

# Social Computing Capstone

**Day 2: Landscape of Social Computing Systems**

CSE 481p | Winter 2024

**Amy X. Zhang**

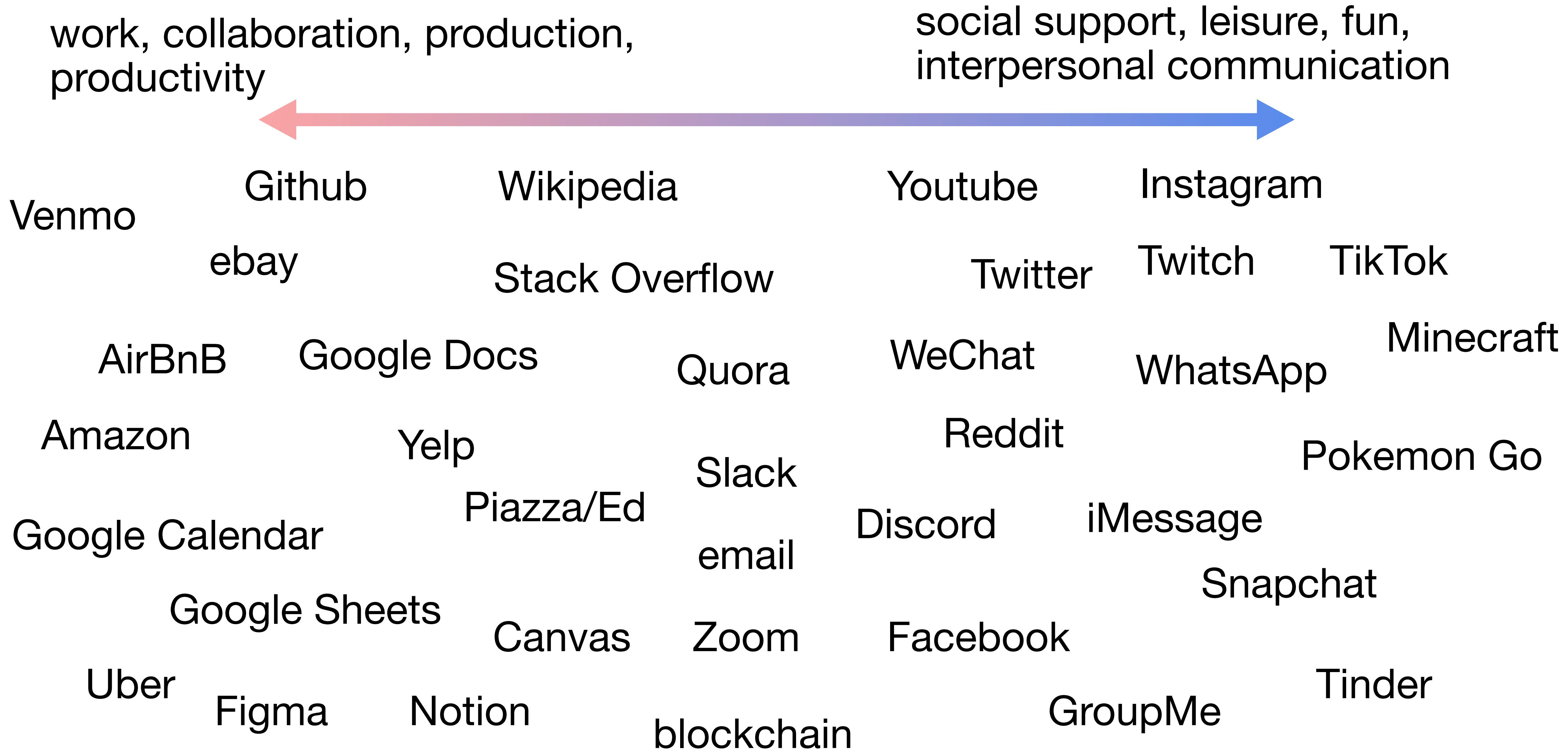
Instructor

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

# Schedule for today's class

- Lecture: Landscape of social computing systems (30 min)
- Go around and everyone pitches project ideas (everyone 1-2 min) (40 min)
- Group formation and group discussion and planning time (10 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

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Email  
SMS

## Forums

BBS  
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Hackernews  
4chan

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Google Docs  
Figma  
Notion  
Wikipedia  
Github

## Q&A sites

StackOverflow  
Quora  
Yahoo! Answers

## Markets

Craigslist  
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Uber  
Yelp

## Games

MUDs  
Pokemon Go  
Minecraft  
WoW

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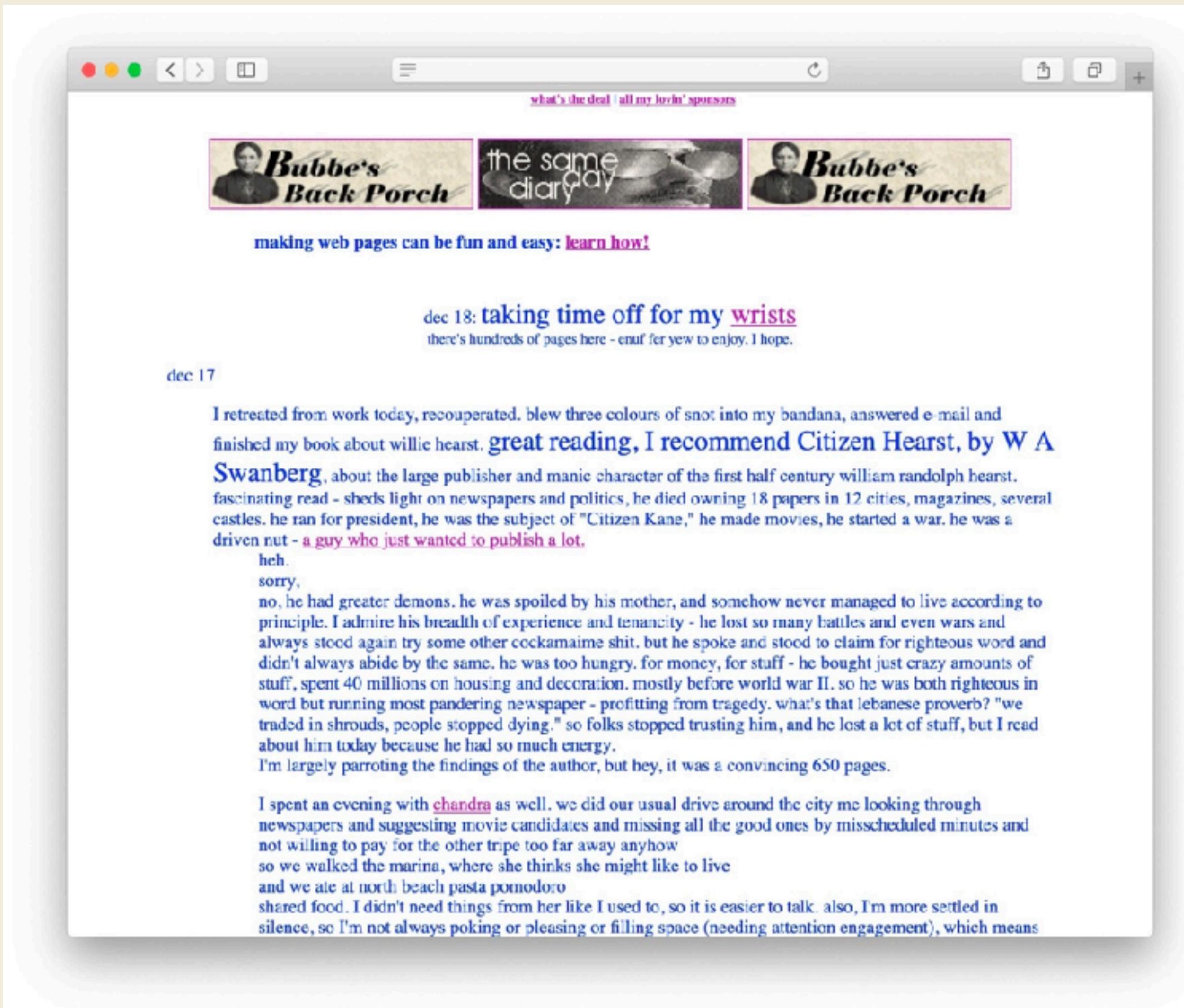
# Social networks

