

# Social Computing Capstone

## Day 10: Monetization and Influencers

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# Schedule for today's class

- Short lecture, discussion of readings (10 min)
- Paired low-fidelity testing of prototypes (60 min - 30 min per group)
- Sync up with team to wrap up report (10 min)

# Mid-quarter Feedback

- Some folks expressed anxiety that you aren't coding yet. Don't worry! You will have three weeks for implementation. We will work with you to scope your projects. There are strategies like piggyback prototyping, use of bots, and browser extensions to create the experience you want without needing to implement a fully featured system.
- In the meantime, do start thinking about how you might implement your idea and using what tech stack, languages, APIs, libraries, frameworks, etc. It should be something where you know enough to at least be able to get a sense for what is possible in three weeks. If you have absolutely no idea how you might implement something, we should talk soon to see if we can give you suggestions or help you scope/pivot.

# Monetization and Influencers

# Social Capital

- Social capital is the “connections among individuals – social networks and the norms of reciprocity and trustworthiness that arise from them” - Robert Putnam
- An individual can have higher or lower social capital, like they can have more or less financial capital. You can build social capital through working on your relationships.
- If you have higher social capital (you know more of certain kinds of people), you can leverage that to get information, resources, jobs, favors, etc. That is, social capital can often convert to financial capital.

# Strong vs Weak Ties

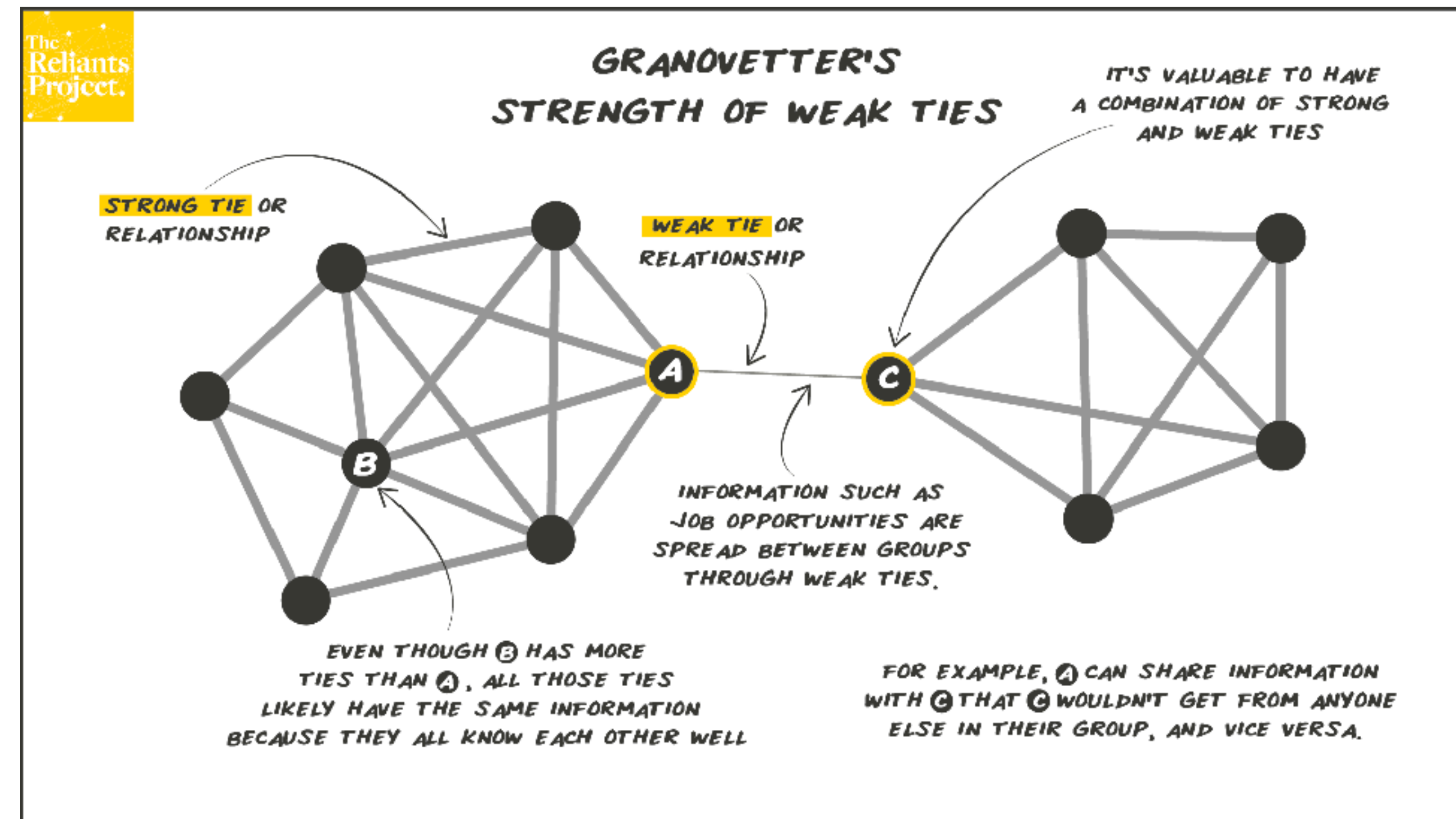
There are different kinds of social connections that make up one's social capital though.

