

IAB260 Social Technologies

QUT School of Information Systems



Introduction to Social, Platforms, and Communities

2018, Week 01

Things to take away from today

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- What do we mean by Social Technology?
- What do we mean by Digital Community?
- What do we mean by Platform?
- Introducing the unit? Assessment etc... (introduce each other)
- Brief introduction to:
 - Social Technology
 - Digital Communities
 - Platforms
 - Design challenge for Digital Communities



Introducing the teaching team

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- Unit Coordinator

Dr Jason Watson

- Location: Y block level 6, GP Campus
- Email: ja.watson@qut.edu.au
- Consultation by appointment, please email



- Awesome Tutor

Diego Munoz Saez

- Location: mostly online, see f2f occasionally
- Email: d.munoz@qut.edu.au
- Consultation by appointment, please email



[See contact arrangements on Blackboard...](#)

Let's ask some Questions...

- What do we mean by Social Technology?
- What do we mean by Digital (online) Communities?
- What do we mean by Platform?

Why did Facebook pay so much for WhatsApp in 2014?

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February 2014: Facebook bought messaging app WhatsApp in a deal worth **\$19bn USD**



Why so much?

Value of The Social Economy McKinsey&Company (2013)

\$900 billion–
1.3 trillion

Annual value that could be unlocked
by social technologies in four sectors

1/3 Share of consumer spending that
could be influenced by social shopping

2X Potential value from better enterprise
communication and collaboration compared
with other social technology benefits

QUT researches ST (as well as teach)

- Conduct ***theoretical and systems research into Social Technology***
- Strive to understand, derive, and ***model the characteristics of social technology platforms*** (and their users)
- Provide the community with ***frameworks that explain human behaviour / experience*** on Social Platforms
- Informs our ***understanding of social technology design, adoption and impact***

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Social Technologies



Every 60 seconds...



source

Social software examples

- **Social networking**
 - Social profiles
 - Social network analysis
- **Social collaboration**
 - Wikis
 - Blogs/microblogs
 - Collaborative office
- **Social publishing**
 - Content sharing
 - Content aggregation
 - Social publishing
- **Social feedback**
 - Social rating, ranking, commentary
 - Social content structure



Social media is an on-line environment created for the purpose of mass collaboration

