



Elon Musk
@elonmusk

...

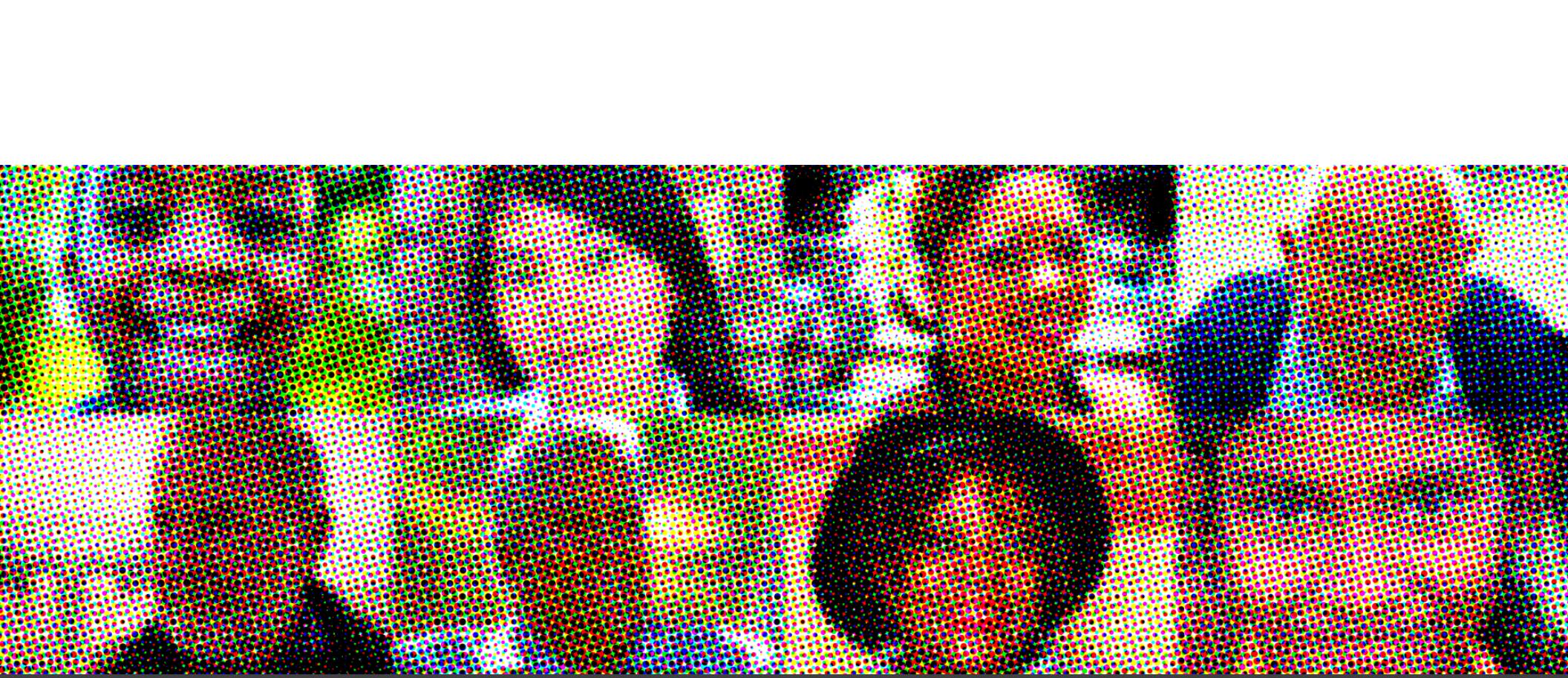
Twitter is rolling out View Count, so you can see how many times a tweet has been seen! This is normal for video.

Shows how much more alive Twitter is than it may seem, as over 90% of Twitter users read, but don't tweet, reply or like, as those are public actions.

8:05 AM · Dec 22, 2022 · 56.7M Views

“Ghost Towns” example submitted by Vardhan
1% extra credit for examples relevant to recent or upcoming lectures — submit on Ed under the “Lectures” category

Michael's comment: do view counts make Twitter feel more bustling, or less?



Designing Norms

CS 278 | Stanford University | Michael Bernstein

Assignment I: voting open

Votes due Friday 11:59pm, link on Ed

Top vote-earners get extra credit



Sections start this week

Ed announcement of section assignments

Check the room and not just time, since some sections are running simultaneously

Waitlist on Ed if you want to request a section change

Reading for first section due Wednesday 11:59pm

Attendance form is going around

Grab a TA if you don't get it, and please return it to The TA Corner™ at the end

Send in OAE letters

Email to cs278@cs.stanford.edu

Project proposal + bricolage

Due Monday of Week 4: form a team, pick a project, prototype it!

We will be introducing bricolage prototyping on Thursday

Projects are with others in your discussion section

For finding teammates:

Meet in section this week

Thread in Ed

Last time: bustling spaces

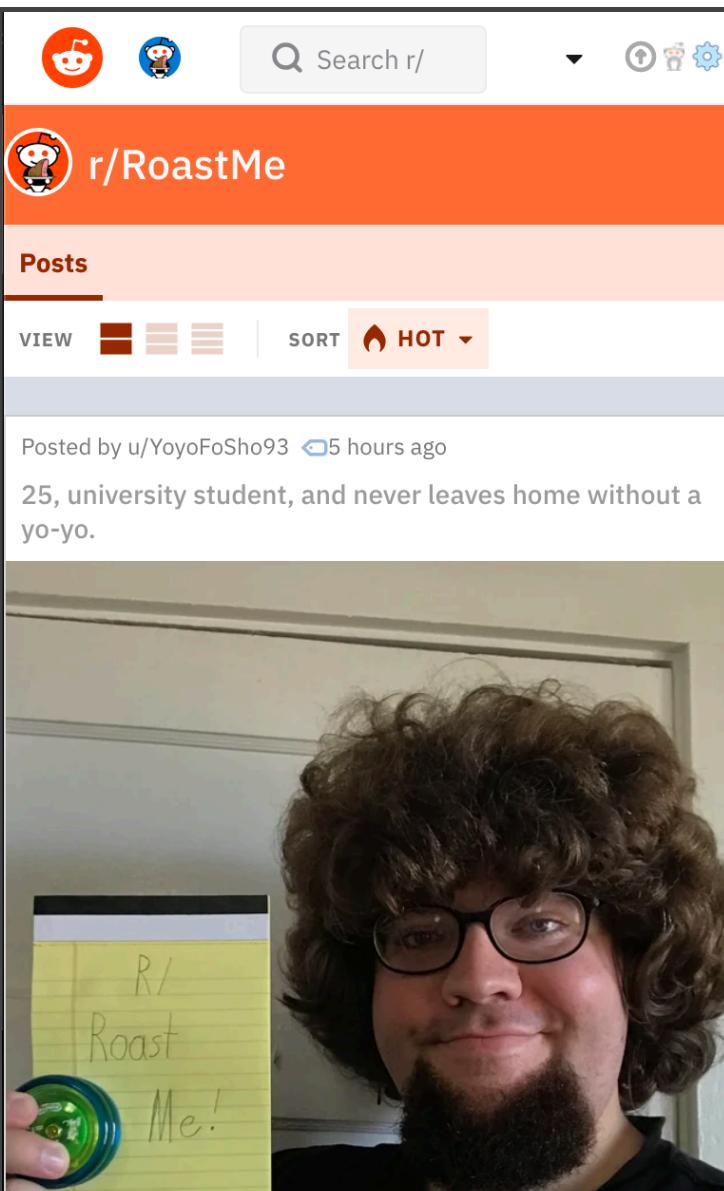
Eyes on street: bustling spaces and ghost towns

Contribution pyramid: what does it mean if you say you want 100 active contributors?