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

~1994

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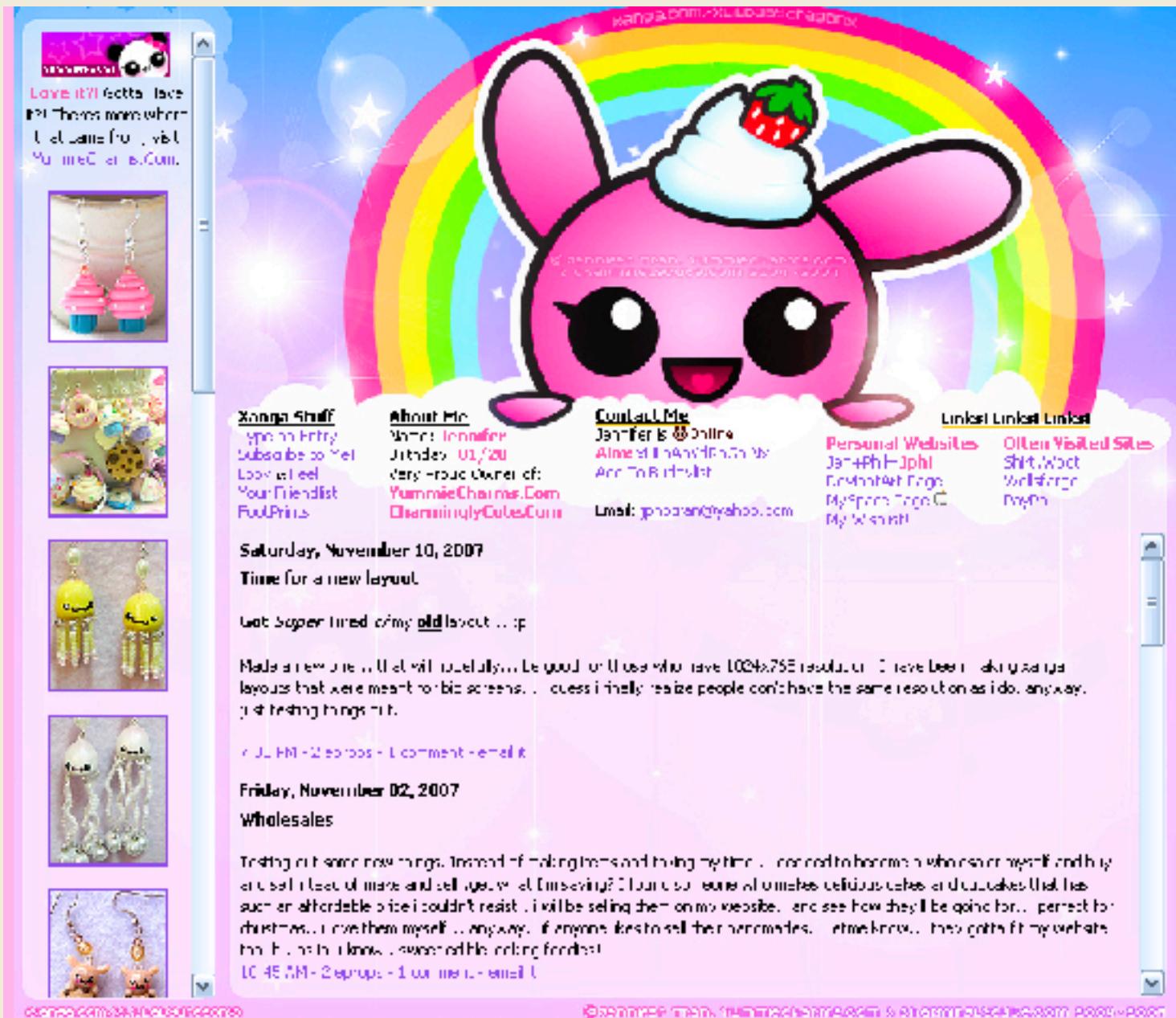
(self-hosted) Wordpress

