Social computing

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CS 247

THANKS TO SCOTT KLEMMER AND MANEESH AGRAWALA

Where design meets (big) groups

Thought it was too easy to design for individual users?
A NEW CHALLENGER HAS APPEARED

The challenge

We can only design interfaces for a single person,
but we need to create emergent large-scale behaviors.

A Social Psychology Teaser

Can we translate what we know about people into design strategies for online systems?

Fundamental Attribution Error

Today, a tailgating idiot rear-ended me at a red light, then had the balls to say it was my fault for "driving too close" to his car. FML

- What's at fault: you, or the situation?
  - Me: it's the situation!
  - Everyone else: it's you!

- This doesn't disappear even if we know it's forced:
  - If we hear someone debate as pro- or con- Castro, we quietly assume that they believe that opinion regardless of whether they were forced into that position.

●●●●○ AT&T 4:38 PM

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Foot-in-the-door technique

- We are much easier to convince when we first agree to a smaller request

- "Would you put a huge 'DRIVE CAREFULLY' sign in your yard?"
  - 17% consented.
  - "Would you put up a 3-inch 'Be a safe driver' sign?" Almost all complied.
  - But, 76% agreed later to the larger sign after the small sign!

●●○○○ AT&T 8:55 AM

Instagram

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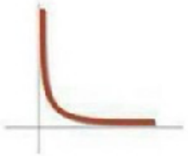
ALL YOU NEED IS

$$y = \frac{1}{x}$$



$$x^2 + y^2 = 9$$

$$y = |-2x|$$

$$x = -3|\sin y|$$

17 likes

stanfordeng Happy Valentine's Day! ❤️

Like Comment •••

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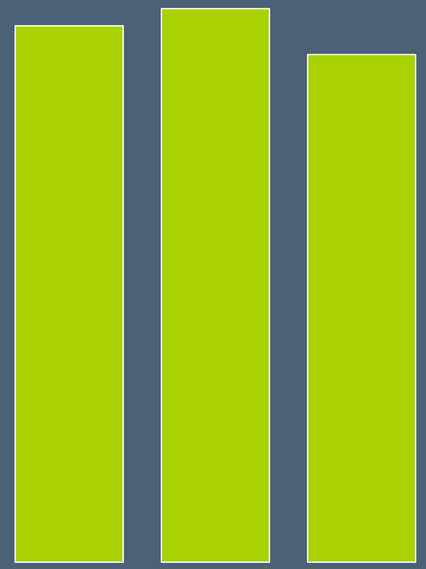
Conformity

- Which of the three lines on the right most closely matches the one on the left?

When three previous people gave the wrong answer out loud, 75% of participants gave in at least once.

Source



Courtney Suhyun Noh, Christina Kao, Julia Cambre and 45 others like this.

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4809

That's not yours! (i.imgur.com)

submitted 5 hours ago by 1Voice1Life to /r/gifs

282 comments **share**

4507

Life is like a box of chocolates. (i.imgur.com)

submitted 6 hours ago by dontbthatguy to /r/funny

232 comments **share**

5772

Toyota wanted $4450 to replace my hybrid battery pack. I fixe

(imgur.com)

submitted 7 hours ago by scoodidabop to /r/DIY

2391 comments **share**

Social Loafing

- Many hands make…work…light?
- When there are others contributing, we work less.

- Experiment: blindfold a participant and get them to play team tug-of-war.
  - Except…there is actually nobody else on their team, they just think so. (Remember, they're blindfolded.)
  - People pulled 18% harder when they thought they were the only one on their team than when they thought there were 2–5 others.

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Human–computer interaction

From Wikipedia, the free encyclopedia

Human–computer interaction (**HCI**) involves the study, planning, design and uses of the interfaces between people (users) and computers.

It is often regarded as the intersection of computer science, behavioral sciences, design, media studies, and several other fields of study. The term was popularized by Stuart K. Card and Allen Newell of Carnegie Mellon University and Thomas P. Moran of IBM Research in their seminal 1983 book, *The Psychology of Human-Computer Interaction*, although the authors

A woman teaching girls in Afghanistan how to use OLPC computers. Human use of computers is a major focus of the field of HCI.

Reciprocity

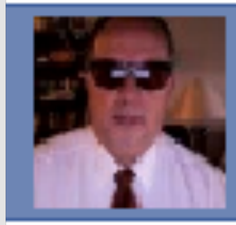
- You are more willing to give back when someone does a favor for you.
- Even if you didn't ask for the favor!

