

Social Computing Capstone

Day 2: Landscape of Social Computing Systems

CSE 481p | Winter 2022

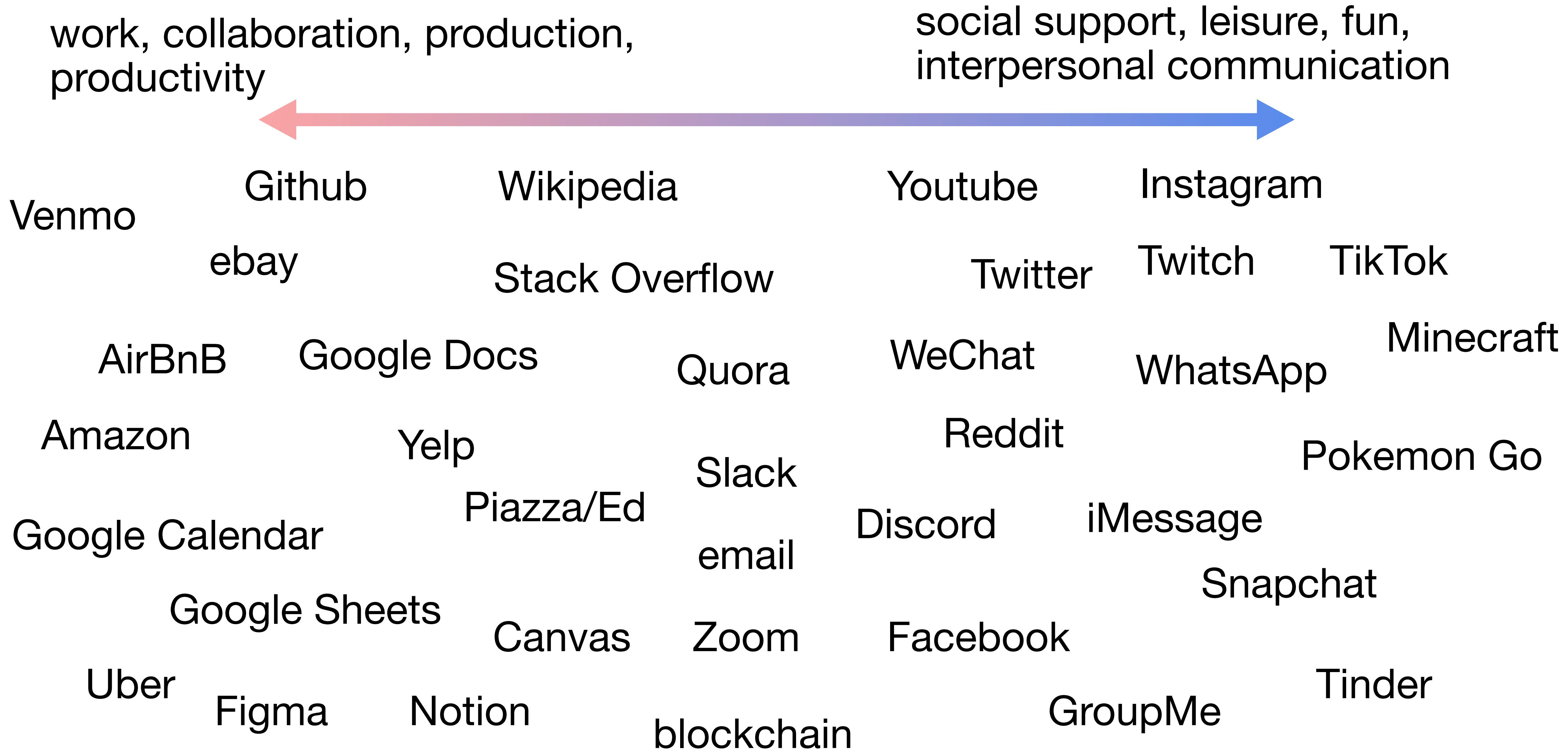
Amy X. Zhang

Assistant Professor | University of Washington, Allen School of Computer Science & Engineering

Schedule for today's class

- Lecture: Landscape of social computing systems (25 min)
- Go around and everyone pitches project ideas (everyone 1 min) (30 min)
- Group formation and group discussion time (20 min)
- Wrap-up and plan for next week (2 min)

Social Computing Systems



Social Computing Systems

Social networks

Facebook
Twitter
Instagram
Myspace
TikTok
LinkedIn

Creator platforms

TikTok
Twitch
YouTube
Instagram

Chat rooms

Snapchat
WhatsApp
Discord
Slack
Telegram
Clubhouse
GroupMe
iMessage
AIM

Mailboxes

Email
SMS

Forums

BBS
Reddit
Hackernews
4chan

Collaboration

Google Docs
Figma
Notion
Wikipedia
Github

Q&A sites

StackOverflow
Quora
Yahoo! Answers

Markets

Craigslist
Amazon
eBay
Tinder
Uber
Yelp

Games

MUDs
Pokemon Go
Minecraft
WoW

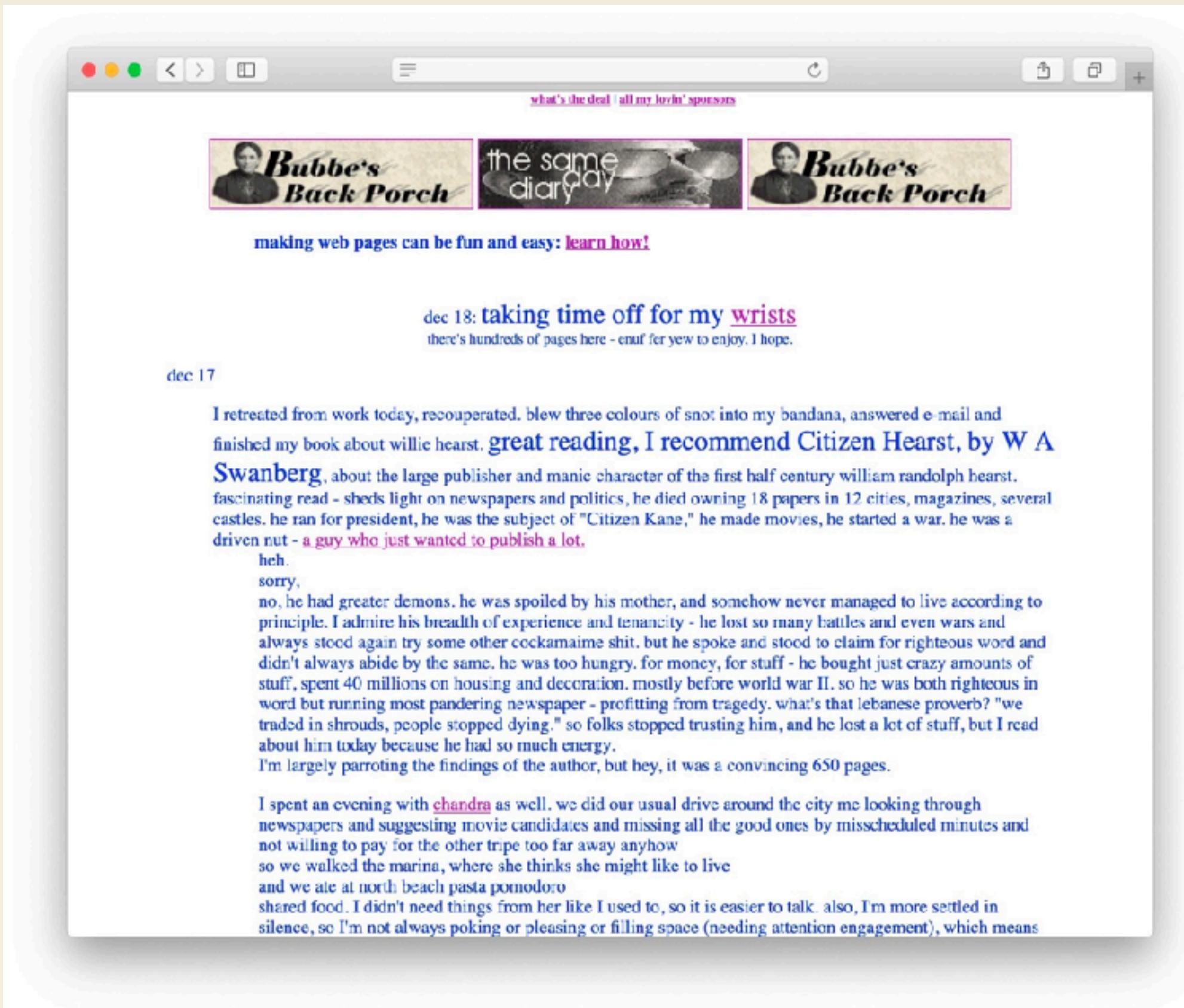
Social networks

Self-hosted website blogs (weblogs) => hosted blogs + blogroll => friend/follow graph => uniform layout => The Feed => The Algorithmic Feed