Other software libraries to help with self-hosting content

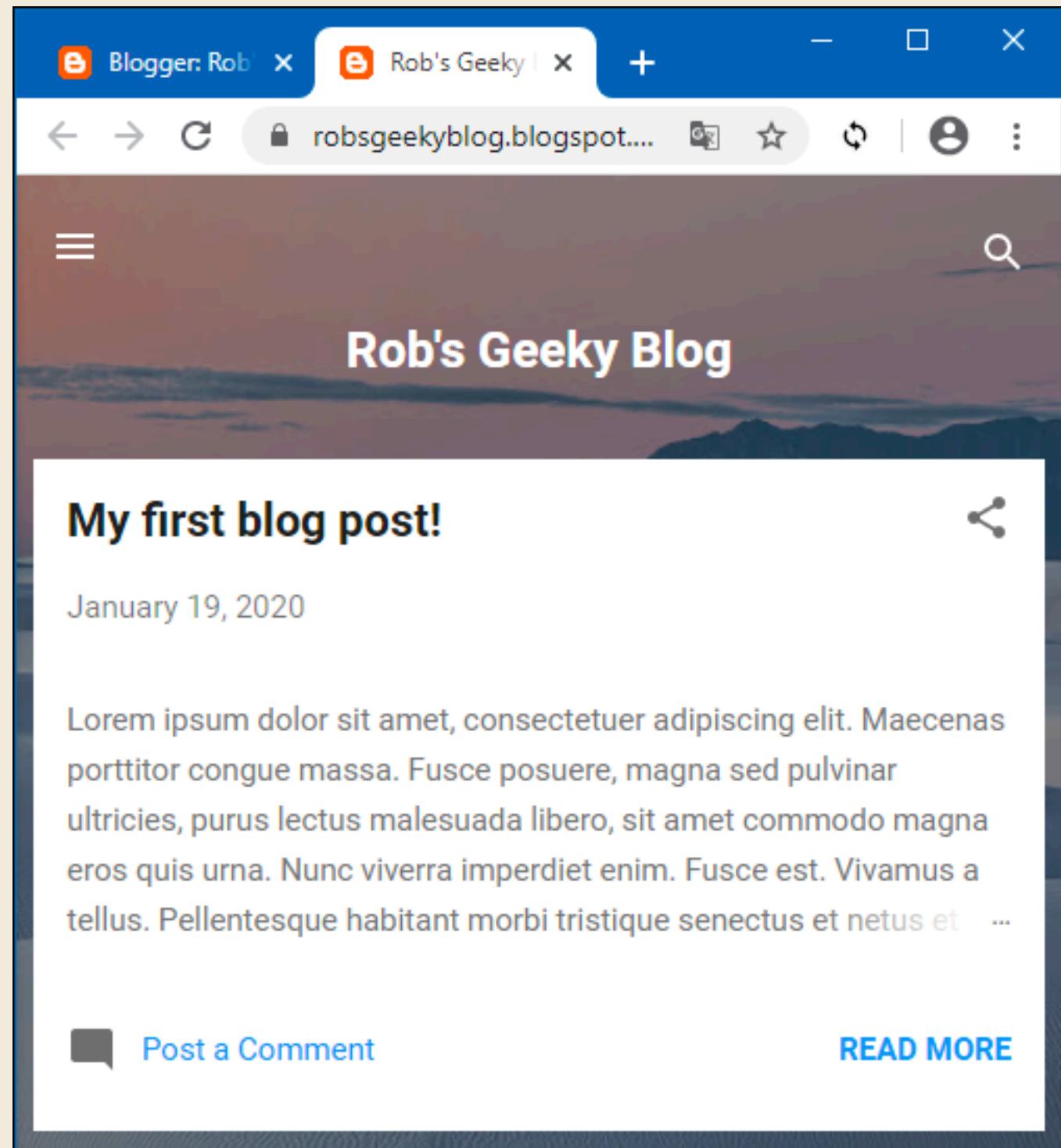
~1999

# Social networks

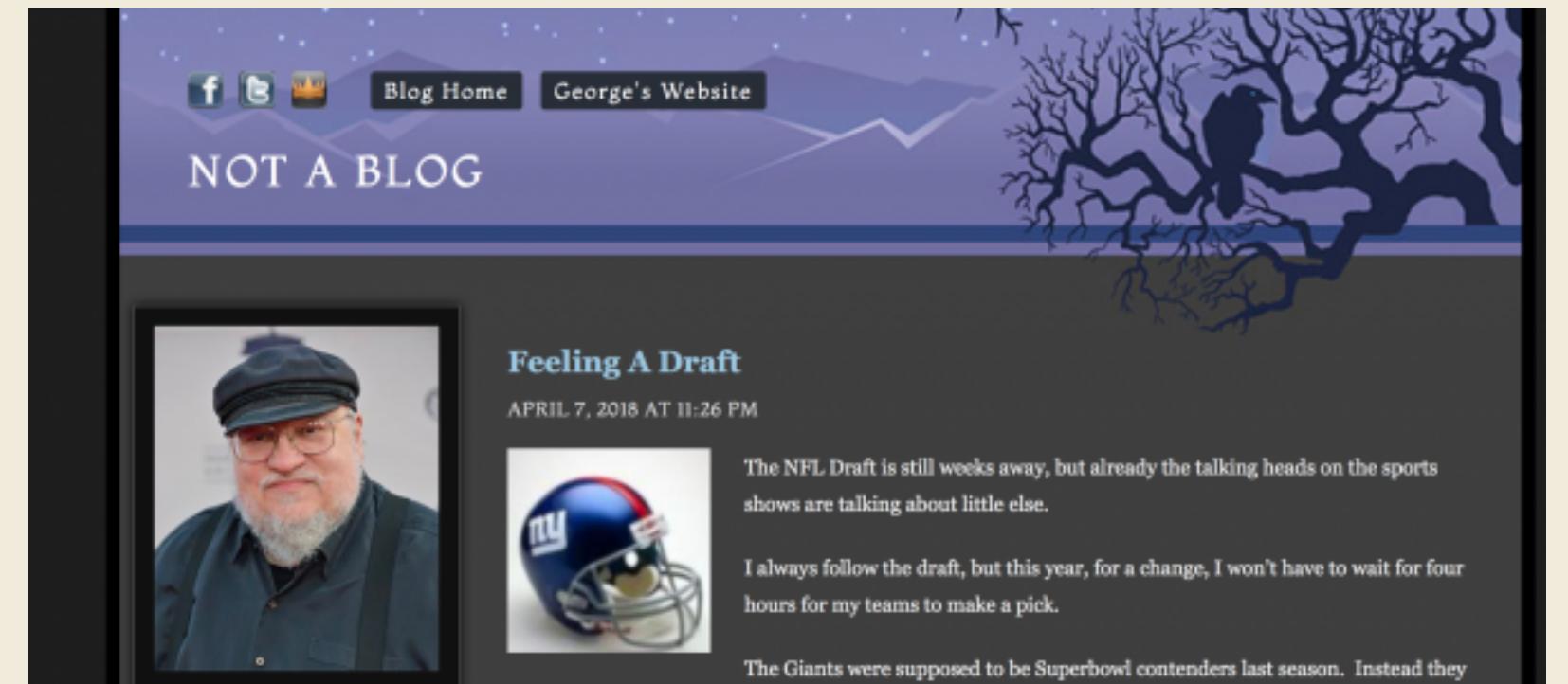
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Xanga



Blogger



LiveJournal

wordpress.com

~2003

# Social networks

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

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 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 links for 'VIEW MY PICS | VIDEOS', 'EAST COAST DESIGNZ'S LATEST BLOG ENTRY (SUBSCRIBE TO THIS BLOG)', and 'VIEW ALL BLOG ENTRIES'. The 'ABOUT ME' section provides a preview of the blog layout and interests like 'INTERNET, MUSIC, GAMES, SPORTS, POLITICS, CULTURE, HISTORY, PHILOSOPHY, SINGING/WRITING'.

Myspace

~2004

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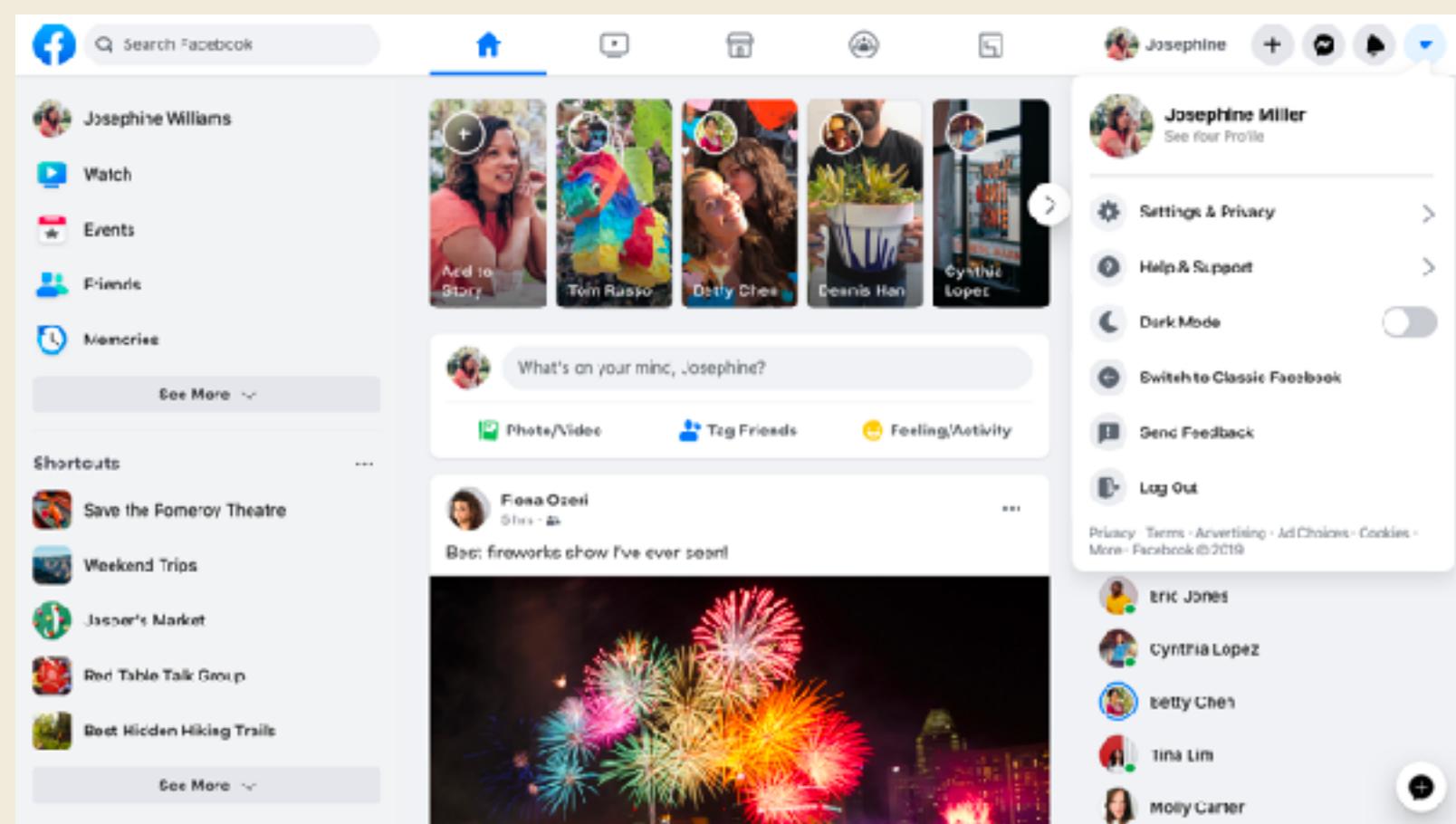


Facebook

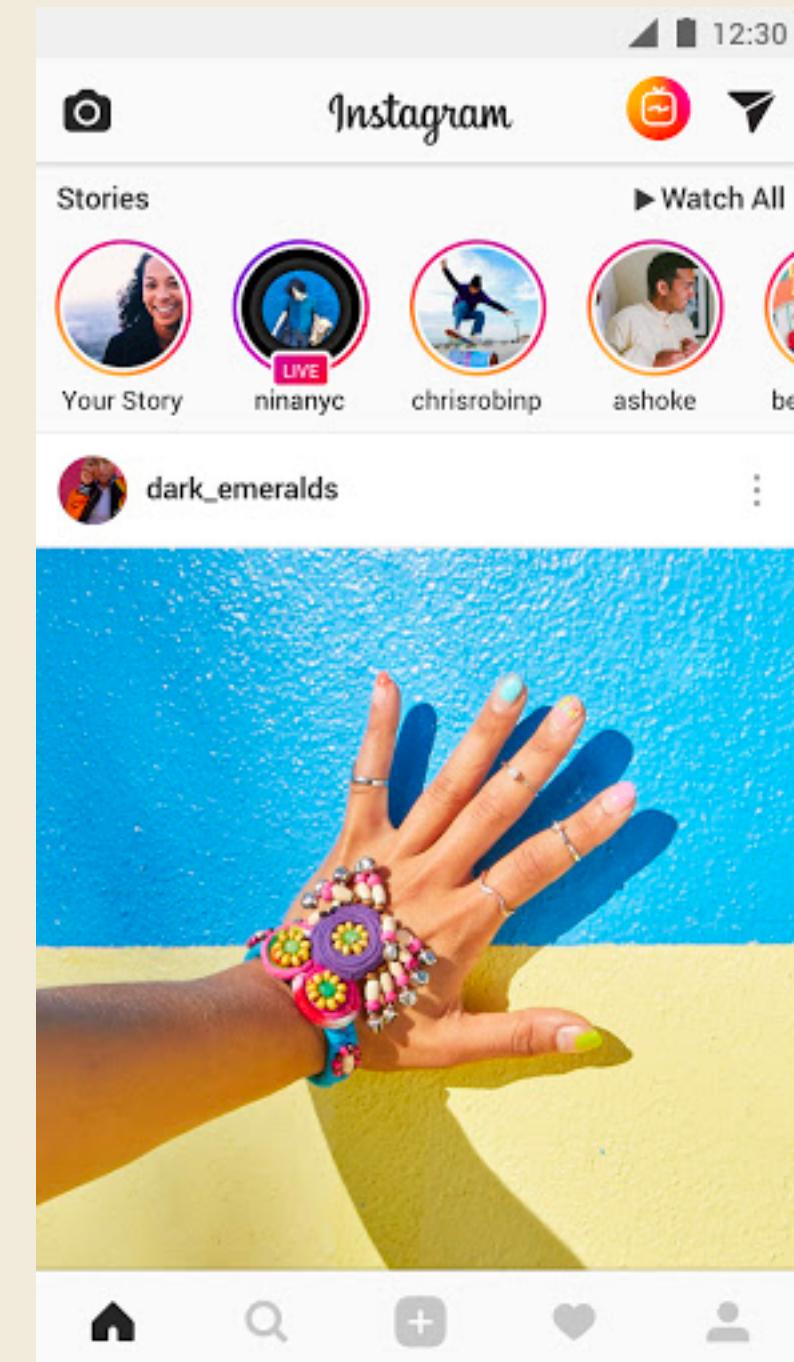
~2006

# Social networks

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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?

