CS 6474 Social Computing: Public Displays and Performance (I & II)

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The Many Faces of Facebook: Experiencing Social Media as Performance, Exhibition, and Personal Archive

What are some examples of performance (Goffman), exhibition (Hogan) and personal archival (Zhao) in existing social computing platforms?

What are some design features in these platforms that enable (or hinder) performance, exhibition, or personal archival?

Examine the functional regions of performance (Goffman), exhibition (Hogan) and personal archival (Zhao) in the context of *anonymous* social computing platforms.

Examine the functional regions of performance (Goffman), exhibition (Hogan) and personal archival (Zhao) in the context of *ephemeral* social computing platforms.

Identity and Deception in the Virtual Community

Discuss some examples of social computing systems where deception can be advantageous.

Discuss some examples of social computing systems where deception can be disadvantageous.

In both cases describe how quality of social interaction is affected by deception.

What kind of "punishments" currently exist to prevent deceptive behavior? What new "punishments" can be incorporated?

Can deception be detected via socio-technical means?

Referring to Whyte's argument, can "authenticity" be built into the design of platforms?

Let us assume that there was a way to infer and alert (an end user) immediately if someone was being deceptive on a social media platform.

What are the sender and receiver costs in this scenario? What is the cost for a wrong inference (false positive or false negative)?

Sample Projects

- Inferring emotionality and loneliness of Flickr photos by analyzing visual features

- Identifying linguistic markers of relationship abuse in Reddit communities

- Classification of workplace stress by analyzing corporate email content (Enron)

- Understanding the structure and dynamics of pro-eating disorder communities

- Inferring a "health score" of the eating activities of college students by analyzing content of Yelp reviews

Sample projects (Contd.)

- Classification and exploration of political bias in blogs
- Comparison of public and critics sentiment around movies (Twitter vs. Rotten Tomatoes + IMDB)
- Topic-aware personalized trends on Twitter
- Content summarization tool to provide positive social support to mental health help seekers on Reddit
- Discovering the grievances, emotional expression, and topics shared in an online community of incarcerated individuals