~1994

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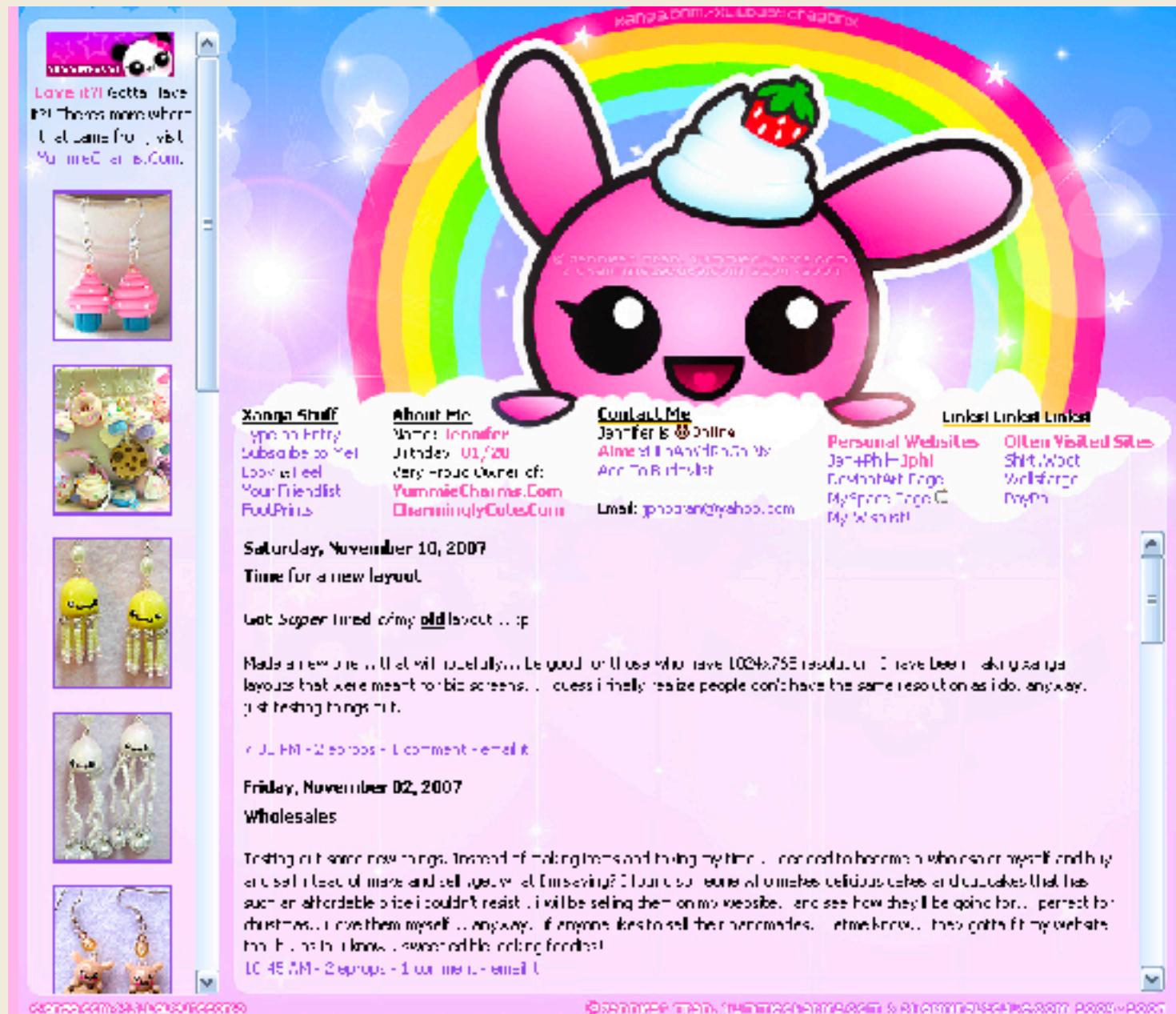
(self-hosted) Wordpress

Other software libraries to help with self-hosting content

~1999

Social networks

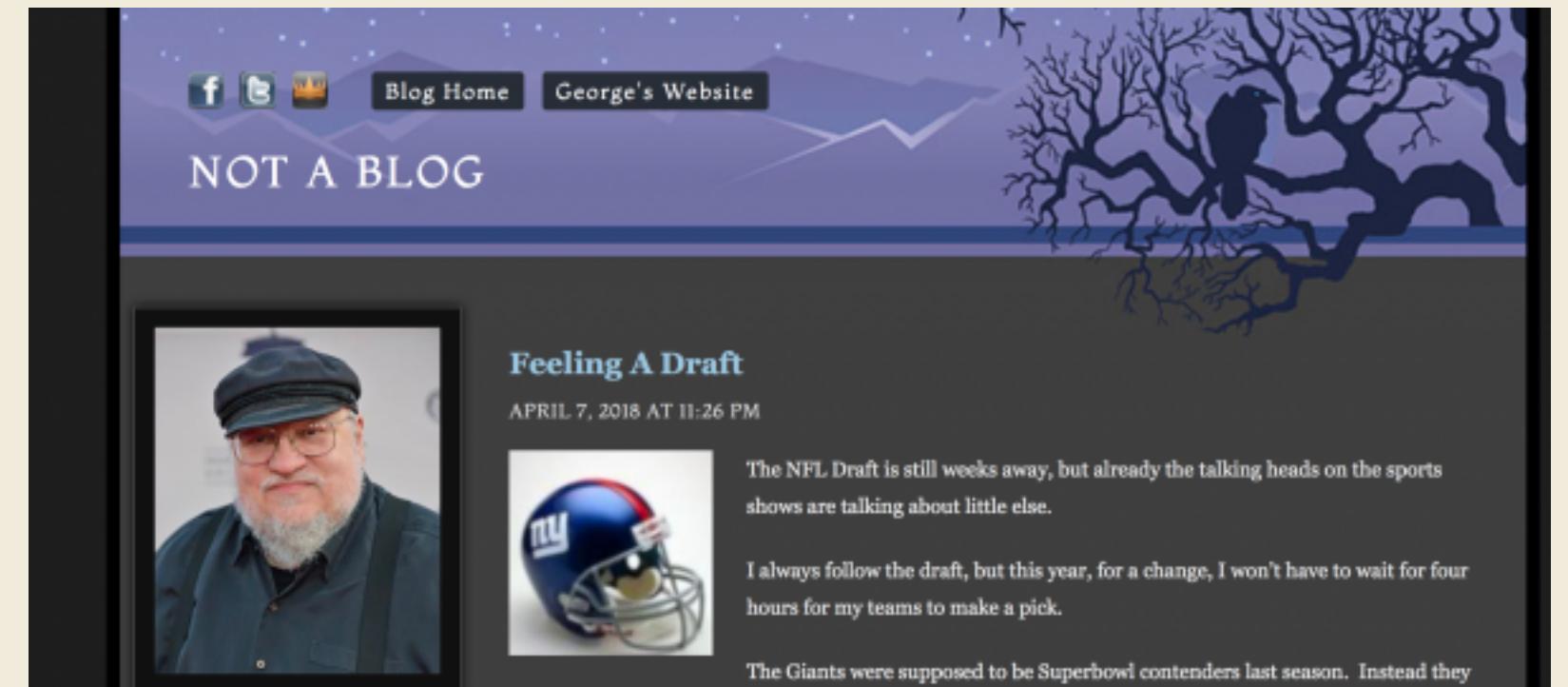
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Xanga



Blogger



LiveJournal

[wordpress.com](#)

~2003

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This screenshot shows a MySpace profile page for a user named 'Tom'. The top navigation bar includes links for Home, Browse, Search, Invite, Film, Mail, Blog, Favorites, Forum, Groups, Events, Videos, Music, Comedy, and Classifieds. The main content area features a large photo of Tom, his bio information (Male, 31 years old, Santa Monica, California, United States), and a status message: "Tom is working on myspace plans!". Below this are sections for 'Contacting Tom' (Send Message, Add to Friends, Instant Message, Add to Group), 'MySpace URL' (http://www.myspace.com/tom), and 'Tom's Interests' (General: Internet, Movies, Reading, Karaoke, Languages, Culture, History of Communism, Philosophy, Singing/Writing). A note at the bottom encourages users to enable JavaScript or download the Macromedia Flash Player.

