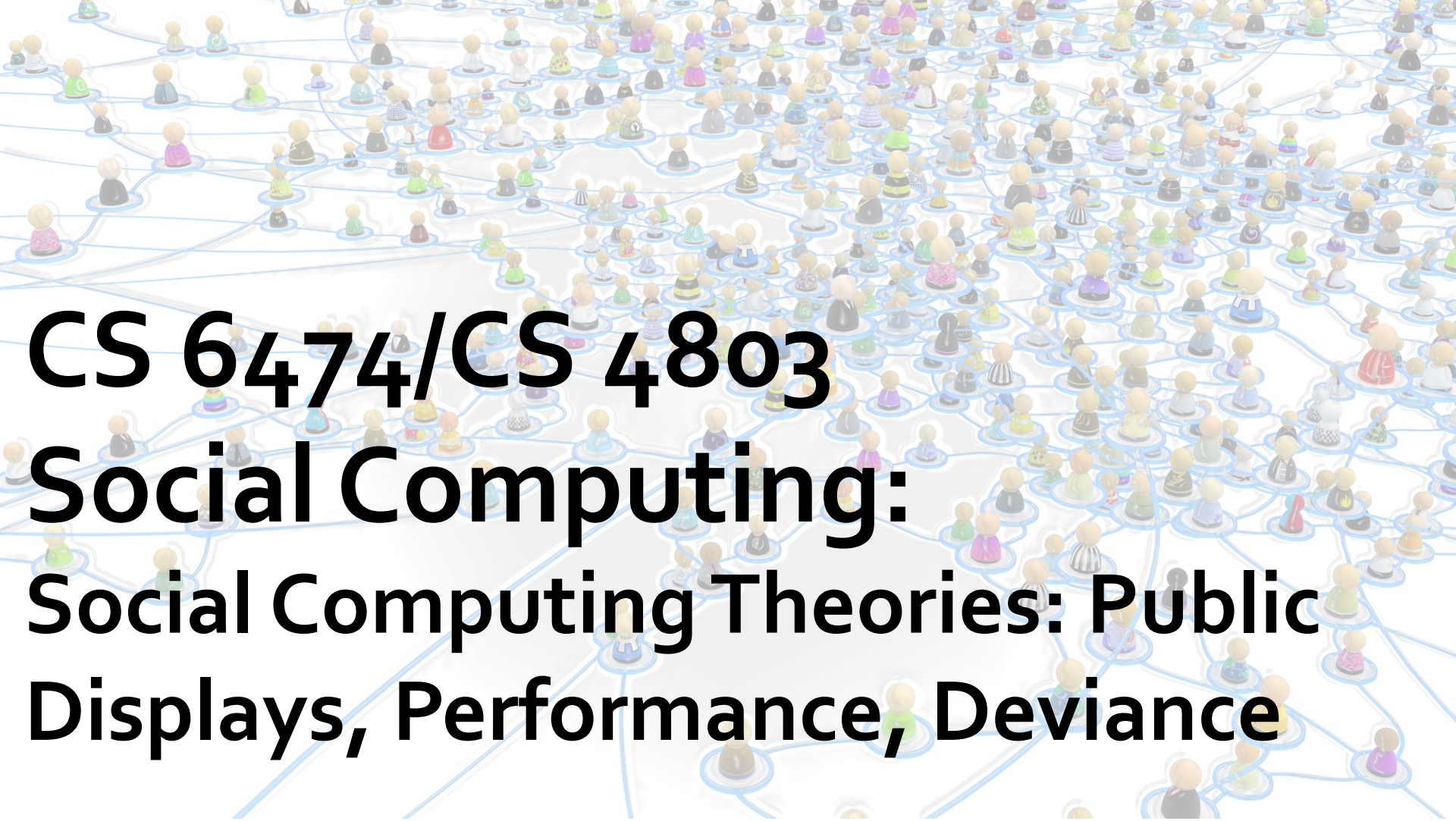

CS 6474/CS 4803 Social Computing:

Social Computing Theories: Public Displays, Performance, Deviance

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“Life itself is a dramatically enacted thing”

Irving Goffman

‘ ‘The Presentation of Self in Everyday Life’ (1990).

