

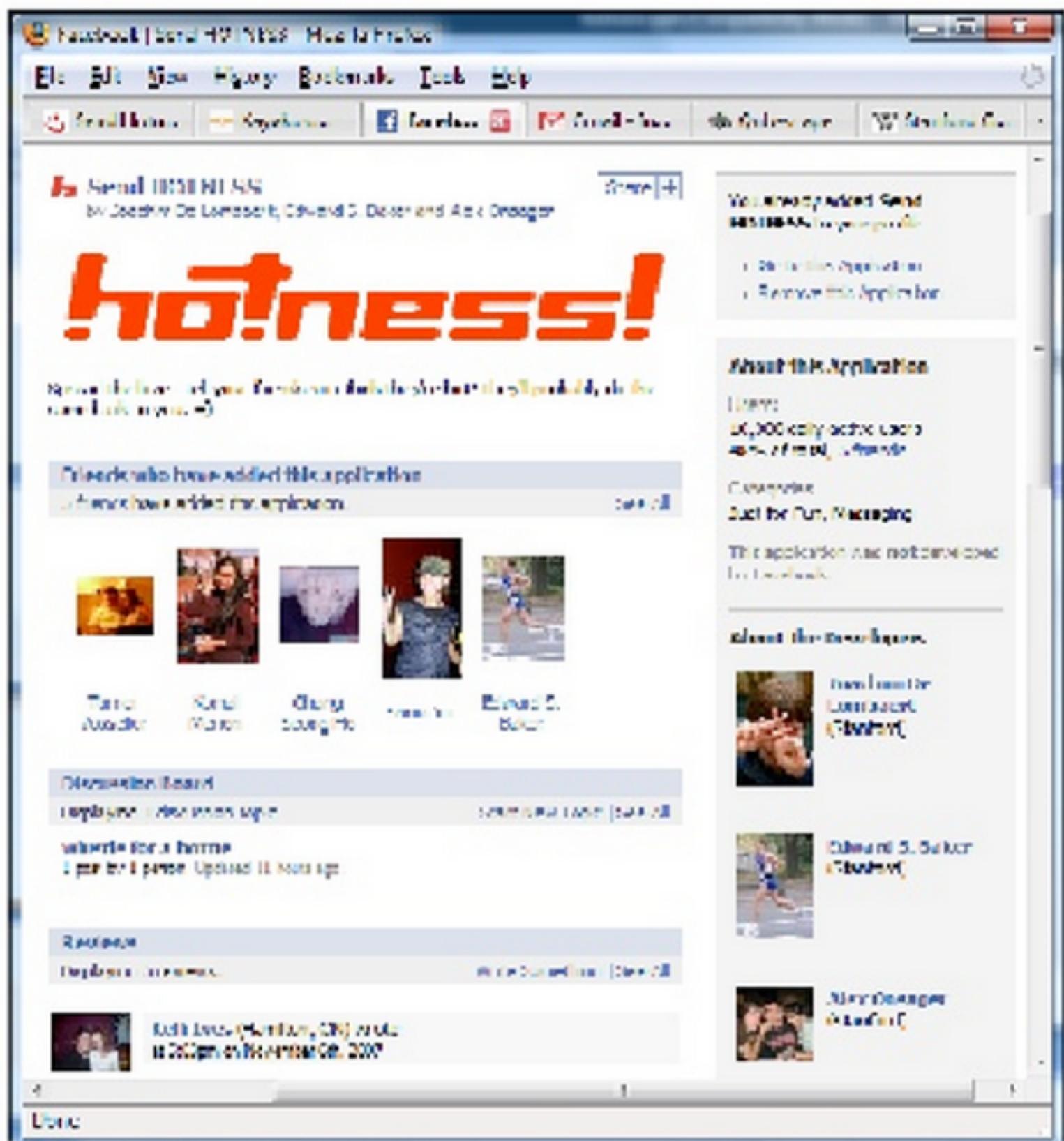


6 Questions for Successful Social Media

