



CSE 593

Social Computing (part 2)

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Logistics

- Assignment 5 individual due Nov 27th
- Assignment 5 group due Dec 4th
- Instructions on how to prepare. Your final paper and poster released on Nov 26th
- Poster presentation on Dec 5th
- Required reading next Tuesday due before lecture

Goals

Learn more about (anti)social computing

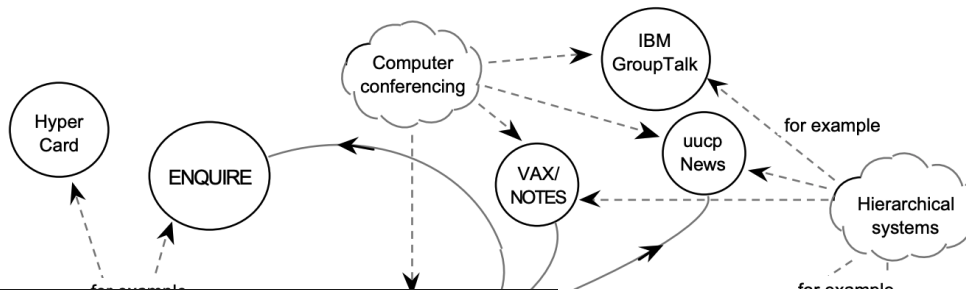
Go deeper into misinformation as a facet of antisocial computing

Information Management: A Proposal

Tim Berners-Lee, CERN

March 1989, May 1990

This proposal concerns the management of general information about accelerators and experiments at CERN. It discusses the problems of loss of information about complex evolving systems and derives a solution based on a distributed hypertext system.



AS WE MAY THINK

by

Vannevar Bush

As Director of the Office of Scientific Research and Development, Dr. Vannevar Bush has coordinated the activities of some six thousand leading American scientists in the application of science to warfare. In this significant article he holds up an incentive for scientists when the fighting has ceased. He urges that men of science should then turn to the massive task of making more accessible our bewildering store of knowledge. For years inventions have extended man's physical

In the early days, the internet was imagined as a place for knowledge sharing and collaborating across boundaries.

Anti-social computing

- Trolling
- Flaming
- Harassment
- Dis/misinformation
- The darkest of the dark

What is trolling?

Intentional disruption of an online community

Engaging in behavior that falls outside the acceptable bounds of the community

Trolling includes:

- Mockery
- Derailing discussions
- Sealioning
- ...

Sea-lioning



Is trolling worse online?

We hear more about it online than offline. Could it be that:

1. The reach of trolls is wider online
2. People troll more online than they do offline

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“Hostile political discussions are the result of status-driven individuals who are drawn to politics and are equally hostile both online and offline”

How are trolls made?

Trolls score high on self-reported measures of sadism, psychopathy, and Machiavellianism (3 of the 4 dark tetrads of personality traits)

Hostility online (and offline) is driven by stable personality traits

What is flaming?

Unpremeditated uninhibited hostile behavior towards another group or person, e.g., swearing, calling names

“Somebody losing control”

Online disinhibition effect

Online, we say and do things that we would not do offline. We self-disclose more, we act out more.

Two flavors:

- Benign: we share very personal things
- Toxic: we display anger and hostility

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The environment influences both trolling and flaming,
and interacts with individual traits

Mood

As a designer, you do have control over the environment, but often not the user's mood