What he meant was that:

- Life is a dramatic performance for us!
- We ‘perform’ for others.
- We present a kind of ‘act’ to them.
- We perform differently in different situations - and the world is our ‘stage.

We present 'ourselves' in six different

(1) Persona – the different personality 'masks' we wear in different situations, for different people.

For instance, the way we behave with our family on a picnic is different to how we would behave with prisoners if we worked as a Prison Warden.

(2) Performance:

- This refers to **how** we wear our persona or personality mask. For instance:

- We might be **'sincere'** in how we behave. We are honest in what we say and do.
- Or
- We might be **'cynical'** – and not really believe in our performance.

(3) Staging:

- What do we need for our 'performance'?

- A certain location.
- Props/objects.
- Costume/dress.

- These form the context for our performance.

- For instance, if you were to go for a job interview, you would wear formal/business attire.

(4) Teams:

- Who do we 'perform' with? Who forms part of our 'team'?
- Who is there when we stage our performance?
- For instance, when we go to the club to 'pull', do we go with friends for confidence?
- For example, when we may adopt a 'work persona', when we work and communicate with others.

(5) Role:

- This refers to the individual 'jobs' or responsibilities we have in a 'team'.

- We wake up as a son or daughter, within a family.
- We go downstairs and clear up last night's mess (role as cleaner?) to help other family members.
- We act as a comforter to an upset friend on the bus. You then chat to other friends.
- We arrive at college and work hard as one of GT students!

(6) Personal Style:

- This is the **unique, individual** aspects of yourself you bring to teams, roles, persona and how you stage things!

- This is what makes you **different** to others.

The Presentation of Self in the Age of Social Media: Distinguishing Performances and Exhibitions Online

- Self-presentation can be split into performances, which take place in synchronous "situations," and artifacts, which take place in asynchronous "exhibitions."
- Introduces a theory of "lowest common denominator" culture employing the exhibitional approach

Why is Goffman's theory valid and applicable to social computing platforms?

Hogan says: “A key difference in exhibitions is the virtual “curator” that manages and redistributes this digital content”. What would be examples of a virtual curator on Facebook?

Class Exercise 1

1) What are some examples of performance (Goffman) and exhibition (Hogan) in existing social computing platforms?

2) What are some design features in these platforms that enable (or hinder) "performance" or "exhibition"?

Regulating Behavior in Online Communities

If social media participation is a performance and an exhibition, according to Hogan, why is there deviance, or the need to regulate behaviors in social computing platforms, per Kiesler et al.?

Regulating Online Behavior

- Different governance mechanisms of online communities:
  - Psychological: Encourage commitment; set clear norms.
  - Economic: Reputational currency/ratings.
  - Technical: filters; banning; reversion or moderation tools.

Class Exercise II

- What goals (if any) does the code articulate?
- Which, if any, design claims (from Kiesler et al.) does the code enact?
- What strengths and limitations do you see in this code? (Be prepared to explain these).

Antisocial Behavior in Online Discussion Communities

Trolls disrupt online discussions

Baker, P. (2001); Donath, J. S. (1999); Herring, S., et al. (2011); Shachaf, P. and Hara, N. (2010)

POPULAR SCIENCE

SCIENCE

WHY WE'RE SHUTTING OFF OUR COMMENTS

STARTING TODAY, POPULARSCIENCE.COM WILL NO LONGER ACCEPT COMMENTS ON NEW ARTICLES. HERE'S WHY.

By Suzanne LaBarre Posted September 24, 2013

engadget

We're turning comments off for a bit

by Joshua Topolsky | | February 2nd 2010 at 11:25 am

KOTAKU

Pewdiepie Says Turning Off Comments Made Him Happier

Patricia Hernandez
Filed to: PEWDIEPIE 11/05/14 3:30pm

21 ★

ST. LOUIS POST-DISPATCH

Editorial: No comments. An experiment in elevating the conversation

Characterizing trolls in online discussion communities

1. How do trolls differ from non-trolls?

2. How do trolls change over time?

3. How do we predict troll-like behavior?

18 months

~1.7M users

~40M posts

~100M votes

How do we define trolling?

