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Interface Cues to Promote Disclosure and Build Community: An Experimental Test of Crowd and Connectivity Cues in an Online Sexual Health Forum

The paper looks at how to improve a sense of community by increasing visitor engagement in an online forum. Authors worked with two visual cue types: crowd size and social network connectivity. What they found is if you have cues that imply bigger size or more connectivity between users and members within the community, people are more likely to share information and report a higher chance of revisiting the forum. In the case of the article, the main participants are talking about sexual health which is a fairly private topic. The cues worked to increase self-disclosure and engagement. It would be reasonable to predict that these cues are also applicable to less sensitive topics such as students' personal interests and course selection. The use of these interface cues may also help to reach out to students with social anxiety or shyness who may be less willing to enter the community space otherwise.

Jinyoung Kim, Andrew Gambino, S. Shyam Sundar, Mary Beth Rosson, Chulakorn Aritajati, Jun Ge, and Christine Fanning. 2018. Interface Cues to Promote Disclosure and Build Community: An Experimental Test of Crowd and Connectivity Cues in an Online Sexual Health Forum. In *Proceedings of the ACM on Human-Computer Interaction*, Vol. 2, CSCW, Article 90 (November 2018). ACM, New York, NY. 18 pages.