

# Social Computing Capstone

Day 2: Landscape of Social Computing Systems

CSE 481p | Spring 2023

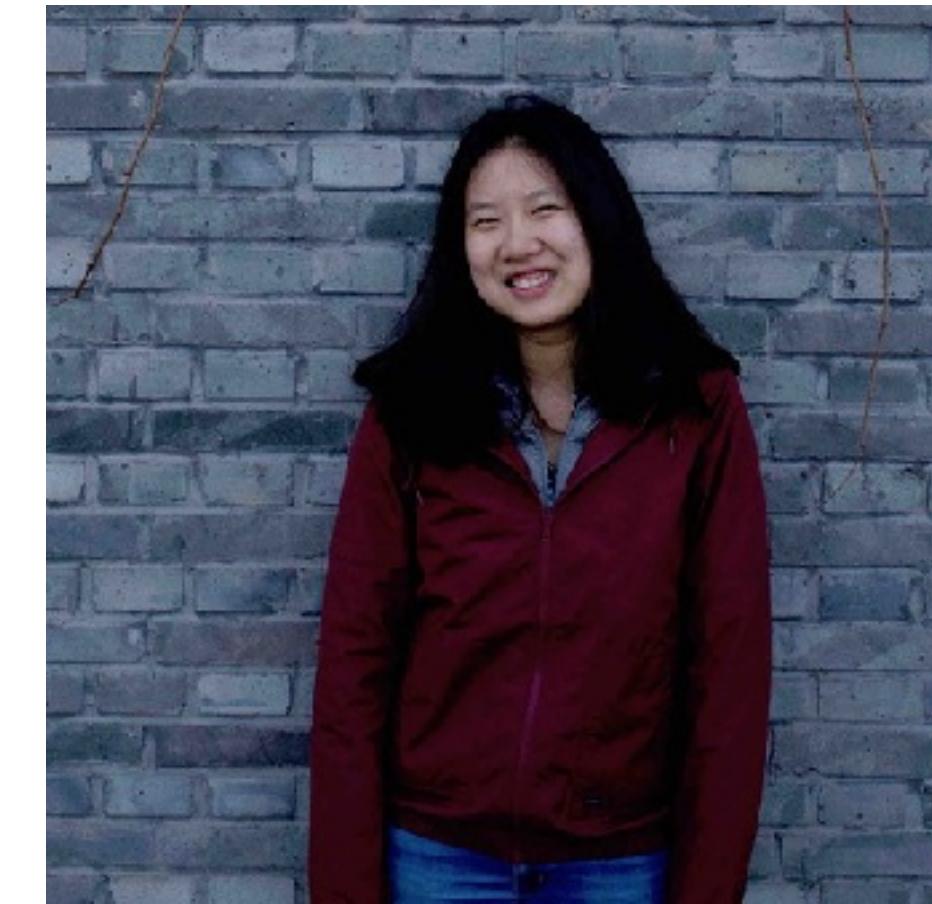
Ruotong Wang

PhD Student | Social Futures Lab

University of Washington, Allen School of Computer Science & Engineering

# Ruotong Wang (she/her)

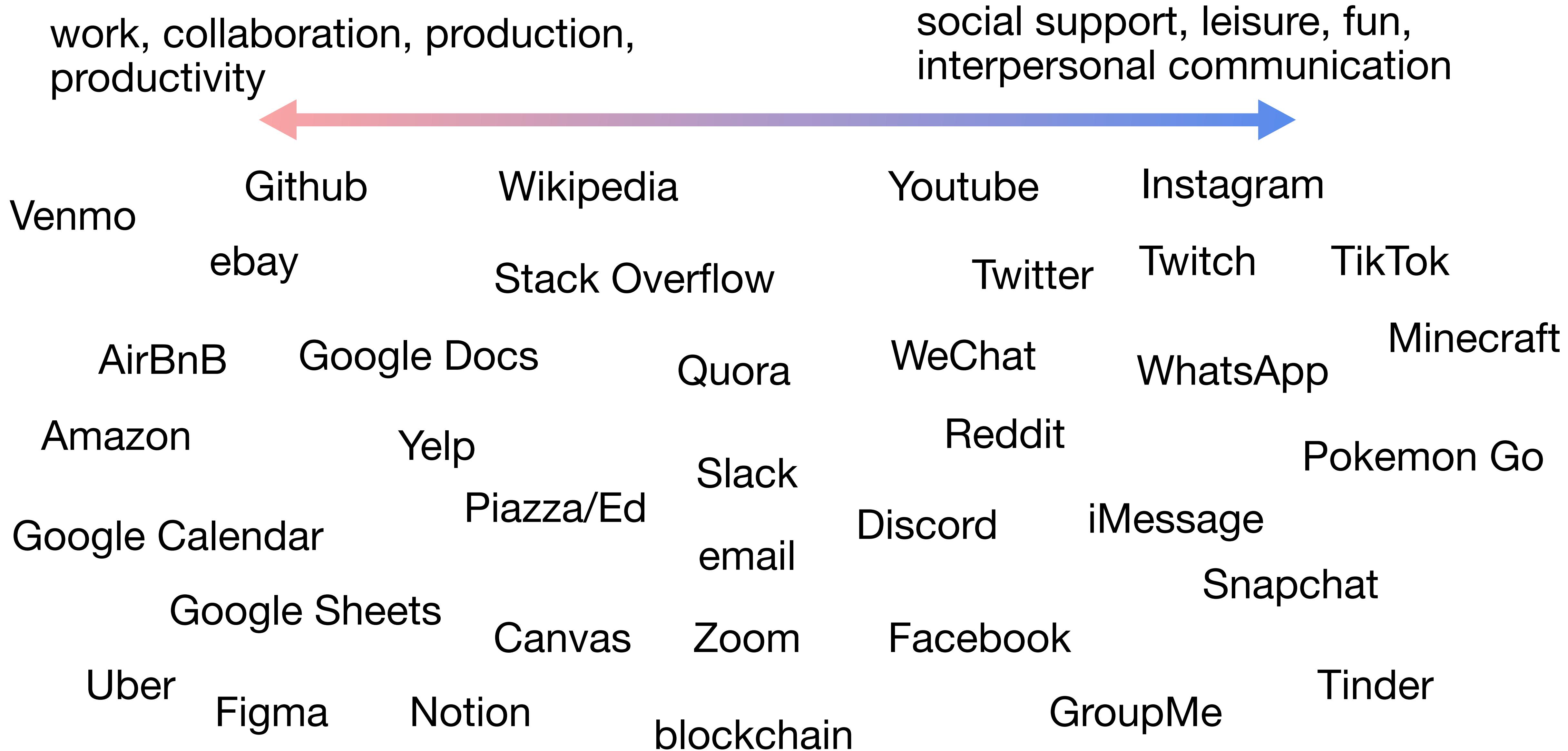
- I grew up in Beijing, China and went to college in Minnesota, where I studied Math and Sociology. And now, I am a 3rd-year PhD student here.
- I enjoy reading, cooking and walking around the city.
- I started hosting a podcast with my friends during the pandemic.



# Schedule for today's class

- Lecture: Landscape of social computing systems (30 min)
- Go around and everyone pitches project ideas (everyone 1 min) (30 min)
- Group formation and group discussion and planning time (20 min)

# Social Computing Systems



# Social Computing Systems

work, collaboration, production,  
productivity

social support, leisure, fun,  
interpersonal communication

Venmo      Github  
ebay

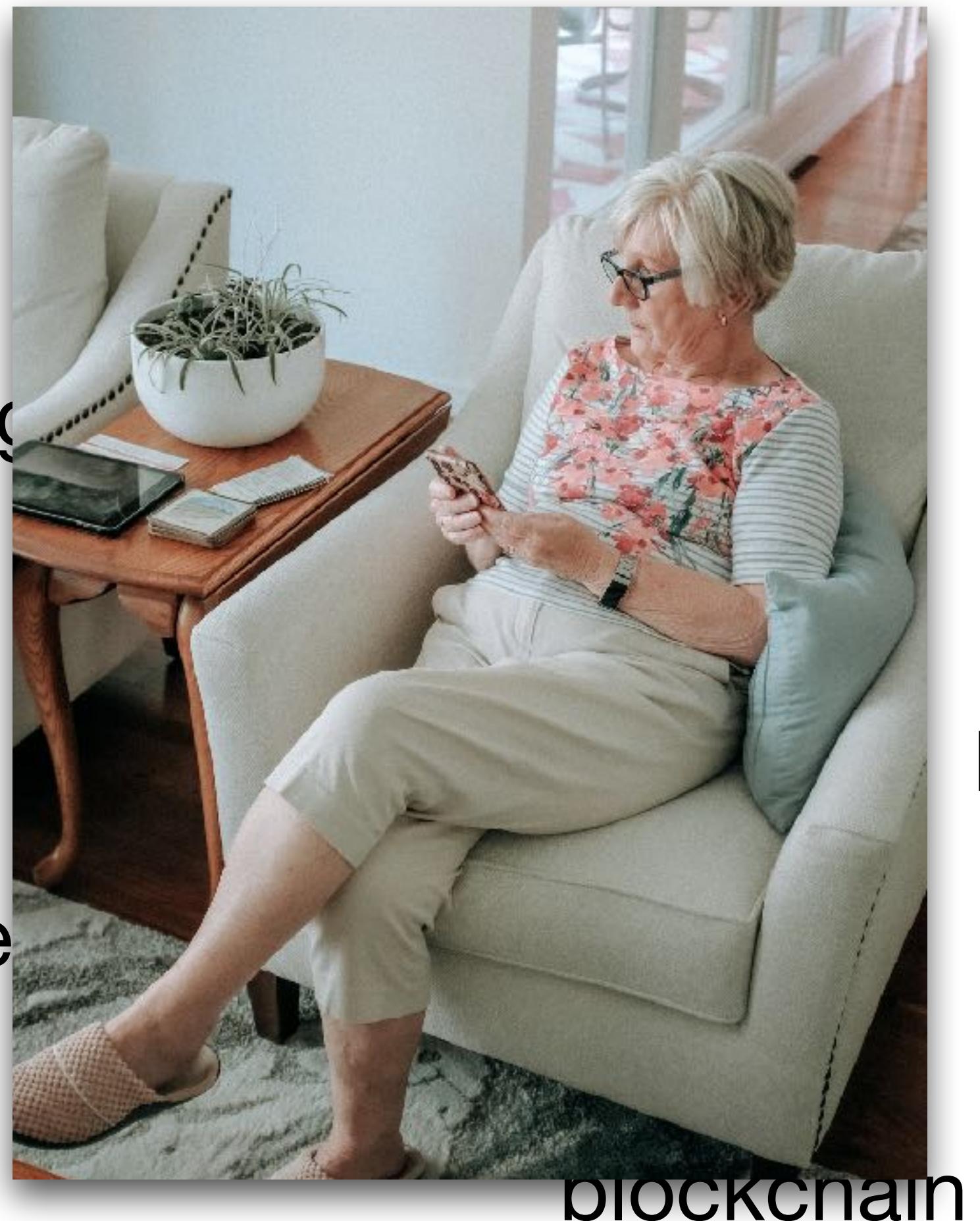
AirBnB      Google

Amazon

Google Calendar

Google Sheets

Uber      Figma



Youtube      Instagram  
Twitter      Twitch      TikTok  
**WeChat**      Minecraft  
Reddit      WhatsApp  
Discord      **iMessage**  
Facebook      Snapchat  
GroupMe      Tinder

