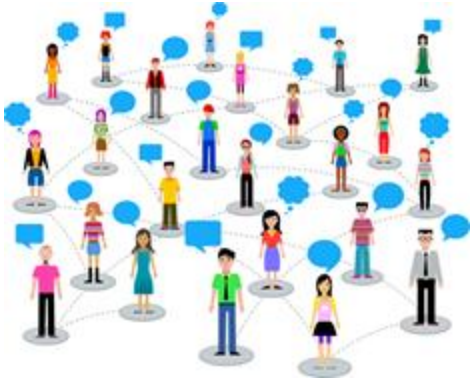


KAIST FALL 2024

# CS473: INTRO TO SOCIAL COMPUTING

SOCIAL.CSTLAB.ORG

## Class 02:
## Introduction to Social Computing

2025.09.04

Joseph Seering

# FIVE ATTRIBUTES

| | Scale | Platform | Concurrency | Modality | Domain |
|---|---|---|---|---|---|
| threads | network | Mobile | Mostly asynchronous | image/video/text | social media |
| Doulingo | one-to-one | Mobile | | | learning |
| Emails | one-to-one | Mobile/Desktop | Asynchronous | Mostly text | productivity/social media |

# ADMINISTRATIVE NOTES

- Make sure you checked out the course website.
  - social.cstlab.org
- **Complete the course signup form**
- **First reading response**
  - Due by 11:59PM Monday. Late responses won't be counted!
- **Assignment #0: Team Formation**
  - Due 9/12 (Fri) by 11:59PM

# PREVIOUSLY IN CS473...

| Name | Scale | Platform | Concurrency | Modality | Domain |
|---|---|---|---|---|---|
| Instagram | Network | Mobile/desktop | Mostly asynchronous | Image/video/text | Social media |
| Slack | Group | Mobile/desktop | Mostly synchronous | Mostly text | Productivity |
| when2meet | Group | Desktop | Asynchronous | Custom interaction | Productivity |
| Zoom | Group | Mobile/desktop | Synchronous | Mostly video | Meetings |
| Whatsapp | one-to-one | Mobile/desktop | Mostly synchronous | video/text | Social media |
| X | Network | Mobile/desktop | Mostly asynchronous | Image/video/text | Social media |
| Discord | Group | Mobile/desktop | Mostly synchrounous | Mostly text | Productivity |
| Google Calendar | | Mobile/desktop | Synchronous | Mostly text | producticity |
| Skype | One-to-one/ Gro | Desktop Mobile? | Synchronous | video/text | productivity/social media |
| Youtube | Network | Mobile/desktop | Asynchronous | video/text | entertainment |
| Google Meet | Group | Mobile/desktop | Synchronous | Mostly video | Meetings |
| KakaoTalk | One-to-one/ Gro | Mobile | Synchronous | Mostly text/image | social media |
| Reddit | Network | Mobiile/desktop | Asynchronous | Mostly text | social media |

# TODAY'S LEARNING OBJECTIVES

After today's class, you should be able to...

- Understand how the course is structured and designed.
- Understand core concepts in social computing.

# Course Overview

# IN THIS CLASS:

| | |
|---|---|
| 1. Team Project | 40% |
| 2. Final Exam | 30% |
| 3. Reading Response | 10% |
| 4. Class & Studio participation | 20% |

# ATTENDANCE AND PARTICIPATION

- In-class
  - Attend class. We will track this starting next week.
    - (3 free absences before your grade is penalized)
  - Complete the activities during class.
  - Please try to speak! Don't worry about quality of English.

- In design studios
  - Give feedback on other teams' designs.
  - We will track how much you participate in studios
    - Learning to give good feedback is an essential life skill!

# READING RESPONSE

- You'll read or watch **one pre-class material per week** & submit questions.
  - Note: You will not get credit for duplicate 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.

All categories

New post

Week 13 – No reading response... #12
Due to the schedule of this week, th...
0 3 days ago

Week 12 reading response #11
Please reply to this post with your W...
0 3 days ago

Week 11 reading response #10
Please reply to this post with your W...
0 3 days ago

Week 10 reading response #9
Please reply to this post with your W...
0 3 days ago

Week 9 reading response #8
Please reply to this post with your W...
0 3 days ago

Week 8 – No reading response d... #7
Because of midterms, there are no r...
0 3 days ago

Week 7 reading response #6
Please reply to this post with your W...
0 3 days ago

Week 6 – No reading response d... #5
Because of the holiday, there are no ...
0 3 days ago

Week 5 reading response #4
Please reply to this post with your W...
0 3 days ago

Week 4 reading response #3
Please reply to this post with your W...
0 3 days ago

Week 3 reading response #2
Please reply to this post with your W...
0 3 days ago

Week 2 reading response #1
Please reply to this post with your W...
0 3 days ago

# Week 2 reading response #1

Reading Response

Please reply to this post with your Week 2 reading responses.

Include:

1. The title and author of the reading you're creating questions based on.
2. A short answer question based on the reading that can be answered in a few sentences.
3. A multiple choice question based on the reading with four options (A, B, C, D)

Reading response questions are due by 11:59PM on the Monday of this week. Late reading response questions will not be counted.