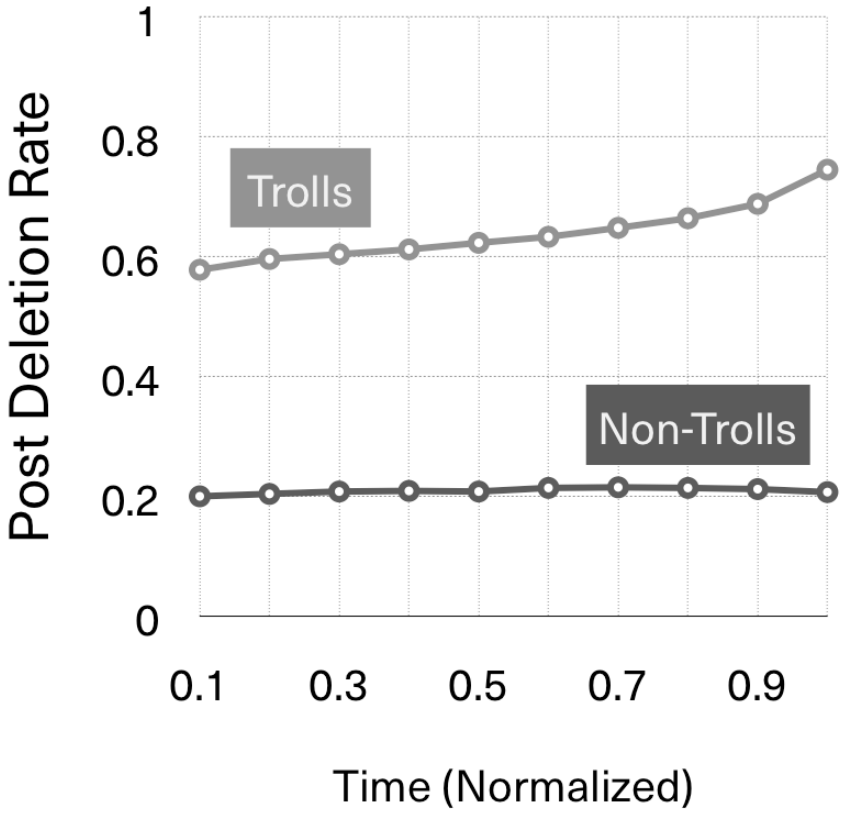
Troll

User banned in the future.