Intrinsic and extrinsic motivations, how to design for them, and how extrinsic motivators crowd out intrinsic motivators

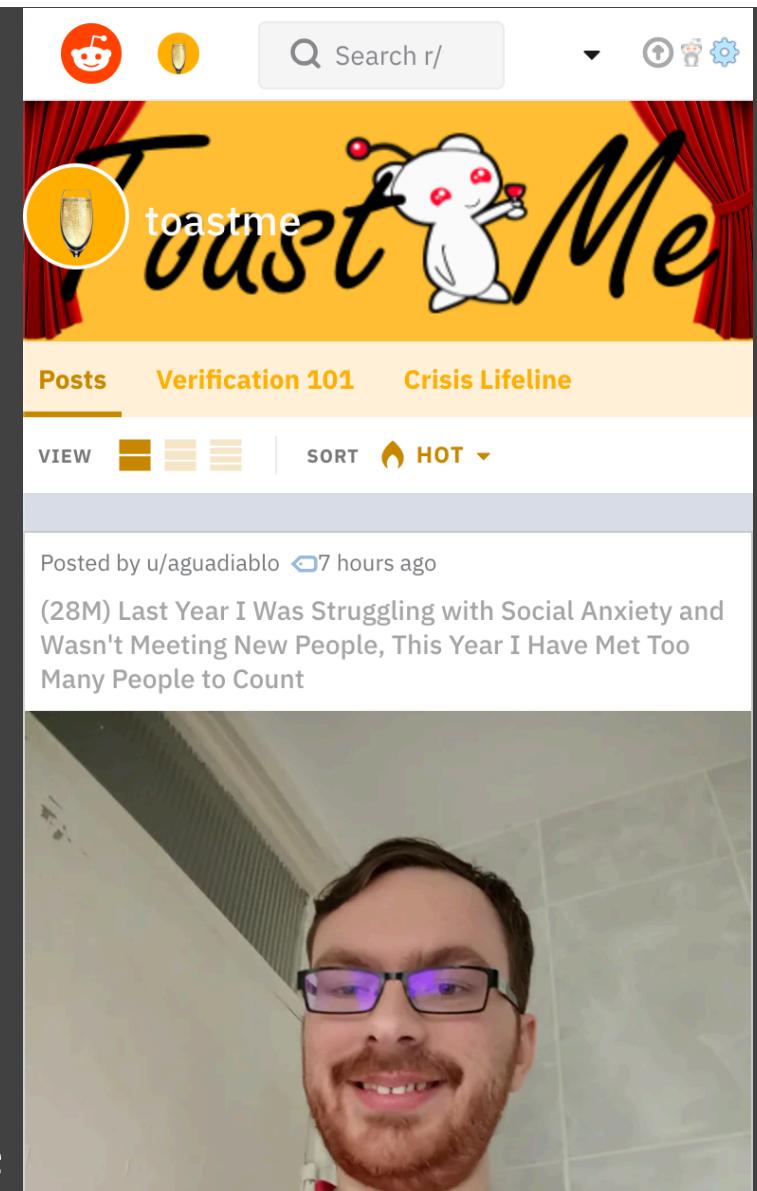
Channel factors and how small changes have big downstream effects on contributions

Social loafing



A screenshot of the r/RoastMe subreddit interface. At the top, there are two small icons: a red one with a white alien head and a blue one with a white alien head. A search bar contains the text "Search r/". To the right of the search bar are three small icons: a gear, a person, and a robot. Below this, the title "r/RoastMe" is displayed in white on an orange background. Underneath the title, the word "Posts" is in bold black text. Below "Posts", there are two rows of buttons: "VIEW" and "SORT". The "SORT" button is highlighted with an orange background and the text "HOT". A post by user "u/YoyoFoSho93" is visible, posted 5 hours ago. The post content is: "25, university student, and never leaves home without a yo-yo." Below the post is a large profile picture of a man with curly brown hair and glasses, holding a green yo-yo.

r/roastme



A screenshot of the r/toastme subreddit interface. At the top, there are two small icons: a red one with a white alien head and a yellow one with a white alien head. A search bar contains the text "Search r/". To the right of the search bar are three small icons: a gear, a person, and a robot. Below this, the title "r/toastme" is displayed in white on a yellow background. The title is accompanied by a cartoon character of a white alien with red eyes and a glass of champagne. Underneath the title, the word "Posts" is in bold black text. Below "Posts", there are two rows of buttons: "VIEW" and "SORT". The "SORT" button is highlighted with an orange background and the text "HOT". A post by user "u/aguadiable" is visible, posted 7 hours ago. The post content is: "(28M) Last Year I Was Struggling with Social Anxiety and Wasn't Meeting New People, This Year I Have Met Too Many People to Count". Below the post is a large profile picture of a man with glasses and a beard, smiling.

r/toastme

A Tale of Two Subreddits

  ▼  r/roastme

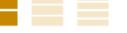
McRakalak 20 points · 4 hours ago
How do you wake up and think this is actually cool? Like do you honestly believe that the average person, who adheres to normal and basic societal rules, looks upon you respectably in any manner?
[Reply](#) [Give Award](#) [Share](#) [Report](#) [Save](#)

Posted by u/YoyoFoSho93 5 hours ago
25, university student, and never leaves home without a yo-yo.


Why?

  ▼ 



[Posts](#) [Verification 101](#) [Crisis Lifeline](#)
[VIEW](#)  [SORT](#)  **HOT** ▾

Posted by u/aguadiable 7 hours ago
(28M) Last Year I Was Struggling with Social Anxiety and Wasn't Meeting New People, This Year I Have Met Too Many People to Count

christian2pto 46 points · 7 hours ago
Congrats! That's a huge step! Keep up the good work, man. You should be super proud of yourself.
[Reply](#) [Give Award](#) [Share](#) [Report](#) [Save](#)

Penya23 22 points · 7 hours ago
Great smile and kind eyes. 2 of the best things a person can have :)
[Reply](#) [Give Award](#) [Share](#) [Report](#) [Save](#)

r/toastme 

The screenshot shows the Airbnb search interface. At the top, it says "Find homes in United States on Airbnb". Below that is a search form with fields for "WHERE" (set to "Anywhere"), "CHECK-IN" and "CHECKOUT" dates, and "ADULTS" (1 adult) and "CHILDREN" (0 children). A large red "Search" button is at the bottom. Below the search form, a section titled "What guests are saying about homes in United States" shows a 4.8 star rating from 31,500,000+ reviews. A photo of a well-decorated bedroom is shown.