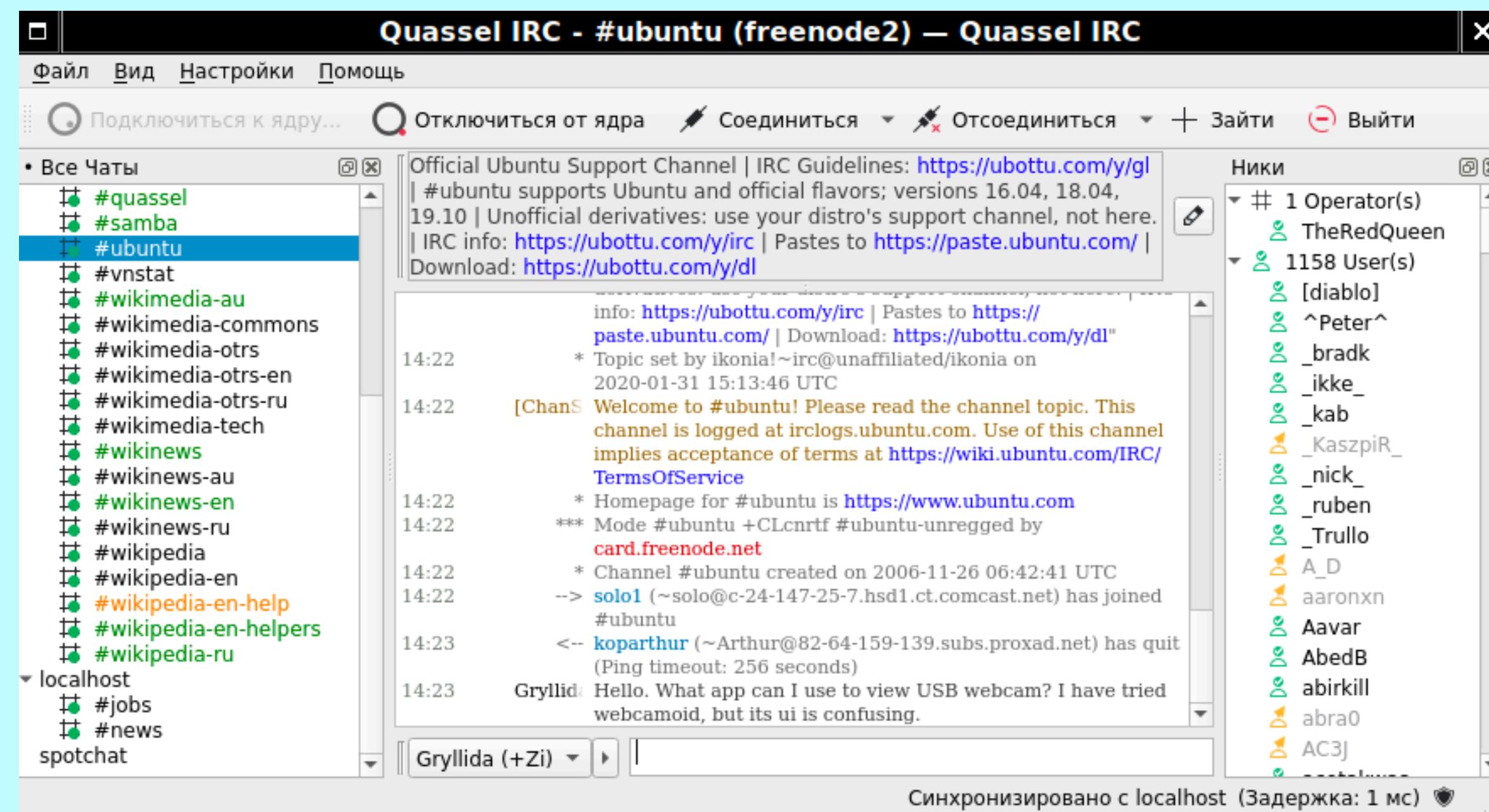
# Chat rooms

**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

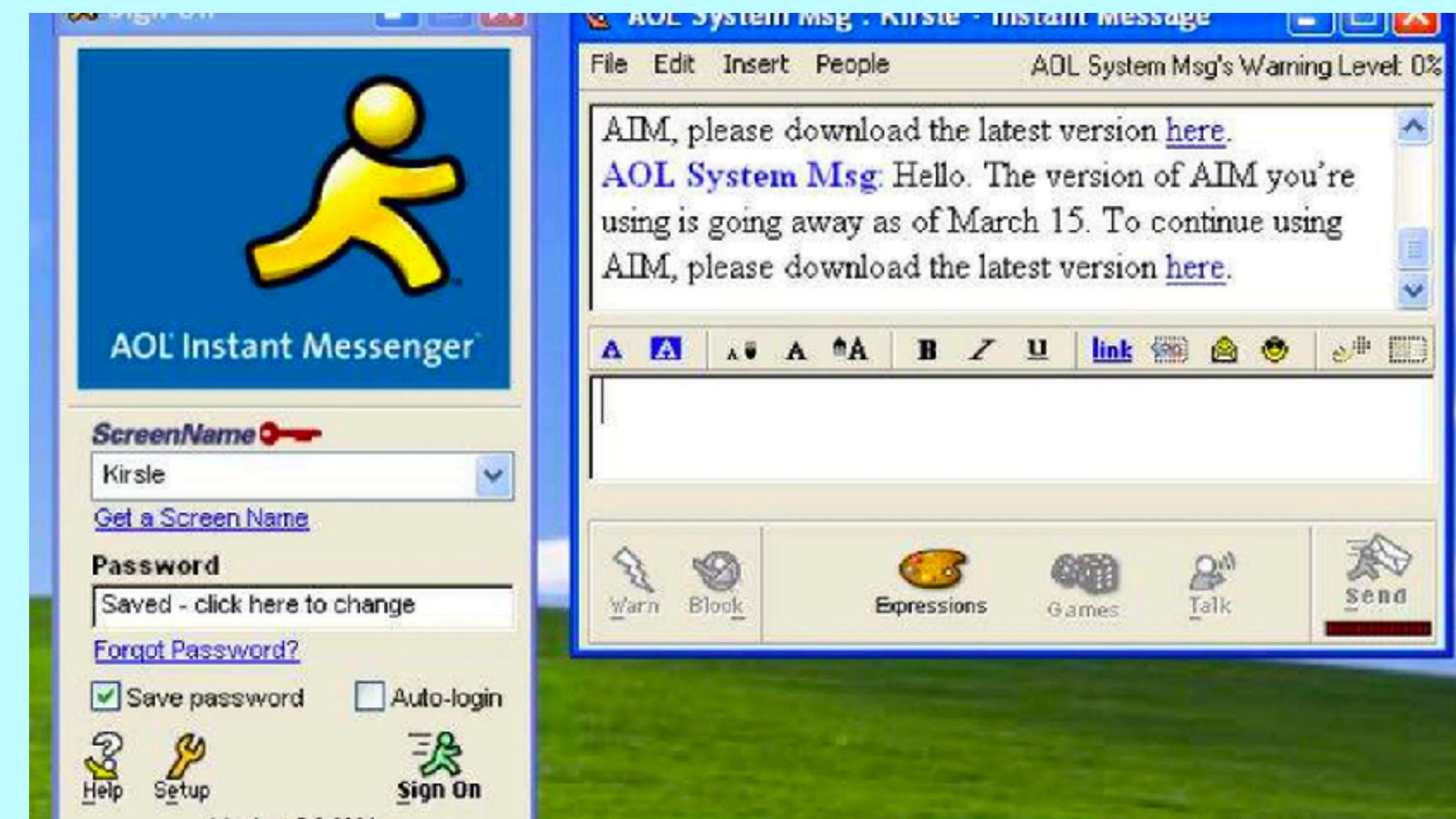
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~1997

