the athletes' village and a venue for a number of athletic events for the [1996 Summer Olympics](#). The construction of the Olympic village, along with subsequent [gentrification](#) of the surrounding areas, enhanced the campus.

Student athletics, both organized and intramural, are a part of student and alumni life. The school's [intercollegiate competitive sports](#) teams, the four-time football national champion [Yellow Jackets](#), and the nationally recognized fight song "[Ramblin' Wreck from Georgia Tech](#)", have helped keep Georgia Tech in the national spotlight. Georgia Tech fields eight men's and seven women's teams that compete in the [NCAA Division I athletics](#) and the [Football Bowl Subdivision](#). Georgia Tech is a member of the Coastal Division in the [Atlantic Coast Conference](#).

Contents [hide]

- 1 History
 - 1.1 Establishment
 - 1.2 Early years
 - 1.3 Modern history

Georgia Institute of Technology



Motto	<i>Progress and Service</i>
Established	October 13, 1885 ^[1]
Type	Public Space grant
Endowment	US \$ 1.71 billion (Fall 2013) ^[2]
President	George P. "Bud" Peterson ^{[3][4]}
Provost	Rafael L. Bras ^[5]
Dean	John Stein ^[6]
Academic staff	5,126 academic and research (Fall 2012) ^[7]

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Looking at some examples through these tenets (Facebook)



Looking at some examples through these tenets (reddit)

MY SUBREDDITS FRONT - ALL - RANDOM | GIFS - NOTTHEONION - FUNNY - MUSIC - ASKSCIENCE - IAMA - SPACE - FUTUROLOGY - WORLDNEWS - MOVIES - AWW - GAMING - SHOWERTHOUGHTS - BOOKS - DIY - SCIENCE - NEWS - ART - TELEVISION - TODAYILEARNED - DOCUMENTS MORE »

 **CATS** **comments** related

want to join? login or register in seconds | English

1469  **Farm cats don't get much cuter than this. Reddit, meet Disco! :) (l.imgur.com)**
submitted 22 hours ago by Cala_Mari
23 comments share

all 23 comments

Sorted by: best

[-] **tandembike** 15 points 19 hours ago
Did... did you steal my cat?
permalink

[-] **lynxSnowCat** 5 points 13 hours ago
Just like your comment, I am reasonably certain there is more than one cat.
permalink parent

[-] **tandembike** 14 points 19 hours ago
Did... did you steal my cat?
permalink

[-] **Cala_Mari** [S] 10 points 19 hours ago
No, I did not steal your cat x6
permalink parent

[-] **lordofthederps** 4 points 19 hours ago
Wow, was there a reddit hiccup? This same comment got posted six times.
permalink parent

[-] **tandembike** 11 points 18 hours ago
No, it's just my computer at work... It told me there was an error and didn't post so I hit it another 5 times :S
permalink parent

[-] **orthag** 2 points 13 hours ago
He wants to be extra sure.
permalink parent

[-] **the_bass_saxophone** 7 points 20 hours ago*
he looks like a really neat kitteh...looks cuddly yet intelligent.

i.imgur.com/zbLLI6N.jpg

search reddit

this post was submitted on 19 Aug 2014
1,469 points (95% upvoted)
shortlink: <http://redd.it/2e04un>

username password
 remember me reset password login

Submit a new link

Submit a new text post

cats

subscribe 208,168 readers
167 users here now

Everything about cats.

Rules & Guidelines

- No NSFW content.
- No animal abuse/cruelty.
- Don't lie and claim other people's cats as your own.
- Original content is preferred, such as your own pets and not using memes.
- No titles asking for upvotes (e.g. "This cat didn't get any love in /r/aww", "it's my cake day", "my first post here", "any love for ...").
- Links asking for funding or competition votes will be removed (see the list of subreddits below for a possible

However, over time many challenges of social computing systems were raised:

- Extensive online involvement took people away from interaction with household and community members.
- Some “newbies” became more depressed, alienated, and isolated during the first 6 months of computer use

Wellman posed in 1999: *“Perhaps there are differences in the kinds of communication that take place on the Internet or by telephone or face-to-face.”* In the context of today’s social networks, cite some examples of how we use them for distinct purposes compared to offline means.