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Figma

Notion

blockchain

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Minecraft

WhatsApp

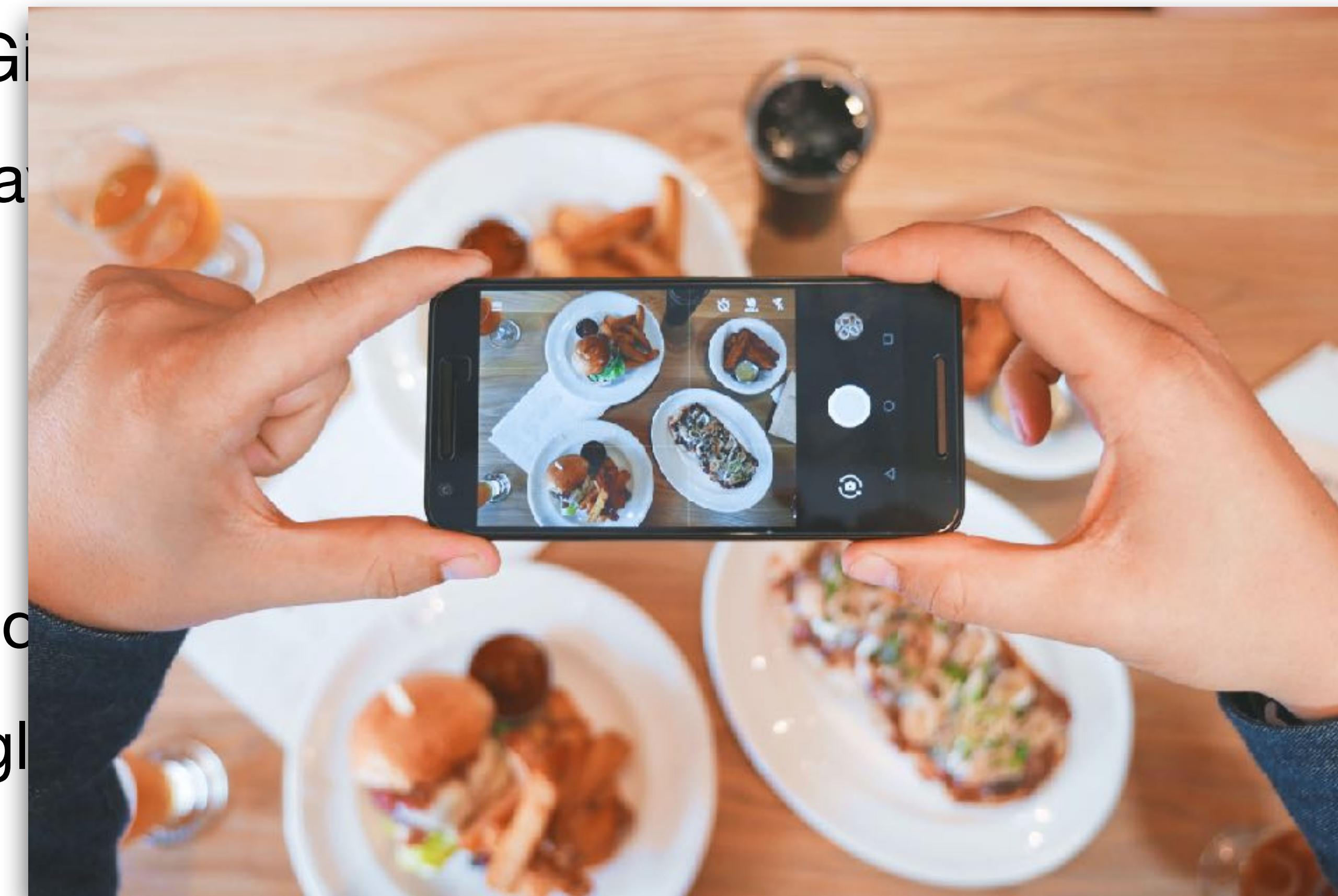
Pokemon Go

Message

Snapchat

Tinder

GroupMe



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Ver

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Go

Google Sheets

Uber

Figma

Notion

Canvas

Zoom

blockchain

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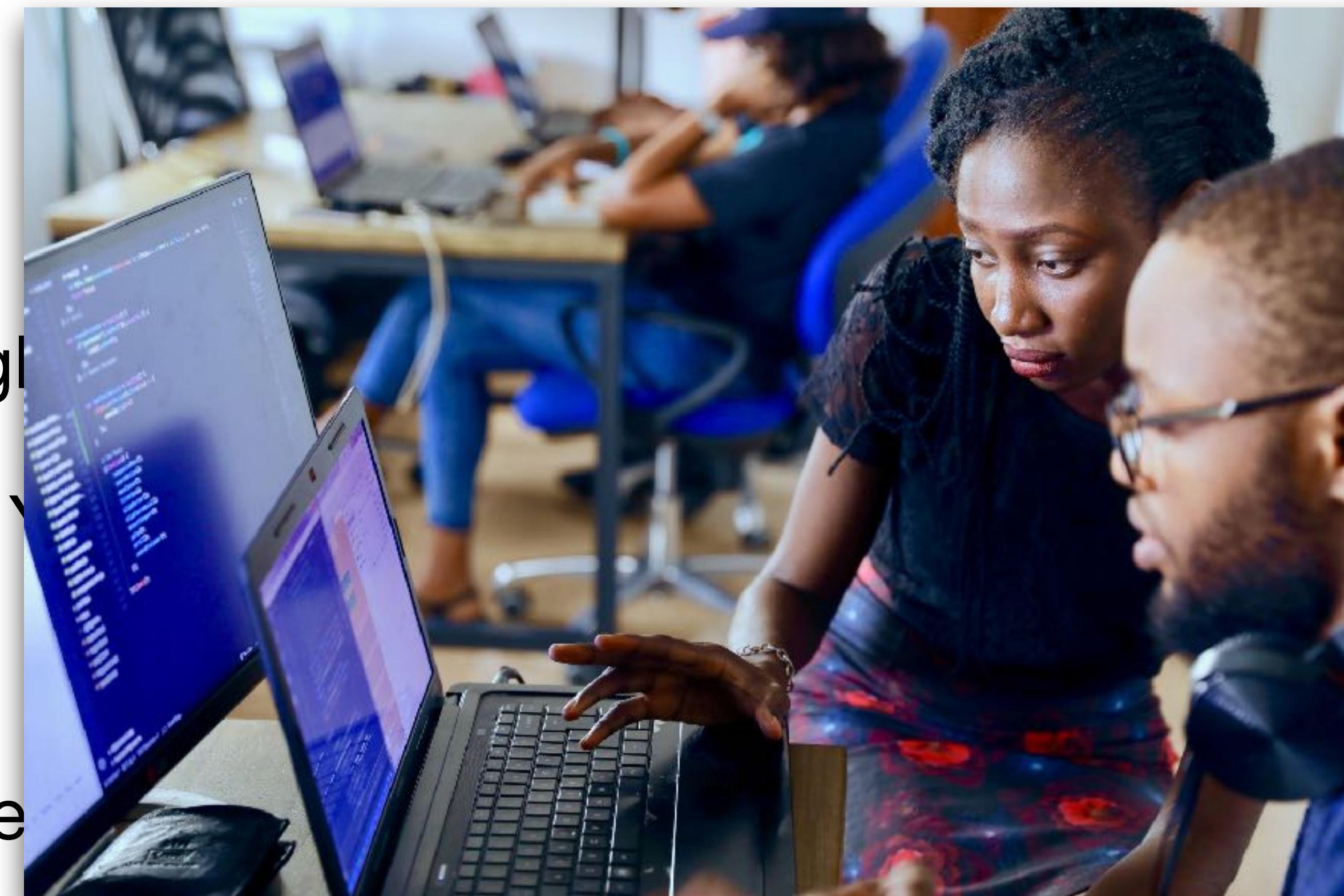
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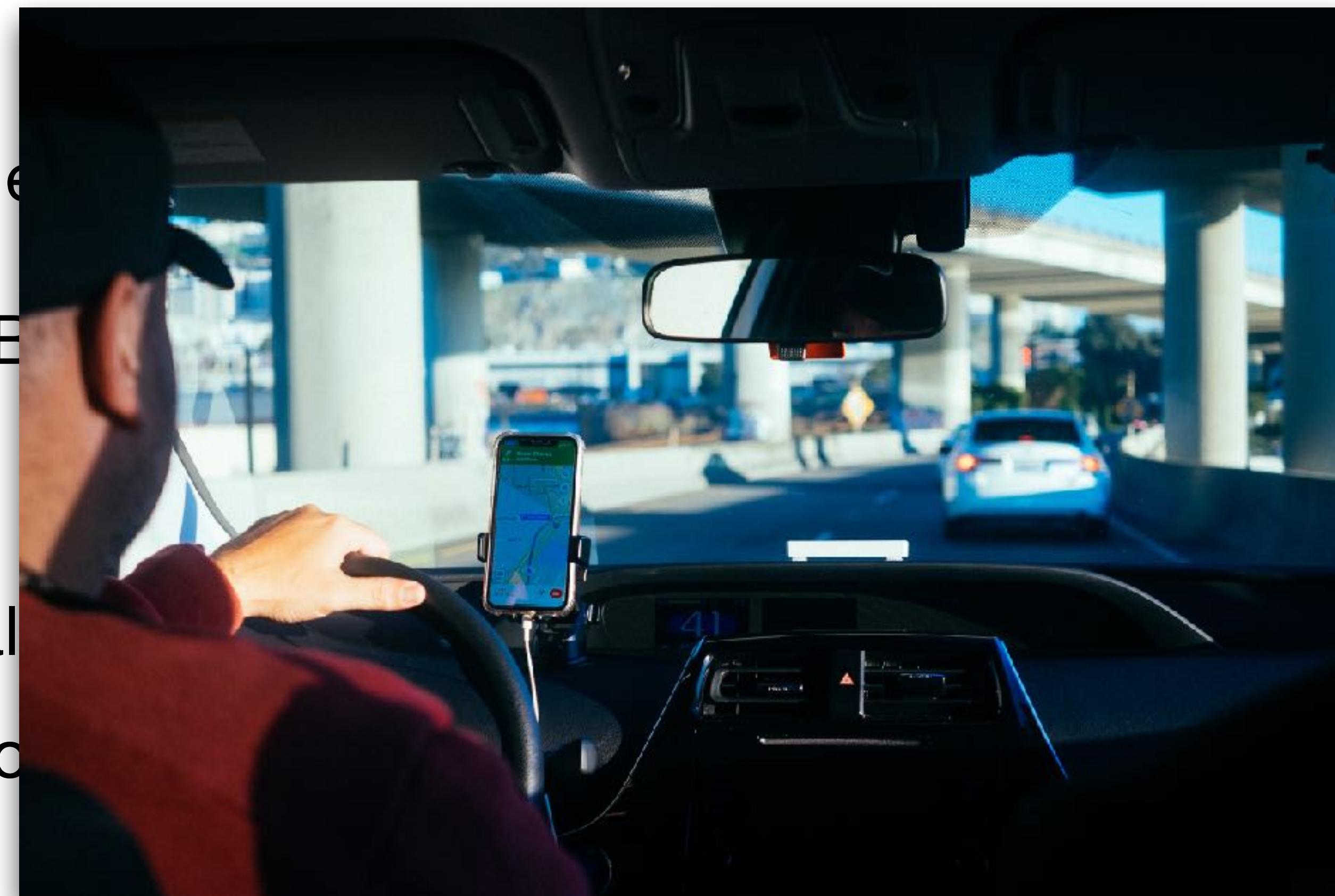
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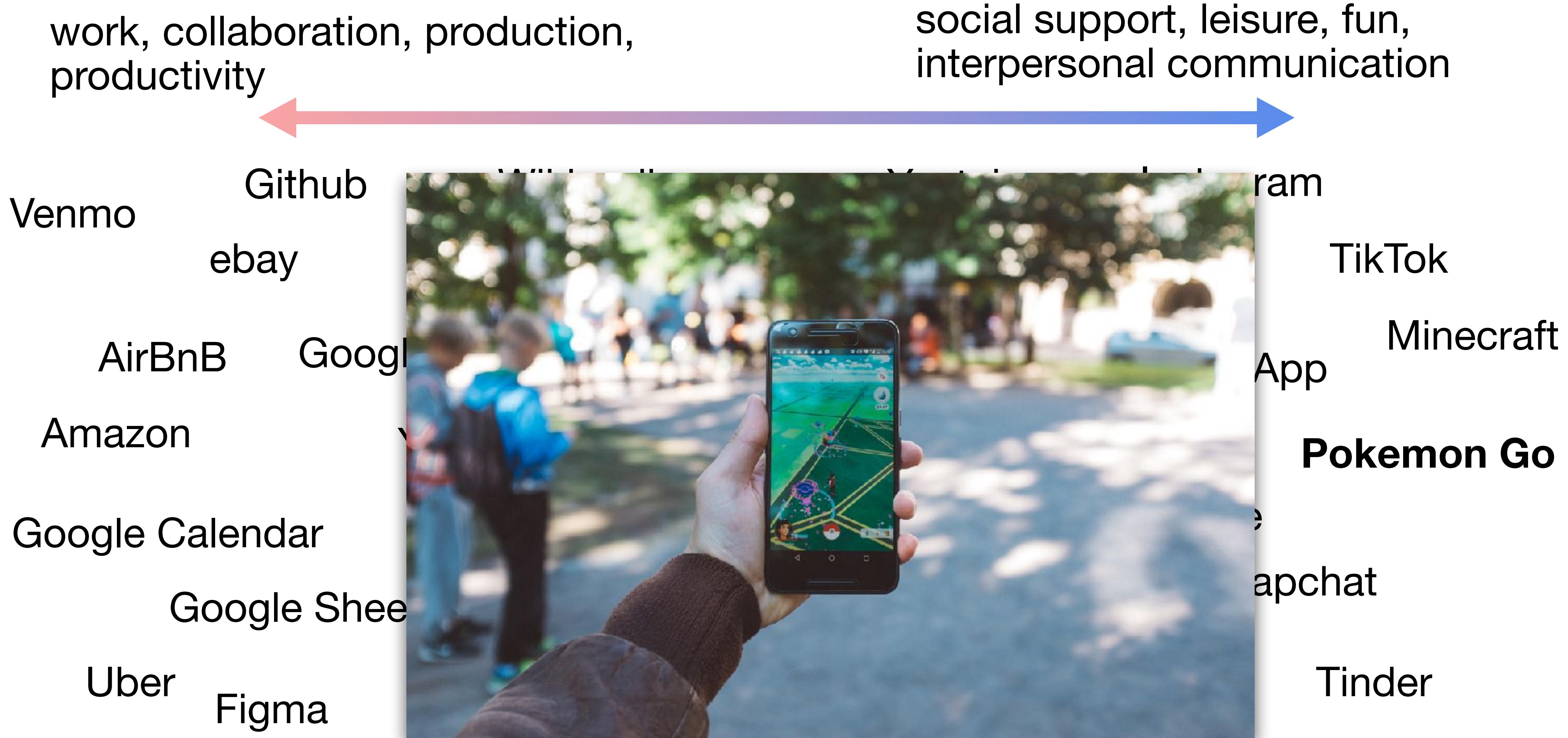
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# Social Computing Systems