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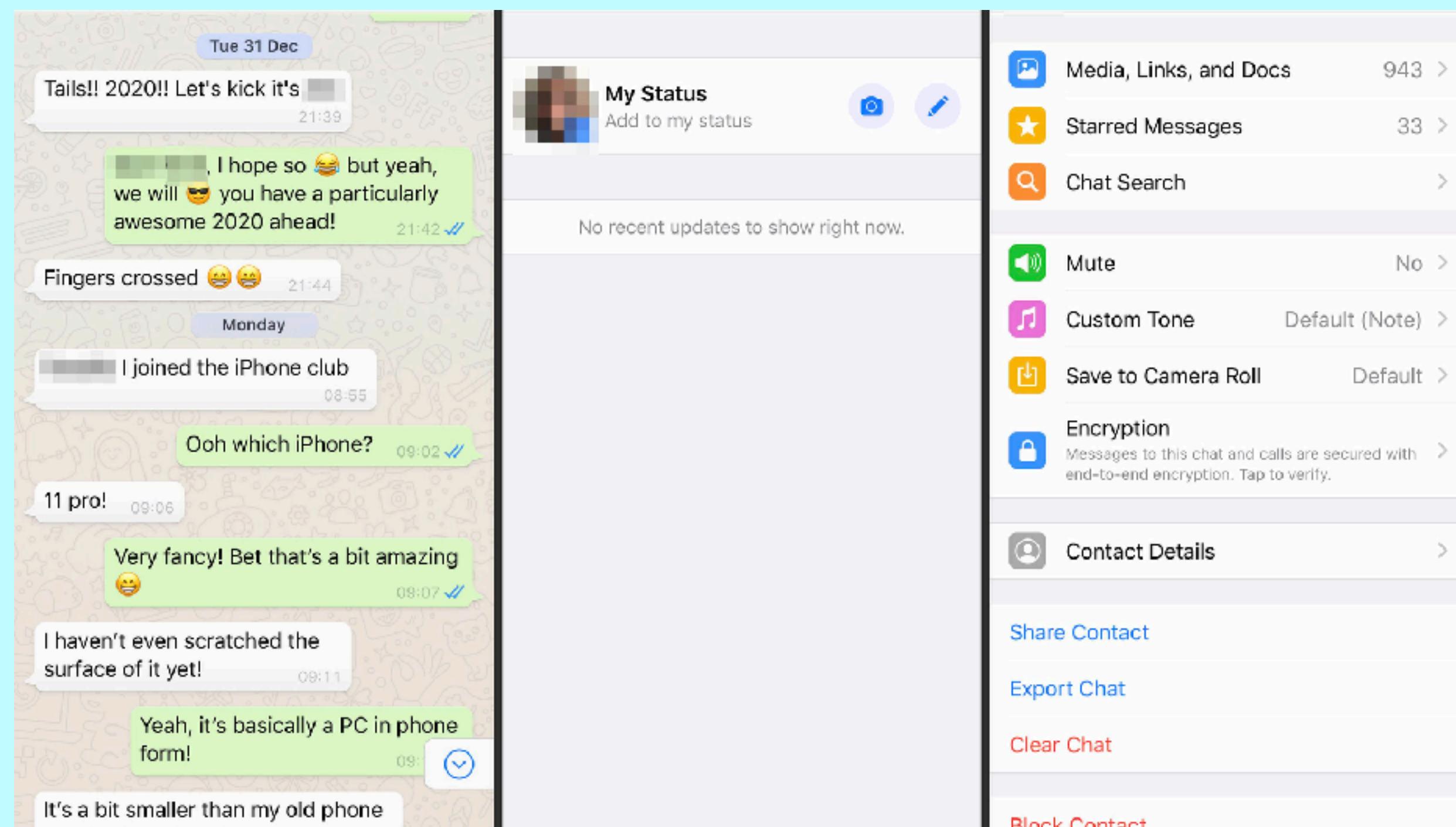
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~2009

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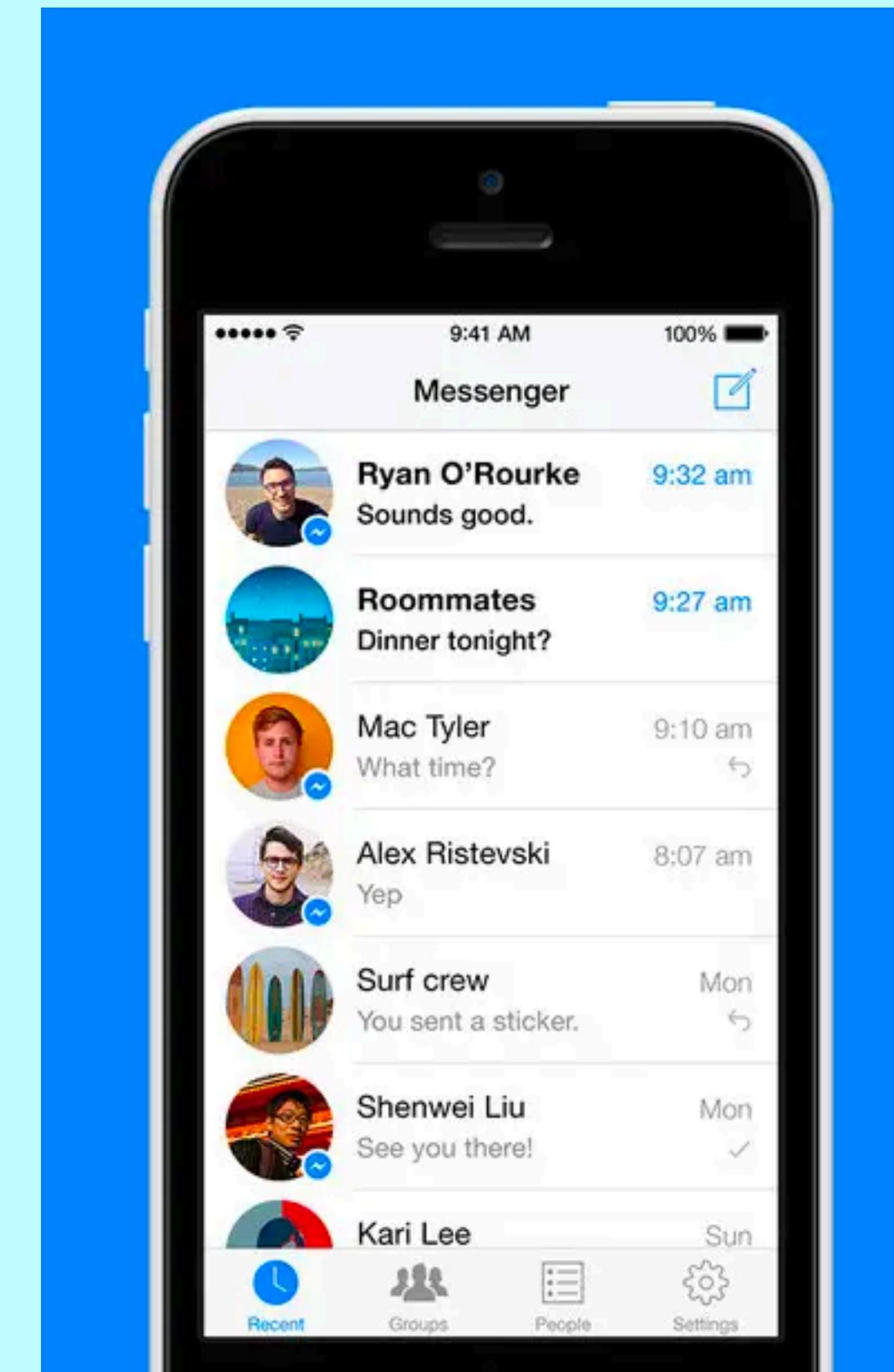
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~2011