Social technologies enable social media

Wikipedia is social media employing wiki technology

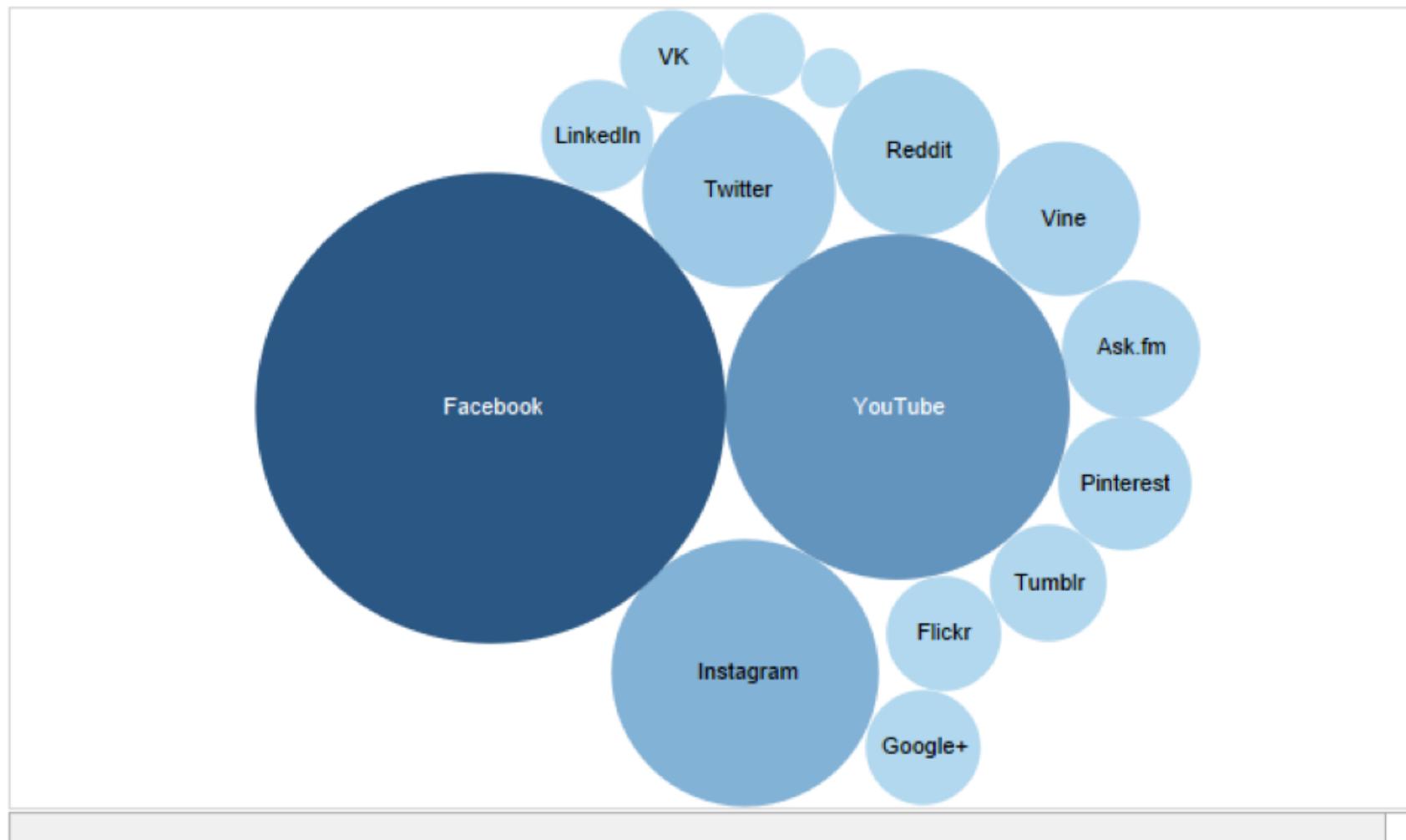
What social technology do you use?

- <http://tinyurl.com/sn18-which>

Let's ask some Questions...

- What social technologies do you use?
- What is the impact of these on your life?
- What's the newest social technology you have adopted?

Top 15 Most Popular Social Tech/Networking sites (2017)



<https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/>

Ways of viewing Social Tech

Social Technology? Web 2.0? Web 3.0? Enterprise 2.0? Social Computing?

- Marketing communications?
- Platforms like Facebook and Twitter?
- Enabling technologies like wikis, blogs, etc.. ?
- Engaging customers?
- Solving problems?

- Achieving value by engaging communities?
- Mass collaboration, Crowdsourcing?
- Social network-based service delivery systems?

Social Tech, Digital Communities, Platforms are all Architectures of Participation

Affordances:

Participation

Collective effort

Transparency

Independence

Persistence

Emergence

Empowerment

Connectivist:

structure, ties, social capital

Large scale p2p interactions

open access, aggregation

Remixing, feeding forward

Re-purposing

Content:

profile, digital trace

formal or informal

ephemeral or persistence;

synchronous or asynchronous

anonymous or named

Competencies:

cost-effective scalability

control over unique data sources

co-developer ecosystem

harnessing collective intelligence

leveraging the long tail

digital devices like smart phones

lightweight solutions

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lightweight solutions

Highly dependent
on Communities



Digital (online) Communities



Digital (Online) community benefits

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Individual

Personal goods:

- Sharing and learning
- Companionship
- Social Support
- Entertainment

Society

Public goods:

- Sharing economy
- Open source software
- Product reviews
- Encyclopedia pages

Org

Private goods:

- Knowledge sharing
- Product improvements
- Product design
- Sharing Economy?

But how do we make this happen?



1.3 trillion

Annual value that could be unlocked
by social technologies in four sectors

When Architectures of Participation are
Technological
and
Behavioural

Sociotechnical Systems Design

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vs



*Functional and aesthetic
features can be controlled*

*People are key actors
cannot be shaped in the way
physical materials can be*

that said, designers are far from powerless...



