Course Overview

WHO AM I? PROFESSOR JOSEPH SEERING

- 2nd year at KAIST, Assistant Professor
- Research Interests: HCI, Social Computing, Trust and Safety

- **cstlab.org** **joseph.seering.org**

- Postdoc, Stanford University
- Ph.D. + M.S., Carnegie Mellon University
- B.A., Harvard University

CSTL
Collaborative Social Technologies Lab

FANTASTIC TA!

Jeanne Choi

COURSEWARE

- Course website
  - **social.cstlab.org**
  - All course updates & assignments will be posted here.
- KLMS: assignment submission and grading
- Campuswire: Q&A and discussion
  - Will mostly replace email.

IN THIS CLASS, YOU WILL

- PRESENT, TEACH

- READ, CRITIQUE

- ANALYZE, REFLECT

- DESIGN, BUILD, TEST

- DISCUSS, SHARE

IN THIS CLASS, YOU WILL

- PRESENT, TEACH
  - Topic Presentation (once a semester)

- READ, CRITIQUE
  - Reading Response (for most classes)

- ANALYZE, REFLECT
  - Exam (end of semester)

- DESIGN, BUILD, TEST
  - Design Project (throughout the semester)

- DISCUSS, SHARE
  - In-class, asynchronous discussion (anytime)

IN THIS CLASS, YOU WILL

- PRESENT, TEACH
  - Topic Presentation (once a semester)   10%

- READ, CRITIQUE
  - Reading Response (for most classes)   10%

- ANALYZE, REFLECT
  - Exam (end of semester)   30%

- DESIGN, BUILD, TEST
  - Design Project (throughout the semester)   40%

- DISCUSS, SHARE
  - In-class, asynchronous discussion (anytime)   10%

TOPIC PRESENTATION

- You'll lead the class
  - In a group of 3 people
  - Show and analyze real-life examples related to the class topic
  - Design an in-class activity

READING RESPONSE

- You'll read or watch one pre-class material & submit questions.
- Some of these questions will be used as part of the final exam, and you'll receive extra credit if your questions are used.

DESIGN PROJECT

- Design, build, and test your own social computing system.
  - A full platform is discouraged (e.g., login, followers, …)
  - Focus on the novel, core social interaction
- SCOPE: Promote people's social interactions
  - No monetary incentives involved
- Team of 3-4

PARTICIPATION

- In-class
  - Please speak!
  - Contribute your own (incomplete, half-baked) perspective.
  - Don't worry about English.

- At home
  - Share cool examples, ask and answer questions
  - Discussion forum

FINAL EXAM

- Multiple choice + short answer questions
- Some will come from you, some will come from previous Stanford students
- ALL potential questions will be available by 1 week before the exam.

COURSE STRUCTURE

Design Project Structure:

0. (Team-finding)
1. Ideation
2. Pitch
3. Low-fi Prototype
4. High-fi Prototype
5. Final Presentation

Lecture Structure:

1. Starting a social platform
2. Theorizing user interactions
3. How users collaborate
4. Measuring and Monitoring
5. Evaluating Value
6. User conflict
7. Emergent problems
8. Managing a social platform
9. What about AI?

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TAKEAWAYS FROM TODAY

- This course is about principles, techniques, & methods for supporting social interaction with computing.

- We will talk a lot about what makes social applications successful.

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BUT... CAUTION:

- This is an upper-level class in the School of Computing.

- In this class, you will be required to develop a (basic) social application.

- You will also be required to do (some) user research, getting feedback from users about your application based on principles taught in CS374.

- If you are not confident about your ability to do these things, this class may be challenging for you.

TAKEAWAYS FROM TODAY

- I want you to succeed and learn.
  - It's not really about evaluating where you are at the end of the course.
  - But you have to do your part: active learning.
  - You have to speak up, otherwise you won't learn.

- Please ask interesting questions!

TODO ITEMS FOR YOU

- Complete the course sign-up form NOW
  - You're not officially registered unless you fill this out. Due 9/6 (Fri).

- Visit the course website
  - **social.cstlab.org**
  - Course updates and materials

- Visit Campuswire (link on website)
  - All announcements, Q&A, & discussions