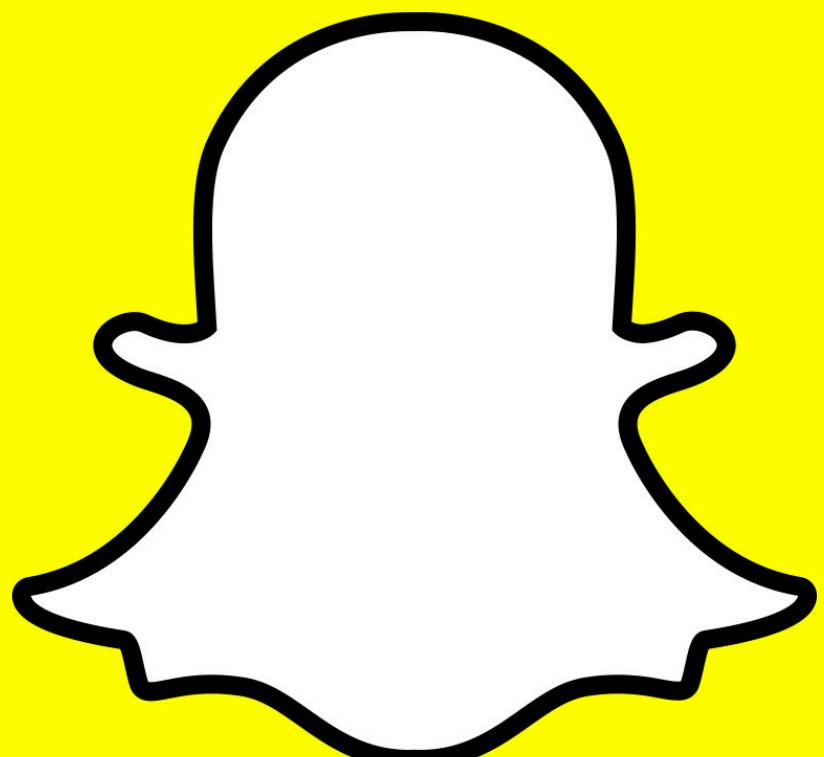
Airbnb

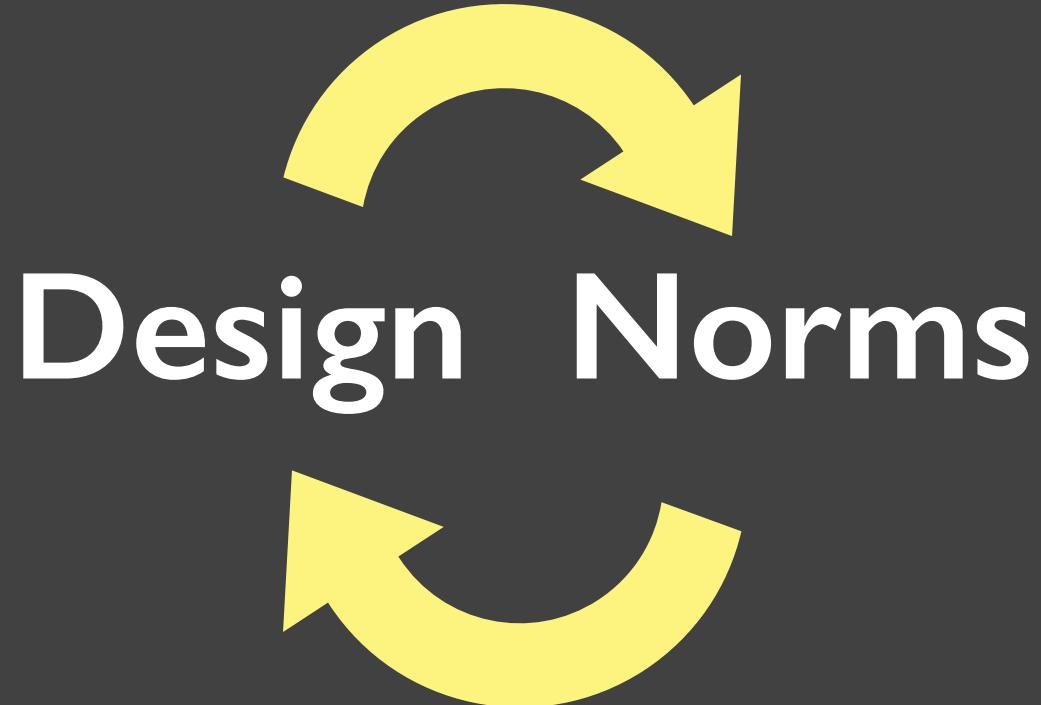
Why?
← value the home
value the relationship →
[Jung et al. 2016]

The screenshot shows the Couchsurfing homepage. At the top, it says "couchsurfing" with "Join" and "Log In" buttons. Below that is a banner with the text "Stay with Locals and Meet Travelers" and "Join to share authentic travel experiences". An orange "Join" button is on the right. Below the banner, a section titled "Why Join?" features a photo of three people smiling outdoors.

Couchsurfing

What makes the interactions on Snapchat and Instagram so different?





Design Norms

Design influences the norms. Norms influence how people use the design.
It's reciprocal: a **socio-technical system**.

Today: designing norms

How do norms form on social computing systems?

Why do norms have an effect on the system and the people in it?

How can design help support pro-social norms that the community wants to be true of itself?

Outline

Presentation of self

Norms: how we intuit them, and how they shape our behavior

How to design norms

Dangers

We are different people when we are in different spaces

[Goffman 1959]

We do not have a static set of behaviors that we perform in every environment.

Like actors, we change our behavior to guide the impressions that people form of us.

So, our behaviors change as we enter different social environments.

ERVING
GOFFMAN

THE PRESENTATION OF
SELF IN EVERYDAY LIFE



“One of the most trenchant contributions to social psychology in this generation.” —American Journal of Sociology

We are different people when we are in different spaces

[Goffman 1959]

Michael in CS 278

teacher

Michael with Ph.D. students

advisor

Michael with family

dad

Michael with friends

basically a muppet?

ERVING
GOFFMAN

THE PRESENTATION OF
SELF IN EVERYDAY LIFE



"One of the most trenchant contributions to social psychology in this generation." —American Journal of Sociology

We are different people when we are in different spaces

[Goffman 1959]



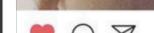
Liked by

goon squad #allhailposeidon

Instagram:
public
performance

← same person →

Finsta: private
performance
for close friends



Liked by

tfw u eat too many brussel sprouts

#relatable

View 1 comment

ERVING GOFFMAN

THE PRESENTATION OF SELF IN EVERYDAY LIFE



“One of the most trenchant contributions to social psychology in this generation.” —American Journal of Sociology

We are different people when we are in different spaces

[Goffman 1959]

So if our behavior is malleable to the social surrounding, how is the design of the social computing system influencing that behavior?

