



CS 6474 Social Computing: Social System Design

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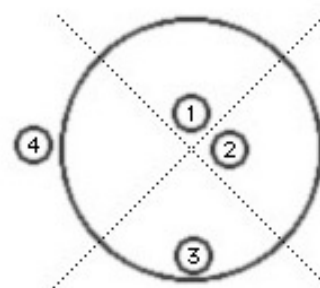
Assignment I

<i>Grade</i>	Max 75 points; 15% of overall grade (late policy applies)
<i>Due</i>	Oct 23, 2016, 11:59pm Eastern Time
<i>What to hand in</i>	A report (as a pdf file) with answers to the different questions; students choosing option A also need to include their code as a zipped folder
<i>Where to submit</i>	T-Square

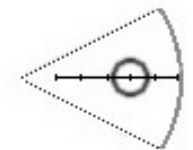
“Social Translucence: An
Approach to Designing
Systems that Support Social
Processes”

- “Socially translucent systems” – visibility, awareness, accountability
- Many analogies to physical world social encounters
- “Translucence” stands for the power of constraints
 - In face to face interactions, physical space is translucent (and not transparent) to socially salient information; it is an important resource for structuring interactions
- Concept of *knowledge community*, a place within which people would discover, use, and manipulate knowledge, and could encounter and interact with others who are doing likewise.

- Design of socially translucent systems:
 - *Making activity visible*
 - *Conversation Visualization and Restructuring*
 - *Organizational Knowledge Spaces (managing visibility and privacy)*
- Design of a system called Babble, a knowledge management system which makes social information visible, aware, and accountable
 - Social proxies
 - Group awareness



(a) proxy layout

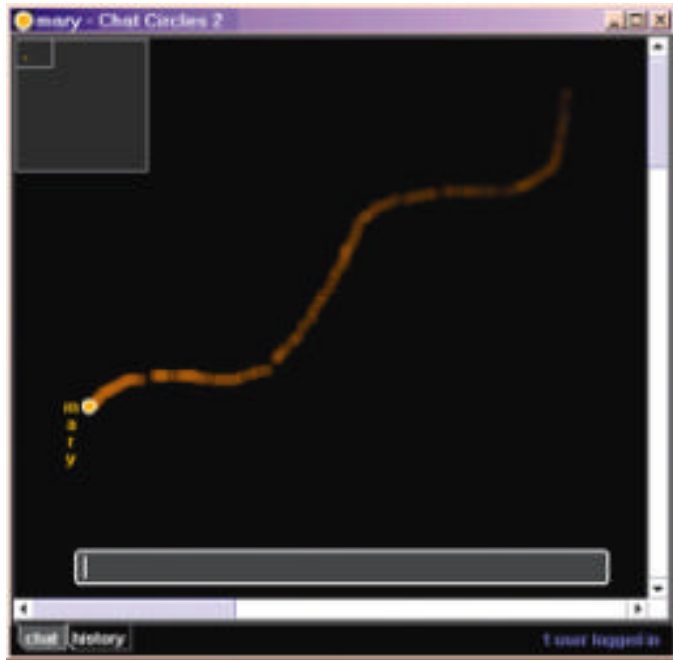
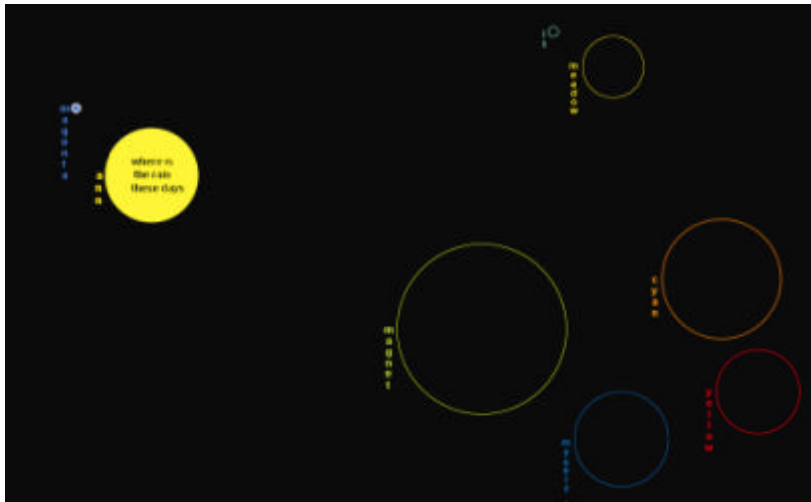


Active ...Idle

(b) animation rule

The Chat Circles Series:
Explorations in designing
abstract graphical
communication interfaces

- An early paper on visualizing social conversations.
- The paper shows a progression from allowing simple features to more complicated manifestations of interactions.
- Key challenge: how to balance between rudimentary text and highly graphic representations of conversations
- Chat circle series:
 - *Environment*: what demarcates the space? What is there to do besides chat?
 - *Communication channel*: how do the participants communicate with each other?
 - *Individual representation*: what do the participants look like? Is there a particular meaning to one's appearance?
 - *History*: is the conversation permanent or ephemeral? How can one see bygone interactions?
 - *Movement*: how do the user's move in the space?
 - *Context*: what is the purpose of the site?



A common premise for both papers is that they want online social interactions to mimic offline interactions. Almost 15 years later, is this still a requirement in the design of social computing systems? Why?

Erickson and Kellogg look at social translucence in the context of a corporate environment.

What are the implications of this design beyond collaboration and knowledge communities?

How would these considerations of social translucence (visibility, awareness, accountability) change if it were a different environment?

Chat circles were about online chat rooms where people conversed.

To what extent these principles of design (environment, history, individual representation, comm. channel etc.) are present in today's social media sites?

Interpret Snapchat and 4chan with the design principles of chat circles (environment, history, individual representation, comm. channel etc.).

Which platforms could benefit from the design principles of chat circles, and for which ones this design can have counter-productive outcomes?

Situate how the visualizations of social interactions by Donath and Viegas fit with the social translucence theory

Class Exercise I

How can we adapt Facebook's News Feed to support social translucence?

Class Exercise II

Erickson and Kellogg point out the tensions between visibility and privacy in designing socially translucent systems. What kind of design elements can help resolve this tension?

Class Exercise III

How would you implement a “hearing range” feature within a social media conversation? Take Facebook as an example.