- Experiment: in the context of another task, your partner goes out for a bathroom break. They either come back as normal, or bring a soda back for you.
  - Participants in the unasked-for soda condition later bought more raffle tickets for their partners.

Notifications

Paul W. Swansen commented on your status.

10 minutes ago



Paul W. Swansen tagged a photo of you.

11 minutes ago

Marty Kind commented on his link.

16 hours ago

62 friends posted on Brian's timeline for his birthday.

Brian

Birthday: Yesterday

You wrote on Brian's timeline.

Sanjay ▸ **Brian**

9 hrs ·

Happy bday Brian!!

Like · Comment

Brian Keegan likes this.

Write a comment...

Socio-technical gap

It's a great term to drop at a party.
Seriously, you'll be showered with praise and affection. Try it.

Translating science into design

- How do we turn our understanding of interpersonal behaviors into technology that can support those behaviors?

- This is, to Ackerman, the core design problem in social computing.

Designing for emergent behavior

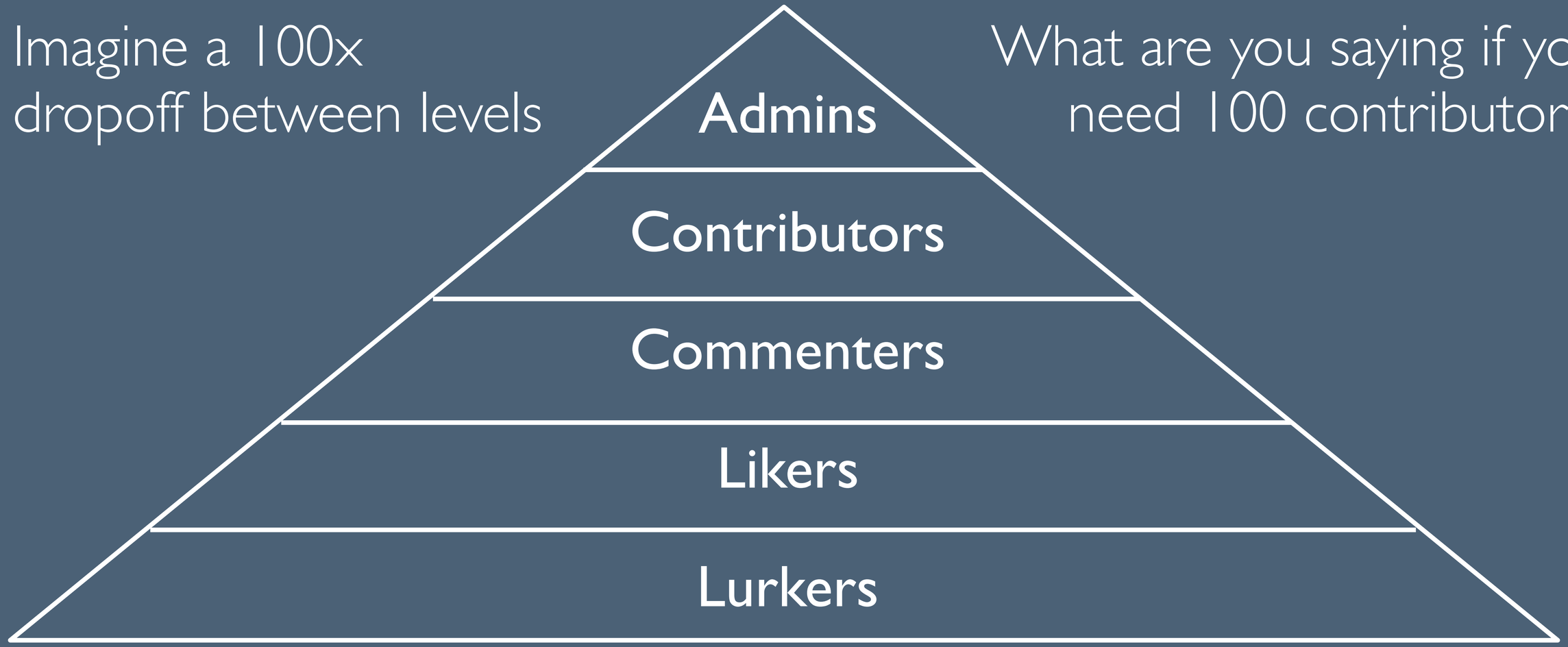
The difference between N=1 and N=1,000,000,000

The central design challenge

- The goal: producing individual or small-group behaviors that aggregate into desired large-scale behavior

- How do we design for this?

My hierarchy of contributions

Imagine a 100x dropoff between levels

What are you saying if you need 100 contributors?