Are you creating a dive bar or a wine bar?

ERVING
GOFFMAN

THE PRESENTATION OF SELF IN EVERYDAY LIFE



“One of the most trenchant contributions to social psychology in this generation.” —American Journal of Sociology

Norms

What are norms?

The informal rules that govern behavior in groups and societies
[Stanford Encyclopedia of Philosophy]

Example norms:

Keep the door open to your dorm room when you're around

Help, not mock, people who are struggling with assignments

Smile politely when [student performance group] swings by for a surprise performance while you're grinding for a deadline

How do you know if something's a norm? Breaching experiment.

We intuit norms quickly.

Try it. Five seconds per social computing system.

We intuit norms quickly.



The screenshot shows the homepage of the 4chan /b/ - Random board. At the top, there's a logo featuring a cartoon character pointing upwards next to the text "4chan.org". Below the logo, the board name "/b/ - Random" is displayed in a large, bold, dark red font. A subtitle below it reads: "The stories and information posted here are artistic works of fiction and falsehood. Only a fool would take anything posted here as fact." A blue button labeled "[Start a New Thread]" is prominently featured. To the right of the button, there's a list of recent events: "05/04/17 New trial board added: /bant/ - International/Random", "10/04/16 New board for 4chan Pass users: /vip/ - Very Important Posts", and "06/20/16 New 4chan Banner Contest with a chance to win a 4chan Pass! See the contest page for details." There are links "[Hide]" and "[Show All]" next to the contest entry. A large black banner in the center of the page says "YOU WOULDNT DOWNLOAD A CAR" and "/t/ - TORRENTS". On the left side, there's a thumbnail for a file named "goodhunt.png" (132 KB, 810x667) showing a cartoon character sitting and eating. Below the thumbnail, there's a post by an anonymous user from April 7, 2019, at 16:50:37, with a reply link. The post includes the text "Drawthread" and "Dinner time edition". It also mentions "70 replies and 34 images omitted" with a link to view them. A small image of the character from the thumbnail is shown next to the text "Much tired.".

We intuit norms quickly.

大家正在搜：凉山冕宁县发生森林火灾

微博

首页 视频 发现 游戏 注册 登录

精选 交友 企业 好莱坞 房产 旅游 时尚 硅谷 移民 美国 美食 财经 购物

微博星耀盛典 WEIBO STARLIGHT AWARDS 立即投票

【立即投票】把爱豆推上星耀盛典颁奖台

化工园区安全检查持续高压，除了染料还有谁景气度提升最明显？】国金化工團隊认为，随着江苏省环保整治开启，农药染料等行业景气度有望持续提...

华尔街见闻APP 60分钟前

9 | 2 | 13

和平时期 CEO 与战备状态 CEO 和平时的 CEO 可以选择退出自己并非市佔率最高的业务；战备状态的 CEO 很难有这个意识，因此能够选择退出某项...

钛媒体APP 今天 08:43

0 | 0 | 1

帐号登录 安全登录

邮箱/会员帐号/手机号

请输入密码

记住我 忘记密码

登录 使用 Facebook 登录

还没有微博？立即注册！

摄影师差一步就惨跌！林志玲秒救援网赞“MAN力”十足

2019-04-05 22:52:50

黄子韬绯闻女友曝光！白皙皮肤+大眼睛 网抓包韩...

23

We intuit norms quickly.

9GAG Get Our App! Join Us! Official 9GAG Shop • Anime Wallpaper Outfit of the Day •

POPULAR

- Hot
- Trending
- Fresh

SECTIONS

- Funny
- Animals
- Anime & Manga
- Anime Waifu
- Anime Wallpaper
- Apex Legends
- Ask 9GAG
- Awesome
- Basketball
- Car

Funny
Why so serious

Hot Fresh

Funny Meme Savage Surreal Dank

Funny - 40m

Holy shit is this relatable

تی
@prinnyteeee

you ever met someone so academically talented yet so fkin dumb

April Fools 2019: 10 Jokes From Famous Brands

Durex Mala Hot Pot

Farting On Coworker Isn't Workplace Bullying, Court Rules

This UPS Driver Takes The Most Cheerful Photos With Dogs In The Neighbourhood

24

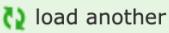
We intuit norms quickly.

Ravelry patterns yarns friends groups help 

forums my notebook  

search for people

search for names used on Ravelry or elsewhere

it's finished! 



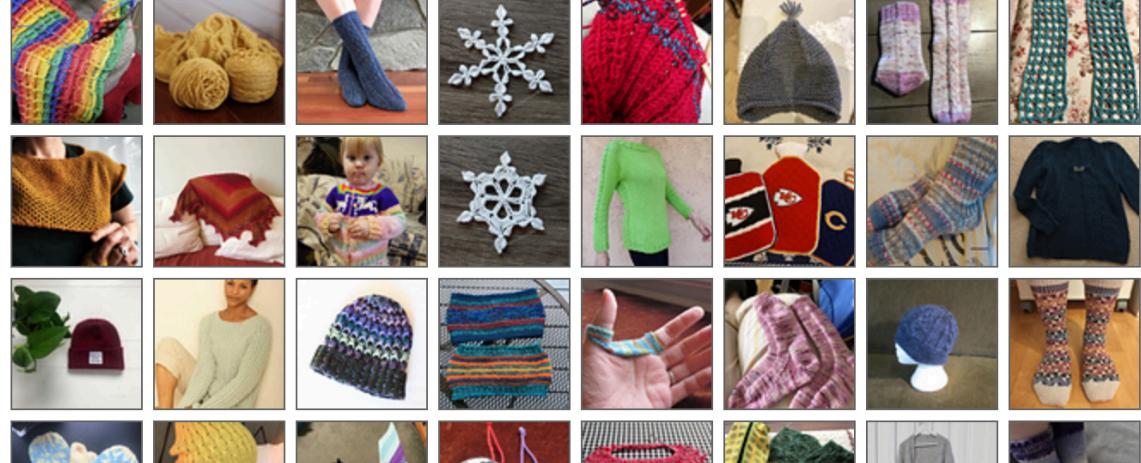
mkgVT finished their Vottene Barlind / The Taxus Mittens
3 days ago

updates from friends

You haven't added any friends yet

finished projects from everyone

[see more FOs](#)  [advanced search](#) 



25

We notice signals quickly

[Metaxa et al. 2018; Cheryan et al. 2009]

Welcome to Programming Methods! This course is an introduction to computer programming and software development.

CS 106A

ASSIGNMENTS

PROJECTS

All projects are due at 11:59 pm on the specified due date.

Name	Due
Karel the Robot (INDIVIDUAL)	4/24
Consolation Prize (PAIR)	4/24
Hangman (PAIR)	5/7
Breakout (PAIR)	5/8
Melody Player + Image Algorithms (PAIR)	5/10
Critters (PAIR)	5/18
NameSurfer (PAIR)	6/5

SECTIONS

Our sections are 90-minute discussions led by section leaders each week where students and TAs work together to solve problems. After the Apr 11 you can log in to our CS 198 site to see what section date/time/room you are in.

