

CS 6474/CS4803

Social Computing: Background

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Week 1 | January 12, 2022

Course Resources

- Course Webpage:
http://www.munmund.net/CS6474_Spring2022.html
- Slides on the course webpage
- Reading reflection samples:
http://www.munmund.net/courses/fall2019/reflection_samples.pdf
 - Due night before from the class (at 11:59pm on Piazza)
 - First one for next Wednesday

Revisiting the history...

"As We May Think" predicted (to some extent) many kinds of technology invented after its publication, including hypertext, personal computers, the Internet, the World Wide Web, speech recognition, and online encyclopedias such as Wikipedia: "*Wholly new forms of encyclopedias will appear, ready-made with a mesh of associative trails running through them, ready to be dropped into the memex and there amplified.*"

IRCs and forums were early “social”

- IRC – Internet Relay Chat, very early rudimentary application layer protocol that supported text based message exchange



```
@FloodBotg
AaronH
aaroncampbell
aba-
Ability
AccessExcess
acerunner_
achandrashekar
acid-trip
AcornAcorn
acuster
adante
adama
Ademan
Adlai
AdmGre
advenspirit
Adys
aegzorx
afabian
AfterDeath
agliodbs
Agrajag
Ahadiel
AHA
aib
AJC_Zo
Ajedrez
ajonat
akv
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-surfer.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
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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



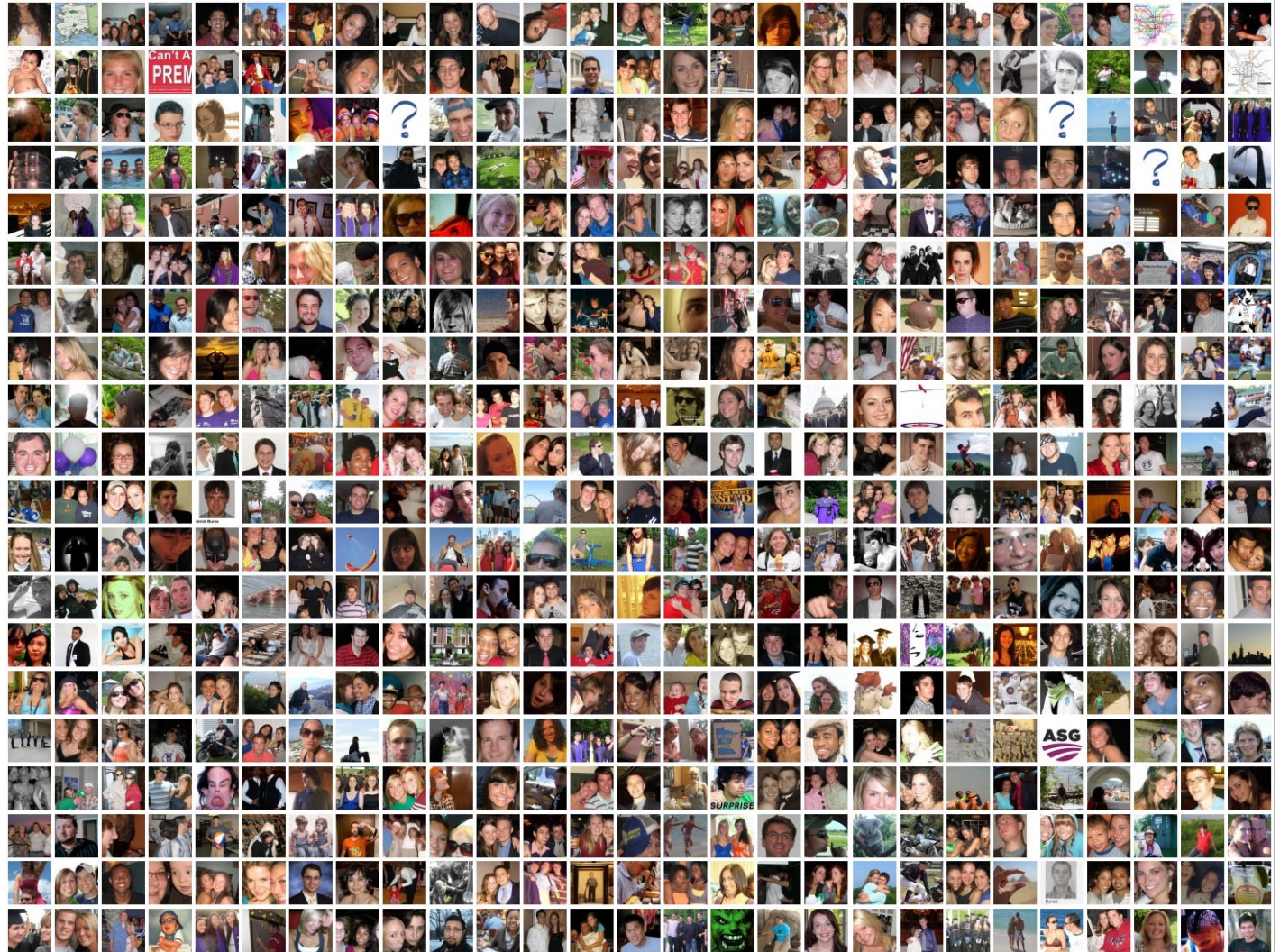
The screenshot shows the CTC Forum website interface. At the top is a blue header with the CTC logo, the text "CTC Forum Discussion boards hosted by CTC", a search bar, and links for "Advanced search", "Board index", "User Control Panel", "FAQ", "Members", and "Logout [admin]". Below the header, it shows the current date and time (07 Feb 2011 06:29 pm) and the last visit time (06 Feb 2011 08:56 pm). A navigation bar includes links for "View unanswered posts", "View unread posts", "View new posts", "View active topics", and "Mark forums read". The main content area is a table listing various cycling topics.

CYCLING	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 patpalloon  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

Two central tenets of social computing

People



Two central tenets of social computing:

Content



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

Class Activity

A) An example of a social computing system
(that exists online)

Why?

B) An example of a non-social computing
system (that exists online)

Why?

people **creating**
(blogs, user-generated content and podcasts)



people **connecting**
(social networks and virtual worlds)



people **collaborating**
(wikis and open source)



people **reacting**
(to each other: forums, ratings and reviews)



people **organizing content**
(tags)



people **accelerating consumption**
(RSS and widgets)



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=IsVZxanrL7s>

Discussion Point 1

How is an understanding of street behavior relevant to the study of behaviors on social computing systems?

Discussion Point 2

What are your key observations (find two) and how do they relate to social computing systems?

Observation 1: People gathered and conversed in the most unexpected (crowded) places

Observation 2: People love to gossip and talk about mundane topics; they gathered in specific places and had conversations that were fairly brief or fairly long

Observation 3: Conversations had silence and people used reciprocal gestures and movement; streets were a congenial place for expression of these activities

Observation 4: Cities across the world are distinct, but on the streets people acted more or less the same despite underlying contrasts in cultures and practices

Observation 6: Large cities vs. small cities – differences exist in terms of density, pace, nature and types of social activities. But similarities outweigh differences.

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