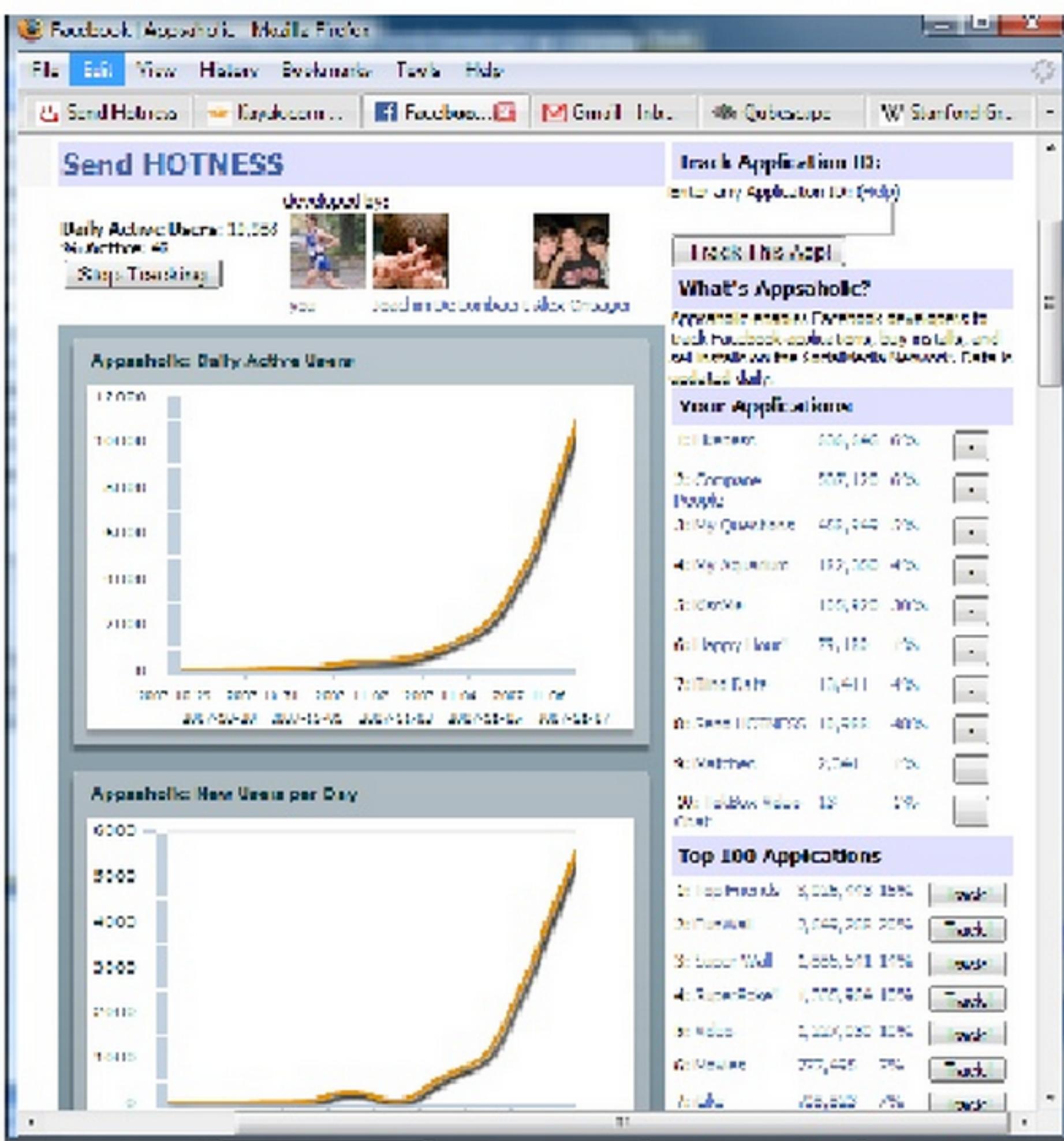
1. Intrinsic or Extrinsic motivation?