This screenshot shows a MySpace blog entry by 'Tom'. The header features a promotional banner for 'mycokerewards.com'. The blog entry itself has a pink and black starburst background. It contains a photo of Tom, his bio (Female, 23 years old, Herrell, New York, United States), and a list of 'What you should know' with five numbered points. Below the blog entry is a comment section with a placeholder message: "Say somethin' If you wanna be friends. Can you be direct?". At the bottom, there's a link to "FayRe's Totally Eighties Party" and a "View All Blog Entries" button.

This screenshot shows a MySpace profile page for a user named 'EAST COAST DESIGNZ'. The profile features a vibrant, colorful design with hearts and stars. The bio states: "MALE, 24 years old, SOMERHILL, PENNSYLVANIA, UNITED STATES". The page includes sections for 'CONTACT ME', 'Message', 'Add Me', 'Chat', and 'Invite'. It also displays a blog entry from 'EAST COAST DESIGNZ' with the title "lets grow old together<3". The right sidebar shows the user's interests and a 'ABOUT ME' section.

Myspace

~2004

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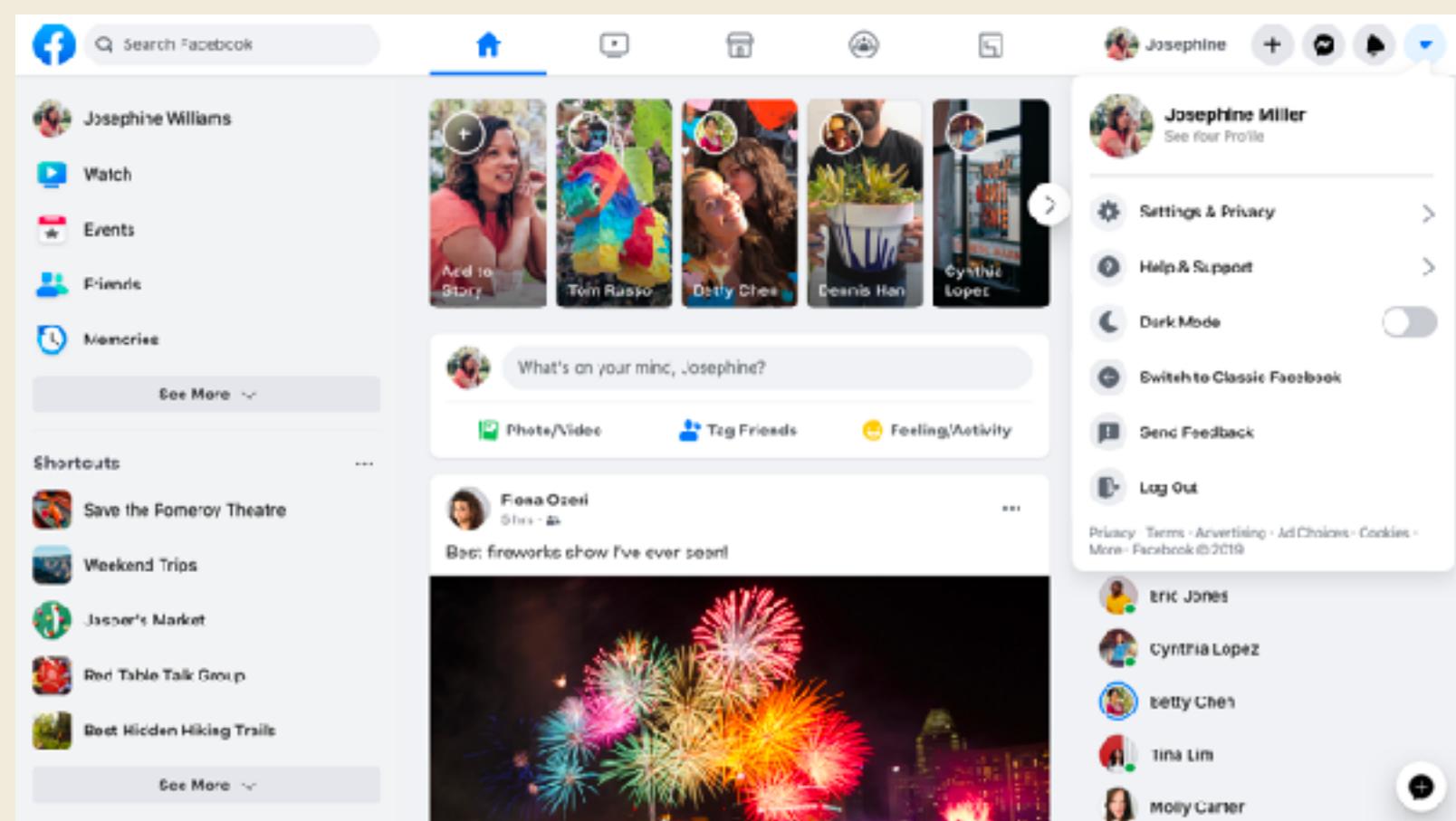


Facebook

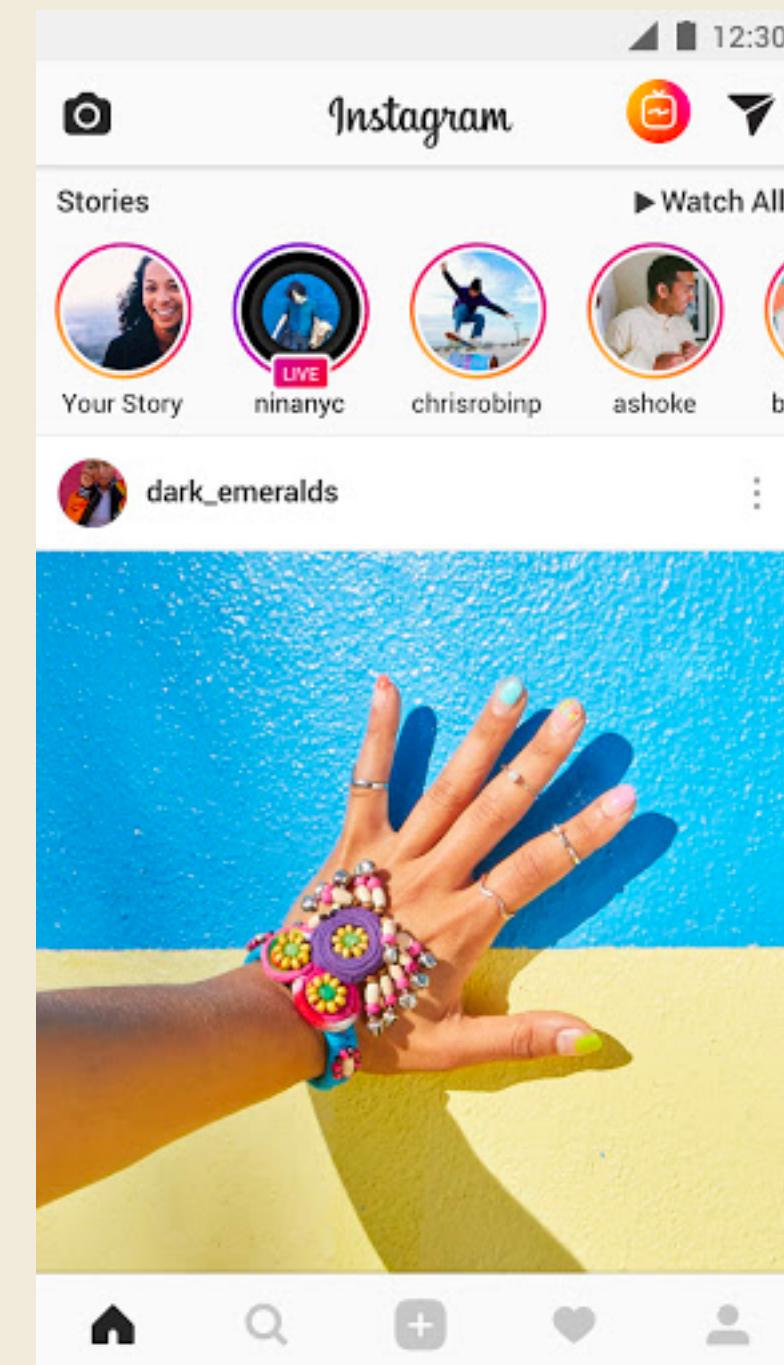
~2006

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Facebook



Instagram

The algorithmic feed has “won” (so far). Why is that? What do we get from feeds? What do we lose from them? Is our social media future always going to involve feeds the way they are? How might they change?