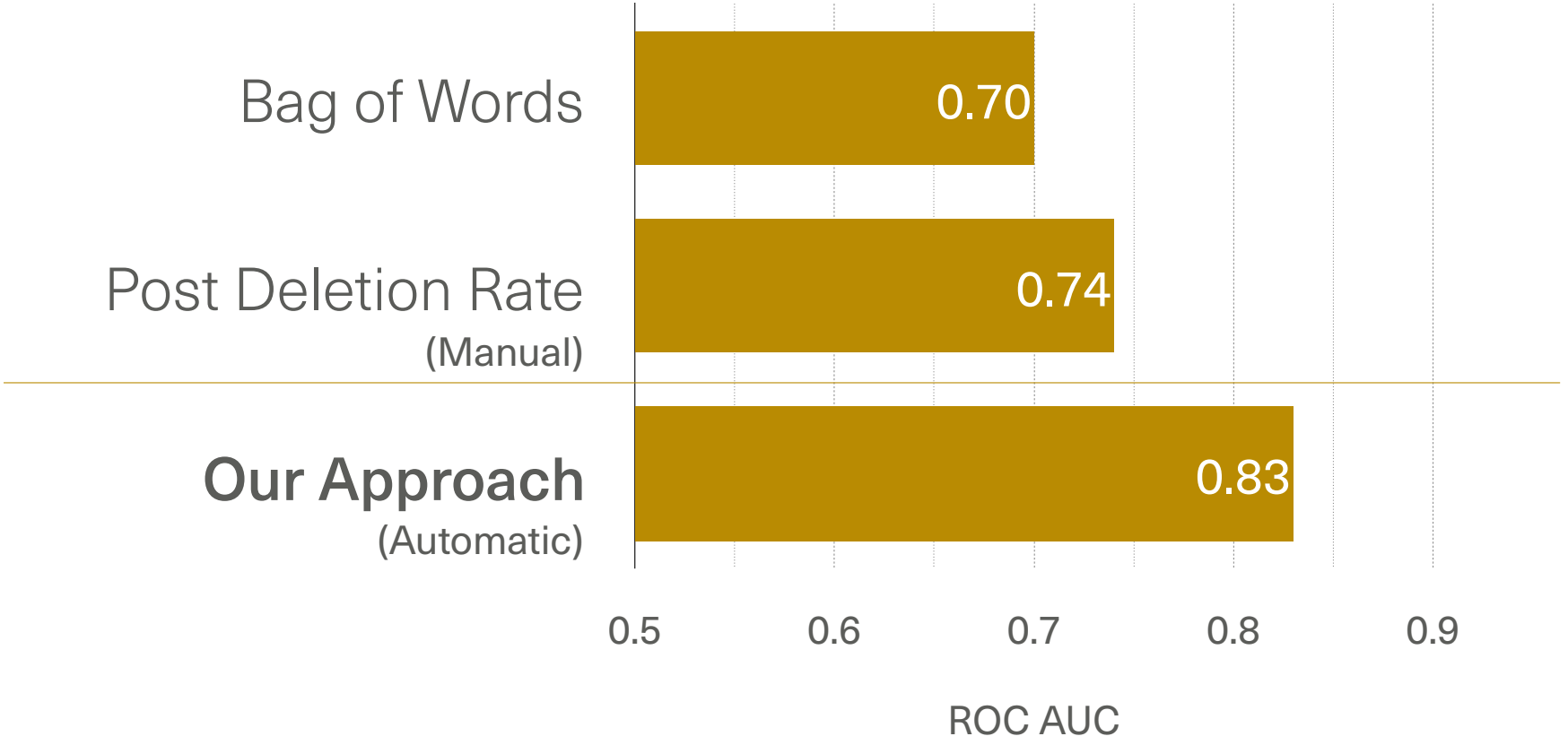
Non-troll (matched)

User who was never banned, but is similarly active.

A troll's posts are deleted more

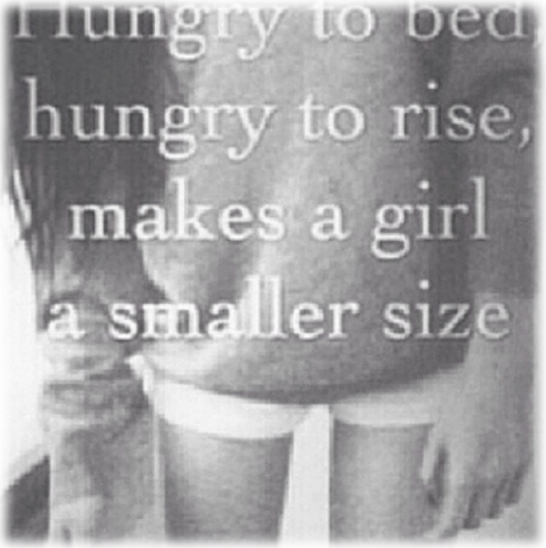


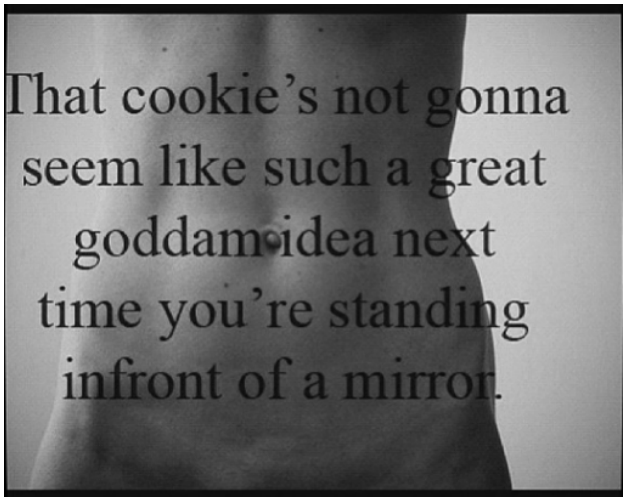
Prediction results on CNN



#thyghgapp: Instagram Content Moderation and Lexical Variation in Pro-Eating Disorder Communities