0 0 23 11

Comments

**No one's commented here... yet**

Be a maverick and get the conversation going

# DESIGN PROJECT

- Design, build, and test your own social computing system.
  - **Real users** should be able to get **actual value** out of your system by the end of the semester!
- **SCOPE: Promote people's social interactions**
  - No monetary incentives involved
- Team of 3-4
- Unlike CS374, it's okay if other KAIST students are your target population, but I'll explain some restrictions in next class.

# EXAMPLE PROJECT

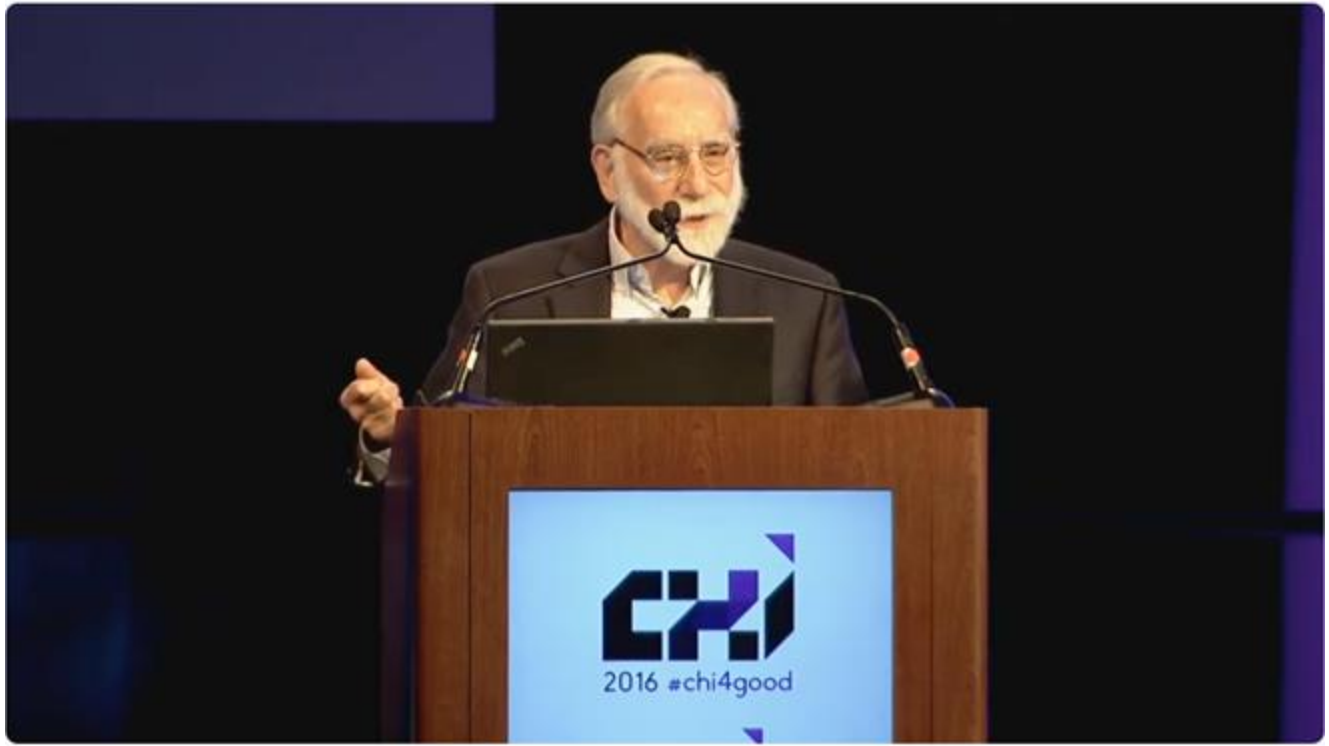
# FINAL EXAM

- Made up of questions from YOU (and from previous students taking this class)
- Short answer and multiple choice
- ALL potential questions will be posted online one week before the exam.

# FINAL PROJECT DIFFERENCES FROM CS374

- Not as focused on “extreme users”
  - It’s okay if your users are like you
- Less overall user research expected
  - < 5 user interviews overall, and only summaries of results
- Implementation IS required
  - Focus on core functionality. Don’t worry about non-core features

# VIDEO BREAK




CHI 2016 SIGCHI Lifetime Research Award: Robert E Kraut

# LEARNING OBJECTIVE

*“You’ll master the skills to design*
*useful and usable systems that*
*support and augment social interaction at scale.”*

# SCOPE OF THIS CLASS

- System design & building perspective
- “Interaction at scale” perspective
- Thinking about better & new technology for social computing

**We will not go deep into…**

- Social Network Analysis (SNA) and modeling
- Organizational behavior
- Social science theories

# ACTIVITY: CORE CONCEPTS IN SOCIAL COMPUTING

- We'll crowd-learn core concepts in social computing

**Step 1**. I will assign teams 1-10

**Step 2**. Each team makes slides about the concept (15 mins)

- 1 slide for the definition (short, intuitive)
- 1 slide for an illustrative example (real-life app, screenshot)
- 1 slide for an important question about the topic

**Step 3**. Each team teaches the concept to the class (1 min)

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