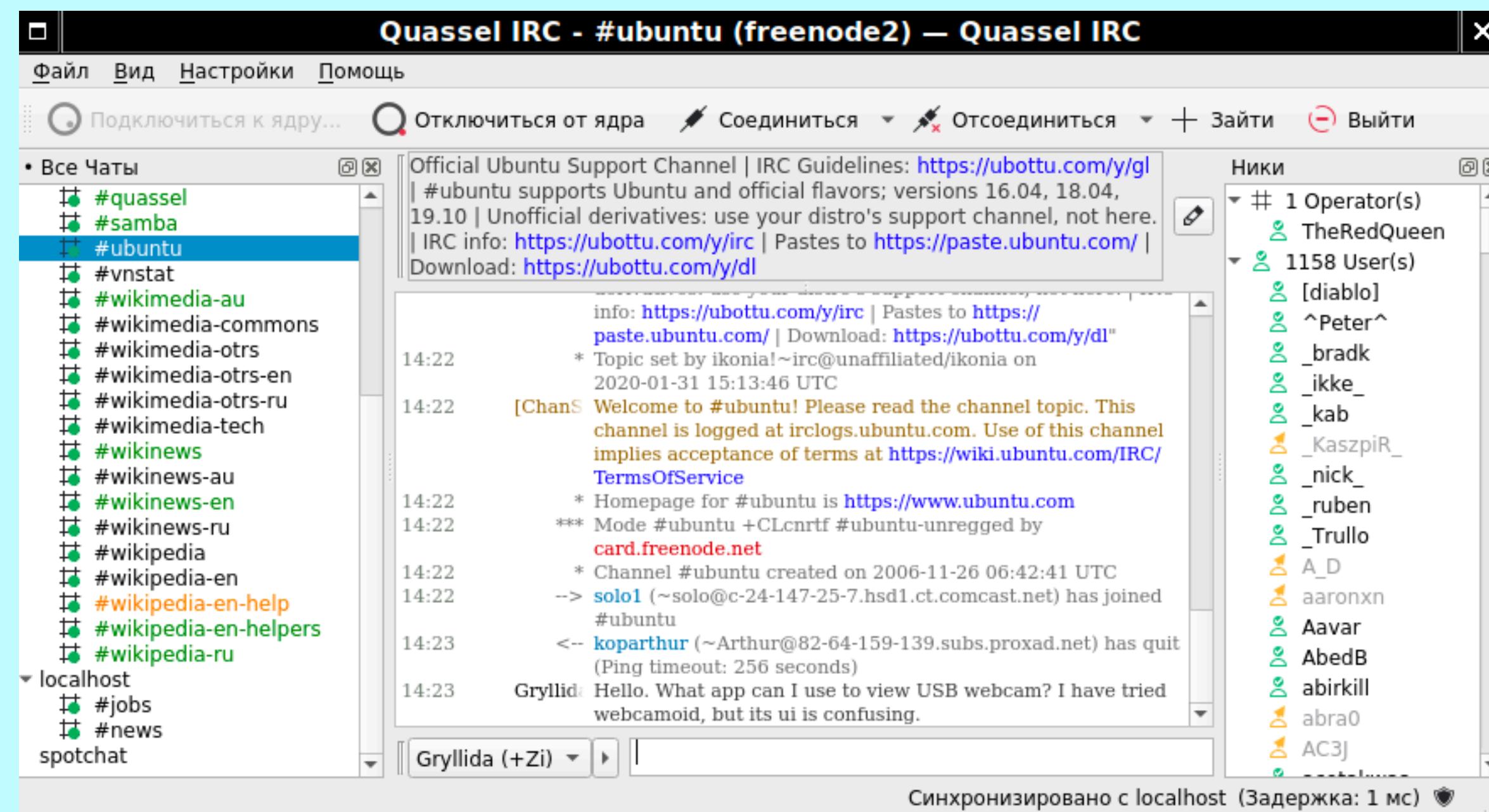
Chat rooms

Protocols (IRC, SMS) and clients => Centralized chat (AIM) => Encrypted chat (WhatsApp, Telegram)
=> everyone made a chat app (FB Messenger, iMessage) => Enterprise chat (Hipchat, Slack, Teams) =>
Voice and video integration (Discord, Clubhouse)