Neil deGrasse Tyson @neiltyson · Feb 5

In science, when human behavior enters the equation, things go nonlinear. That's why Physics is easy and Sociology is hard.



12K

20K

...

Yay! Social Scientists are in Demand!

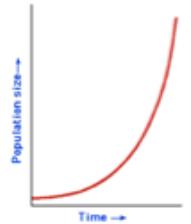
Digital Communities



Are social
technology
platforms

Digital Communities have complex characteristics

Users help build the system

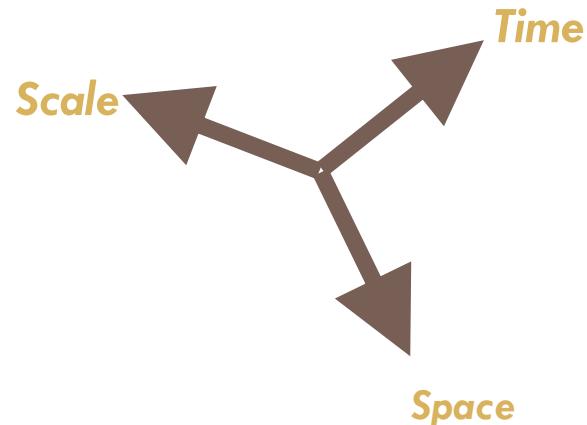


$$\text{Value} \propto \text{Population}^2$$

There is both content and structure

Content/
Social
Capital

Technology allows mass participation:



+

Structure

Characteristics of Digital Communities

A platform designed for user contribution

(some related features)

Content/
Social
Capitol

Digital Profile

Search and Privacy

+

Structure

Relational Ties

Network Transparency

Key Affects / Behaviours

Resource Access: How people access and benefit from resources in the network

Contagion: How resources spread through network and exert influence on people

Environmental shaping: How the network exerts a predictable influence on people

Structural Capital: How particular structures of individuals' relationships benefit or constrain them.

Derived: Gerald C. Kane, Maryam Alavi, Giuseppe Labianca, and Stephen P. Borgatti. 2014. What's different about social media networks? a framework and research agenda. MIS Q. 38, 1 (March 2014), 275-304.

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Platforms (software ecosystems)



2012 - Why did BlackBerry's new product only achieve 1% market share?