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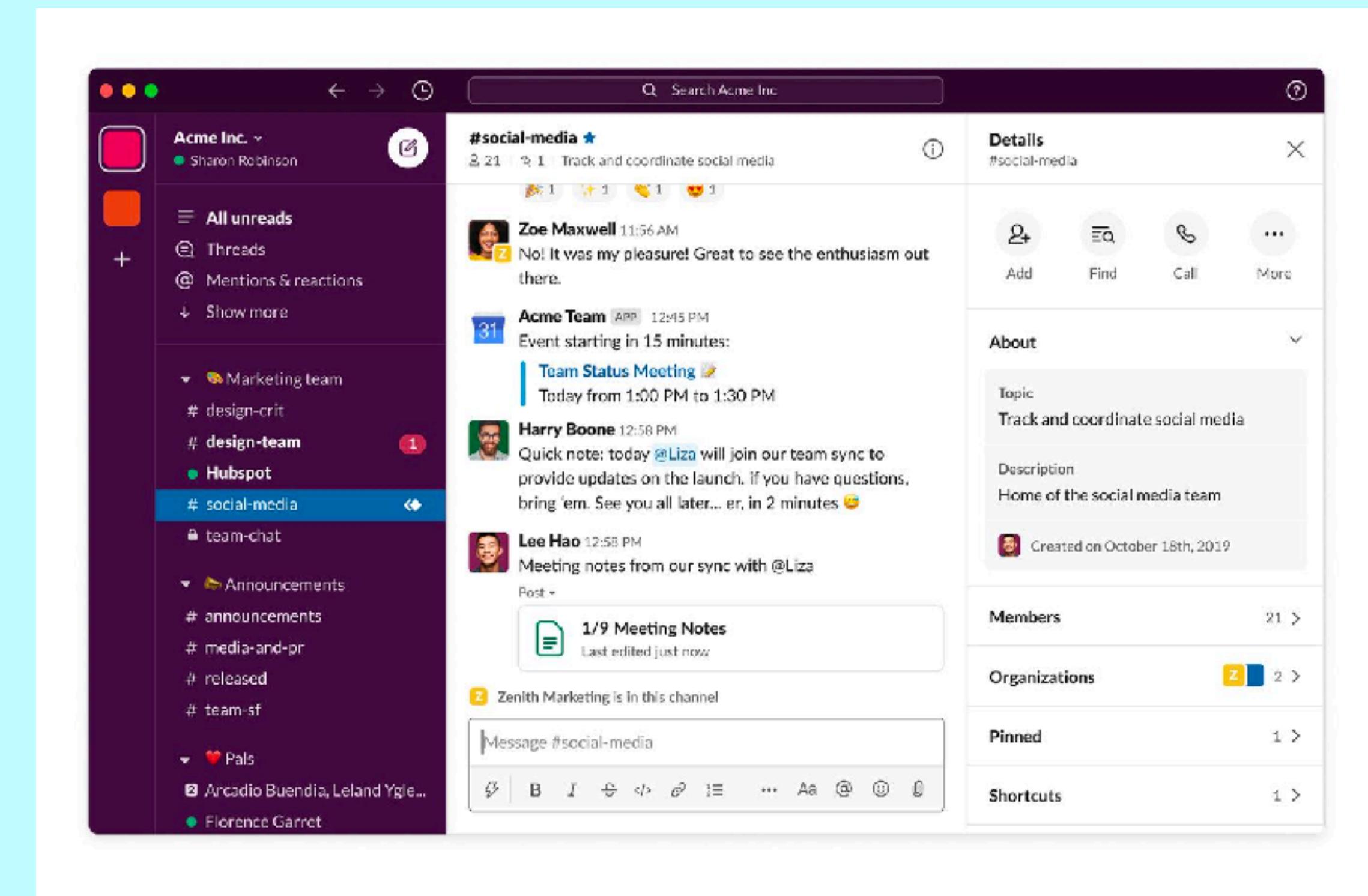
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~2013

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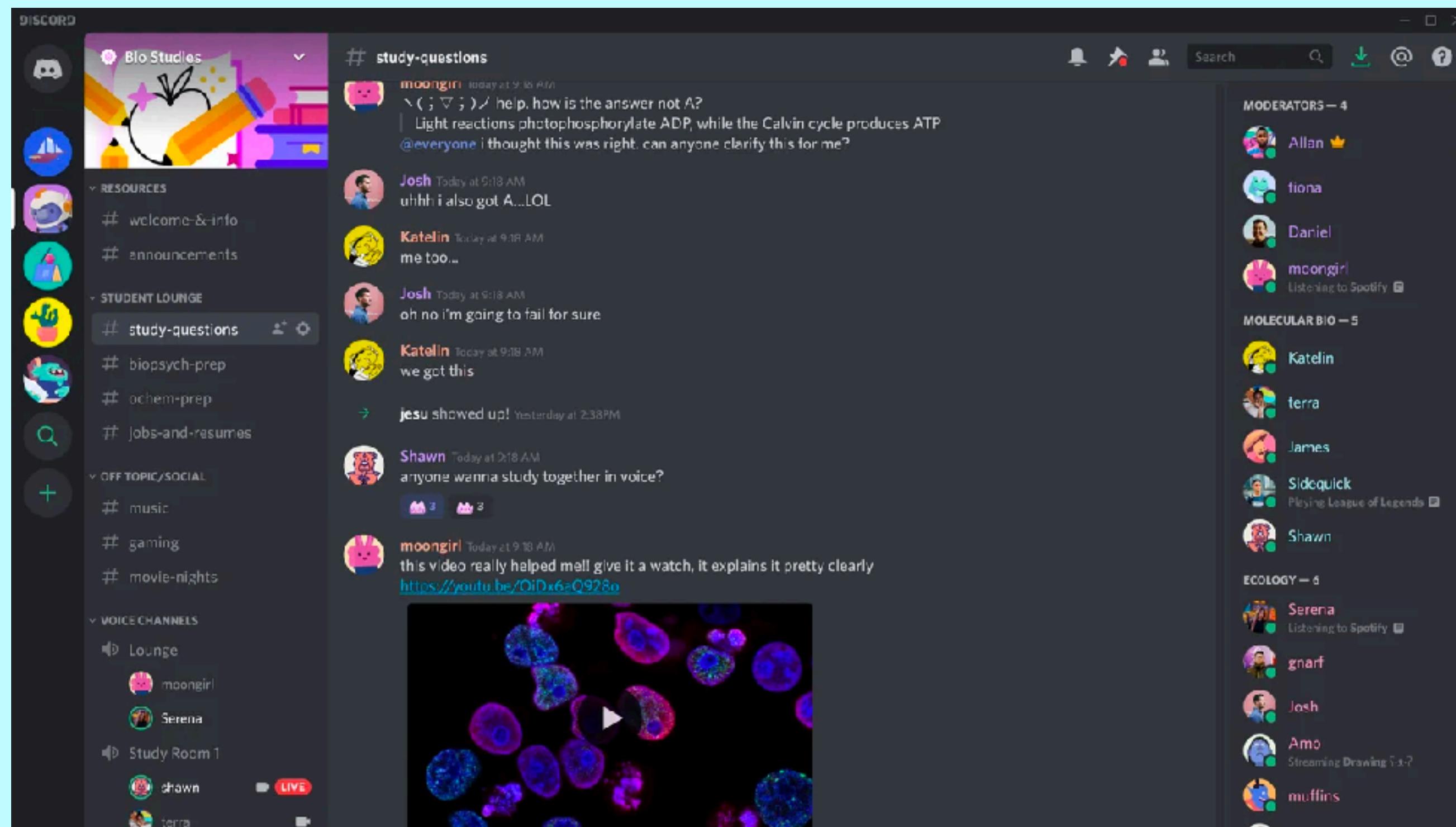
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~2015

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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)

