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`**
- <mark>**Complete the course signup form**</mark>

- **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.

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

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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