Send HOTNESS

December 11, 2007



Alex
Joac
Ed B



Cumulative Installs

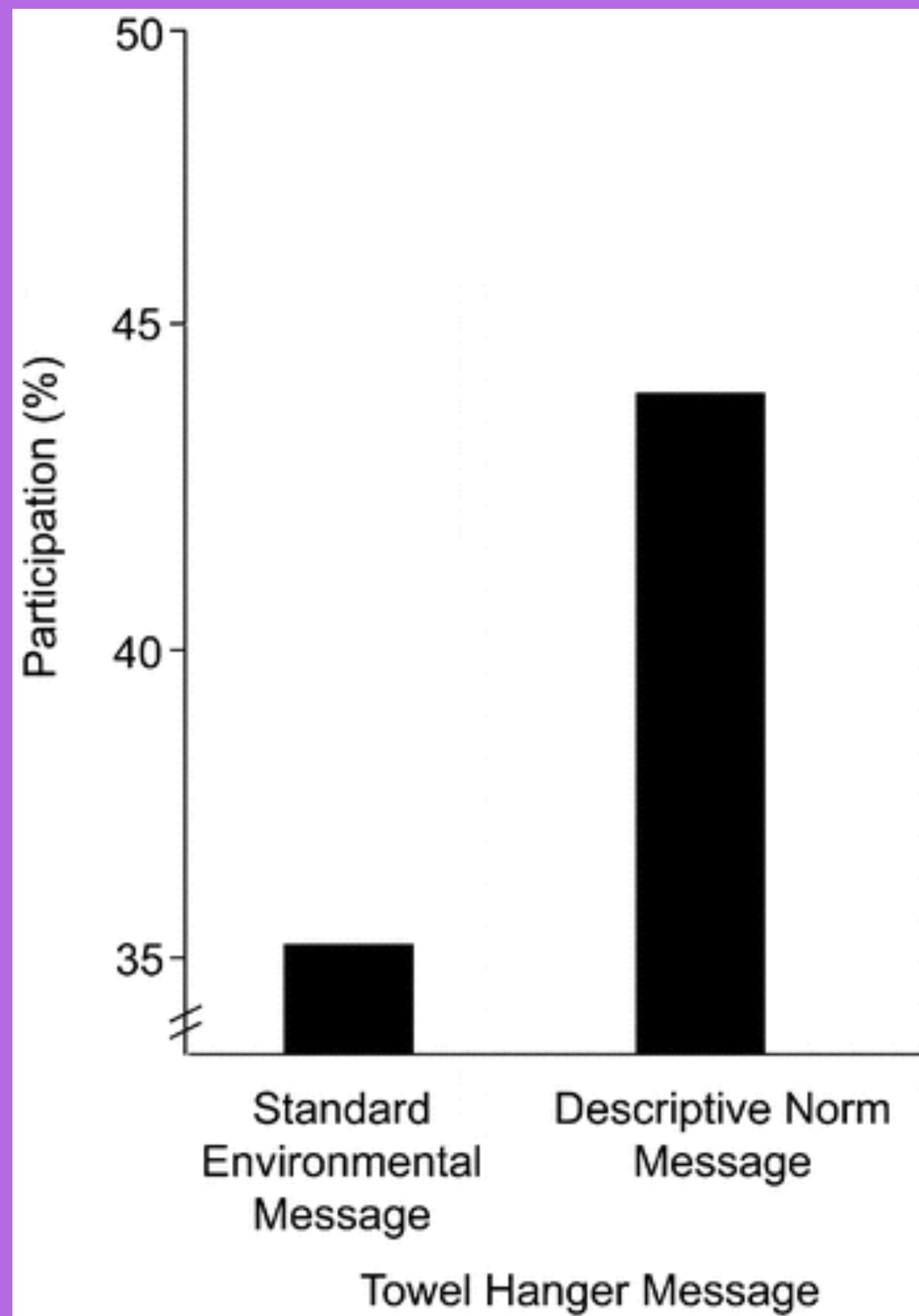
- Week 1: 20,000
- Week 2: 270,000
- Week 3: 1,400,000
- Week 4: 3,700,000
- Week 5: 5,000,000

What makes facebook so compelling

- 3 things make facbeook so persuasive
 - Friends and people we know are the ones interacting
 - “Hot triggers”
 - The purpose is to be engaged by new triggers. Not there to complete a particular task, it’s for engagement/use

2. What “proof” can you provide?

Social Proof



3. Strong Ties or Weak?

Not all friends are created equal

3. Strong Ties or Weak? Design Appropriately

- The Strength of Weak Ties by Mark Granovetter, investigated how people got their jobs. He sent out a survey asking if they leveraged anybody in their social network to help them get jobs.
- long before facebook and twitter people had social networks
- Mark found people usually didn't get jobs through their closest ties. Part of the reason is that your closest friends don't expand your information horizon by as much, you have more overlap in what you know. Your weak ties, those more distal to you expand your information horizon more.

4. Make Space for Play and Reinterpretation

- Friendster vs Fakesters
- Twitter for disaster relief coordination
 - kate starbird's work
- Twitter hashtags were not part of the original design
 - a Facebook like has different interpretations
(sympathy like)

4. How can you make space for reinterpretation?

Friendster vs. Fakesters

- Aggressively deleted joke profiles for not being real people, despite popularity among users.
- Later, allowed fake profiles to be made for marketing purposes.



Search Twitter



Have an account? Log in ▾



TWEETS
8,784

FOLLOWING
414

FOLLOWERS
78.7K

FAVORITES
12.2K

+ Follow

Karl the Fog

@KarlTheFog

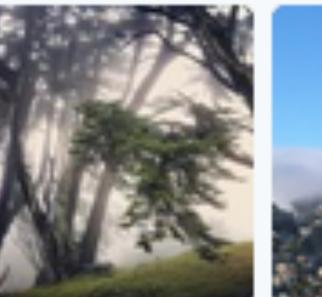
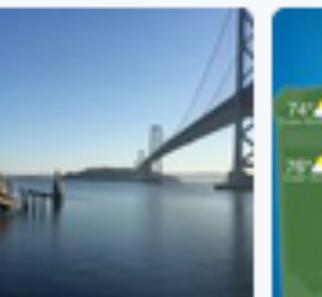
All that is sunny does not glitter, not all those in the fog are lost.