~1988

Chat rooms

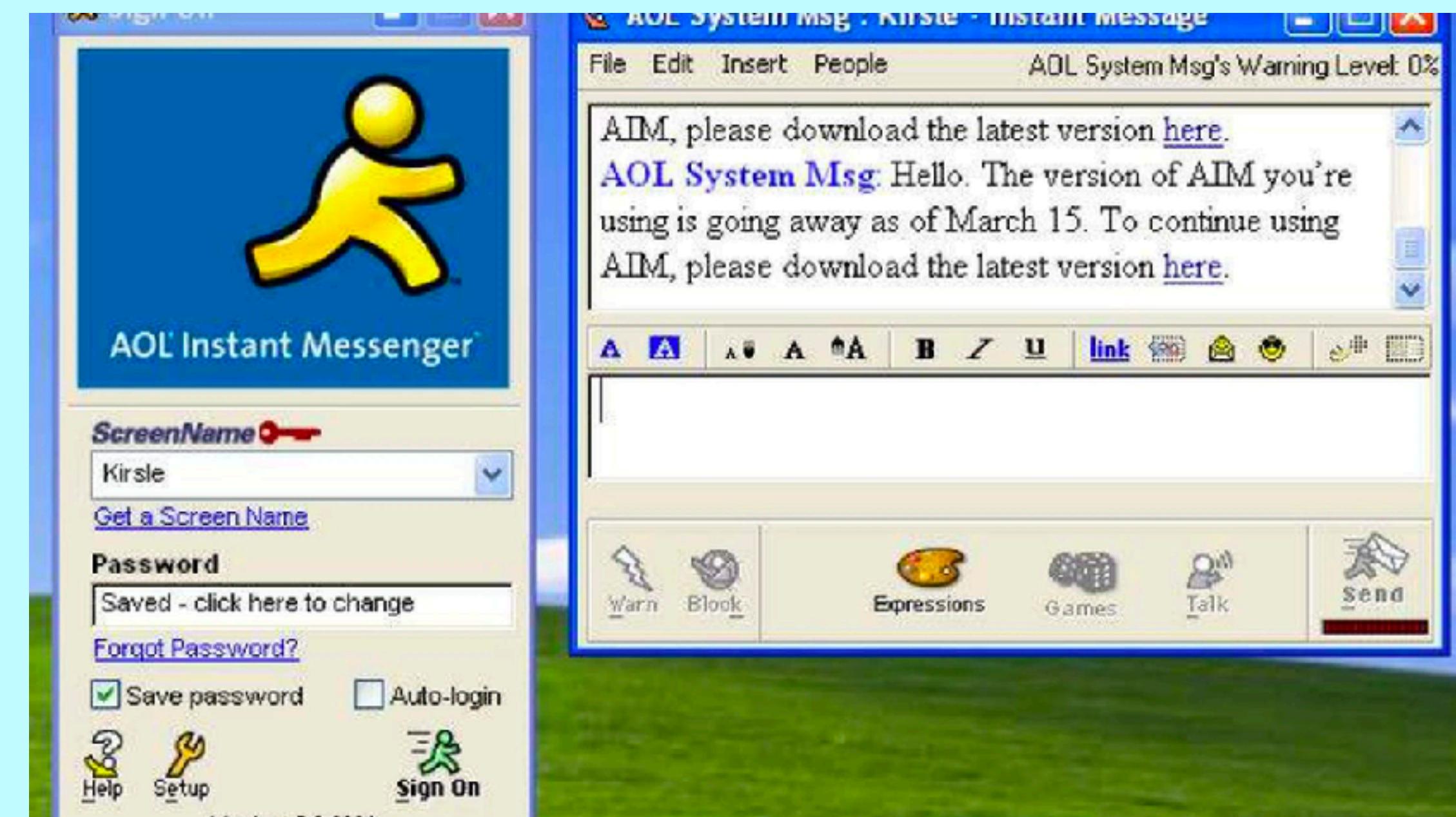
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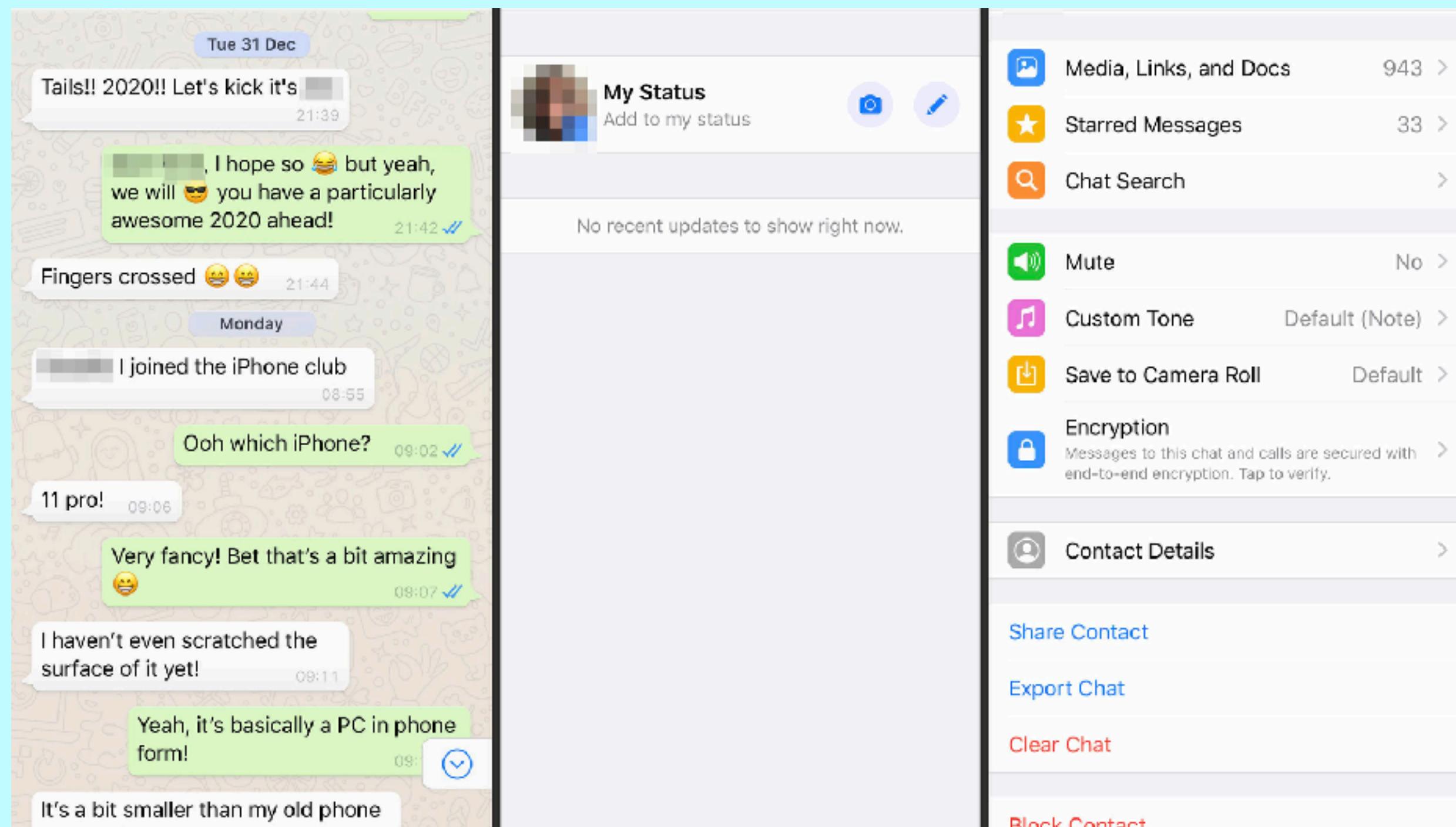
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~2009

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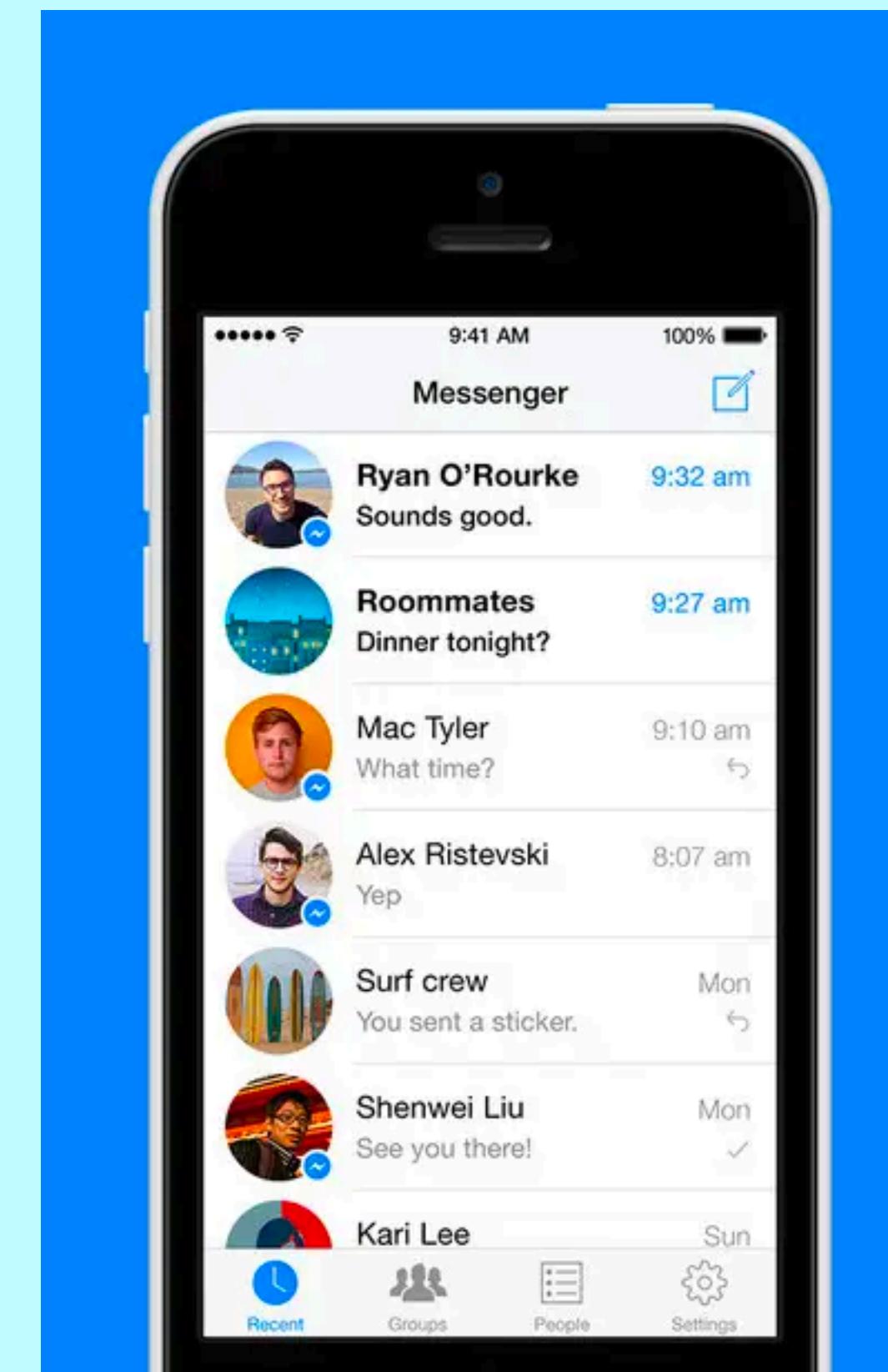
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~2011