# Social Computing Systems

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Twitter  
Instagram  
Myspace  
TikTok  
LinkedIn

## Creator platforms

TikTok  
Twitch  
YouTube  
Instagram

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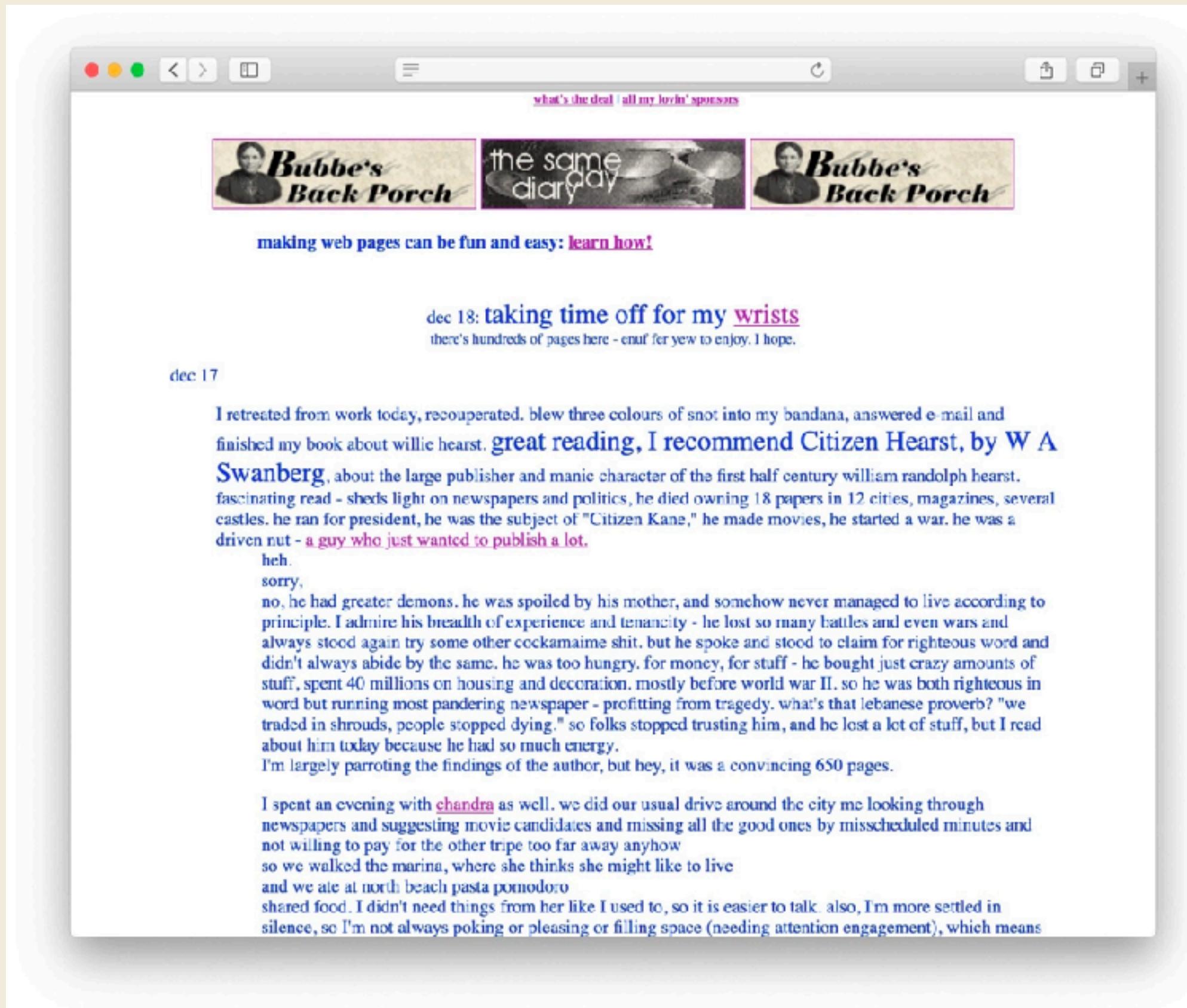
# Social networks

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

~1994

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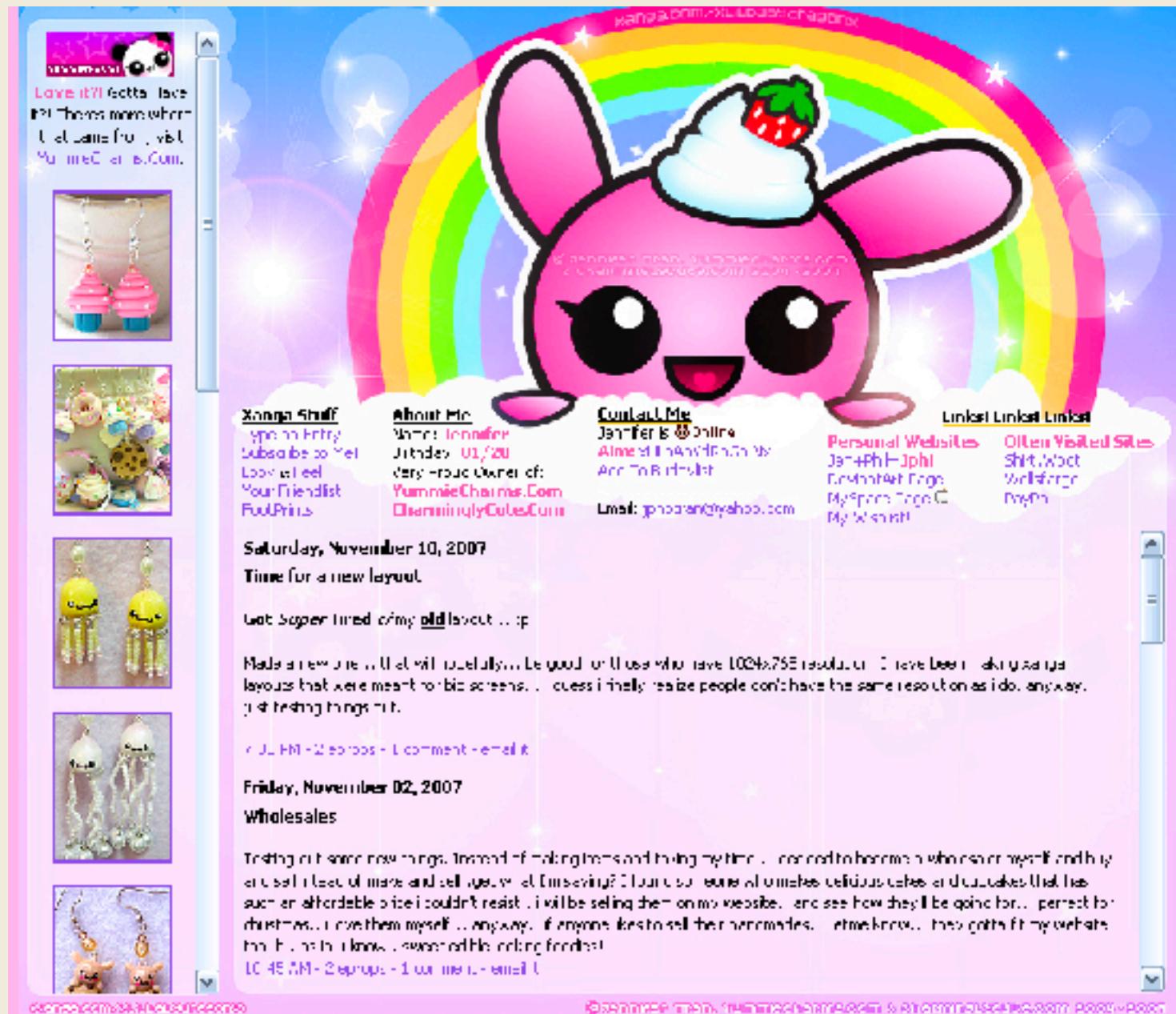
(self-hosted) Wordpress