San Francisco, CA

about.me/karlthefog

Joined August 2010

541 Photos and videos



Tweets

Tweets & replies

Photos & videos

Cloud Karl the Fog @KarlTheFog · 1h

San Francisco be like



Don't miss any updates from **Karl the Fog**

Full name

Email

Password

Sign up for Twitter

Trends · Change

#RIPLukelnwood

#ASKQUINN

#UnlikelyParentingAdvice

#CHRISTIANSNEWVID

#HowToGetOutOfAReallyBadDate

Celebrity Deathmatch

Percy Sledge

When a Man Loves a Woman

Paul Pierce

I Really Like You



Karl the Fog retweeted



Jason Walters @GlobalSherpa · Apr 7

Beautiful full #rainbow over #SF Bay Bridge today with no sign of
@KarlTheFog #SanFrancisco



138



227

...

[View more photos and videos](#)

Twitter used for Disaster Relief in Haiti



Melissa Elliott
@MelyMello

+ Follow

RT @SpyDrMedia I am stunned.we have gotten supplies in.saved ppl from rubble.brought them doctors.we have the best team! We R voluntwitters!

↪ ⏪ ⏩ ★ ...

RETWEETS
2



4:03 PM - 20 Jan 2010



Duygu Canikligil
@aduygus

+ Follow

@piccon01 actually talking to my niece at Delmas 42. There are 5 of them but they haven't received any food or water
#rescuemehaiti 1 HOUR AGO

↪ ⏪ ⏩ ★ ...

RETWEET

1



4:29 PM - 17 Jan 2010



USAFORHAITI.ORG
@USAforHaiti

+ Follow

#rescuemehaiti #Haiti Tetchena Bellanges aunt Josette (Canadian) called her. Stuck on balcony in Port-of-Prince at Delmas 42, at 12 rue Pin

↪ ⏪ ⏩ ★ ...