Name	Week
Section 1: Karel the Robot; Basic Java	4/12 - 4/14
Section 2: Java Control Statements, Parameters	4/19 - 4/21
Section 3: Strings/Characters; File Processing	4/26 - 4/28
Section 4: Graphics, Animation, and Fields	5/3 - 5/5
Section 5: Arrays, Images, Pools	5/10 - 5/12
Section 6: Classes and Objects; Inheritance; Critters	5/17 - 5/19
Section 7: ArrayList and HashMap	5/24 - 5/26
Section 8: Graphical User Interfaces	5/31 - 6/2

Are you looking for the list of section leader names and section times? That information can be found on the Staff/Site page.

Welcome to Programming Methods! This course is an introduction to computer programming and software development.

CS 106A

ASSIGNMENTS

PROJECTS

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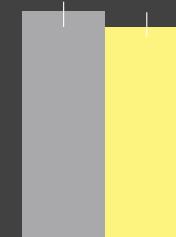
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Karel the Robot (INDIVIDUAL)	4/14
Consolation Prize (PAIR)	4/24
Hangman (PAIR)	5/1
Breakout (PAIR)	5/8
Melody Player + Image Algorithms (PAIR)	5/17
Critters (PAIR)	5/26
NameSurfer (PAIR)	6/5

SECTIONS

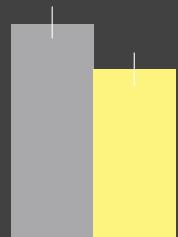
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Section 5: Arrays, Images, Pools	5/10 -
Section 6: Classes and Objects; Inheritance; Critters	5/17 -
Section 7: ArrayList and HashMap	5/24 -
Section 8: Graphical User Interfaces	5/31 -

Intent to enroll



Gender neutral



Stereotypical

Men

Women

Descriptive norms

We are influenced by what we see as common behavior in the environment. These are known as **descriptive norms**: norms that describe common behavior.

If a site is full of risqué selfies, you're more likely to post risqué selfies there [Chang et al. 2016]

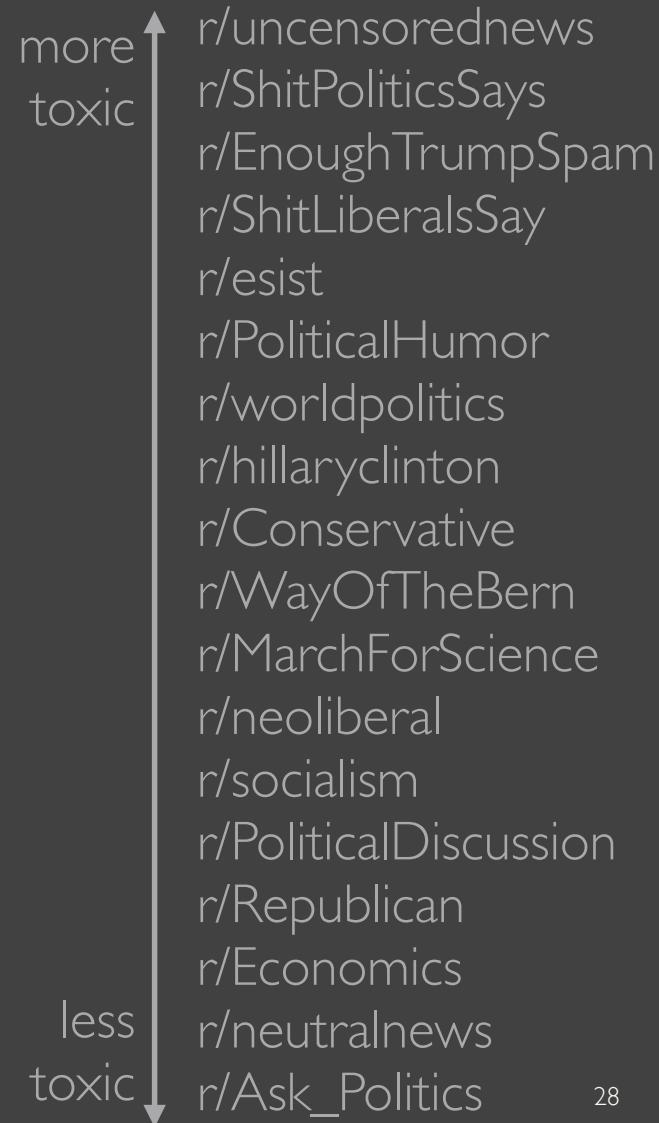


Is it the norms or the people?

[Rajadesingan, Resnick and Budak 2020]

Are community norms influenced more by who joins, or by what behaviors are on display?

Comparing people before and after they joined 56 political subreddits with different levels of toxicity: it's the norms. People match toxicity levels with their first post in the community, differing from their prior behavior in other political subreddits.



Is it the norms or the people?

[Ricart-Huguet and Paluck 2020]

How much are our behavior and attitudes influenced by the norms of the people around us?

Natural experiment: randomization into university dorms that have starkly different cultures

Result: influence is weakest for individual outcomes (e.g., grades, personality), and strongest for interpersonal outcomes (e.g., trust, activism). Effects are strengthened if it's part of the dorm's daily life, and can last long past college.

Afrostone

"Calm"

"Humble"

"Disciplined"

Lumbox

"Noisy"

"Stubborn"

"Outgoing"

News of the Day

I'm Voting for Hillary Because of My Daughter

Back in the 2008 primary season, I supported Hillary Clinton. That choice...

Top Comments Sorted by Best



User1337 · 2 hours ago

I'm a woman, and i don't think you should vote for a woman just because she is a woman. vote for her because you believe she deserves it.

6 ⚡ | ⚡ · [Reply](#)



User9054 · 3 hours ago

Personally, I'd vote for whoever I think is the best and

Positive comments

Result: 35% troll comments

[Cheng et al. 2017]

(Real comments on the article)

News of the Day

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User1337 · 2 hours ago

Oh yes. By all means, vote for a Wall Street sellout - - a lying, abuse-enabling, soon-to-be felon as our next President. And do it for your daughter. You're quite the role model.

1 ⚡ | ⚡ · [Reply](#)



User9054 · 3 hours ago

Hillary is a cunt. I am voting with my dick for Putin. /s

Negative comments

Result: 47% troll comments

(Relative increase of one third compared to the 35% baseline)

Taking these together...

Is it the norms or the people?

[Rajadesingan, Resnick and Budak 2020]

Are community norms influenced more by the people who choose to join them, or by what they see in the space?