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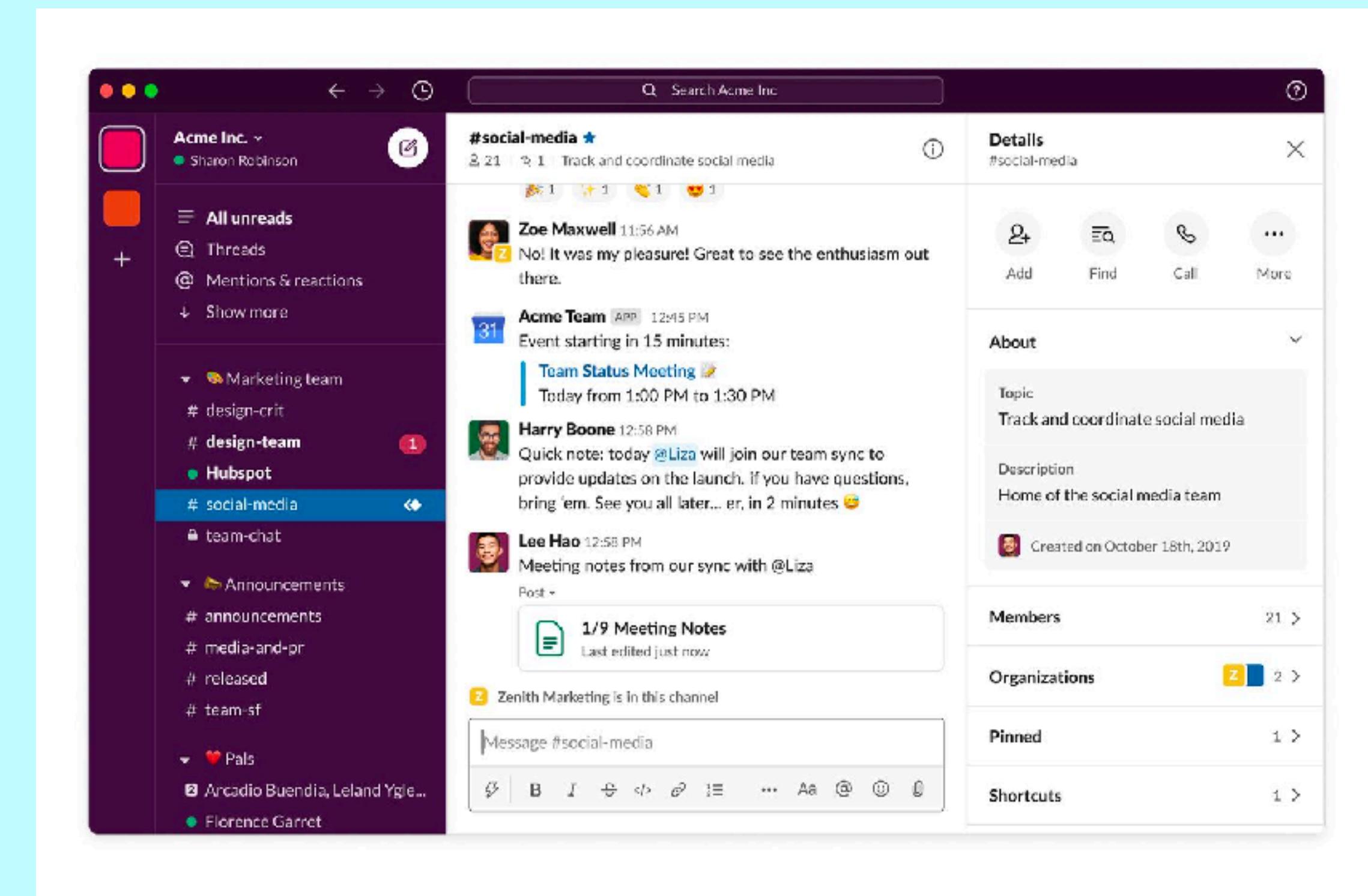
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~2013

Chat rooms

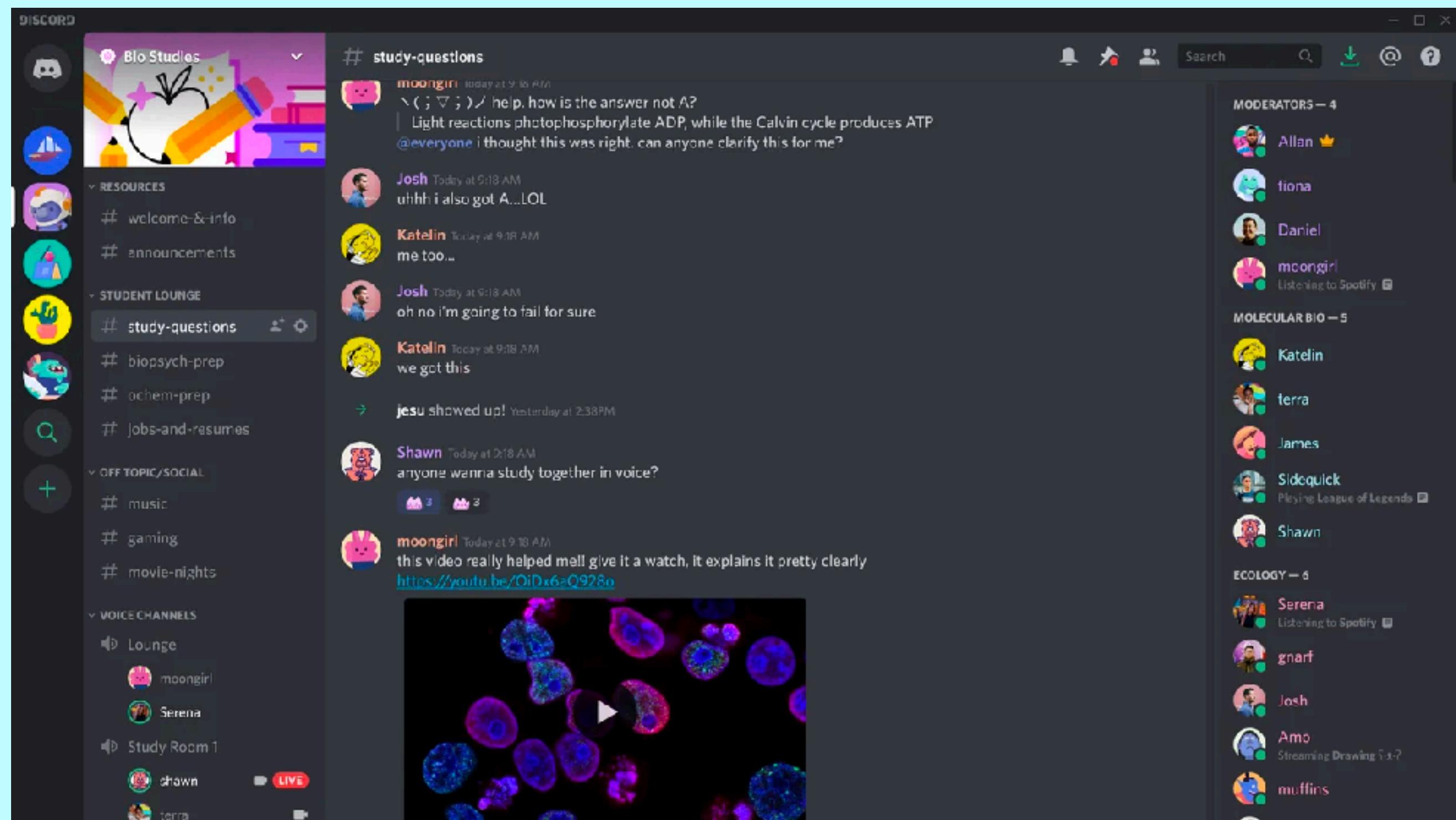
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~2015

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What are the major differences between social networks and chat rooms? Which one is better for which kinds of social activity?

