

Lec 09

Social Interaction

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In Today's lecture

- What is social interaction?
- What do we know about peoples social behavior?
- What social activities do people do?
- How did technology affected our social life?
- How do different channels affect our social behavior?
- How can we design for optimal social interaction?

Social Interaction refers to..

**Ways in which people relate to one another,
including Verbal, Non-Verbal Communications**

https://www.youtube.com/watch?
v=EIIUVDECGdA

**What was your latest social interaction
that you were engaged in?**

Social activities

- This class
- sitting with family
- celebrations
- walk with a friend
- group study
- volunteer
- dinner
- tutoring
- coffee
- sport
- ...

What do we know about people's social behavior?

- There are introverts and extroverts ..
- Mood and emotion affects people's social behavior
- The type of activity affects how people behave socially
- We follow rules/norms that we follow when interacting with people
- We tend to collaborate with others
- People like to socialize face-face more than tech
- we try to accommodate other people to not have a breakdown in the conversation
- we tend to be cautious about what do we say or not say ..
- people's social behavior change based on the channel
- Relationships affect how do follow these rules or not



<https://www.youtube.com/watch?v=r-P1s37a2IA>

What do we know about people's social behavior?

- People change their behavior to **fit in** (Conformity / Social Influence)
- People repeat behaviors that are **rewarded** (Operant Conditioning)
- People act **based on group** roles and expectations (Group Dynamics)
- People **help others** even without gain (Altruism / Social Exchange Theory)
- People **compete** for status or resources (Competitive Behavior)
- People follow what society labels as "**normal**" (Social Constructionism)
- People apply **economic principles** when evaluating relationships (Social Exchange)
- People act **differently online** than in-person. (Online disinhibition)

**technologies
that has affected our
social interactions**

landline phones

paggers

mobile phones

emails

texting

**video
conferencing**

online games

social media

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.....



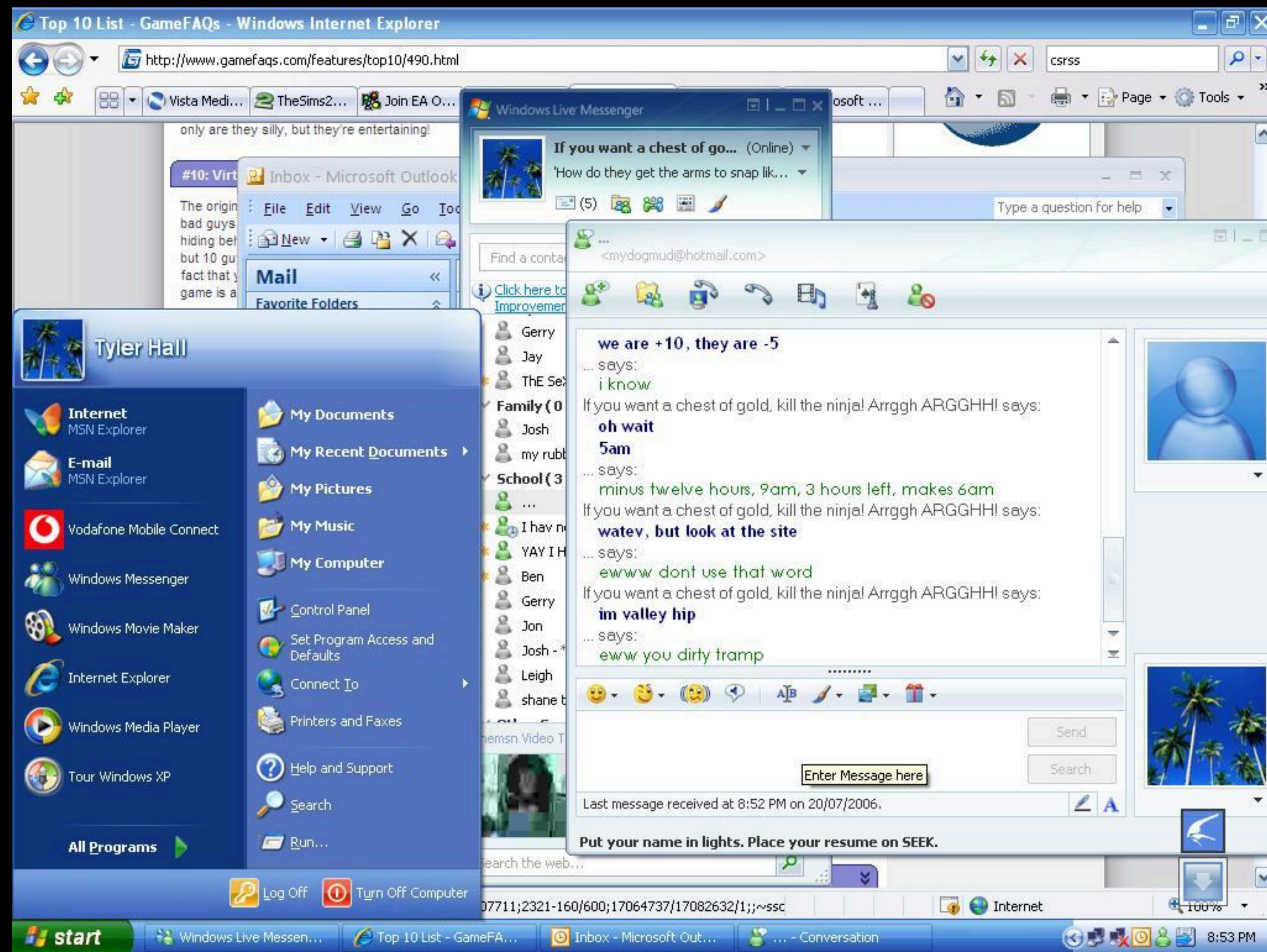
technologies that has affected our social interactions