Other software libraries to help with self-hosting content

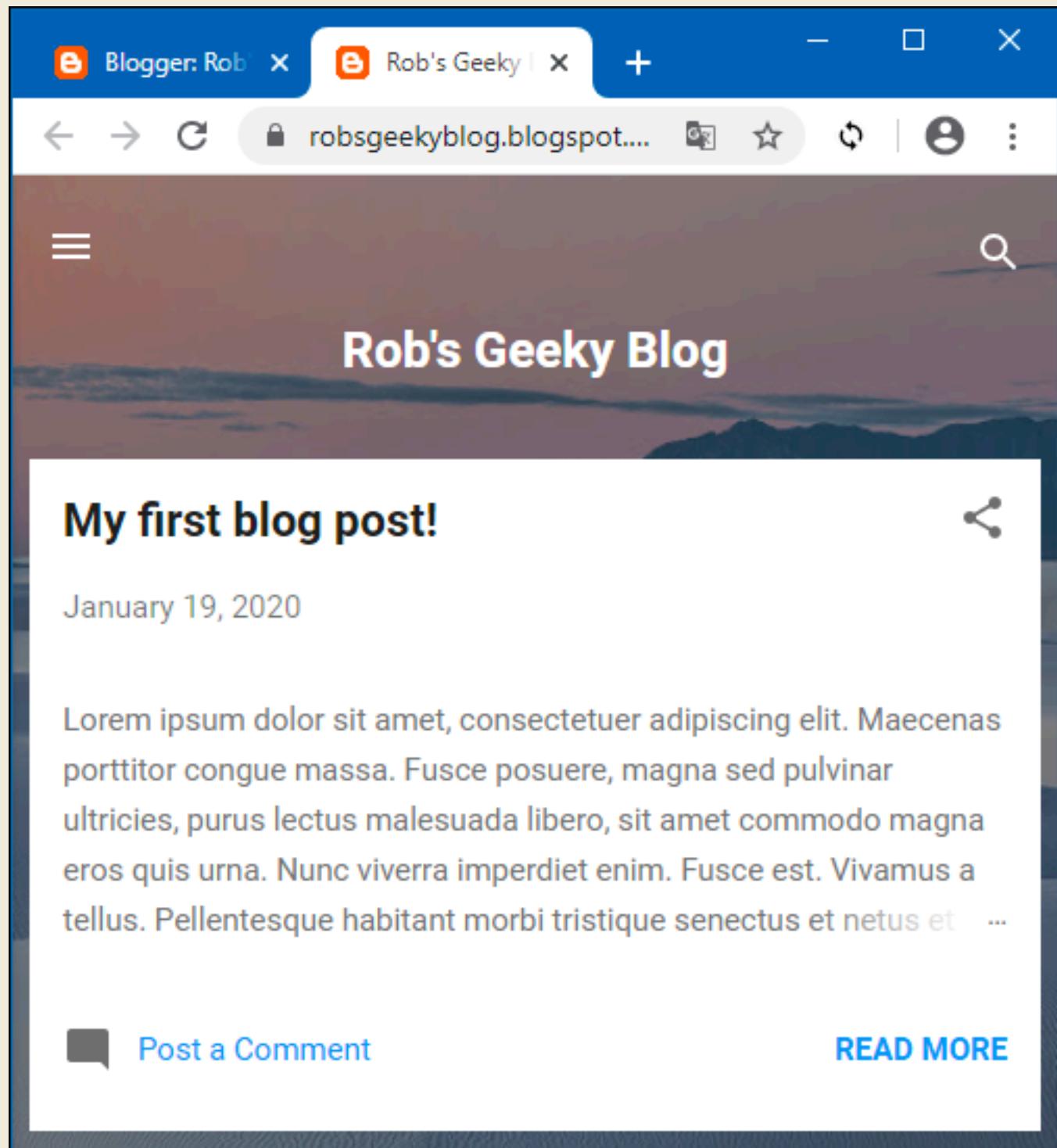
~1999

# Social networks

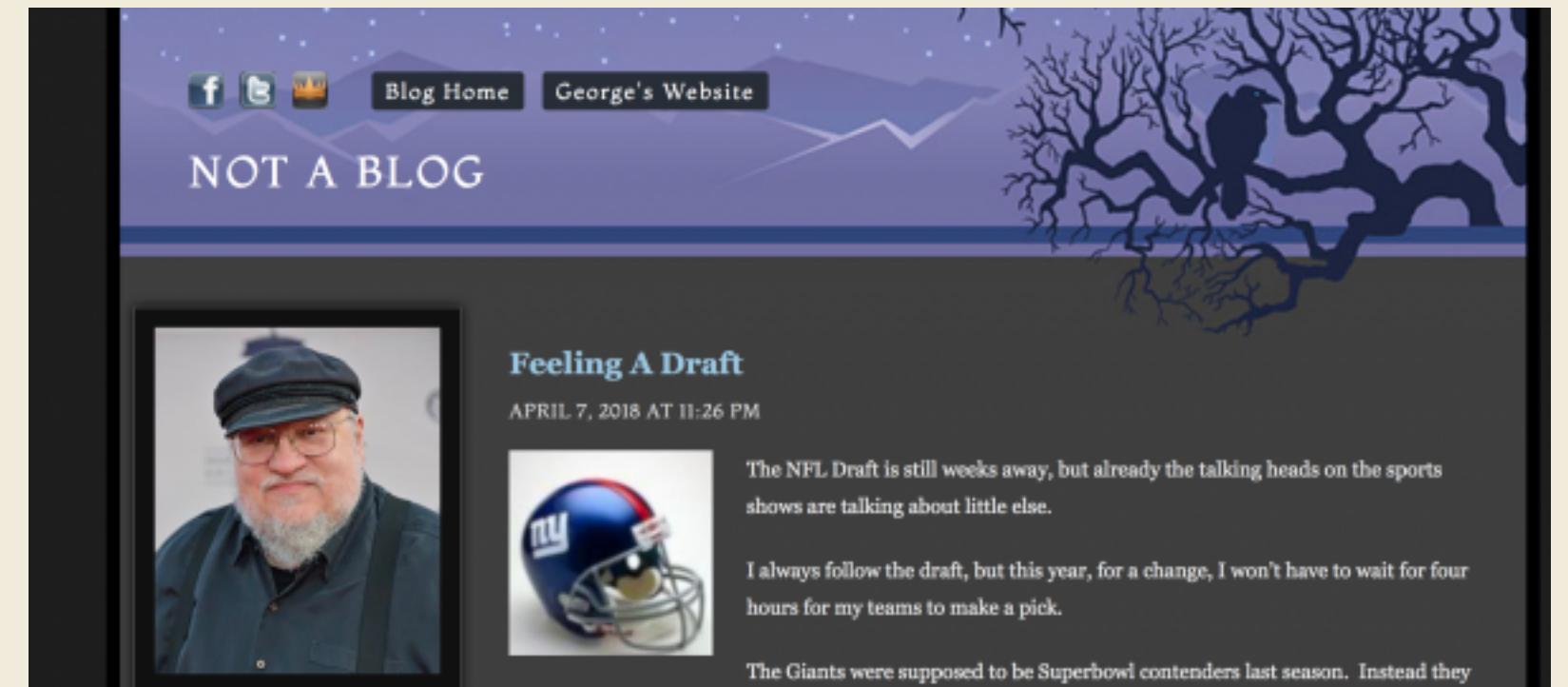
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Xanga



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 "FayRee'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 information includes 'MALE, 24 years old, SOMERHILL, PENNSYLVANIA, UNITED STATES' and 'LAST LOGIN: 8/28/2007'. The page includes sections for 'CONTACTING EAST COAST DESIGNZ', 'Message', 'Add Me', 'Chat', and 'Invite'. There are also sections for 'About Me' (including a preview of their blog layout) and 'LAYOUT BY: EAST COAST DESIGNZ'. A note at the bottom says 'WHO I'D LIKE TO MEET'.

Myspace

~2004

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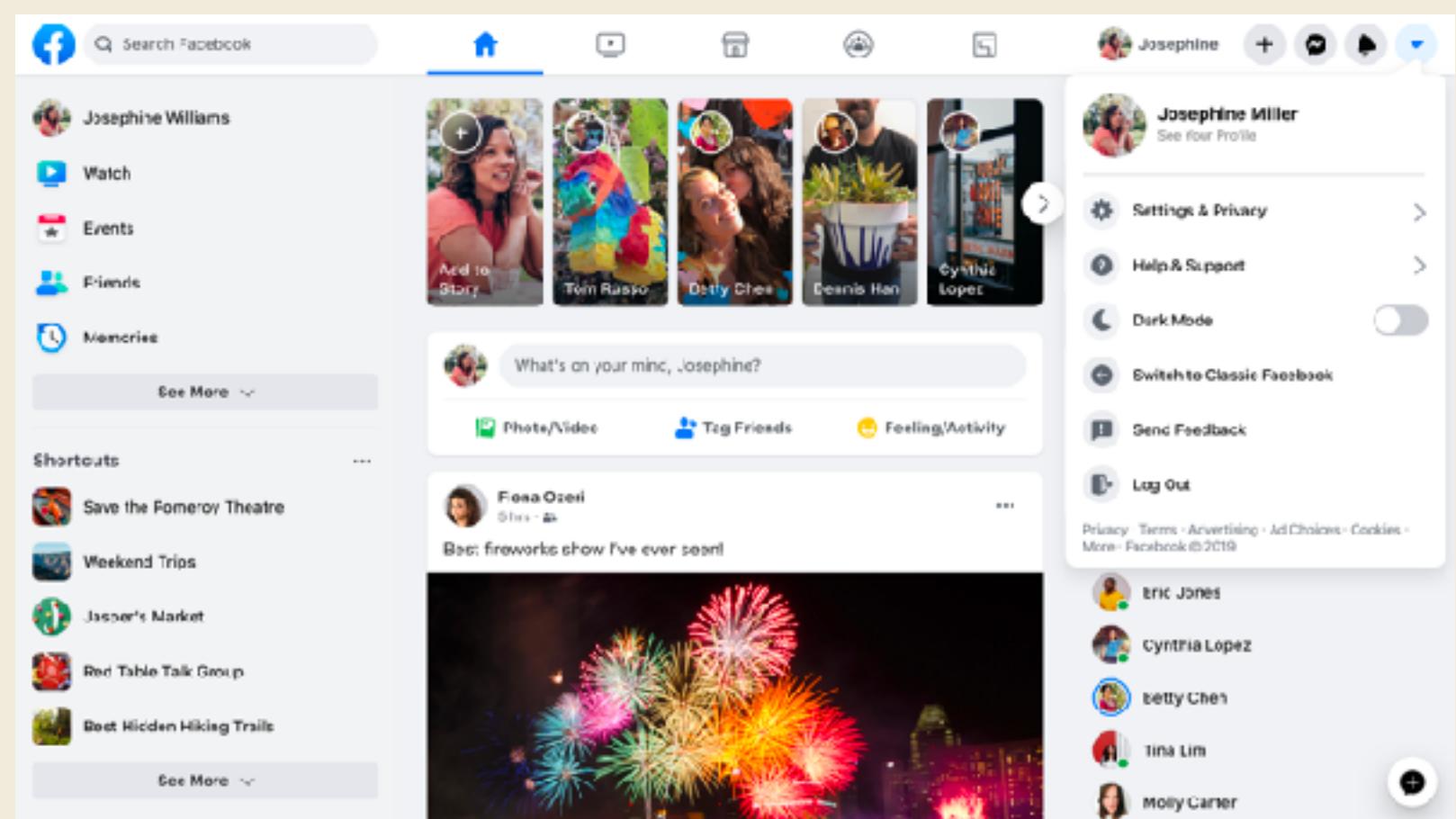