collar bones
hip bones
thigh gap


hungry to rise,
makes a girl
a smaller size

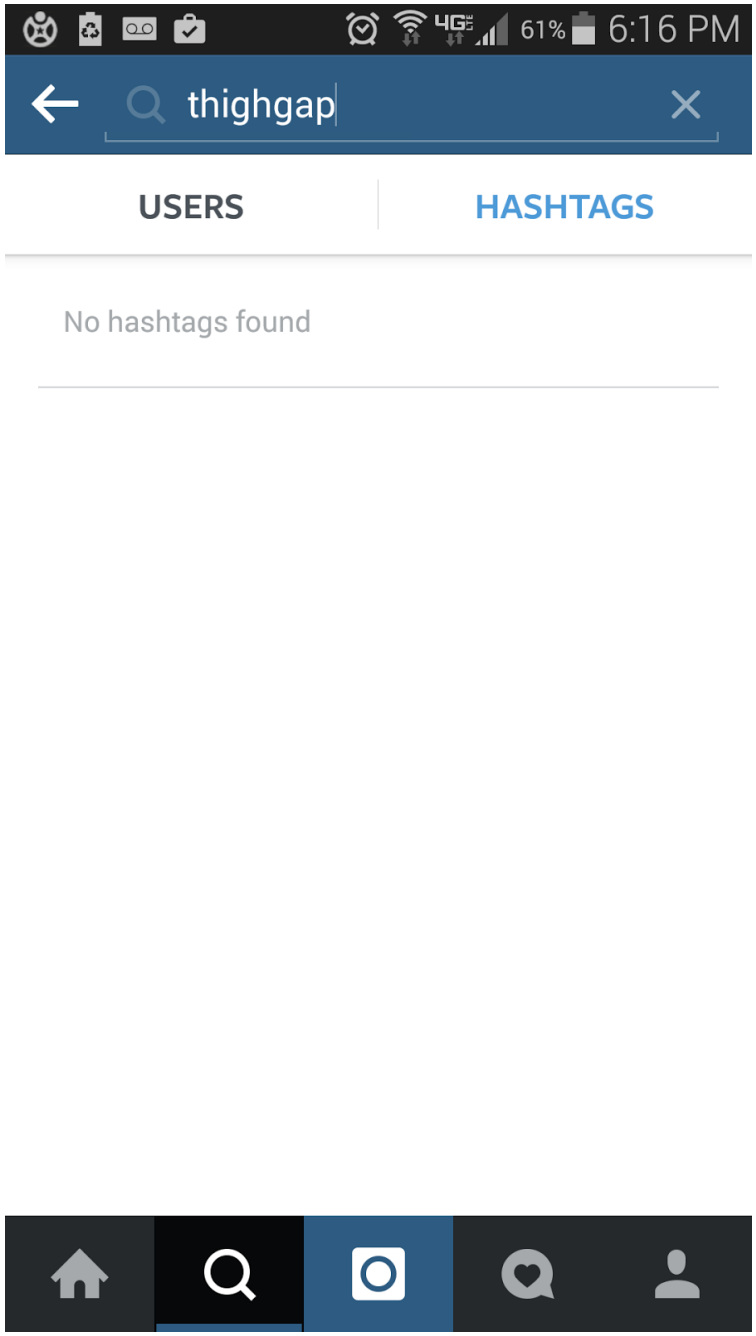

That cookie's not gonna
seem like such a great
goddam idea next
time you're standing
infront of a mirror.