FAVORITE
1



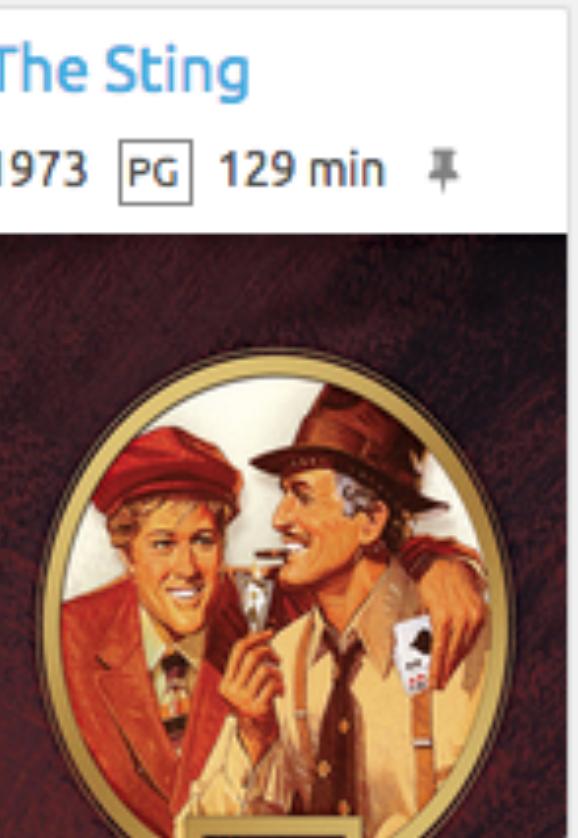
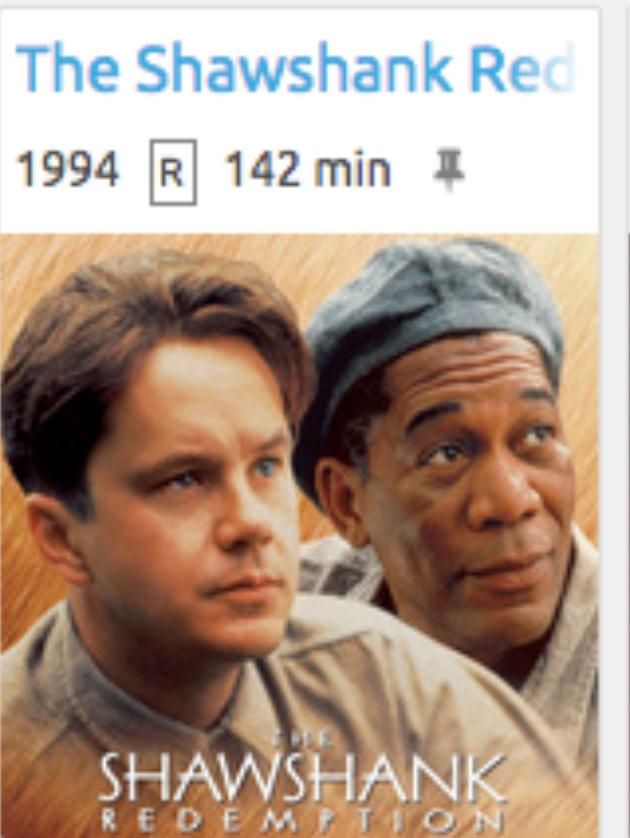
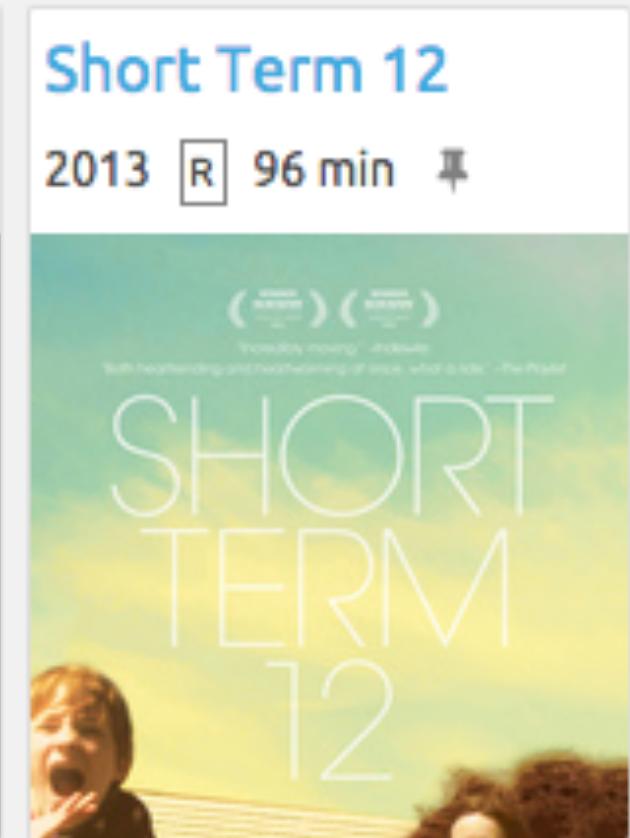