Facebook

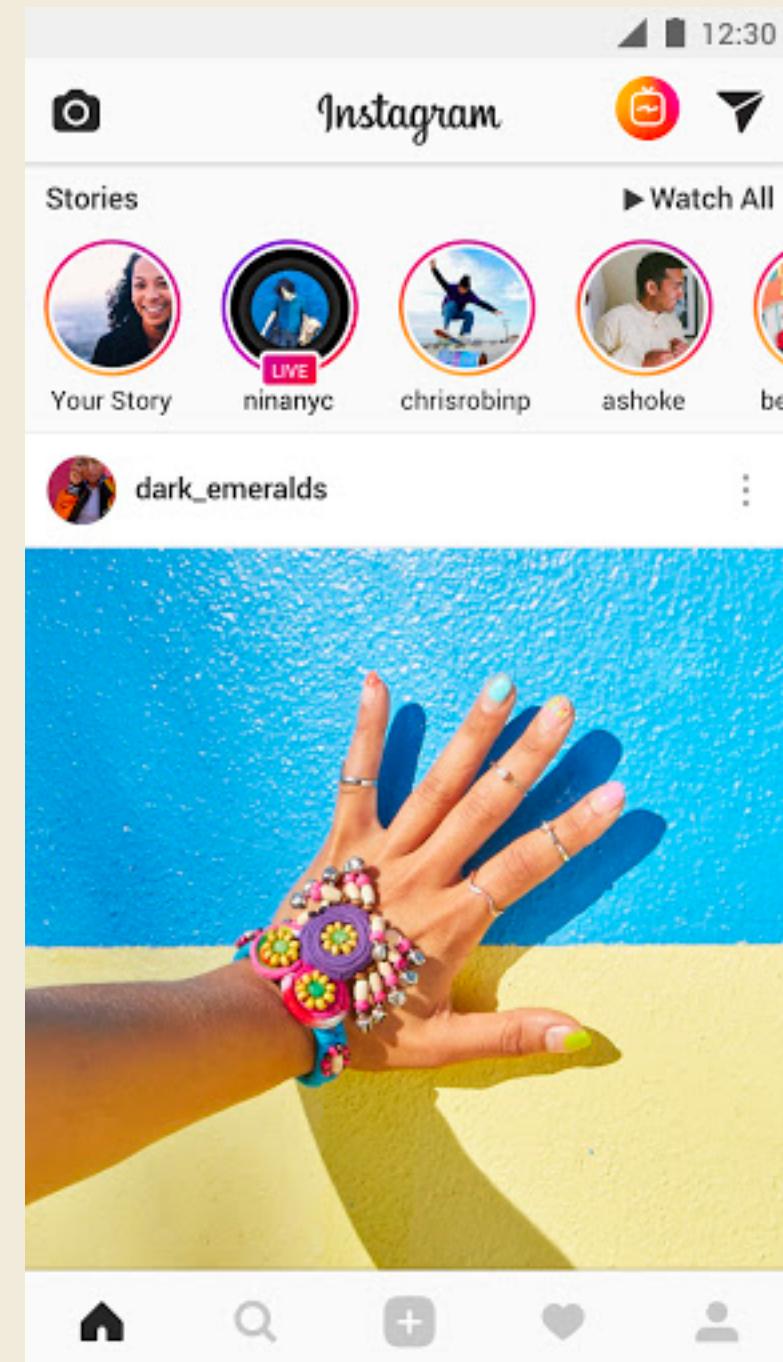
~2006

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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?

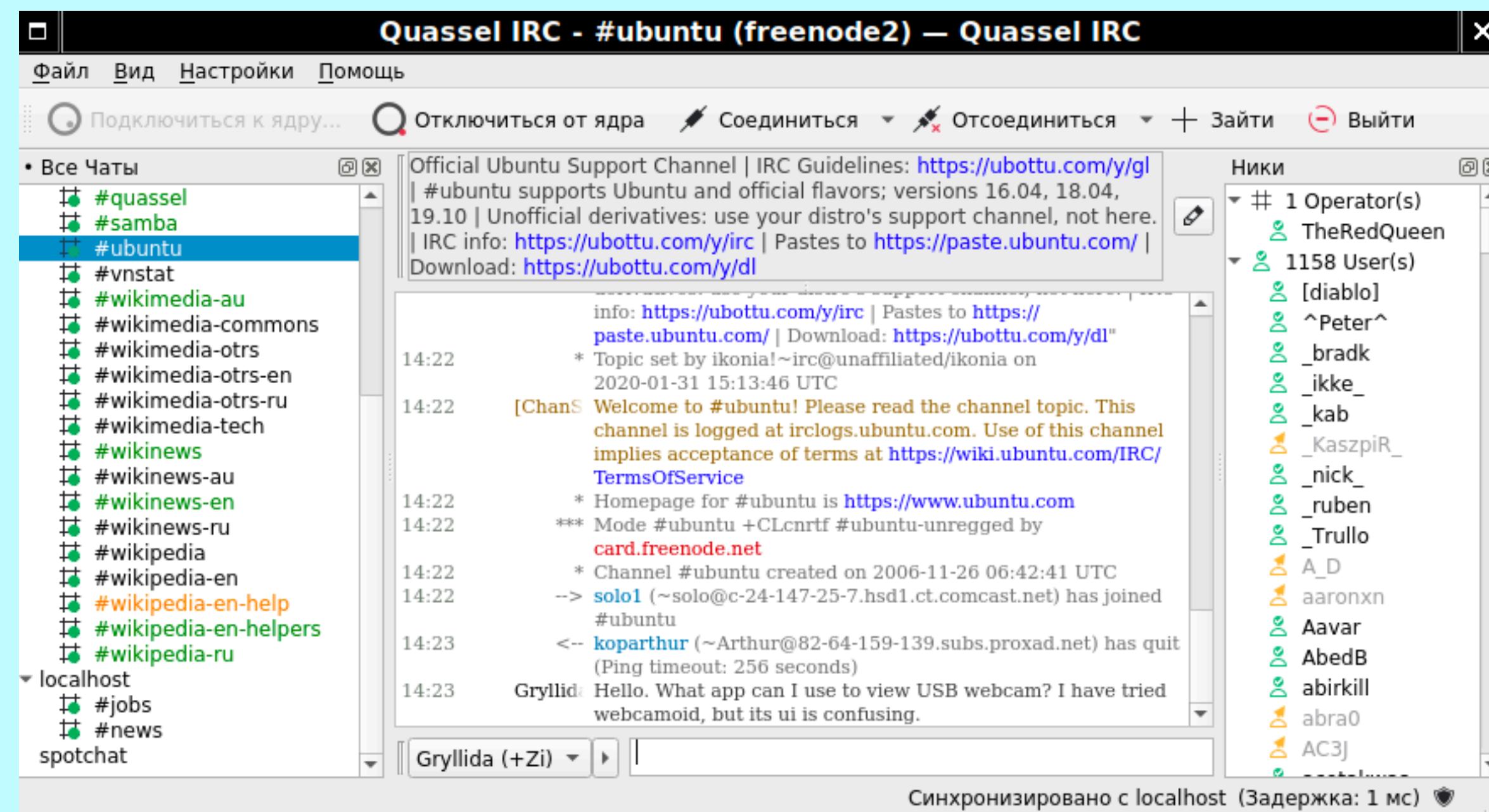
# Chat rooms

**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

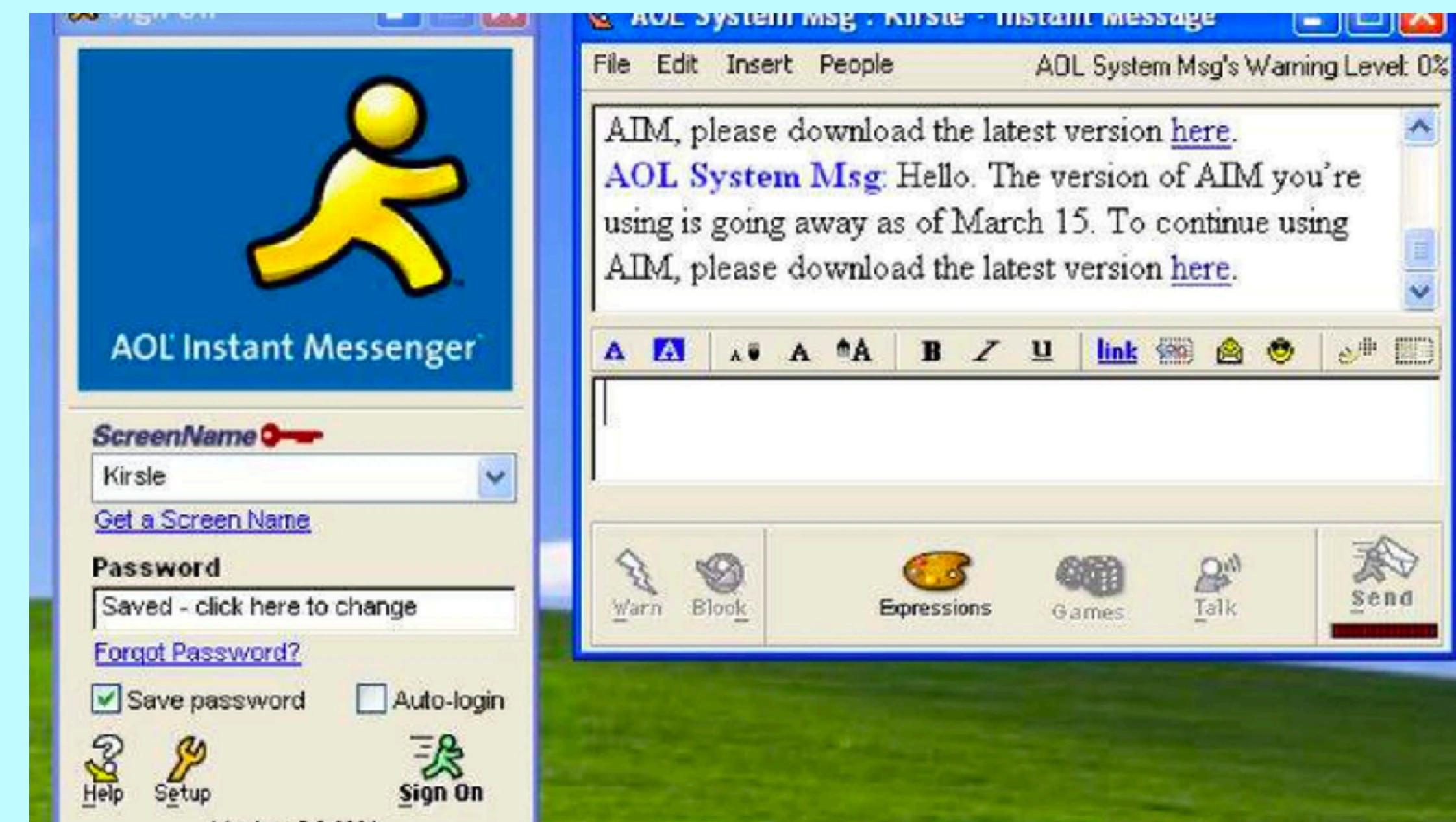
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~1997