- the idea of “rooms” (topic-centric) vs “pages” (person-centric)
- everyone sees the same thing (no feeds)

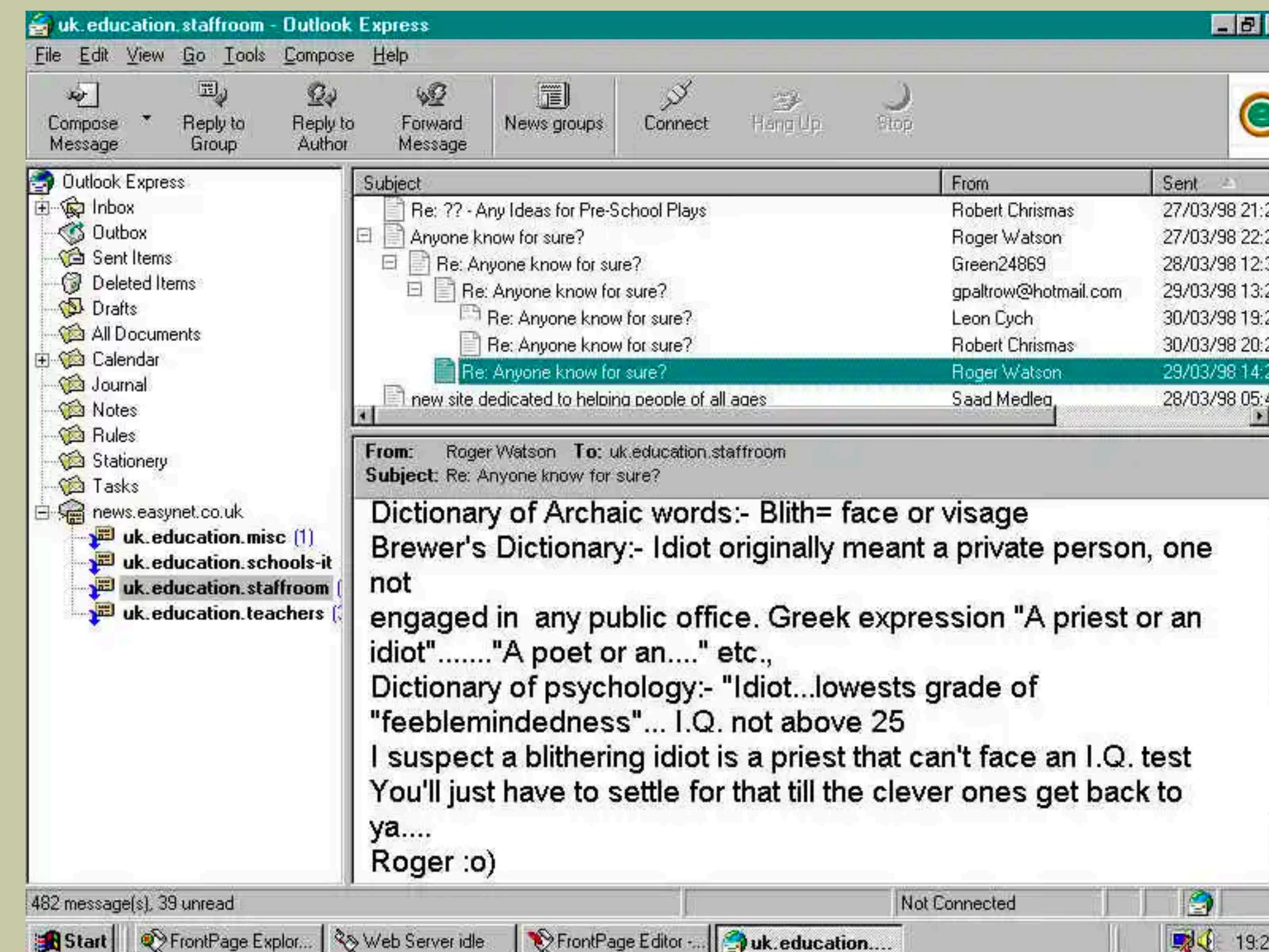
Forums

Bulletin board systems (Usenet, BBS) => hosted web forums (Digg, Slashdot, 4chan, Hackernews),
self-hosted web forums (phpBB, vBulletin, Discourse) => community voting + feed (Reddit, Facebook Groups)

~1980

Forums

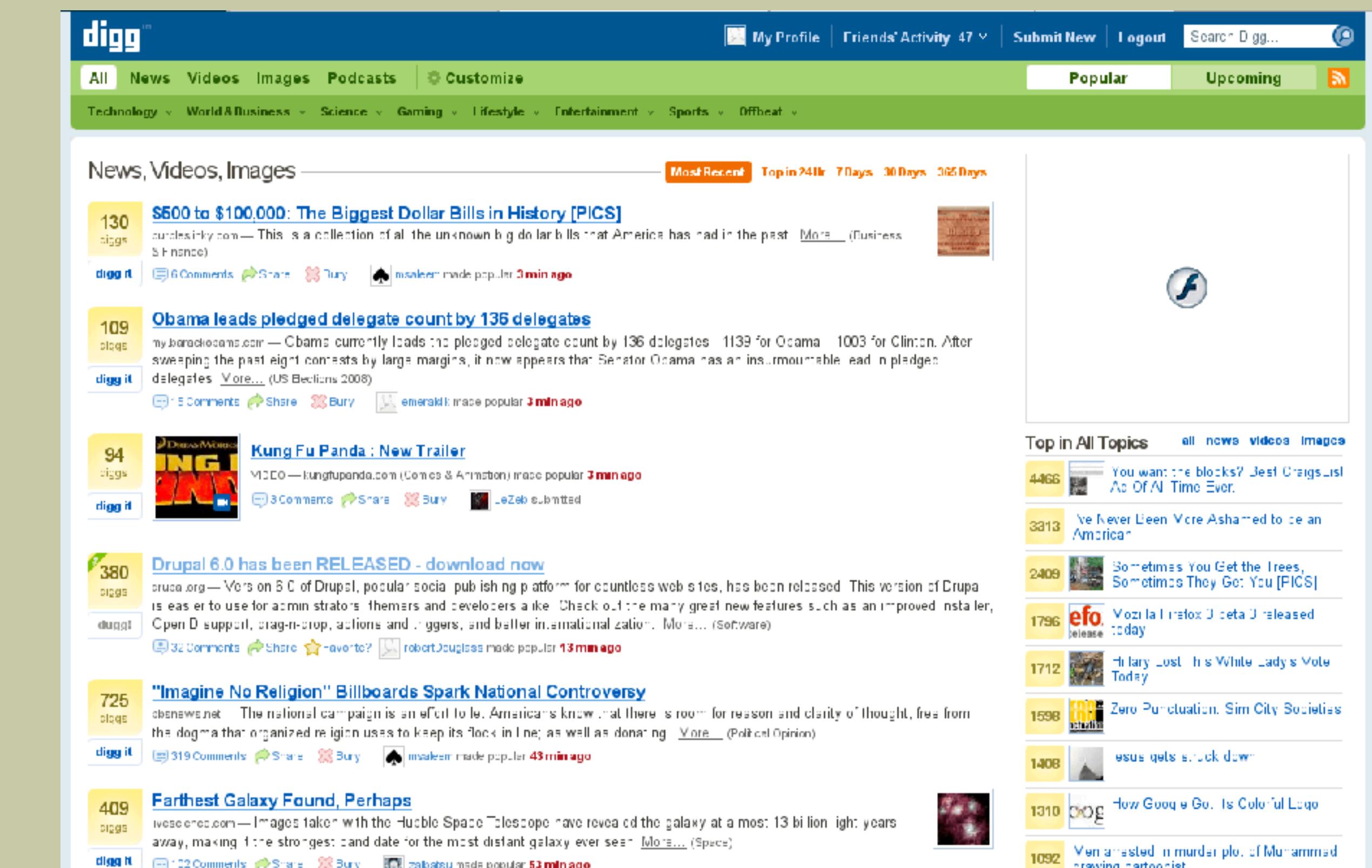
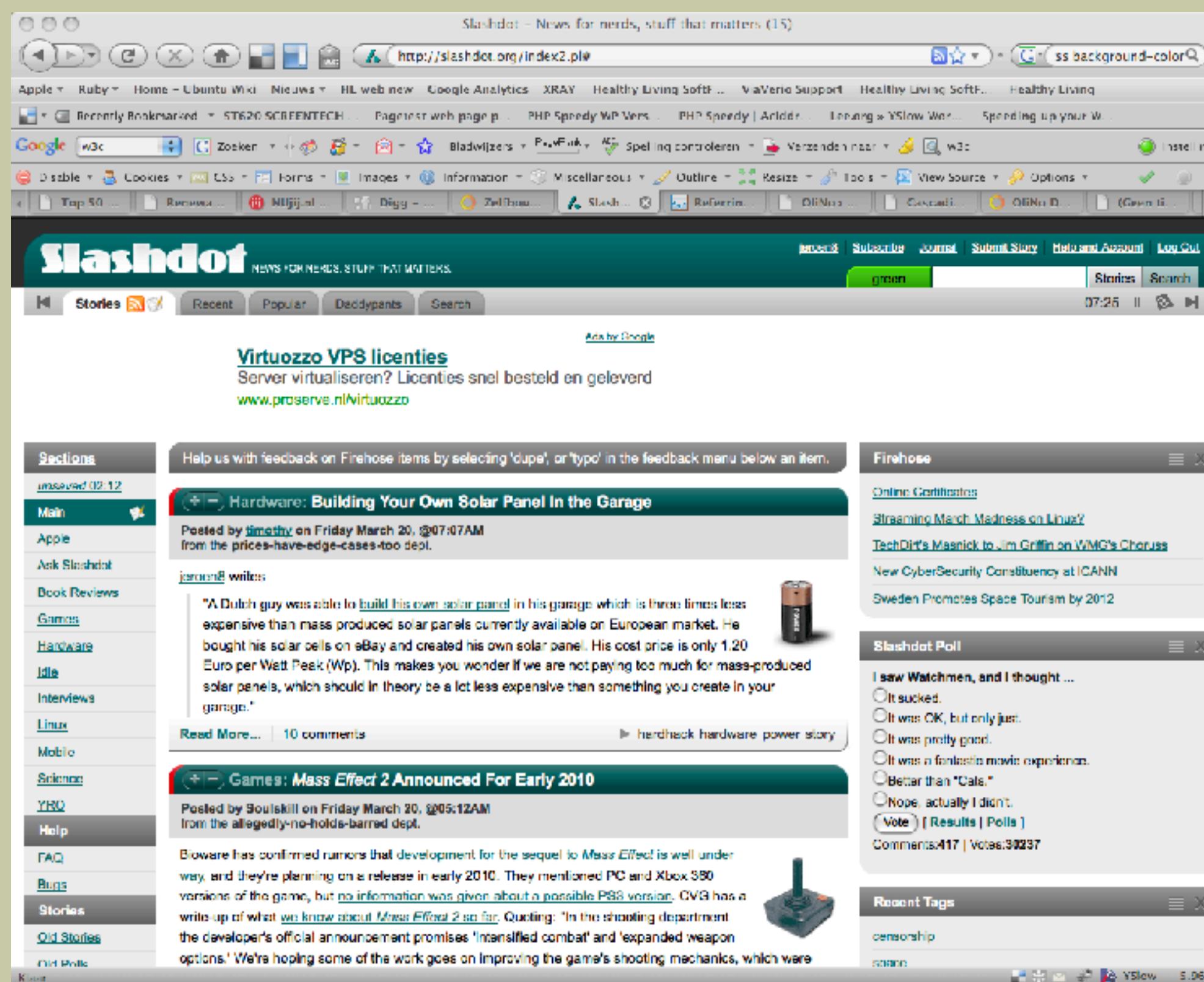
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~2000