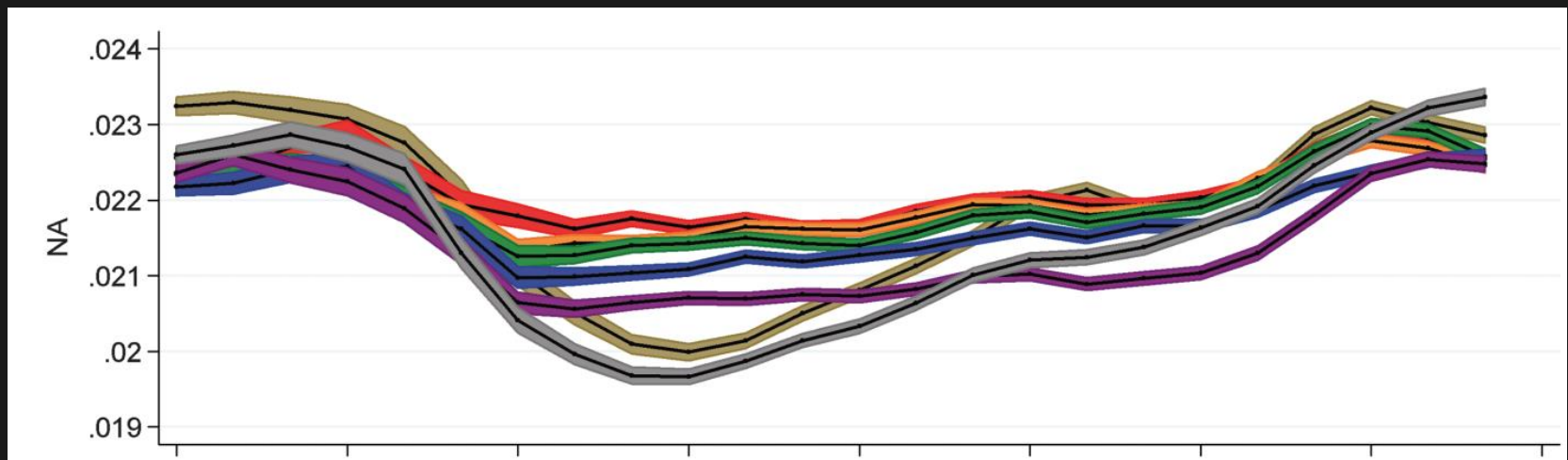
Being in a bad mood reduces self-regulation and results in less favorable impressions of others

Leith, Karen Pezza, and Roy F. Baumeister. "Why do bad moods increase self-defeating behavior? Emotion, risk taking, and self-regulation." *Journal of personality and social psychology* 71, no. 6 (1996): 1250.

Forgas, Joseph P., and Gordon H. Bower. "Mood effects on person-perception judgments." *Journal of personality and social psychology* 53, no. 1 (1987): 53.