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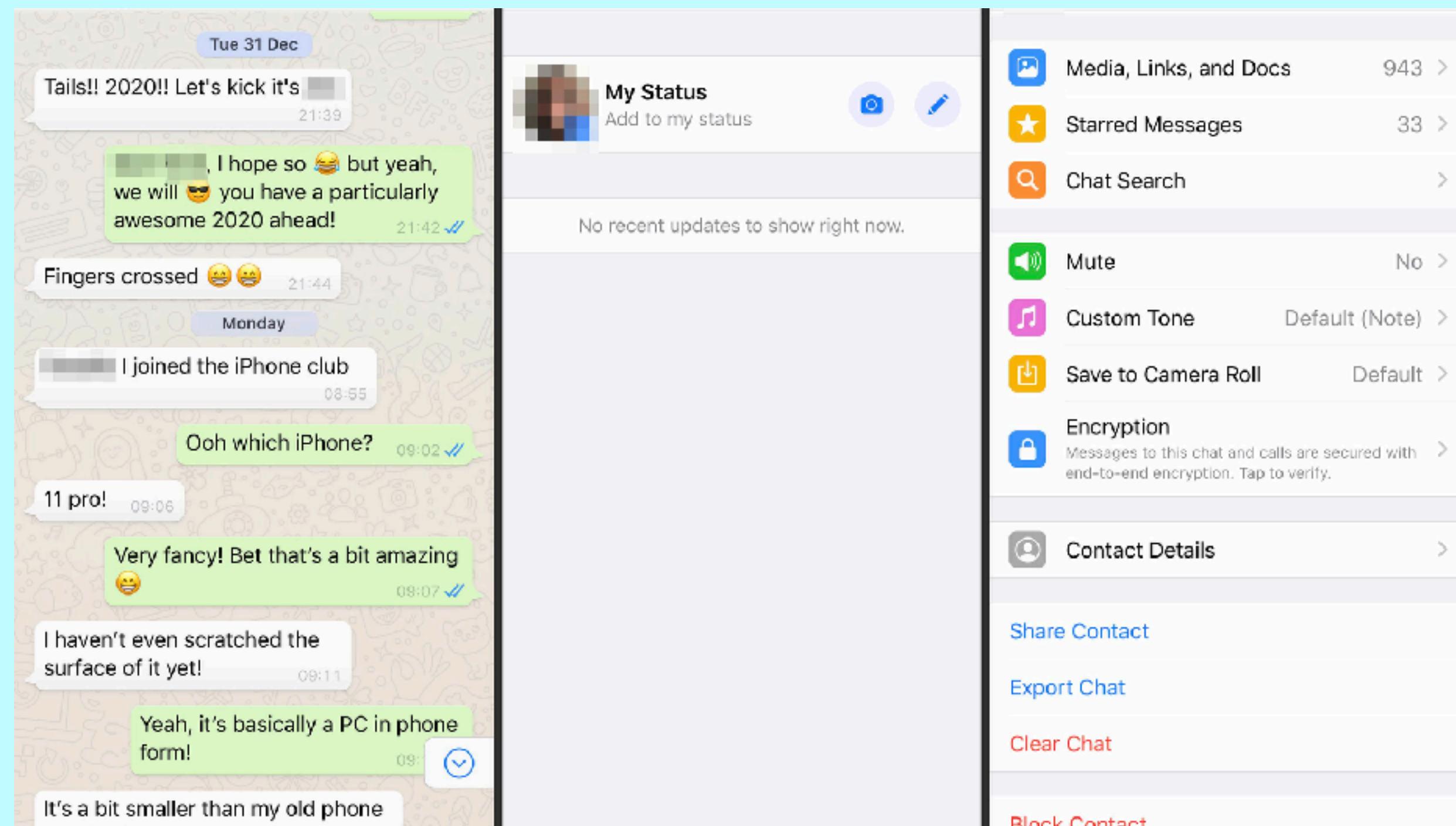
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~2009

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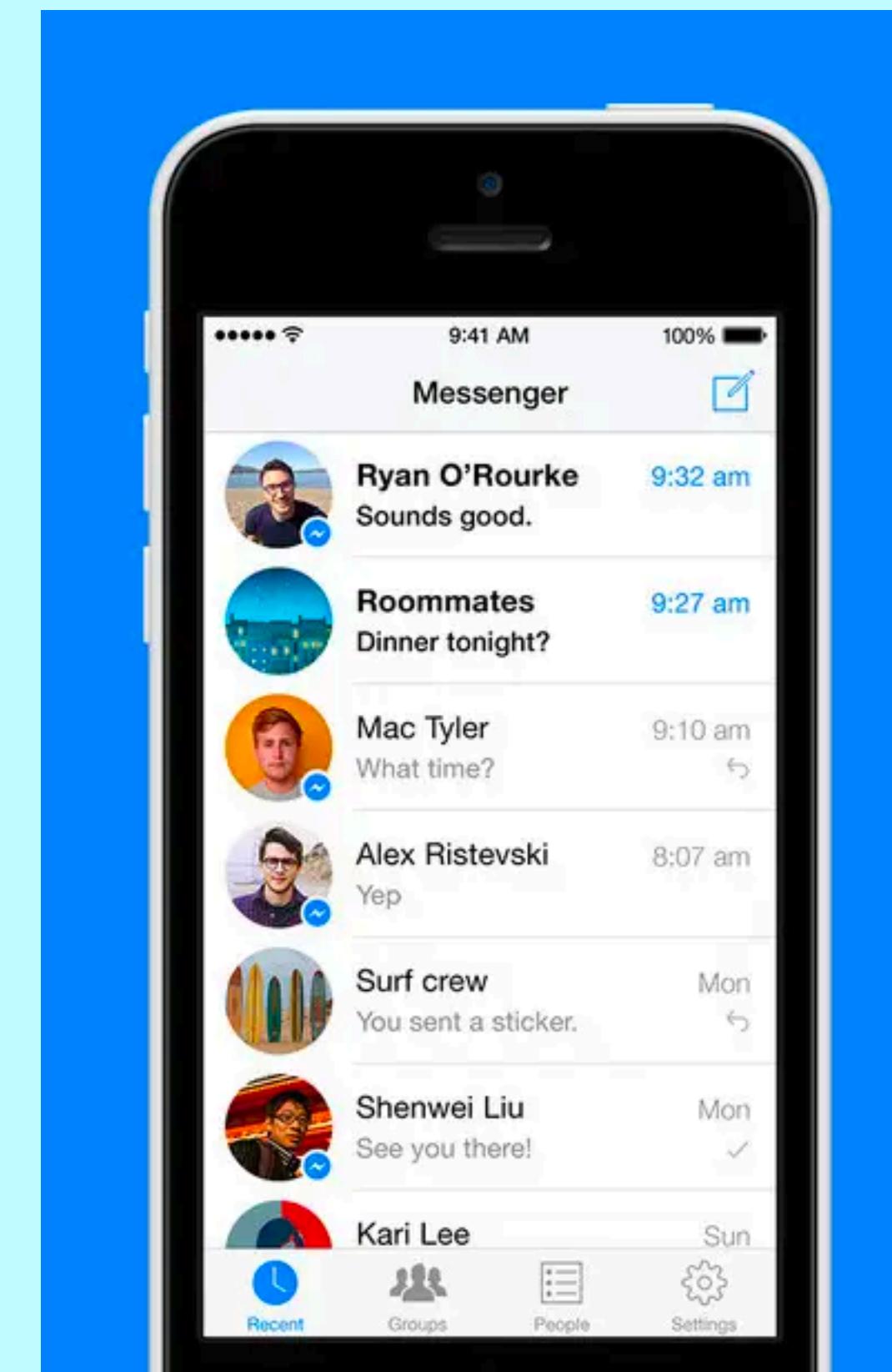
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~2011