Comparing people before and after they join political subreddits with different levels of toxicity, it's the norms. People match toxicity level of their first post in the community, differing from their prior behavior in other political subreddits.

more toxic
r/uncensorednews
r/ShitPoliticsSays
r/EnoughTrumpSays
r/ShitLiberalsSay
r/resist
r/PoliticalHumor
r/worldpolitics
r/theyclinton

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[Cheng et al. 2017]

Lumbox

"Stubborn"
"Outgoing"

28

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6 ▲ | ▼ · Reply

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Personally, I'd vote for whoever I think is the best and most qualified. I'm voting for Hillary because I think she is the best candidate for the job.
1 ▲ | ▼ · Reply

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1 ▲ | ▼ · Reply

(Real comments on the article)

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1 ▲ | ▼ · Reply

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1 ▲ | ▼ · Reply

Negative comments

Result: 47% troll comments
(Relative increase of one third compared to the 35% baseline)

23

A substantial amount of the good and the bad that we see online can be attributed to the norms that are established in that space.

Why?

Recall: social proof, from our Going Viral lecture



When uncertain about appropriate behavior, we look to others' behavior as a kind of proof of what is appropriate

Injunctive norms

We are also influenced by what we believe to be expected, even if we don't see it. These are known as **injunctive norms**: norms that describe what you should or should not do.

Subreddit rules: /r/roastme

5. The Unfunny Abuse Rule ^

There is a clear and definitive line between humor and abuse. If your comment cannot be reasonably expected to make an audience laugh, and is instead meant to intimidate or threaten another user, your posted comment will be removed.

OSS Contributor Covenant: used by Linux, git, Node.js, React...

Our Standards

Examples of behavior that contributes to creating a positive environment include:

- Using welcoming and inclusive language
- Being respectful of differing viewpoints and experiences
- Gracefully accepting constructive criticism
- Focusing on what is best for the community
- Showing empathy towards other community members

When do norms influence?

Norms don't influence us at all times: it's principally **when they're made salient** [Cialdini 1991]

Participants receive an unwanted paper ad on their car windshield. They see someone either walk by or litter. Measure: % who littered



When the littered norm was made salient by the litterer, people reinforced it.

Making norms salient

Randomized experiment on Reddit's r/science, stickying a rules post at the top of a random subset of the threads

Establish legitimacy

Name consequences

CivilServantBot   Score hidden · 1 hour ago · Stickied comment 
Welcome to [r/science](#)! Our team of 1,500+ moderators will remove comments if they are jokes, anecdotes, memes, off-topic or medical advice ([rules](#)). We encourage respectful discussion about the science of the post.

Name the behavior

Newcomers 8% more compliant (ok.) but 80% more likely to post (wow!) [Matias 2019]

Making norms salient

+ Comment removed by moderator 11 hours ago (9 children)

+ Comment removed by moderator 10 hours ago (0 children)

Mods removing posts

+ zombiesunflower -14 points · 2 hours ago (8 chil

+ TT676 -7 points · 2 hours ago (0 children)

Downvotes hiding posts

Both of these are the community visibly enforcing injunctive norms.

It (should) have the effect of making those norms salient, and thus encouraging more behavior in line with the norms.

But, it could also have the effect of making clear a descriptive norm of people creating bad posts, which would increase them!

How design influences norm formation

Step one: think critically about the norms that the members of your community will want. Have conversations about them.

Don't just let the norms emerge. Be purposeful and thoughtful.

Norms that emerge without design are often poisonous.

MOTHERBOARD

WOMEN | By Samantha Cole | Dec 18 2018, 10:21am

Twitter Harassment of Woman Journalists and Politicians Happens Every 30 Seconds, Study Finds

WEIBO

CHINA INSIGHT

Battling the Keyboard Warriors: How China's Netizens Address Online Harassment

Incidents of online harassment against women continue to rise year on year across the world, with severe cases in the PRC and abroad. What's on Weibo's Cat Hanson, who has personally experienced online stalking in China, explores how cyber-bullying is gradually receiving more awareness – although the Chinese laws are lagging behind.

Curate a community early



How did Stack Overflow create a set of norms around answers to technical questions?

Closed beta

The founders launched in a small private beta with 500 enthusiastic community members for three months before opening to everyone

What happened?

By the time the site launched publicly, it was full of positive examples of technical questions answered helpfully and succinctly, which set the expectation

Curate a community early



**New user
training wheels**

What happened?

How did Stack Overflow create a set of norms around answers to technical questions?

Legitimate peripheral participation [Lave and Wenger 1991]: new members begin with low-risk tasks while they absorb norms. On Stack Overflow, new users cannot up/downvote, edit questions and answers — only ask and answer

Users learn what kinds of questions and answers are valued before they can vote

But this is hard to scale...

The decline of Stack Overflow

Originally published by John Slegers on July 4th 2015

How trolls have taken over your favorite programming Q&A site

Why? More to come when we discuss growth and anti-social behavior.

{* SOFTWARE *}

**if dev == woman then
dont_be(asshole): Stack Overflow tries again to be more friendly to non-male non-pasty coders**

Another try...catch attempt to end tedious mansplaining

Stack Overflow Isn't Very Welcoming. It's Time for That to Change.

We <3 and believe in Stack Overflow. But sometimes, loving something means caring enough to admit that it has a problem. Let's start with the painful truth: Too many people experience Stack Overflow¹ as a hostile or elitist place, especially newer coders, women, people of color, and others in marginalized groups. Our employees and community...



Jay Hanlon

EVP of Culture and Experience (former)

What a very bad day at work taught me about building Stack Overflow's community

Hi, my name is Sara Chipp, first time Stack blogger, long time Stacker (I've always wanted to say that!). I'm the new Director of Public Q&A at Stack Overflow. I've been at Stack for a year now, and I'd like to share with you one of my worst days at work, and what it ...ht...

Defaults influence norms

The default on Instagram is a public account.

What if you want to make your Instagram account private?

12:24 ⓘ

Instagram

 pablo
Marin Headlands



...

104 likes

pablo First ride 🚲

[View 1 comment](#)

 Add a comment...

1 DAY AGO

 r0wh0t

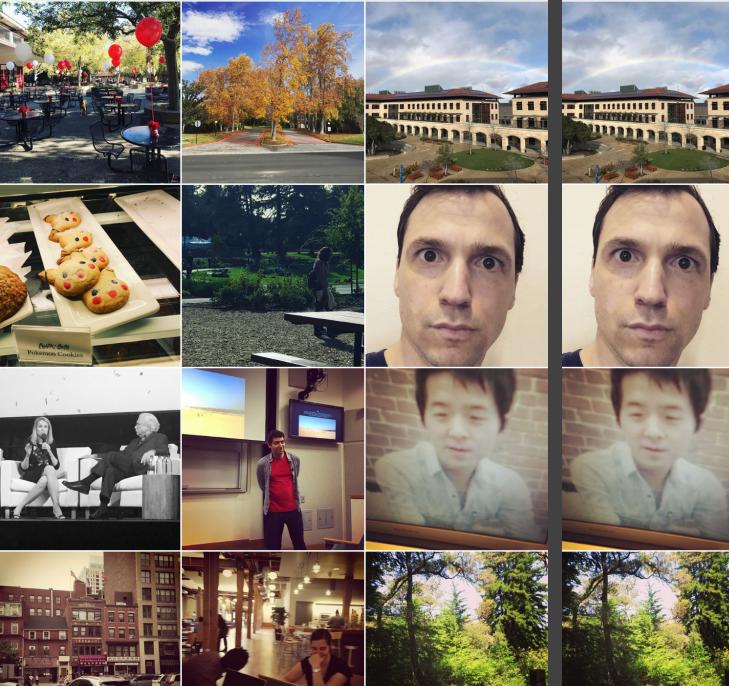
12:25 ⓘ

msbernstein ⓘ

 22 posts 300 followers 308 following







      Settings

12:25 ⓘ

msbernstein ⓘ



 Your Activity

 Nametag

 Saved

 Close Friends

 Discover People

 Open Facebook

 Follow and Invite Friends

 Notifications

 Privacy and Security

 Payments

 Ads

 Account

 Help

 About

 Logins

[Add Account](#)

[Log Out of msbernstein](#)

The image displays four sequential screenshots from the Instagram mobile application, illustrating the process of changing account privacy settings.