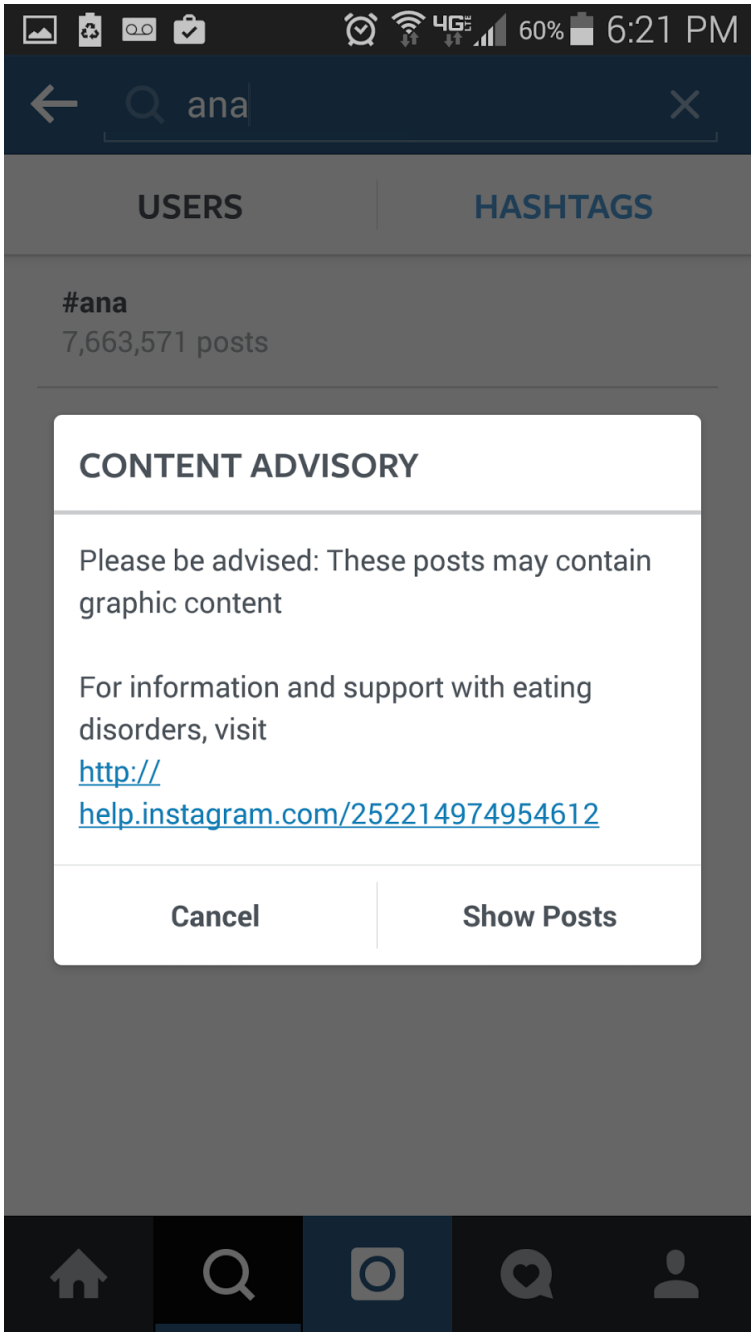
Concerns raised over Instagram after app allows users to see photos promoting anorexia

A leading charity has raised concerns over Instagram, the Facebook-owned photography app, after it appeared to allow the promotion of anorexia by allowing users to view pictures encouraging the eating disorder and self-harming.