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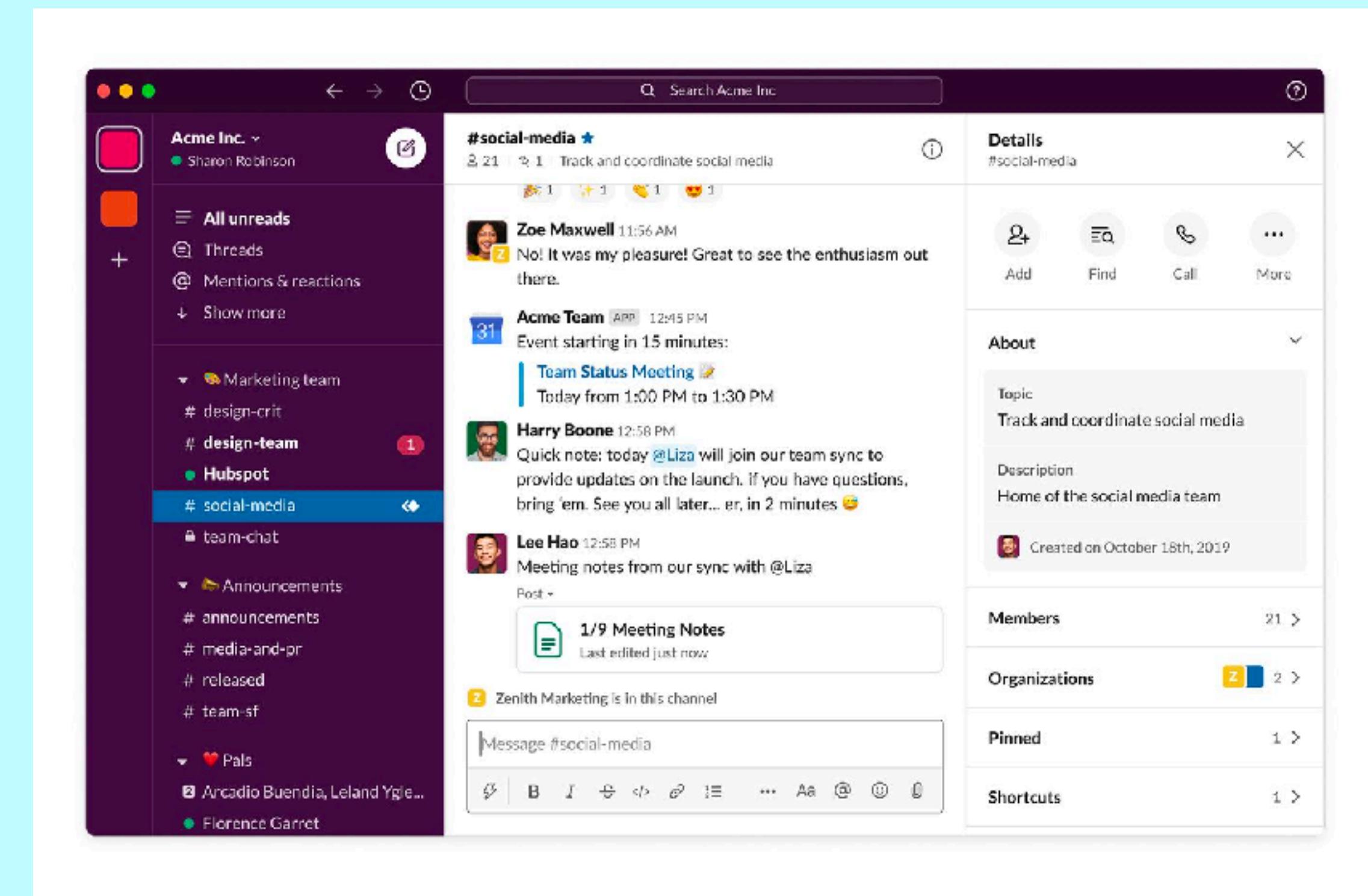
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~2013

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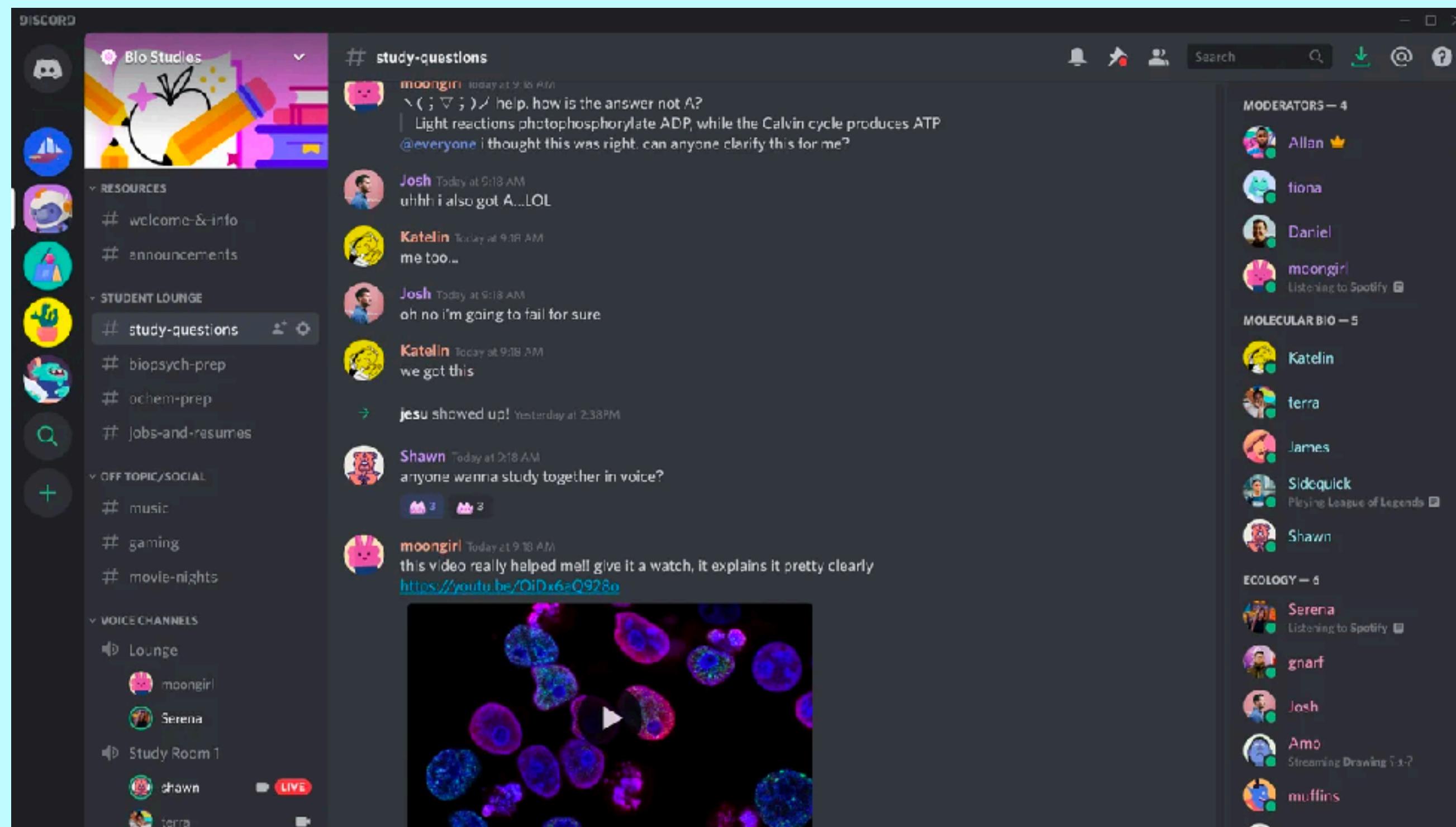
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~2015

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**Voice and video integration (Discord, Clubhouse)**



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 “profile pages” (person-centric)
- everyone sees the same thing (no personalized feeds)