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Vs



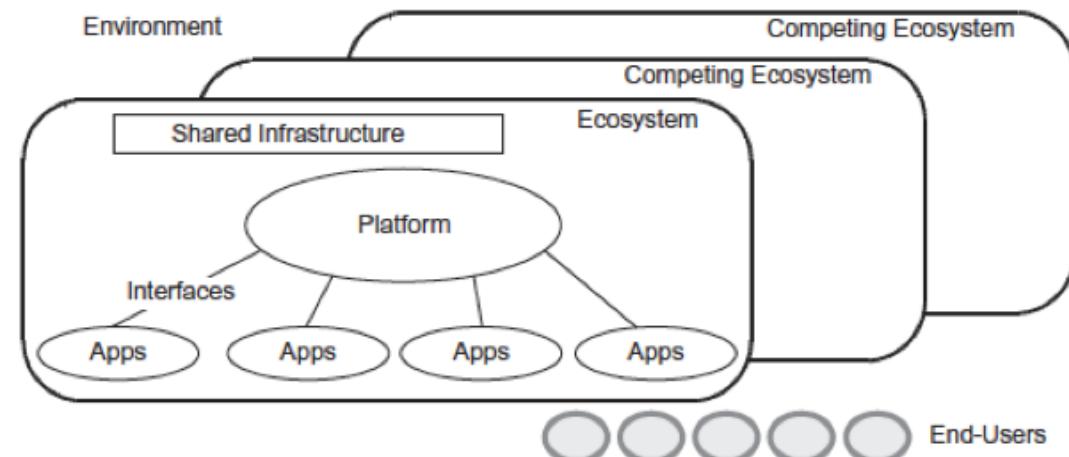
8,000 External Innovators

200,000 External Innovators

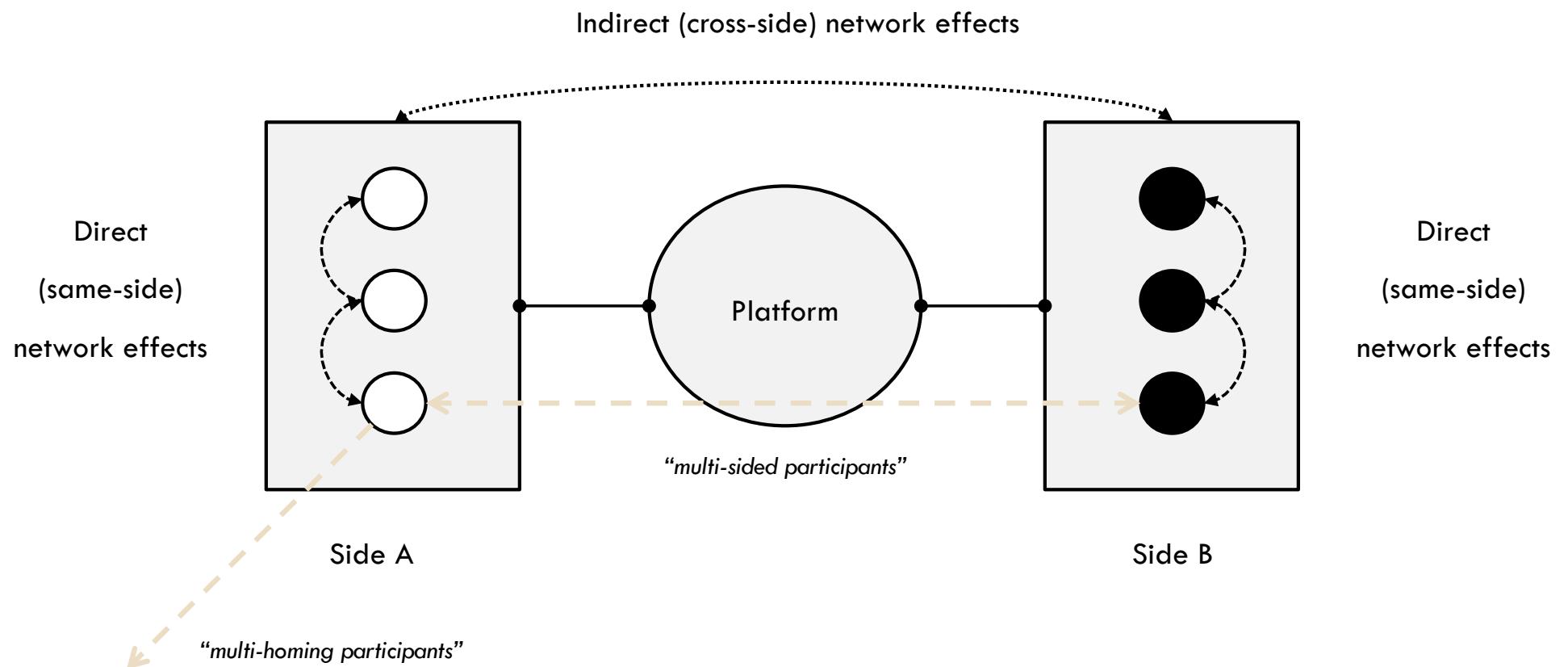
Examples of platforms

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- Mobile computing: a Diverse Developer Community develop Apps for Blackberry OS, IOS, Android
- Browsers?
- Social Networks?
- Publishing (kindle direct, music)?
- Operating Systems?
- Search engines?
- Shared Economy?



