

KAIST FALL 2025

CS473: INTRO TO SOCIAL COMPUTING

SOCIAL.CSTLAB.ORG

Class 02: Introduction to Social Computing

2025.09.04

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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:

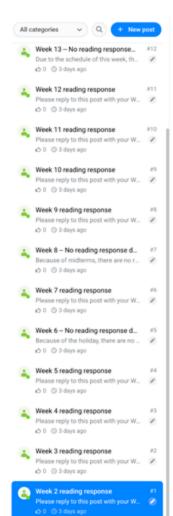
1. Team Project	40%
2. Final Exam	30%
3. Reading Response	10%
4. Class & Studio participation	20%

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 <u>one pre-class material per week</u> & 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.



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.

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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.
 - <u>Real users</u> should be able to get <u>actual value</u> 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</p>
- Implementation IS required
 - Focus on core functionality. Don't worry about non-core features

VIDEO BREAK

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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