

1

Today's Learning Objectives

- After this class, you should be able to:
Understand how to design for social computing and social media
 - Considerations for designing for social computing
 - Learn what is social usability and what are the significant abstractions in social usability
 - Evaluate use cases in designing social apps



2

Social Computing



3

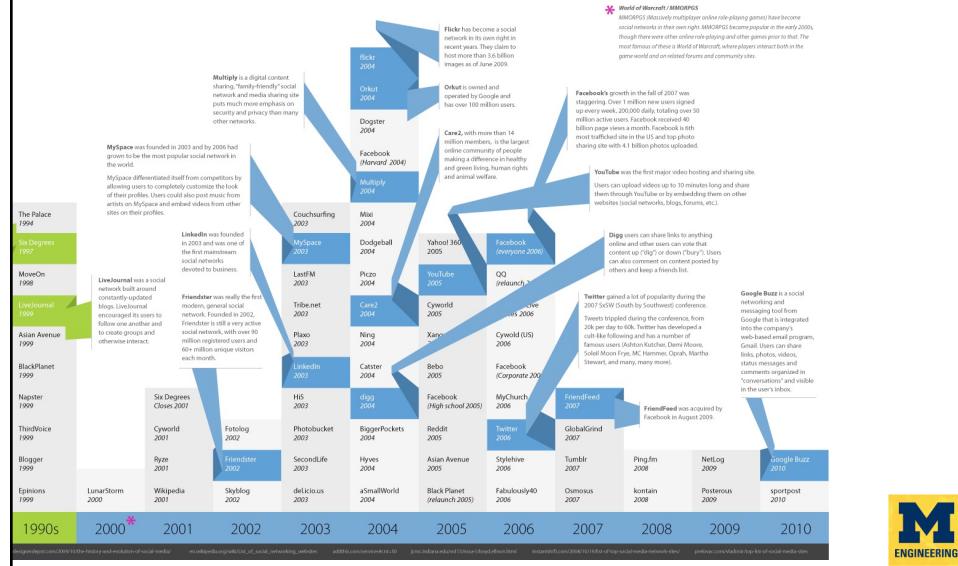
What is social computing?

- How groups or networks of people, ranging in size and density, can interact, coordinate, and exchange information
 - *Emphasis is on groups rather than individual interaction with a system*
- Also called Computer-Supported Cooperative Work (CSCW) in academics and research



4

What is social computing?



5

Post-usability

- Originally HCI was about single users with single computers, but now
- Post-usability = additional kinds of usability
 - Games - novelty and aesthetics
 - Medical apps - safety
 - Social computing - unique **social** considerations



6

Social computing

- First consideration: roles
- What are the kinds of users on the system and what role do they have in the system's use?
- 3 examples:
 - Nextdoor and Nextdoor Marketplace
 - Yelp
 - TikTok



7

Nextdoor

The screenshot shows the Nextdoor homepage interface. On the left, there's a sidebar with navigation links: Home, For Sale & Free, Chats, Notifications (with 19 notifications), Groups, Events, and Invite neighbors. Below these are 'Post' and 'Settings' buttons. The main content area displays a feed of posts. One post by Nina Hauser asks about zoning changes in Ann Arbor Hills. Another post by Nah'Keivee Johnson in South State Street asks about Popeyes on Ellsworth. To the right of the feed, there's a 'Create page' button for local businesses. A sponsored business listing for 'A.F. Smith Electric' is also visible.



8

Nextdoor Marketplace

The screenshot shows the Nextdoor Marketplace interface. On the left is a sidebar with links for Home, For Sale & Free (selected), Chats, Notifications, Groups, Events, and Invite neighbors. A green 'Post' button is prominent. The main area displays a grid of items for sale, each with a thumbnail, title, price (FREE), timestamp, and location. Categories include Psychology Textbooks, Large Glass Aquarium, moving boxes, Beige Fabric Chair, and Garden Plants. A search bar at the top says 'Search For Sale & Free'.