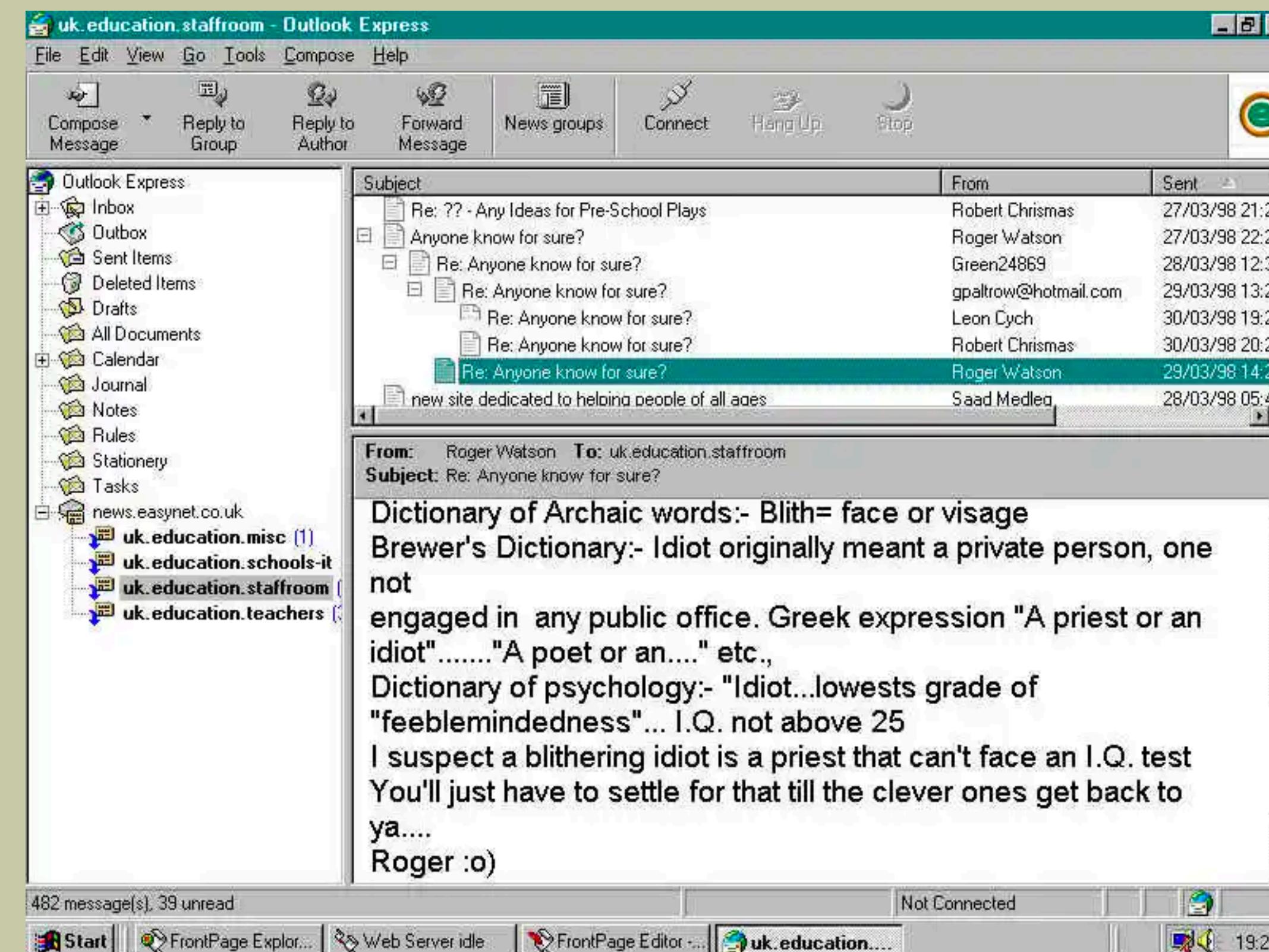
# Forums

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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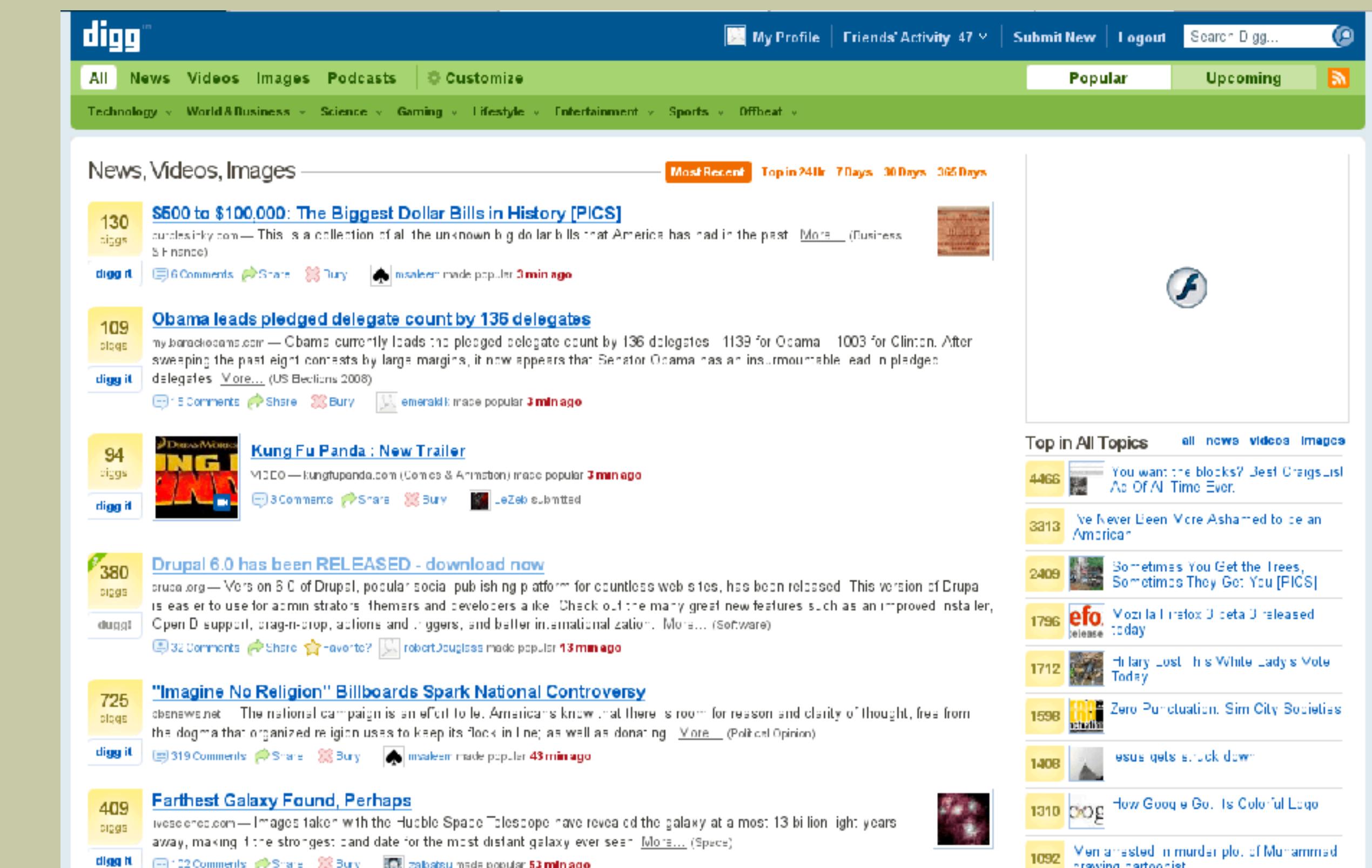
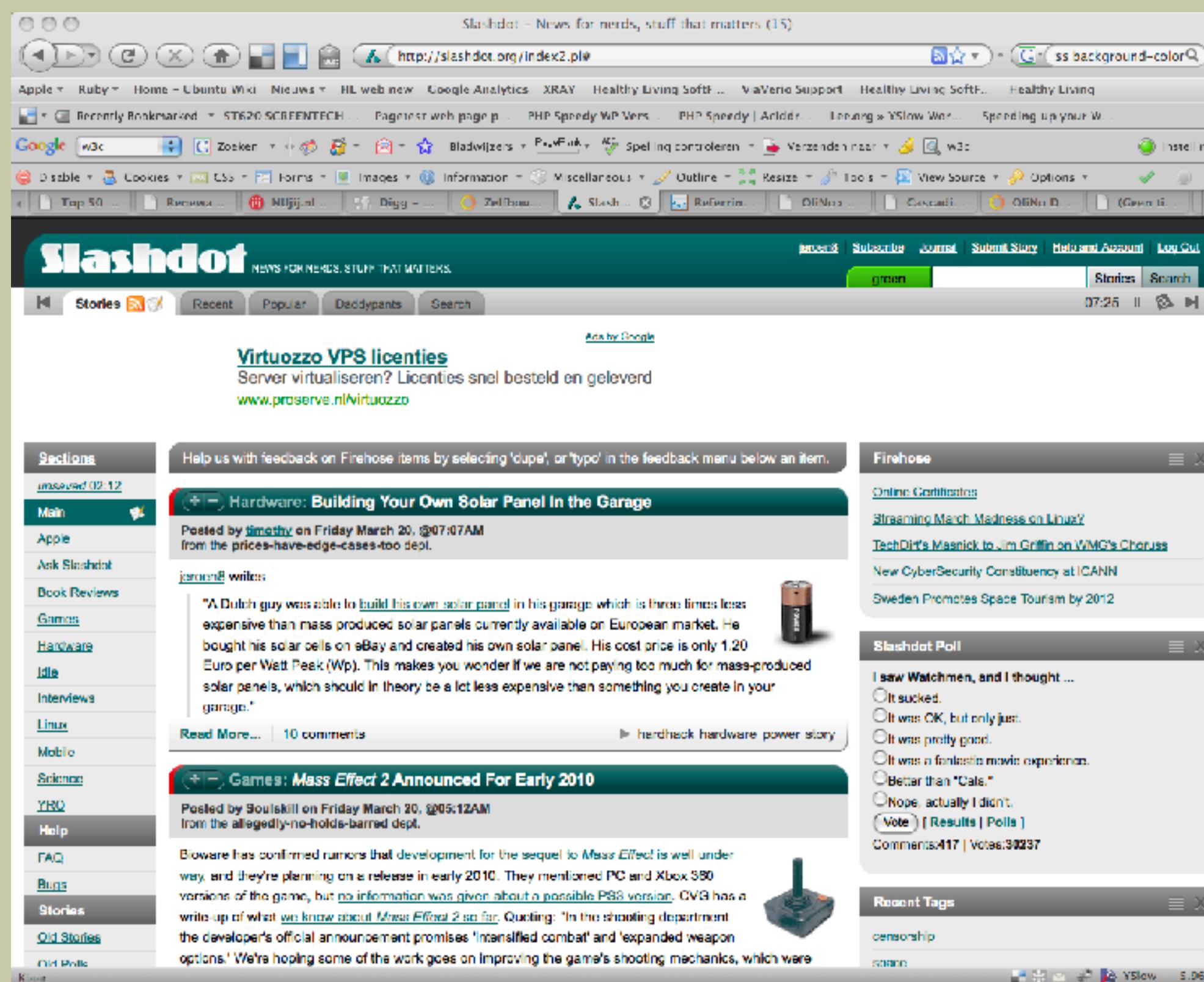
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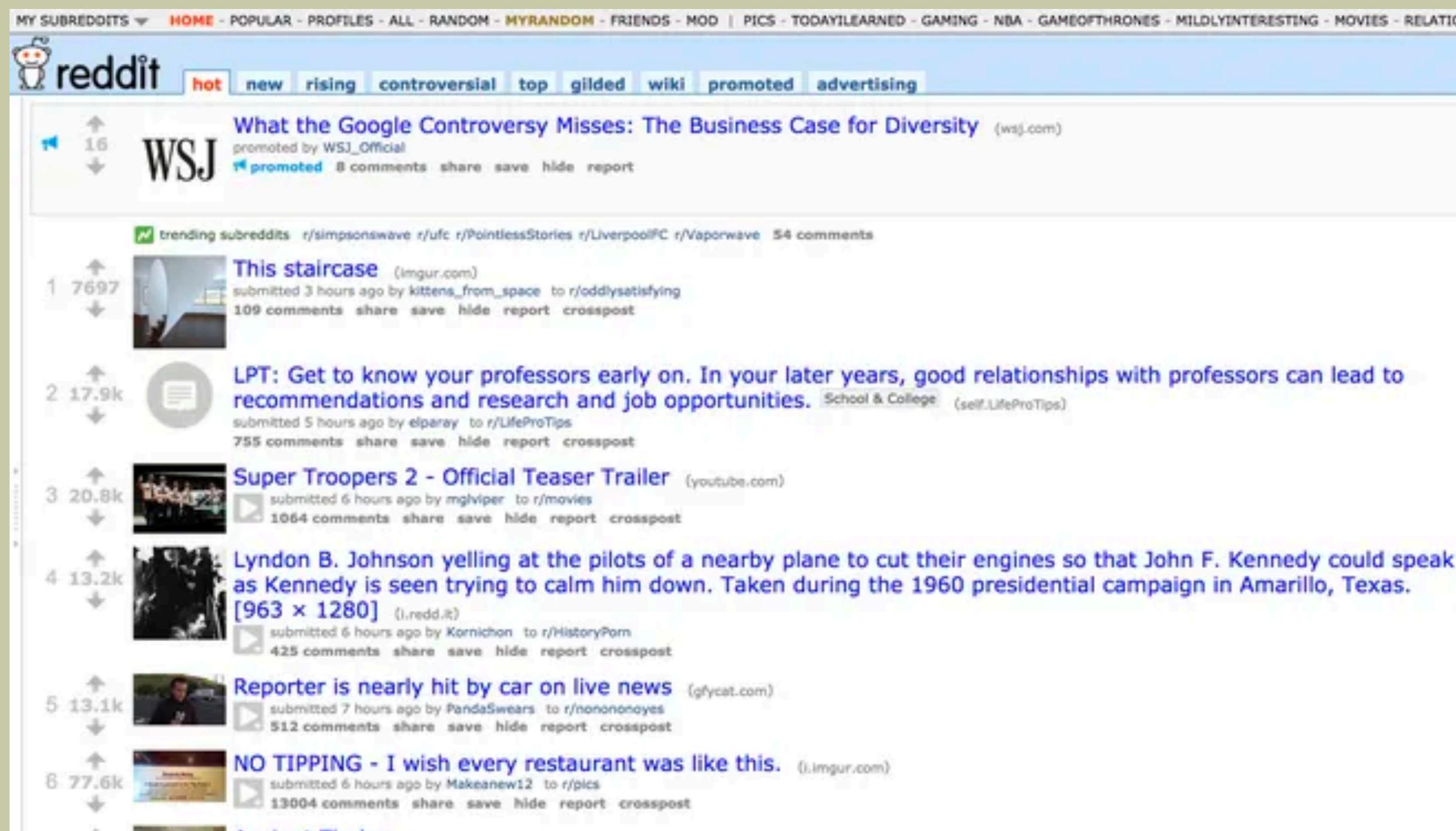
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~2005