Social relationships can be:

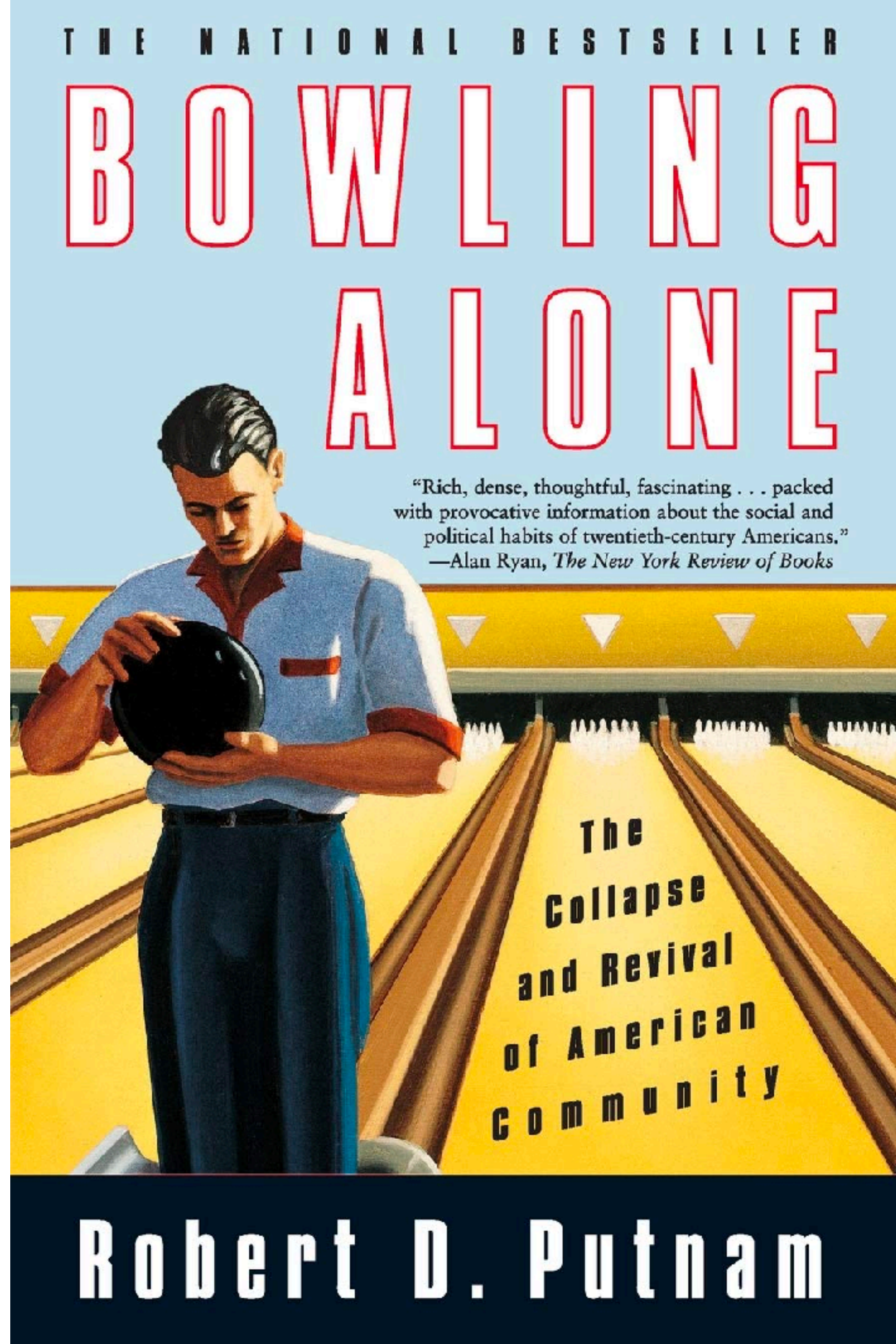
**Strong ties** (close friends and family)

**Weak ties** (acquaintances, e.g., classmates, coworkers, neighbors, etc.)

**The strength of weak ties** (Mark Granovetter): infrequent, arms-length relationships are more beneficial for employment opportunities, promotions, and wages than strong ties. They are a key source of diffusion of influence and information, mobility opportunity, and community organization. Most of what makes up our social capital is actually due to weak ties.







- Robert Putnam wrote this book in 2000 to argue that **social capital** has been declining in the US since 1950.
- Looking at a societal level, social capital is the networks of relationships among people who live and work in a particular society, enabling that society to function effectively. Unlike traditional forms of capital, social capital is not depleted by use. In fact it is depleted by non-use!
- Putnam used **bowling** as an example to illustrate this; although the number of people who bowled had increased in the last 20 years, the number of people who **bowled in leagues** had decreased. If people bowled alone, they did not participate in the social interaction and civic discussions that might occur in a league environment.



# From “bowling alone” to “bowling online”?

- Along with the decline in local organizations has **come the rise in social interaction online**. What does this mean for Putnam’s “bowling alone” hypothesis? Are we more or less alone today?
- What’s different about the kinds of social encounters and connections we have online, and what are the implications for our society?
  - How does one build social capital today? How is the conversion from social to financial capital different now and perhaps more warped than before?
- Discuss in small groups for 5 min!



# Lo-Fi Prototype Feedback Time (60 min)

- Get into your groups and pair up with another group.
- Take 20-30 min for one group to playtest the other group's prototype(s). Don't forget to follow your playtest plan, use your script, and ask the questions you have for the other team.
- During the feedback session, **observe and take notes** on what people do and also take notes on what people say (**ask people to speak aloud their thoughts!**). After setting up the scenario, refrain from intervening too much to allow natural exploration.

# For Thursday

- Reminder that part C of your G3 report is due tonight. However, please let us know if you would like additional time to do more play tests outside of class and turn it in later (like Thursday).
- We have two readings related to Trust & Safety, or how big platforms do content moderation.
- On Thursday, I will go over how to do a code and design spec, where you plan out what you will build. You'll then have in-class time to work on your spec which will then be due next Tuesday.