Screenshot 1: Home Screen

- Top status bar: 12:25, Search icon.
- Profile section: msbernstein, Your Activity, Nametag, Saved, Close Friends, Discover People, Open Facebook.
- Bottom navigation: Home, Search, Create Post, Likes, Profile.

Screenshot 2: Settings

- Top status bar: 12:25, Search icon.
- Section: Settings
 - +👤 Follow and Invite Friends
 - 🔔 Notifications
 - 🔒 Privacy and Security
 - 💳 Payments
 - 📢 Ads
 - 👤 Account
 - ❓ Help
 - ℹ️ About
- Section: Logins
 - Add Account
 - Log Out of msbernstein
- Bottom navigation: Home, Search, Create Post, Likes, Profile.

Screenshot 3: Privacy and Security

- Top status bar: 12:25, Search icon.
- Section: Privacy and Security
 - Privacy
 - Account Privacy
 - Blocked Accounts
 - Photos and Videos of You
 - Resharing to Stories (On)
 - Story Controls
 - Comment Controls
 - Activity Status
- Section: Security
 - Password
 - Saved Login Info
 - Two-Factor Authentication
 - Access Data
- Bottom navigation: Home, Search, Create Post, Likes, Profile.

Screenshot 4: Account Privacy

- Top status bar: 12:26, Search icon.
- Section: Account Privacy
 - Private Account
 - When your account is private, only people you approve can see your photos and videos on Instagram. Your existing followers won't be affected. [Learn More.](#)
- Bottom navigation: Home, Search, Create Post, Likes, Profile.

Defaults influence norms

Very few users change defaults: only 5% of Microsoft Word users in one study had ever changed any settings [Spool 2011]; only 19% changed the default public calendar setting [Palen 1999]

Why? Recall: Channel factors. (Amongst other reasons.)

Think about the defaults you encounter in social computing systems

Who do you share with by default on Facebook?

What's the default sort order of posts?

What's the default skin color of emoji? 

Identity influences norms

Should we use real names? Pseudonyms? Be anonymous? This is a classic, old question in the field. What do you think? [1 min]

Anonymous environments create greater disinhibition, which results in more trolling, negative affect, antisocial behavior, and conformity to norms [Kiesler et al. 2012; Huang and Li 2016]

On the other hand, anonymity can foster stronger communal identity [Ren, Kraut, and Kiesler 2012] and more creativity [Jessup, Connolly, and Galegher 1990]

Overall, anonymity increases conformance to group norms [Huang and Li 2016, Seering et al. 2018]

Identity influences norms

Summary: anonymity and pseudonymity are playing with 🔥. But, real name requirements can put victims of abuse and others at risk.

The BBC News website features a prominent article titled "Facebook amends 'real name' policy after protests". The article is dated December 15, 2015, and is written by Dave Lee, a North America technology reporter. A quote from the article states: "After passionate and at times angry pleas from various vulnerable communities, Facebook has announced it is to amend its controversial 'real name' policy."

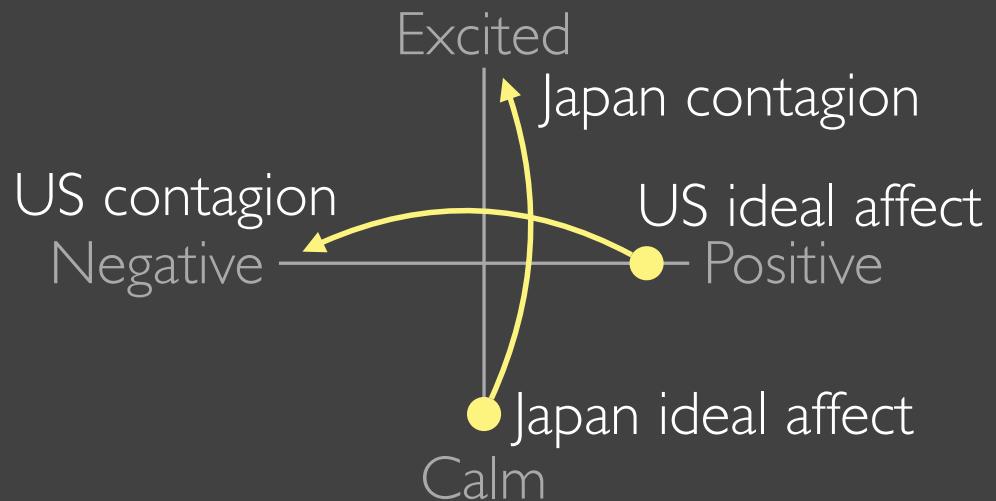
The Washington Post's "MORNING MIX" section includes an article titled "Online 'authenticity' and how Facebook's 'real name' policy hurts Native Americans", written by Abby Phillip on February 10, 2015. Below the article is a screenshot of a Facebook page displaying an error message: "Sorry, something went wrong. We're working on getting this fixed as soon as we can." The Washington Post logo and a "Sign in" link are visible at the top of the page.

Culture influences norms

Norms are created as part of culture, which can also include answers to: Who is high status? What is valued to obtain status?

Local culture impacts norms. For example, we are most influenced by social media content **violating our local cultural values** [Hsu et al. 2021]

Culture will also impact how social computing systems are coopted. Example: Myanmar military uses FB to persecute Rohingya Muslims



Dangers

Once a norm is set, if the platform violates it, things get bad.

On a platform of user-created content, who is responsible for that content?

When YouTube starts demonetizing videos (and doing so inaccurately), it breaks from a norm of free performance.
[Alkhatib and Bernstein 2019]

Result? Creators revolt.

The screenshot shows a Fandom page for 'Wikitubia: The YouTube Wiki'. The main title is 'YouTube Adpocalypse'. Below it, a paragraph explains the term: 'The YouTube Adpocalypse is a site-wide term emerging from the March-May 2017 advertiser boycott on YouTube. By February 2019, that boycott would become known as the first of two, with the second (currently ongoing) occurring that month.' There are sections for 'The First Adpocalypse' and 'The initial boycott arose from advertisements being played on the video, "Chief Keef dancing to Alabama'.