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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?

# FORM

**Flat**

Chat Rooms

**Threaded**

Forums

**Spaces**

Old-school social network sites:  
Myspace Wall  
Facebook pre-2019  
Also “Stories”, Snapchat, BeReal

Most Social Networking  
Sites that don’t have a “For  
You” feed

**Network**

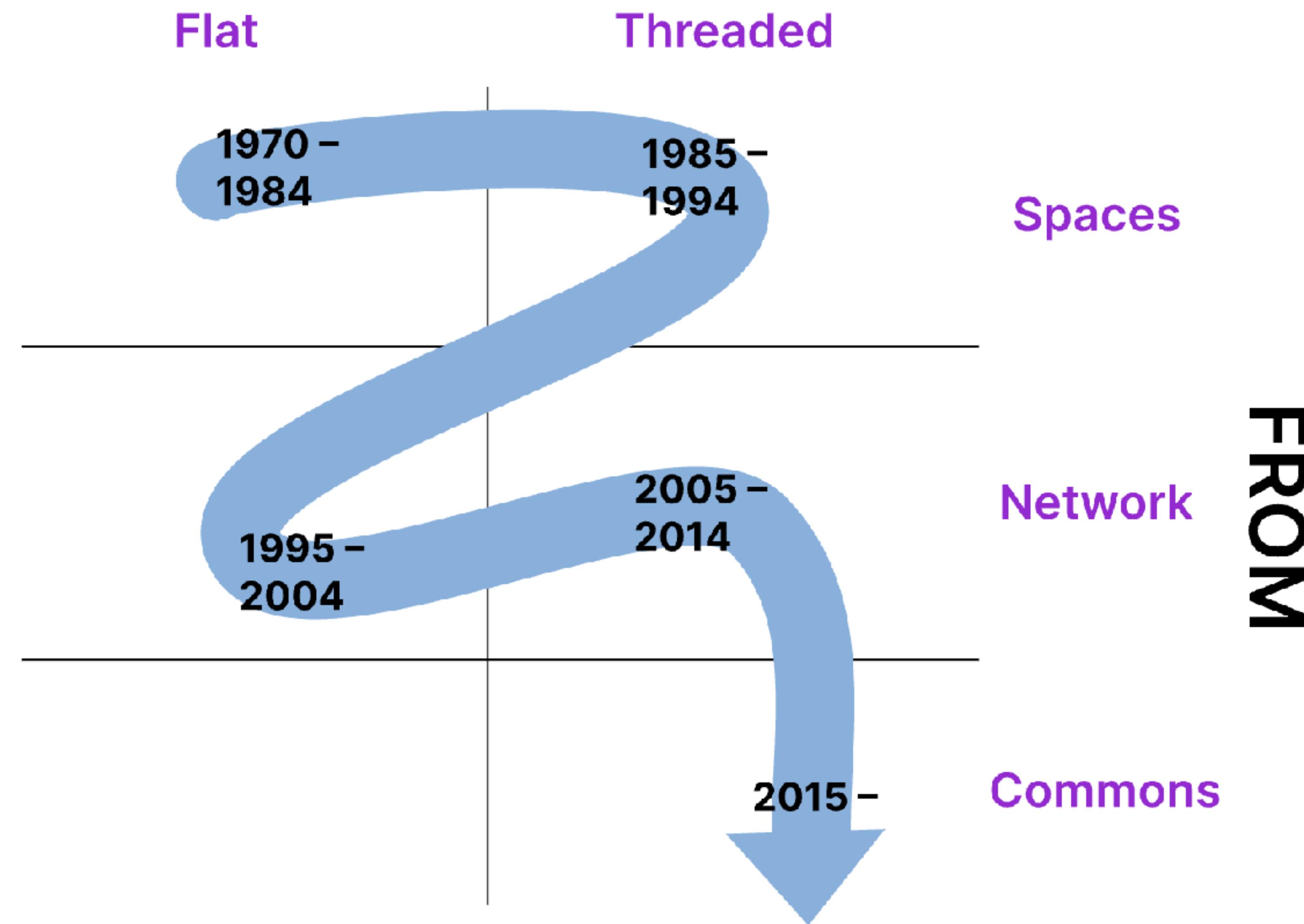
**FROM**

Most markets: Tinder, Uber

Social Networking sites post-algo:  
TikTok, half of Facebook, Twitter, Instagram

**Commons**

# FORM



**~3 min bathroom break**

# Project Pitches

- Everybody gets ~1-2 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://docs.google.com/presentation/d/1S5SxSXK2C8OpvNxwYm2A1n7fLcYHHL7b6qx\\_eANBQik/edit?usp=sharing](https://docs.google.com/presentation/d/1S5SxSXK2C8OpvNxwYm2A1n7fLcYHHL7b6qx_eANBQik/edit?usp=sharing)

# For Thursday

- 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 Canvas, where we'll start a thread for A2. In class on Thursday, we'll have a couple students share out about their community!
- We started a class Discord! Join to chat with your classmates: <https://discord.gg/UPdmJGCR>
- From now until Thursday, try to find a team for your project. Feel free to use Discord to message the class or pitch additional project ideas. We'll ask you to tell us your team status on Thursday, 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.