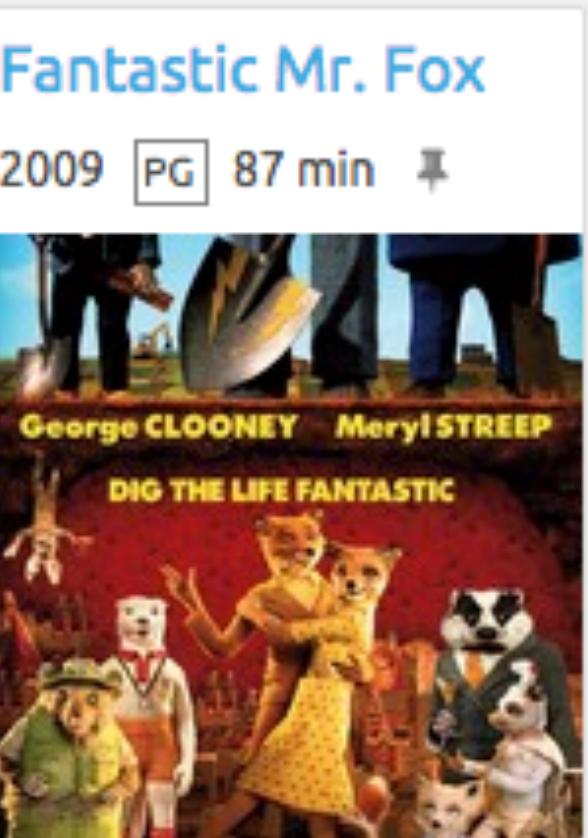
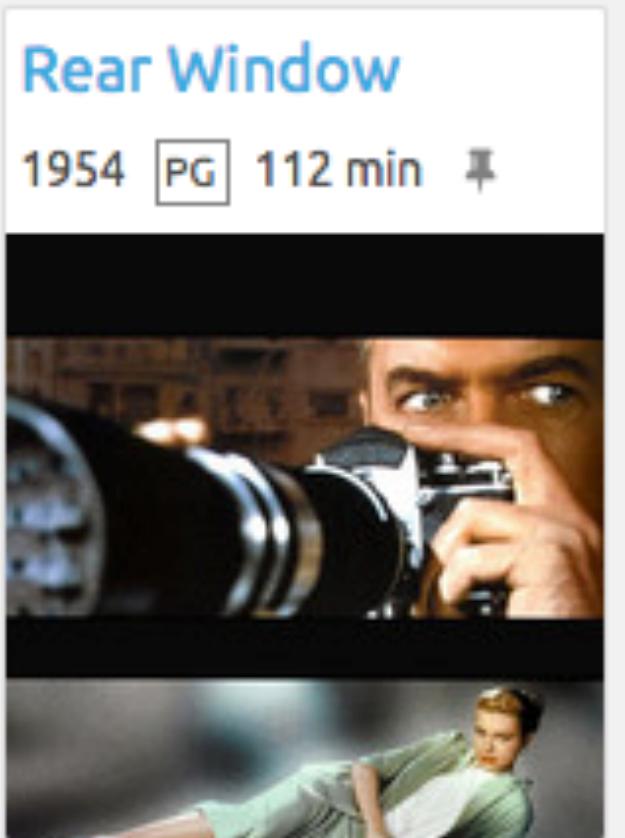
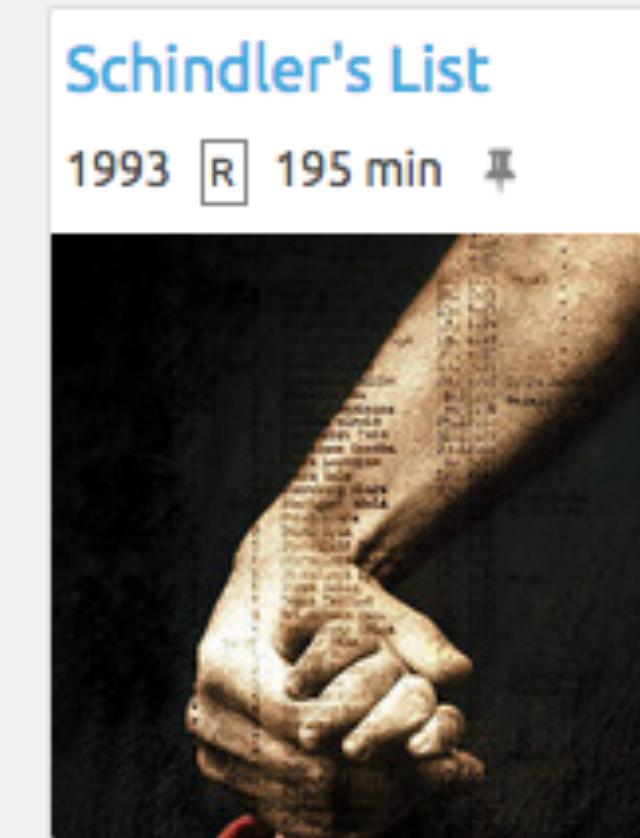
2:08 PM - 17 Jan 2010