Tweets collected from over 2.4 million Twitter users
from 84 countries

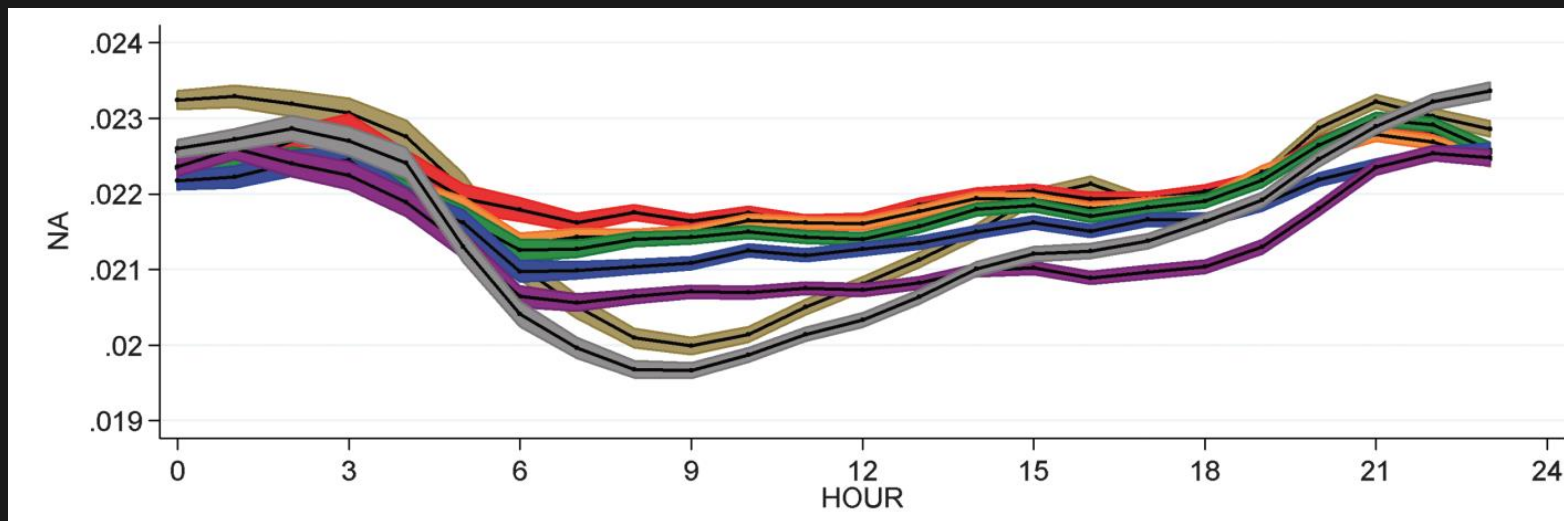
Plot shows negative affect against time



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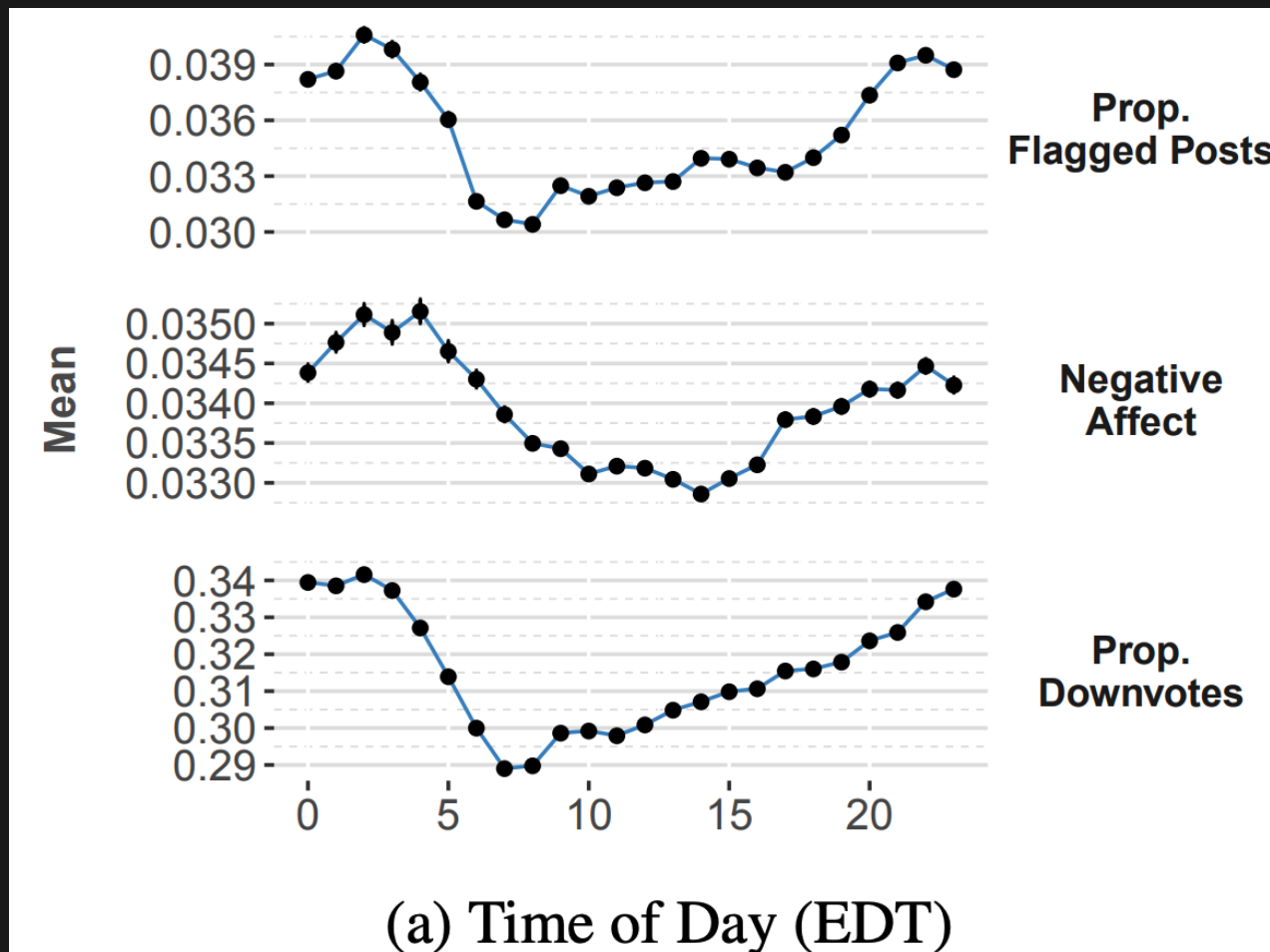
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The pattern of mood matches the circadian rhythm