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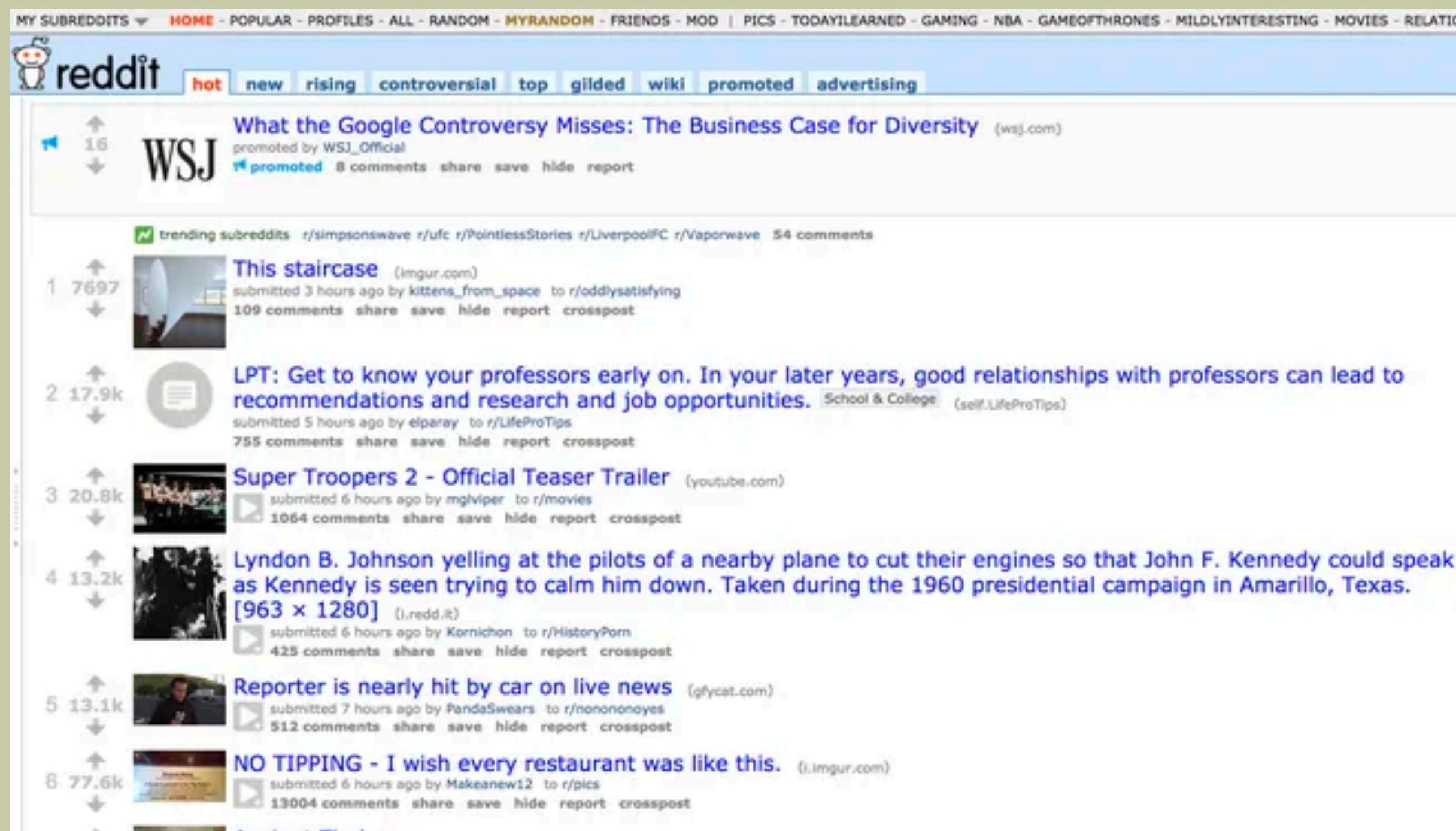
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~2005

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Think of the forums you visit. Why might you prefer a forum over a social network or a chat room system? How are these feeds different from social media feeds? What about forums is special? What do you not like about them? What do you think is next in store for forums?

~3 min bathroom break

Project Pitches

- Everybody gets ~1 minute to present your slides and talk about your ideas for projects
- We have a slide deck with everyone's slides that I'll present. Link for you if you want to browse later: <https://tinyurl.com/socapideas>
- We also have a Figma FigJam page where you can add sticky notes with comments and new ideas as pitches are going on. Link: <https://tinyurl.com/socapfigjam>
- After everyone's done, we'll spend a few minutes organizing and clustering the FigJam stickies into topics.
- We'll then create Zoom rooms for each topic and you all will pick ones to join. In each room, go around and discuss why you are interested in that topic. Feel free to join empty breakout rooms if you want to talk in a smaller group.

For next Tuesday

- Assignment #2 will be due before class begins. The reflection is to tell us about an online social community that you're a part of. The assignment details are on Canvas and you'll post your reflection in the Canvas Discussions tab. In class on Tuesday, we'll have a couple students share their community.
- From now until Tuesday, try to find a team for your project. Feel free to use our Slack space to message people or pitch additional project ideas. We'll ask you to tell us your team status on Monday, and we'll assign you to a team if you're not in one at that point.