GENERAL CONTENT COMMUNITY YOUTUBE WIKIS EXPLORE DISCUSS

in: *History of YouTube*

YouTube Adpocalypse

EDIT COMMENTS (27) SHARE

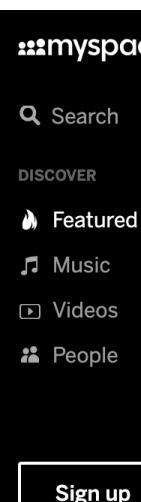
The YouTube Adpocalypse is a site-wide term emerging from the March-May 2017 advertiser boycott on YouTube. By February 2019, that boycott would become known as the first of two, with the second (currently ongoing) occurring that month.

The First Adpocalypse

The initial boycott arose from advertisements being played on the video, "Chief Keef dancing to Alabama

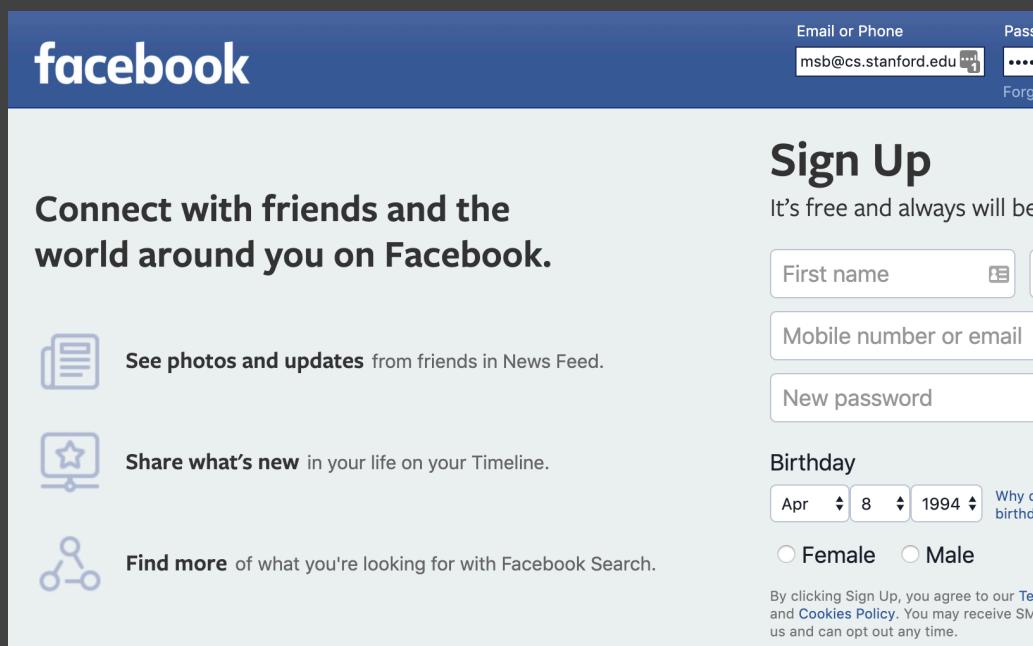
ADVERTISER BOYCOTT

Image from LinkedIn Article on the Ad Boycott



Sign up

Facebook was only accessible to college students at first, so college-bound teens left MySpace for Facebook. danah boyd [2011] identified this as a form of ‘white flight’.



Norms, taste, and status

So what's going on with this behavior?

Sociologist Pierre Bourdieu [1979]: your aesthetic choices—the music you like, the clothes you wear, the food you enjoy—delineate your status in society

So what happens when people gravitate toward particular social computing systems with particular norms or designs?

We need to design norms. But those norms become exclusionary.
What are we to do?

Unintended consequences

Facebook's design to connect people instead resulted in separation.

This reversal is not unique to Facebook — we'll continue to cover it:

Twitter crowdsourced disinformation identification in 2021, but initially it was heavily used by political groups to flag their opponents' tweets

SFUSD deployed an algorithm to more fairly assign students to schools, but it *increased* segregation: not all groups have access to information on how to navigate the algorithm [Robertson, Nguyen, and Salehi 2021]

Facebook opened up its API to great fanfare...but Cambridge Analytica.

Twitter empowers end user news via the Arab Spring...but fake news.

Utilizing injunctive norms

Possible injunctive norm: we *want* to support inclusion. We will act in favor of those who do, and against those who don't.

Would this work?

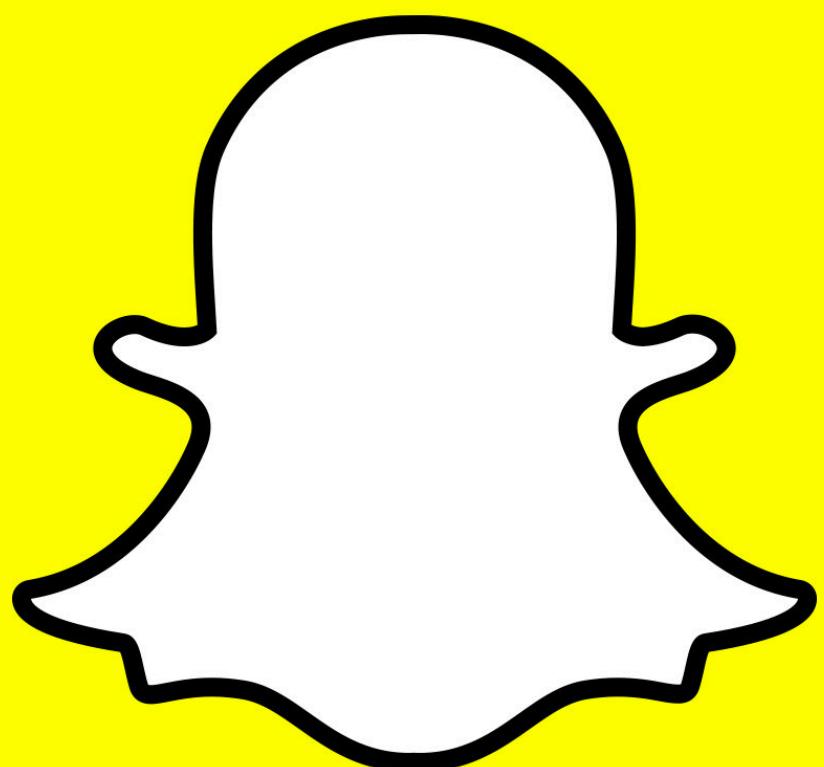


Remember this study?

- Model walks by
- Model litters

Making the injunctive norm salient had the opposite—and desired—effect!

What makes the interactions on Snapchat and Instagram so different?



Designs encouraged different norms between the two platforms.

Summary

We take cues about how to behave from what's around us

1. From signals in the designed environment
2. From peers in the lived environment

...and we quickly learn these descriptive and injunctive norms.

So, if we think about how to fashion...

1. The designed environment (defaults, identity)
2. The lived environment (visible behaviors)

Then we can help highlight the things the community wants to be true about itself, to help them make it true.

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Social Computing

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