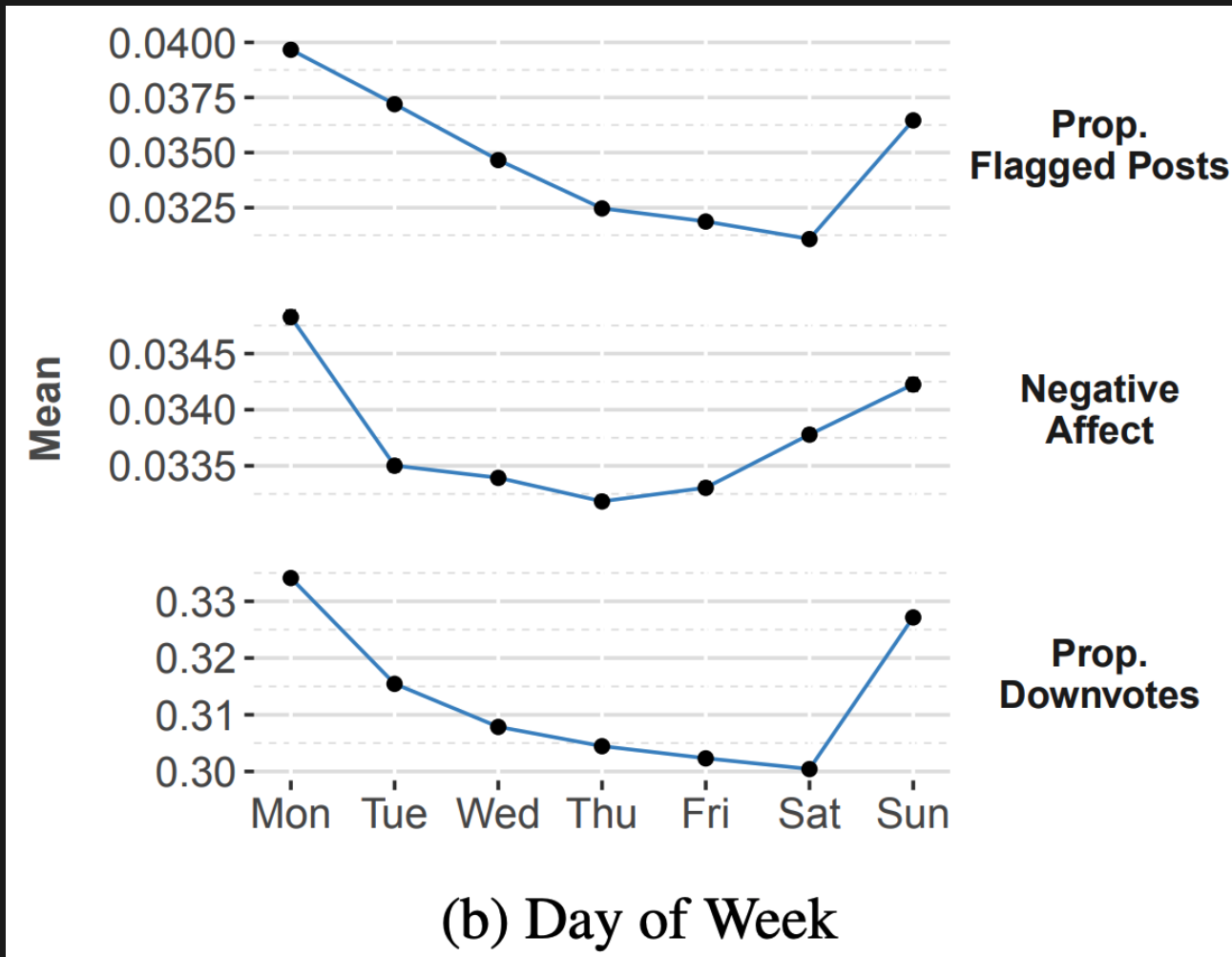
Golder, Scott A., and Michael W. Macy. "Diurnal and seasonal mood vary with work, sleep, and daylength across diverse cultures." *Science* 333, no. 6051 (2011): 1878-1881.

Comments on CNN.com



Cheng, Justin, Michael Bernstein, Cristian Danescu-Niculescu-Mizil, and Jure Leskovec. "Anyone can become a troll: Causes of trolling behavior in online discussions." In *Proceedings of the 2017 ACM conference on computer supported cooperative work and social computing*, pp. 1217-1230. 2017.

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The background is a dark collage of three images. On the left, a woman with curly hair is looking down at a smartphone. In the center, a hand holds a smartwatch with a blue band. On the right, there is a two-story house with a garage.

Questions, comments, and/or concerns?

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