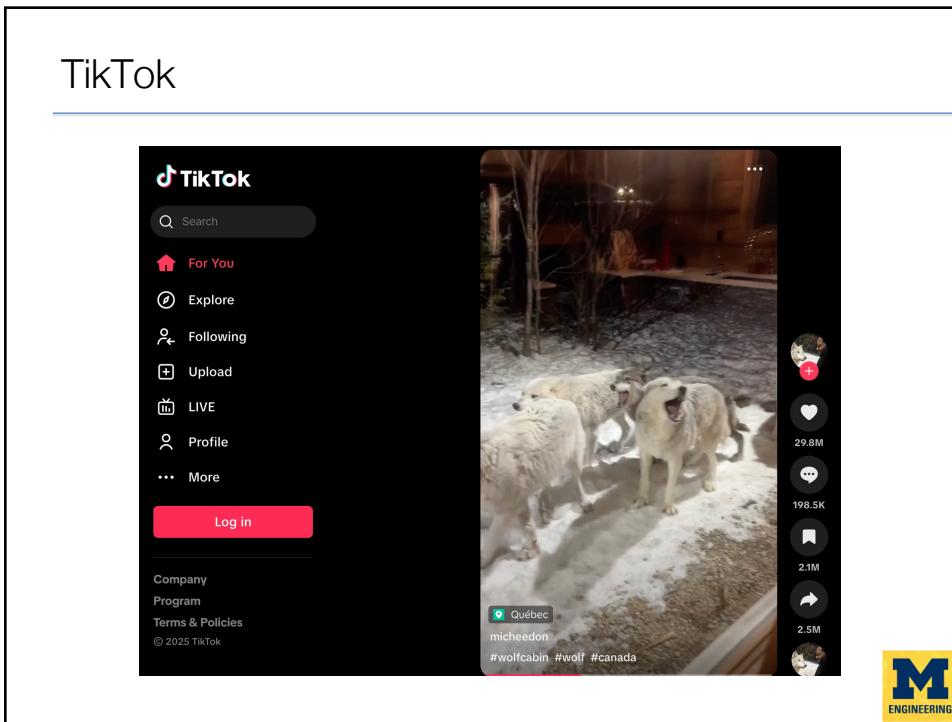
9

Yelp

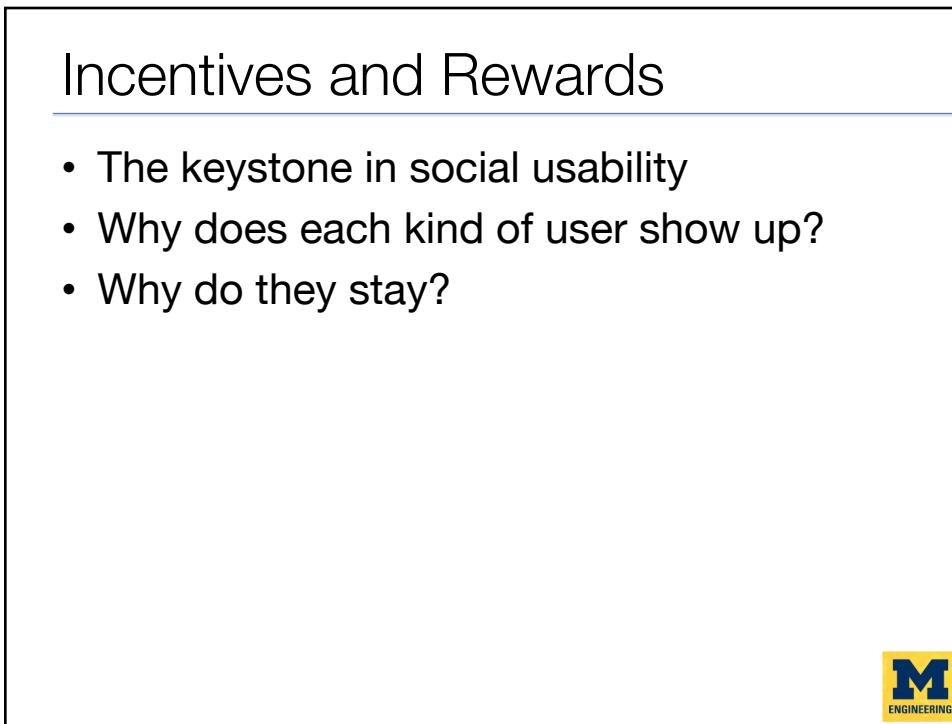
The screenshot shows the Yelp homepage. The top navigation includes a search bar, filters for 'Affordable Restaurant' and 'Ann Arbor, MI', and buttons for 'Log In' and 'Sign Up'. Below the search bar are category filters for Restaurants, Home & Garden, Auto Services, Health & Beauty, Travel & Activities, and More. The main content area displays three restaurant reviews with photos and details: 6. Once-Upon A Grill (4.2 stars, Indian, Mediterranean, Halal), 7. Yee Siang Dumplings (3.7 stars, Chinese, Noodles), and 8. Palace Tang (4.7 stars). To the right is a map of Ann Arbor with numbered pins indicating the locations of these restaurants.