technologies that has affected our social interactions



technologies that has affected our social interactions



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technologies that has affected our social interactions



technologies that has affected our social interactions

Pick/think of some digital product (software or hardware) history and how did they changed how people communicate? (norms, behaviors, habits, ..)

Communication Channels

Different channels

- Split into 5 groups
- Choose a channel (Email, Teams, Phone, WhatsApp, SMS, etc)
- discuss: **Android vs iOS**

**Is in-person the optimal
collaboration channel?**

Did it maximize Performance & Experience?

Social Metrics

- Ability to communicate/collaborate?
- Clarity of message?
- Efficiency of interaction?
- Avoid Breakdowns?
- Alignment with norms?
- Encourages engagement?
- Trustworthy communication?
- Protects one's privacy?
- Overcomes in-person limitations?

Literature Summary

1..9

1

Do AI-Generated Emoji Overlays from Live Speech Increase Connectedness and Empathy in Professional Video Calls?

Maha Alhobaishi

2

In Virtual Reality/Augmented Reality applications, how does the presence or absence of haptic feedback in an interaction mode (e.g., tracked controllers vs. hand-tracking) affect a user's sense of confidence and task performance?

Naser AlKhalas

3

AI Autocomplete and User Confidence in Email Writing

IBTISAM ALI S ALMOHSEN

4

How do users perceive the usability of task flows optimized by personalization techniques compared to static flows?

Yusuf Sharif Hassan

5

**How do instant (0–1 s) vs. delayed (1–3 s; 10 s)
chatbot responses affect users' trust in the
accuracy of the answer?**

Faisal Alzhrani

6

**Do younger users (Gen-Z) rely on emojis in ways
that older generations may misinterpret?**

SARA ABDULLAH S ALOWAIDH

7

Does Dark Mode Prolong Focus Span (and Performance) During Process Work (e.g., Performance Reviews)?

NAWAF ABDULRAHMAN R ALOWAIN

8

Does Dark Mode vs. Light Mode Affect User Focus During Short Tasks in Productivity Apps?

ATHEEL SALEM M ALQAHTANI

9

Do Explanations Matter? Proactive Communication and Trust in Fully Autonomous Taxis in Saudi Arabia

Fahad Alzahrani

Next class

- Interfaces