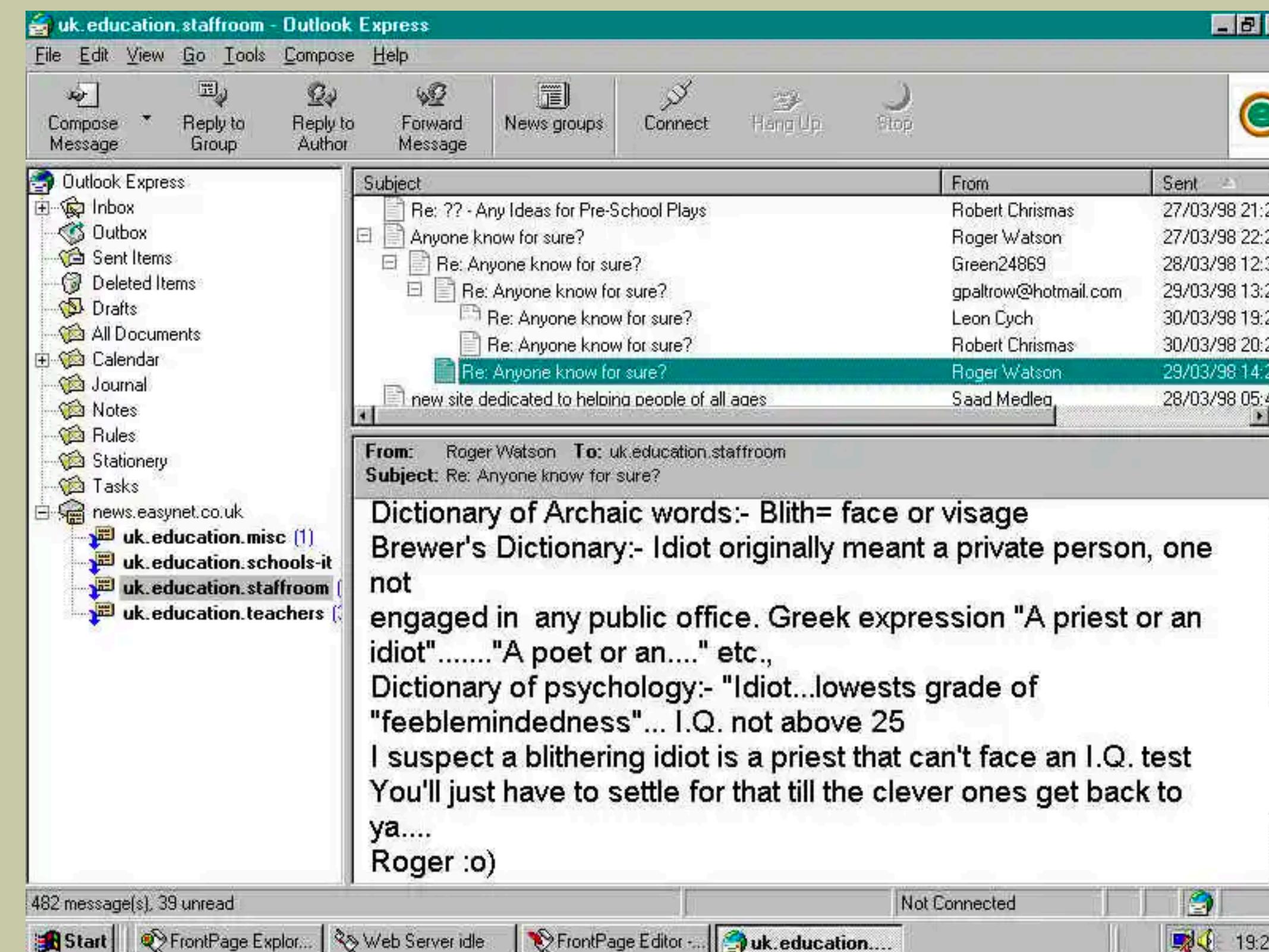
# Forums

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

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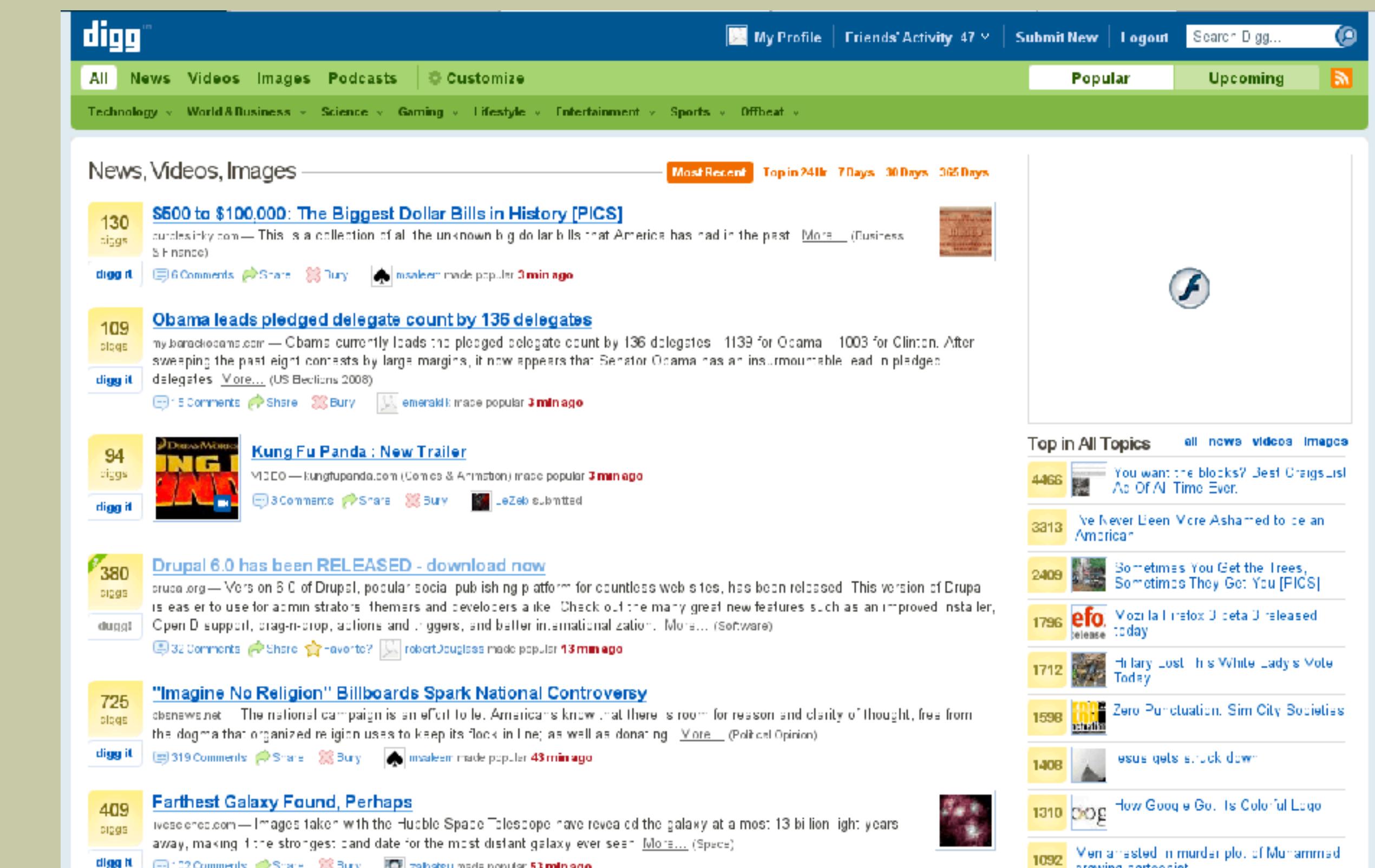
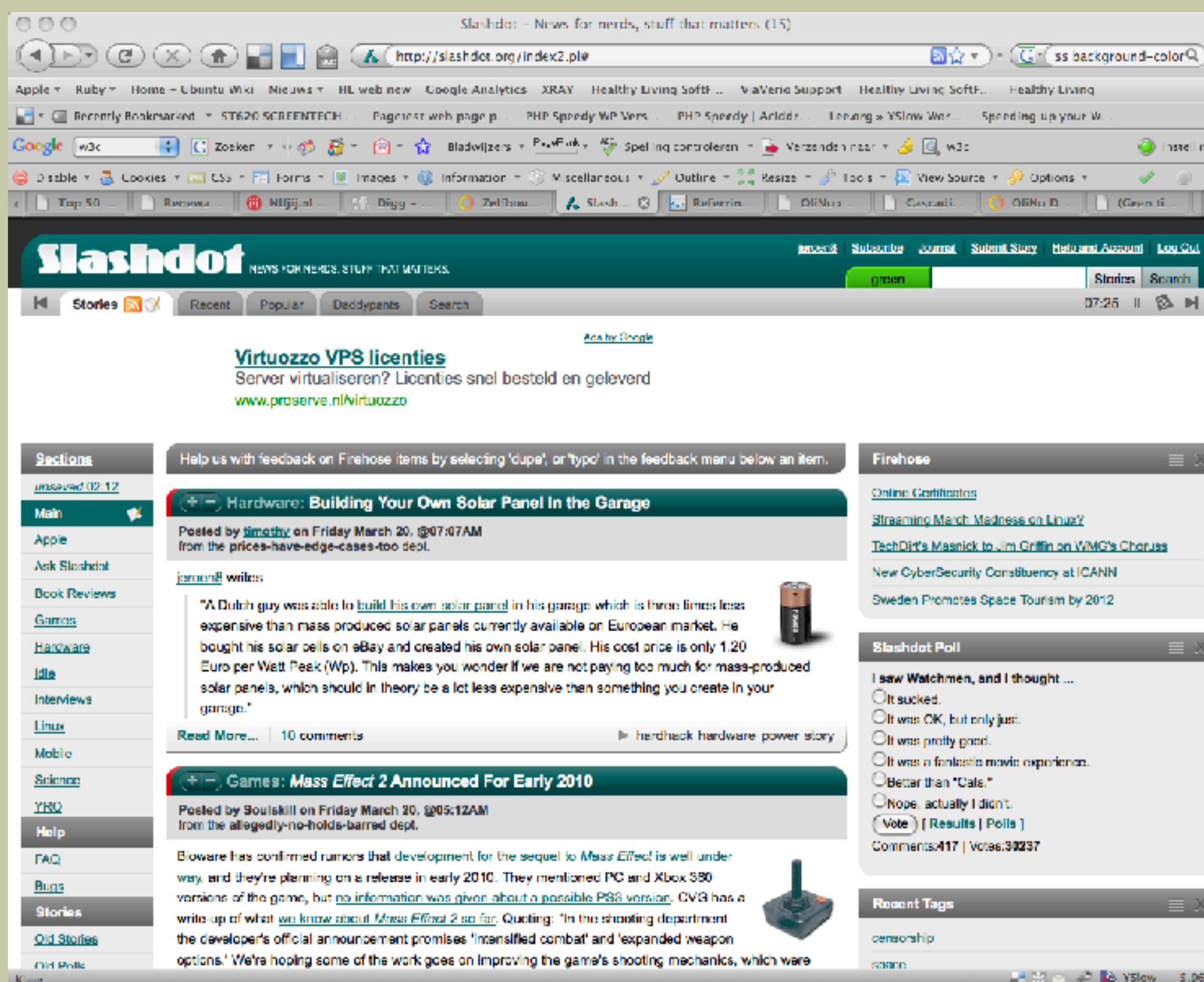
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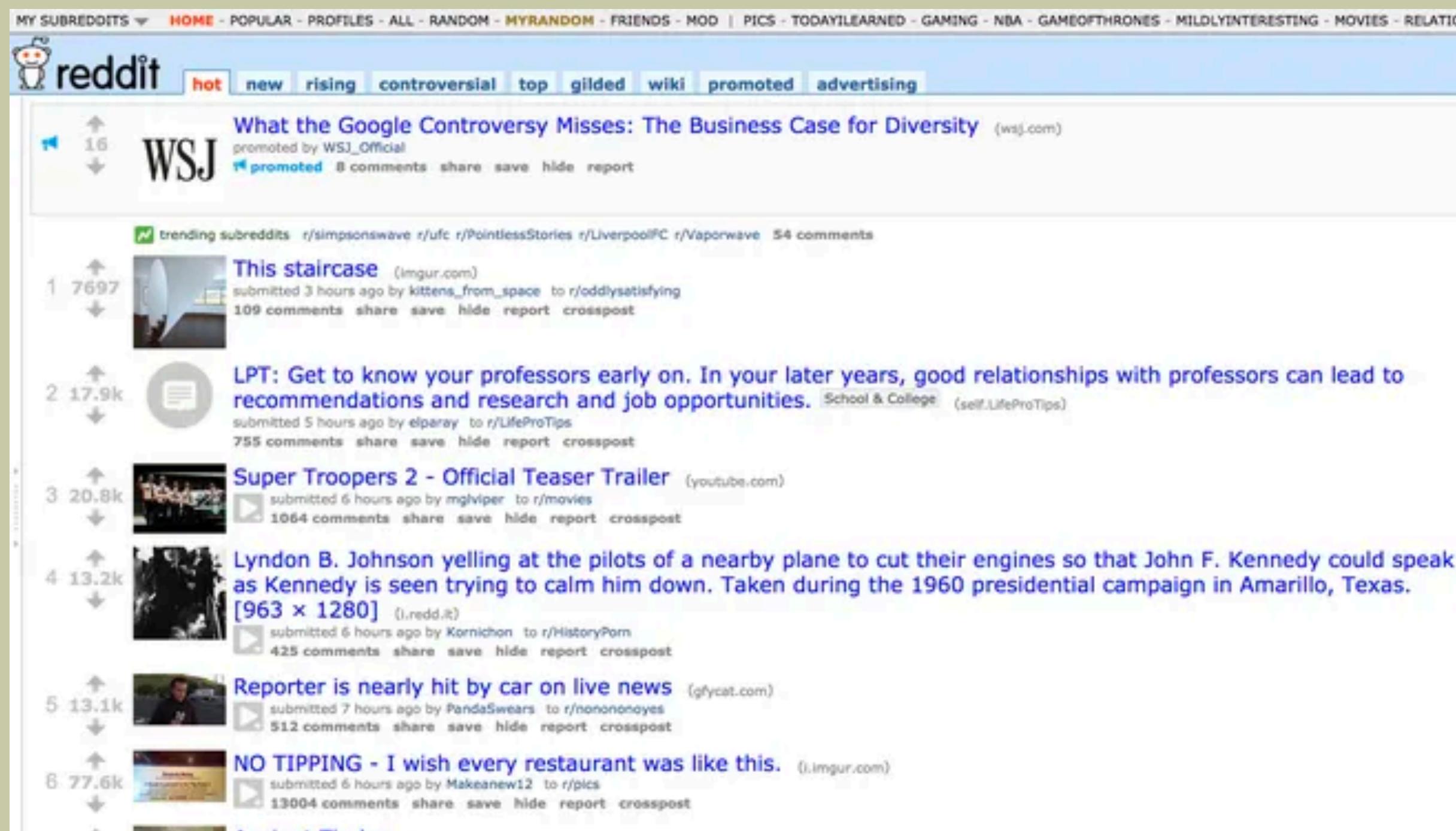
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~2005

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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!
- Keep notes to yourself about other people's pitches that interest you, so you can talk to them after these pitches are through.
- 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/a1-combined>

# For next Tuesday

- Assignment #2 will be due before class begins. The reflection is to tell us about any online social community that you're a part of. The assignment details are on Canvas and you'll post your reflection in Ed, where we'll start a thread for A2. In class on Tuesday, we'll have a couple students share out about their community!
- From now until Tuesday, try to find a team for your project. Feel free to use our Ed space to message the class 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.
- For the remaining time in class, let's start discussions regarding teams. Feel free to go over to someone else who had a pitch you were interested in. You can also come to me, and I'll help with pairing/grouping you with others for discussing pitches.