10



11



12

Nextdoor Marketplace

The screenshot shows the Nextdoor Marketplace interface. At the top, there's a search bar and navigation links for 'All listings', 'Your listings', and 'Saved listings'. Below that, a filter bar shows 'Free', 'Distance: 5 mi', 'Sort By: Most Relevant', and 'Discounted'. The main area displays a grid of items for sale:

- FREE Psychology Textbooks** (14 hr ago - 3.1 mi - Ann Arbor)
- FREE Free large piece of black...** (1 day ago - 4.4 mi - Ypsilanti)
- Mini Greenhouse Cabinet** (Kitchen50)
- FREE Set of Mirrors** (1 day ago - 2.9 mi - Ann Arbor)
- FREE Garden Plants for Sale** (1 day ago - 1.2 mi - Ann Arbor)
- FREE Large Glass Aquarium ...** (1 day ago - 2.2 mi - Ann Arbor)
- FREE Free moving boxes** (1 day ago - 2.5 mi - Ann Arbor)
- FREE \$10 Beige Fabric Chai...** (2 days ago - 4.2 mi - J.)
- For Sale & Free chats**

At the bottom right, there's a '3.21 red ...' button. The sidebar on the left includes links for Home, For Sale & Free (with 19 notifications), Chats, Notifications, Groups, Events, Invite neighbors, Post, Settings, and Help Center.

13

Nextdoor

The screenshot shows the main Nextdoor feed. At the top, there's a search bar and a 'House Cleaner Tax Preparer' post. The sidebar on the left includes links for Home, For Sale & Free (with 19 notifications), Chats, Notifications, Groups, Events, Invite neighbors, Post, Settings, and Help Center.

The feed displays several posts:

- Nina Hauser** (Ann Arbor Hills) - 2 days ago · Edited · **... x**
How many of you know about the proposed zoning changes affecting Ann Arbor's neighborhoods? I was just made aware of it and wondered why so few of my friends and neighbors have heard of it?
UPDATE... [See more](#)
- Nah'Keivee Johnson** (South State Street) - 1 day ago · **... x**
Does anyone know what's going on with the Popeyes on Ellsworth? I literally came last night to pick up a pick up order that place for 7:50 pm pick up. It was locked...

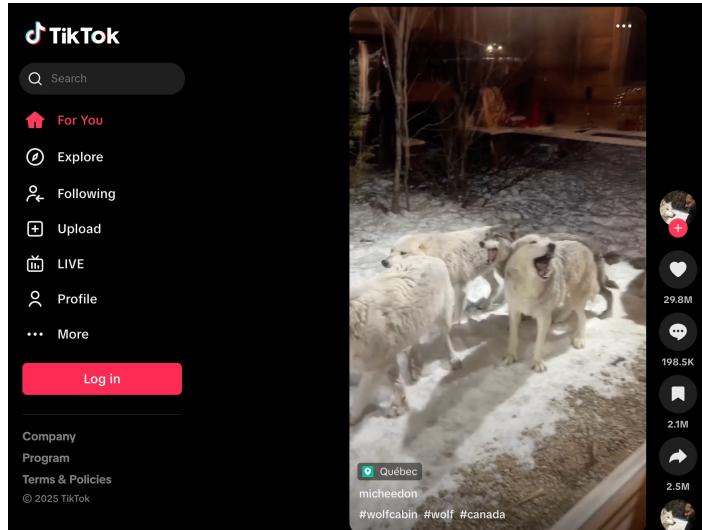
On the right side, there's a sidebar for local businesses:

- Own a local business?** Create a business page to connect with neighbors, post updates in the feed, and gain new customers. [Create page](#)
- A.F. Smith Electric** (Sponsored)
Trusted Electricians for Your Home or Business
[Get quote](#)

At the bottom right, there's a 'Chats' button and a '3.21 red ...' button.

14

TikTok



15

Yelp



16

Norms

- These are the formal informal “rules” that govern behavior in the app
- Policies and agreements of behavior
 - Implicit assumptions about what is allowed and disallowed
 - Social regulation
- We’ll get back to this after...



17

Survey – Social usability basics

<https://forms.gle/w8QHFzgaSJUqk4sX6>

www.yellkey.com/benefit



18

• • •

Which of the following are correct? (Select all that apply) *

- Extreme opinions bring people to sites like FaceBook
- Some people post to social computing sites to be helpful
- Incorrect information will turn potential users away over time
- People come to social computing sites to learn from one another



19

• • •

Consider what incentive a user of TikTok might have *

- They want to find funny videos
- They want to find the most recent popular thing to do
- They want to raise money for their film
- They want to make money from the platform
- They want to create thoughtful exposés of current news
- They want to become famous



20

Social usability con't



21

Social regulation

- How do you get users and how do you keep them?
- Cold start problem
 - If interaction is the key, why would anyone show up?



