



**KAIST FALL 2025**

# **CS473: INTRO TO SOCIAL COMPUTING**

**[SOCIAL.CSTLAB.ORG](http://SOCIAL.CSTLAB.ORG)**

## Lecture 20: Course Reflections

**2025.12.09**  
**Joseph Seering**

Final logistics

# PREVIEW OF DPM5: FINAL PRESENTATIONS

DPM5 studio (Final Presentations) on Thursday in this room!

- 5 minutes to present
- There is no Q&A during presentations.
- After presentations, there will be a 30 minute demo session where everyone in the class will try what you built.
- We will have guest judges, and will give awards. (Awards do not affect your grade.)

# PREVIEW OF FINAL EXAM

- Exam will be next Tuesday in this room from 4PM-6:45PM. Bring a pen to write with! Exams written in pencil will not be graded.
- We do not expect this exam to take the full time.
  - Last year's average duration was 55 minutes (min 0:43, max 1:41). The overall average grade was an 87.
  - This year's exam is slightly longer, so I expect the average duration to be about one hour. I am predicting an average grade of 88.



# PREVIEW OF FINAL EXAM

Name: \_\_\_\_\_

Student ID: \_\_\_\_\_

**Instructions:** You will have 2 hours and 45 minutes to complete this exam. Please write in pen. If a question you submitted appears on the exam, you do not need to answer it. You may receive full credit for that question by circling your name next to that question: (Your name)

## Section 1: Multiple Choice (~~40 points~~) 45 points

1. What best describes the "Cold Start Problem" in the context of networked products? (Mai Nguyen)
  - A. The initial struggle to create a network where the product lacks enough users to be valuable
  - B. Difficulty in scaling a product globally due to cultural differences
  - C. Competition from established players in the market
  - D. Technical issues that arise when a product is first launched
2. Why is the message "Join your fellow guests in helping to save the environment: 75% of guests reuse their towel" more effective than a standard environmental poster? (Martina Di Paola)
  - A. It provides detailed environmental data.
  - B. It highlights the actions of others, leveraging social proof.
  - C. It uses emotional appeals to create guilt to the reader.
  - D. It provides visual reminders of environmental impact.
3. What is the role of "impression management" in social interactions? (Sejun Jung)
  - A. To manipulate people into believing false information.
  - B. To avoid interacting with others in social settings.
  - C. To present as many roles as possible simultaneously.
  - D. To control the impressions others form and guide their responses.

- 30 multiple choice questions (1.5 points each)
  - All multiple choice questions are **SINGLE** answer.
- 11 short answer questions (5 points each)

## Section 2: Short Answer (~~40 points~~) 55 points

Please answer the following in **no more than 3 sentences each**.

1. Rather than trying to launch the first credit cards across the entire state at once, Bank of America instead focused on launching the program within a single town and at the same moment of time. Using the concept of "Atomic Network", explain your rationale behind this decision. (Son Nghiem Xuan)
2. Describe how leaders emerge in groups according to the Social Identity Theory of Leadership. (Erika Astegiano)
6. What are "cheap pseudonyms," and why do they pose a challenge for community moderation? (Braahmi Padmakumar)



# PREVIEW OF FINAL EXAM

- How you study is up to you, but your score will probably be higher and your work will be easier if you study in groups.

Optional:



<https://cs473.alaaeddine.org/>

# Reflections

# IN THIS CLASS, YOU DID

- PRESENT, TEACH
  - In-class activities
- READ, CRITIQUE
  - Reading Response (each week)
- ANALYZE, REFLECT
  - Exam (end of semester)
- DESIGN, BUILD, TEST
  - Design Project (throughout the semester)
- DISCUSS, SHARE
  - In-class, asynchronous discussion (anytime)















[hci.kaist.ac.kr](http://hci.kaist.ac.kr)

Campus-wide HCI community  
~25 research labs, 5+ departments

# WORLD-CLASS RESEARCH

csrankings.org / field: HCI (CHI, UIST, IMWUT)

2020-2025

#	Institution	Count	Faculty
1	▶ Carnegie Mellon University  	73.2	48
2	▶ University of Washington  	56.9	32
3	▶ University of Toronto  	40.8	20
4	▶ Georgia Institute of Technology  	39.9	38
5	▶ KAIST  	39.0	23



# Annual KAIST Party at CHI





# HCI@KAIST Seminar Series





# Summer/Winter Workshop





# WHAT CLASSES TO TAKE NEXT?

- CS486 (Spring 2026) Wearable User Interfaces  
Physical UIs and interface techniques, hands-on prototyping
- CS565 (Spring 2026): IoT Data Science  
Sensors, analysis, informatics
- CS584 (Spring 2026): Human-Computer Interaction  
Research methods. Discussion-focused.
- CS374 (Fall 2026): Intro to HCI  
Design process, principles of usability and interaction design



*“The two hardest problems in computer science are: (i) people, (ii), convincing computer scientists that the hardest problem in computer science is people.”*

*- Jeff Bigham*

# FINAL THOUGHTS

- Humans are not perfect; this gives us engineering challenges & opportunities of connecting humans through computing.
- Be mindful of potential positive and negative impact of technology.
- Make the world better for all of us.
  - The world needs more people like you, who can successfully balance human, social, & machine perspectives.