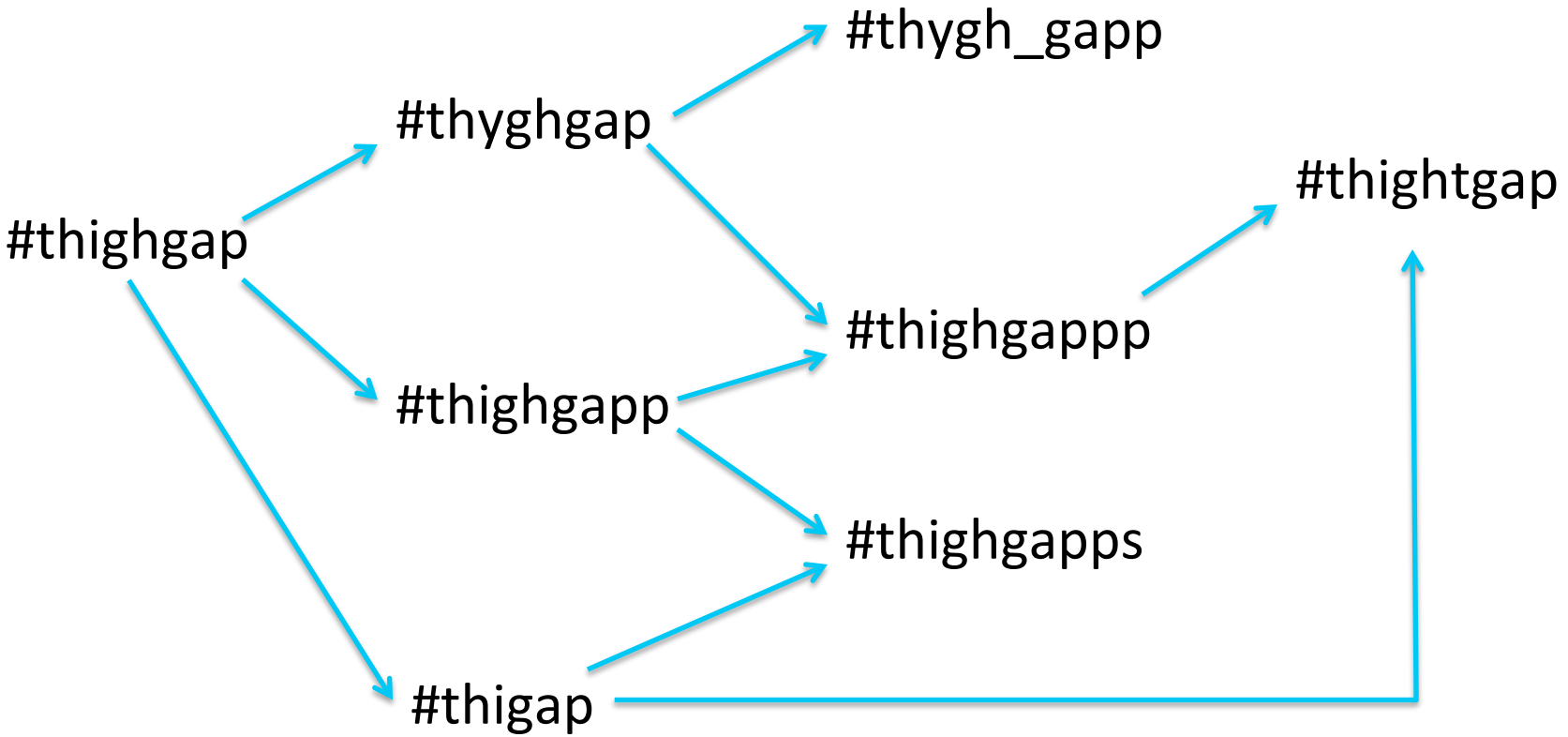
39 1 3 43 Email

Instagram is one of the fastest-growing social networks, and attracted more mobile visitors than Twitter for the first time last year Photo: Getty Images

