

# CS 6474/CS4803

## Social Computing: Background

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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)

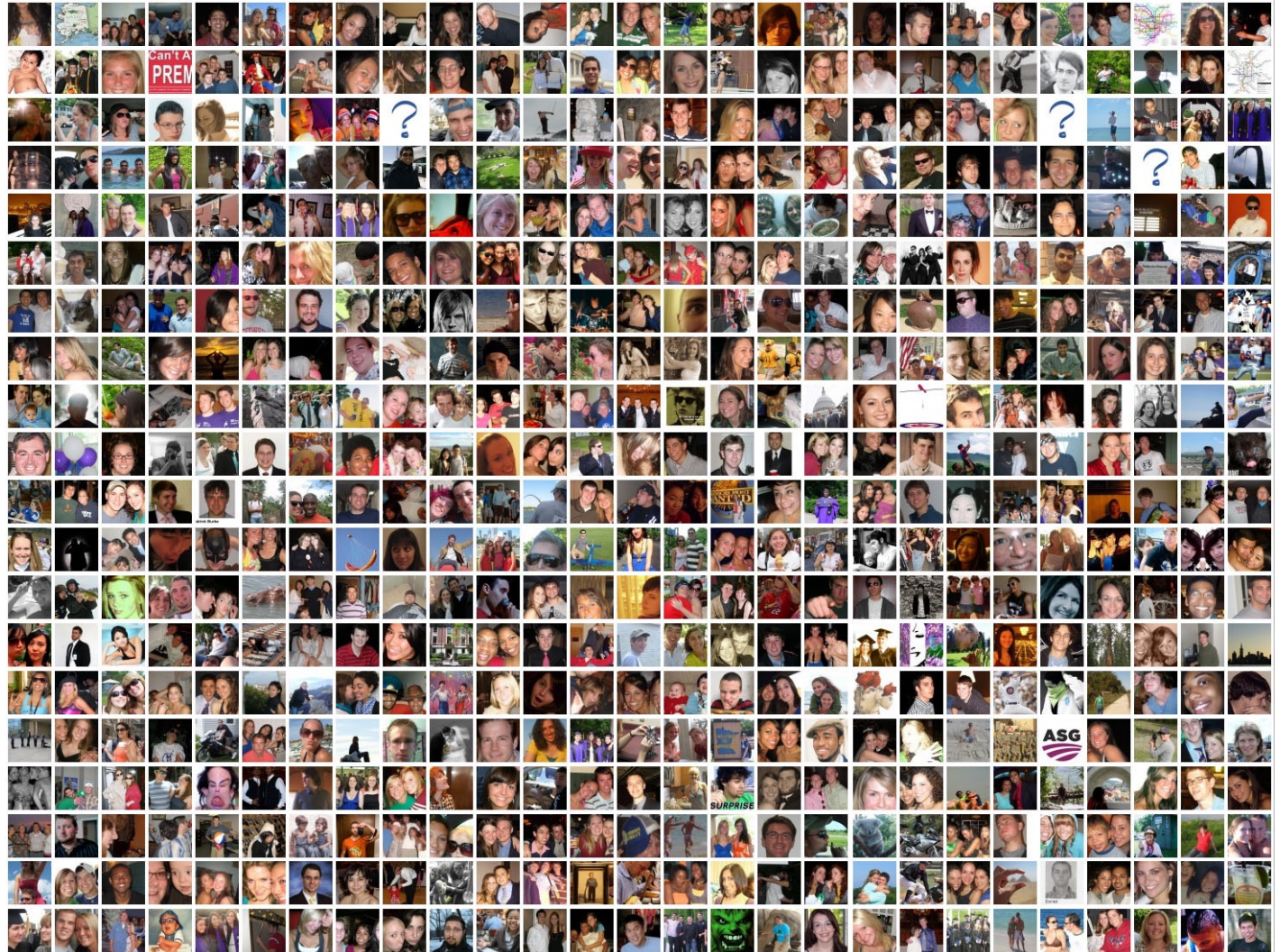


people **accelerating consumption**  
(RSS and widgets)



# 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

# 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.*"

# ARPANET and groupware

# 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
aegzor
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
```

# 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 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 a link to "Advanced search". Below the header is a light blue navigation bar with links for "Board index", "User Control Panel (0 new messages)", "View your posts", "FAQ", "Members", and "Logout [ admin ]". A status bar indicates the current date and time (07 Feb 2011 06:29 pm) and the last visit time (06 Feb 2011 08:56 pm). Below this is a row of links: "View unanswered posts", "View unread posts", "View new posts", "View active topics", and "Mark forums read". The main content area is a table with the following columns: "CYCLING", "TOPICS", "POSTS", and "LAST POST". The table lists ten cycling-related topics, each with a moderator list.

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

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>

Full video: [https://www.youtube.com/watch?v=DEwo-\\_pQCz8](https://www.youtube.com/watch?v=DEwo-_pQCz8)



# 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