22

Social facilitation effect



Make potential users think there's activity – visual indicators, rewards for initial users, exclusivity (e.g., special invitations), constant change



23



24

Social regulation

- With users comes trouble...
- And then
 - Admins
 - Rules
 - Detection
 - Adjudication
 - Decision making (visible or hidden?)
 - Decisions about users and their content



25

Moderation



- <https://www.youtube.com/watch?v=igt-sQ8fdhk>



26

Scale

- Social regulation wrapped around scale
 - Small scale – local or known-to-one-another groups
 - Medium scale – within a company or school
 - Internet scale



27

A few more useful concepts

- Creating a ***social world***
- May not be a close *community*. Could be closer to a ***market***.
- Social worlds have a constantly ***negotiated order***
- Social worlds display ***preferential attachment***



28

Survey – Social computing con't

<https://forms.gle/sutkbrM7nQWfTaEA7>

yellkey.com/leader



29

Which of the following might be true *

- Users might want to swing opinion on an election or political issue
- Users may enter many predictions so as to swing opinion on an election or political issue
- Users may try to "fix" issues (eg, bribe politicians)
- This site will lead to careful reasoned debates



30

What do you think would be the good way to bring users to the site initially?

Long answer text



31

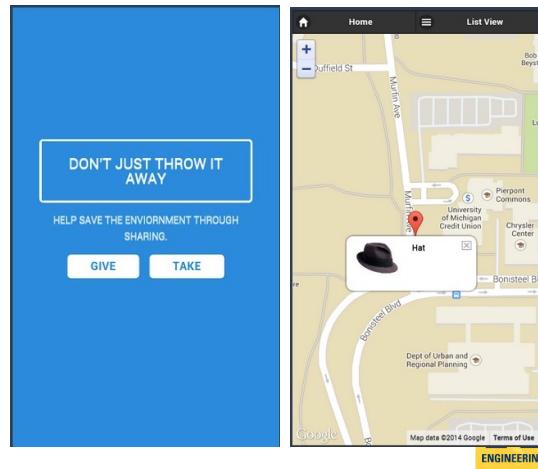
What didn't work – unusable designs



32

What if you get it wrong?

- **JusTake** (Just Take) – share and reuse
- Didn't work
- Social regulation



33

What if you get it wrong?

- **Aardvark** – Q&A
- Didn't work
- Incentives



34

When it does work – usable designs



35

Patients Like Me

- <https://www.youtube.com/watch?v=n3NVG-pVDIs>

The screenshot shows the Patients Like Me website interface. At the top, there are tabs for 'Symptoms' and 'Research'. A search bar is present with placeholder text 'conditions, symptoms, treatments...'. Below the search bar, a banner says 'Showing 1 to 15 of 17,551 public patients' and '170,920 members have decided to share their profiles only with other members of PatientsLikeMe.' A sorting dropdown says 'Sort patients by: Last update'. The main area displays a grid of patient profiles:

- gottcars**: Male 4y, Eosinophilic Esophagitis, Updated 4 minutes ago
- JackpotDoodle**: Bipolar I, Updated 9 minutes ago
- mardijuel**: FM:3y Dx, CFS:4y Dx, F38y, Fibromyalgia, Updated about 1 hour ago
- SoreMomma**: Fibromyalgia, Updated 1 day ago



36

Crowd-funding

- <https://www.youtube.com/watch?v=QNq7IUV-GRs> (to 2:35)



37

Crowd-sourcing

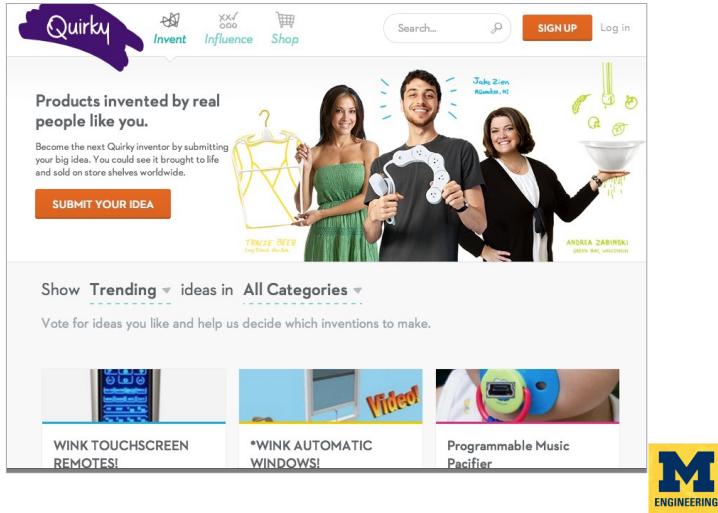
- <https://www.youtube.com/watch?v=Se9cF8KO9BY>



38

Crowd-funding

- https://www.youtube.com/watch?v=7PscV4X_X5g



39

Today's Learning Objectives

- After this class, you should be able to:

Understand how to design for social computing and social media

- Considerations for designing for social computing
- Learn what is social usability and what are the significant abstractions in social usability
- Evaluate use cases in designing social apps



40

The rest of the semester

– focus on your final project

1. Lectures on special topics
2. Final bake-off (required)
3. 2 lectures on final presentations (both required)
4. Quiz 6 (last quiz) will be final exam review

41