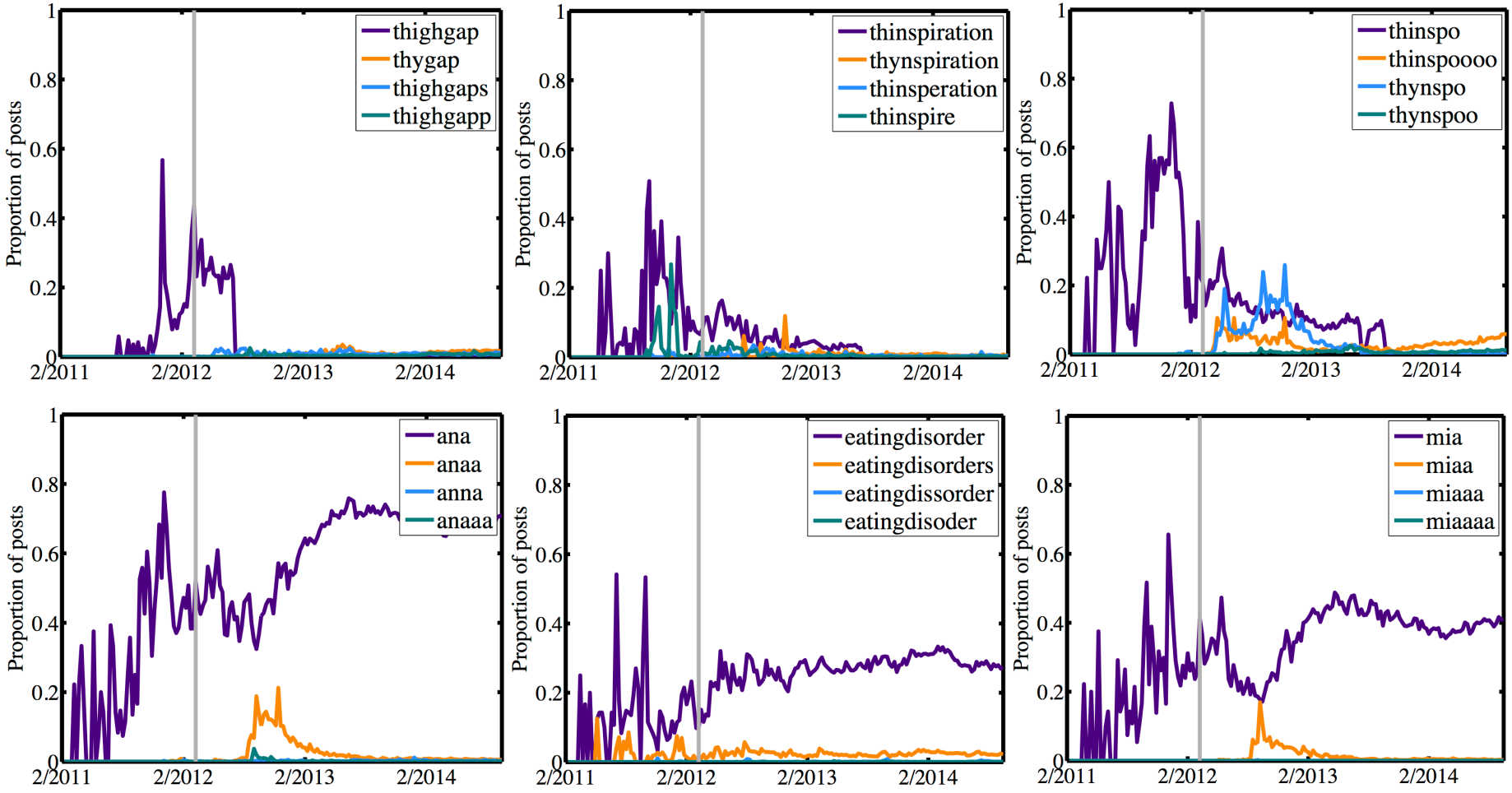

61% 6:16 PM
thighgap
USERS
HASHTAGS
No hashtags found


60% 6:21 PM
ana
USERS
HASHTAGS
#ana
7,663,571 posts
CONTENT ADVISORY
Please be advised: These posts may contain graphic content
For information and support with eating disorders, visit
http://
help.instagram.com/252214974954612
Cancel
Show Posts

But deviant behavior subverts attempts to intervene



Moderation was followed by increased social engagement



Results

- Banned tags show more lexical variation
- Traditional metrics of engagement (# of posts, comments, likes) in the pro-ED community higher after banning
  - Likes and comments higher, # of posts increases over time
- Posts becomes more negative, self-loathing, and have higher density of self-harm and triggering content

Instagram's moderation strategies for pro-ED content don't work.

Class Exercise III

Use Kiesler et al.'s design principles to recommend an alternative to banning bad behaviors. Use Instagram as the example platform.