5. How can you make $1 + 1 = 3$?

top picks

[see more](#)

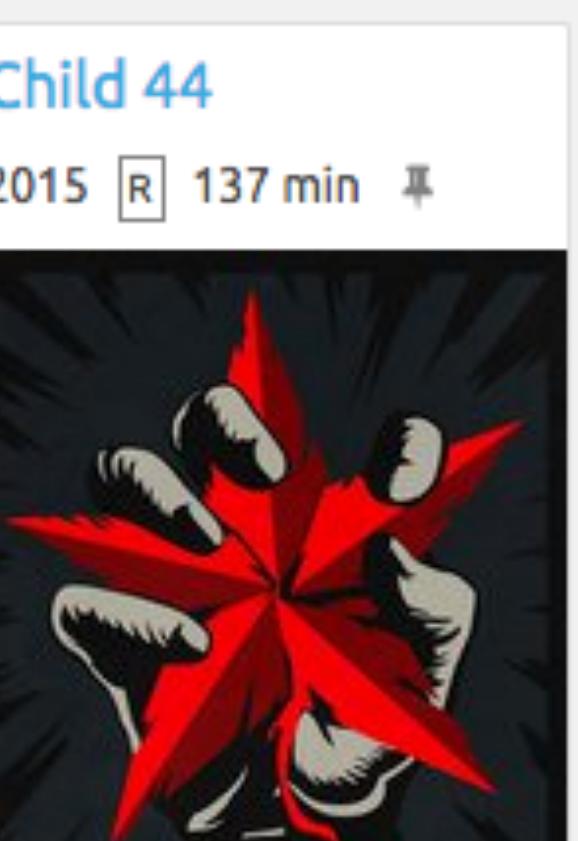
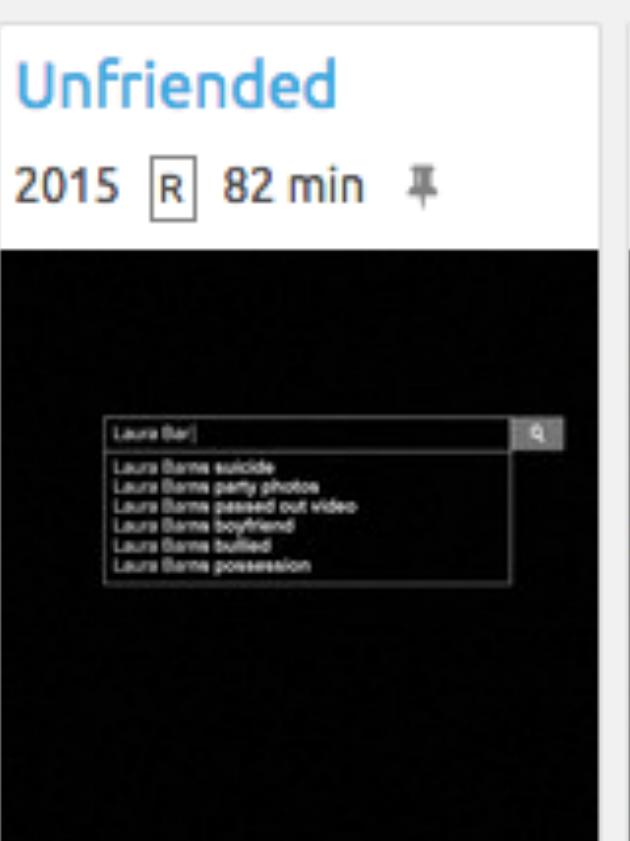
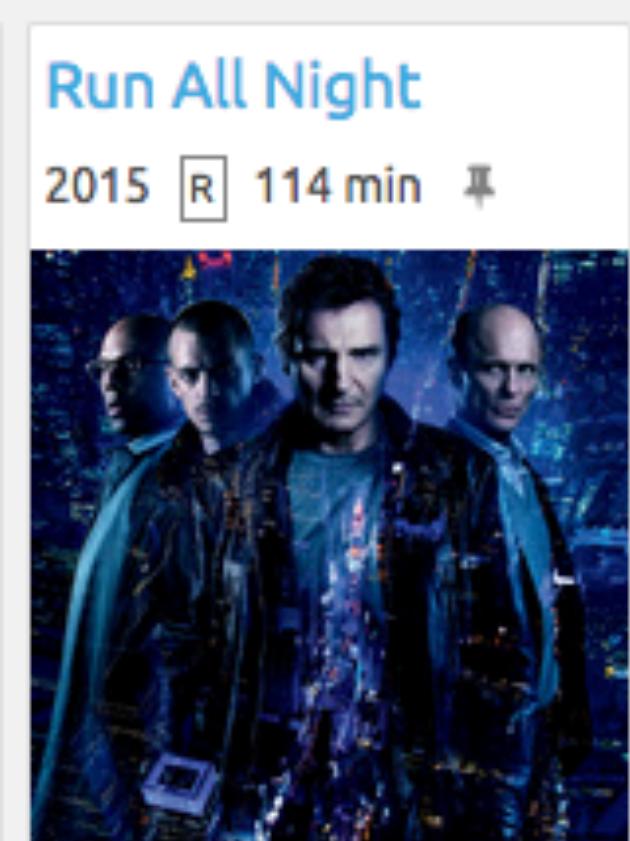
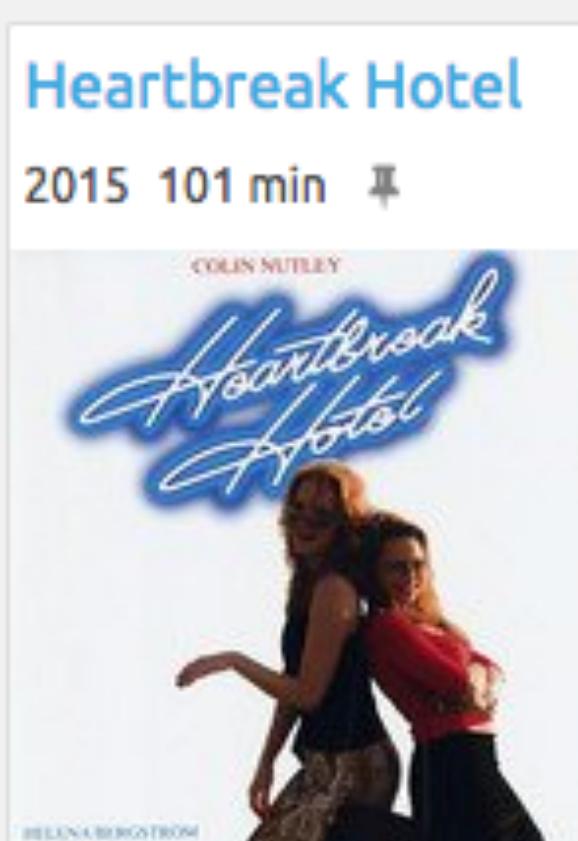
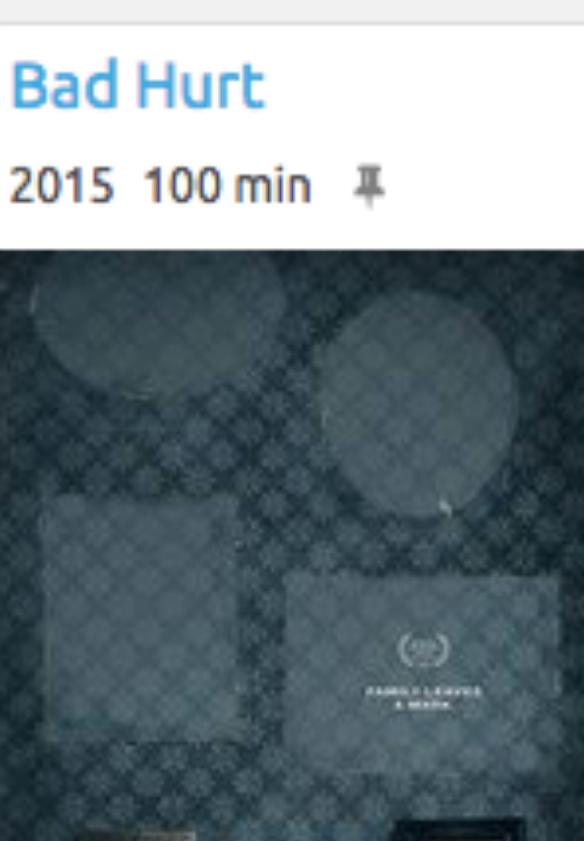
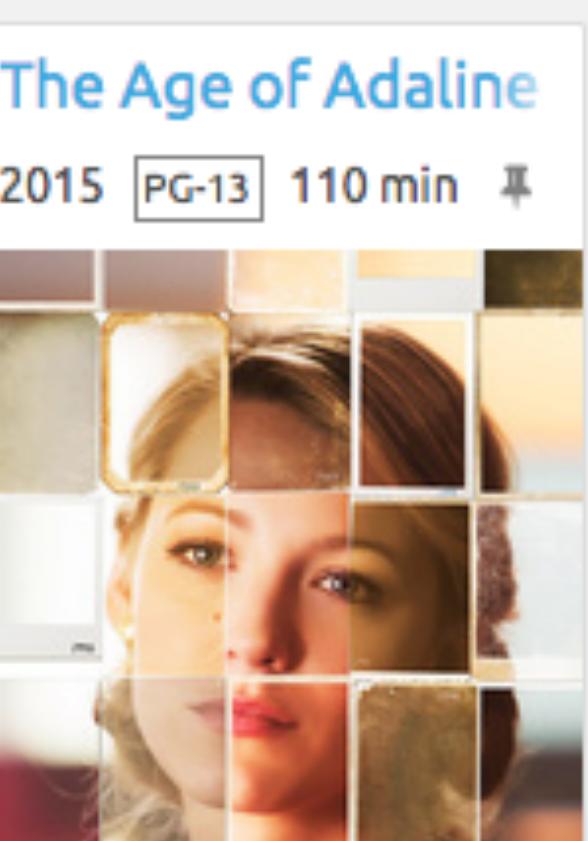
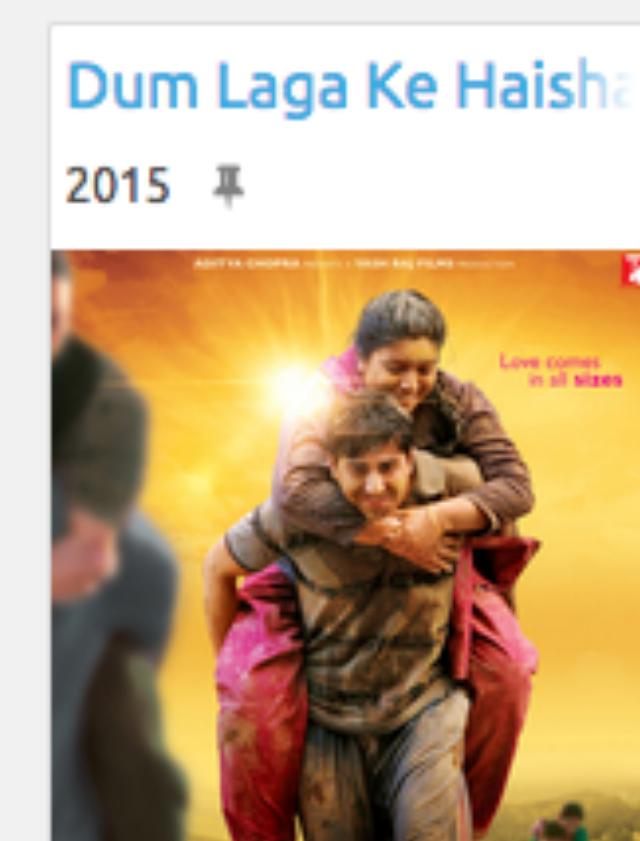
MovieLens recommends these movies



recent releases

[see more](#)

movies released in last 90 days



6. How can you make good behavior easy
...and bad behavior irrelevant?

Plausible Deniability

Communicate Community Norms

- Directly through posted guidelines
- Indirectly through moderators, and highlighted content
- Give offenders a way to save face
 - “Someone using your account”

Make good behavior the easy path and bad behavior the inconsequential path

- Don't feed the trolls
- Libertarian Paternalism
 - what is the default option. making saving for retirement the default. opt-in vs opt-out. screenshot of the retirement opt-out.
- permissive by default
 - shadowbanning on comment forums
 - wikipedia's locking of articles from being further edited
 - don't need to say anything normally, not locked by default, only locked when trouble arises, so for a lot of social media you can be