Platforms are always multisided



Types of Network Effects

Same Side or Direct Network effects

- The value of a good or service increases as more people use it e.g. **telephone system, Facebook** – every user adds value.
- Need not have two sides

Cross-network or Indirect effects

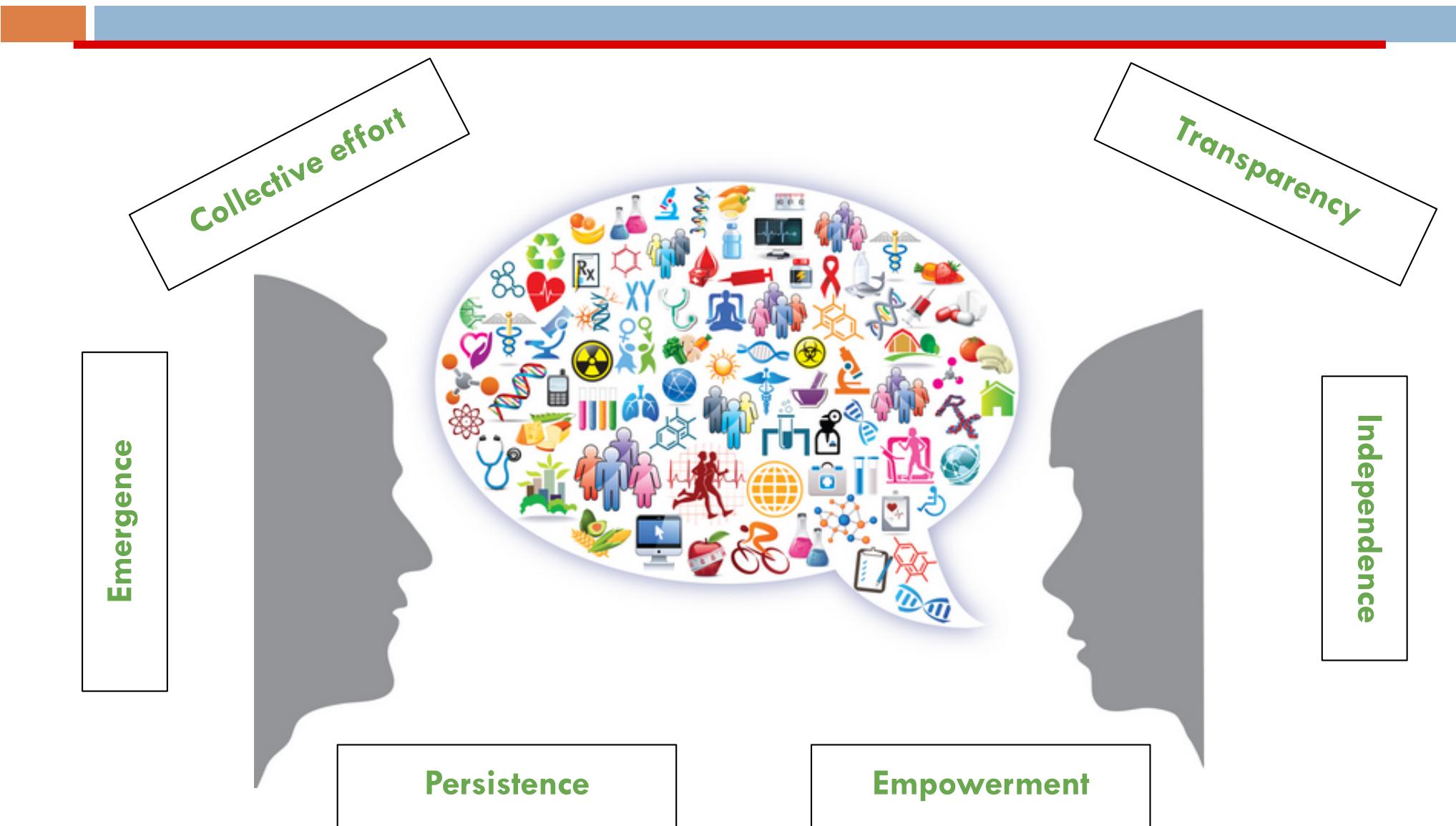
- A rise in usage by one group of users can increase the value of a complementary product or service to another distinct group of users e.g. **Netflix & ISP bandwidth or iPads & Developers of Apps for iPads**

... some others you might hear of

Local network (Social influence)

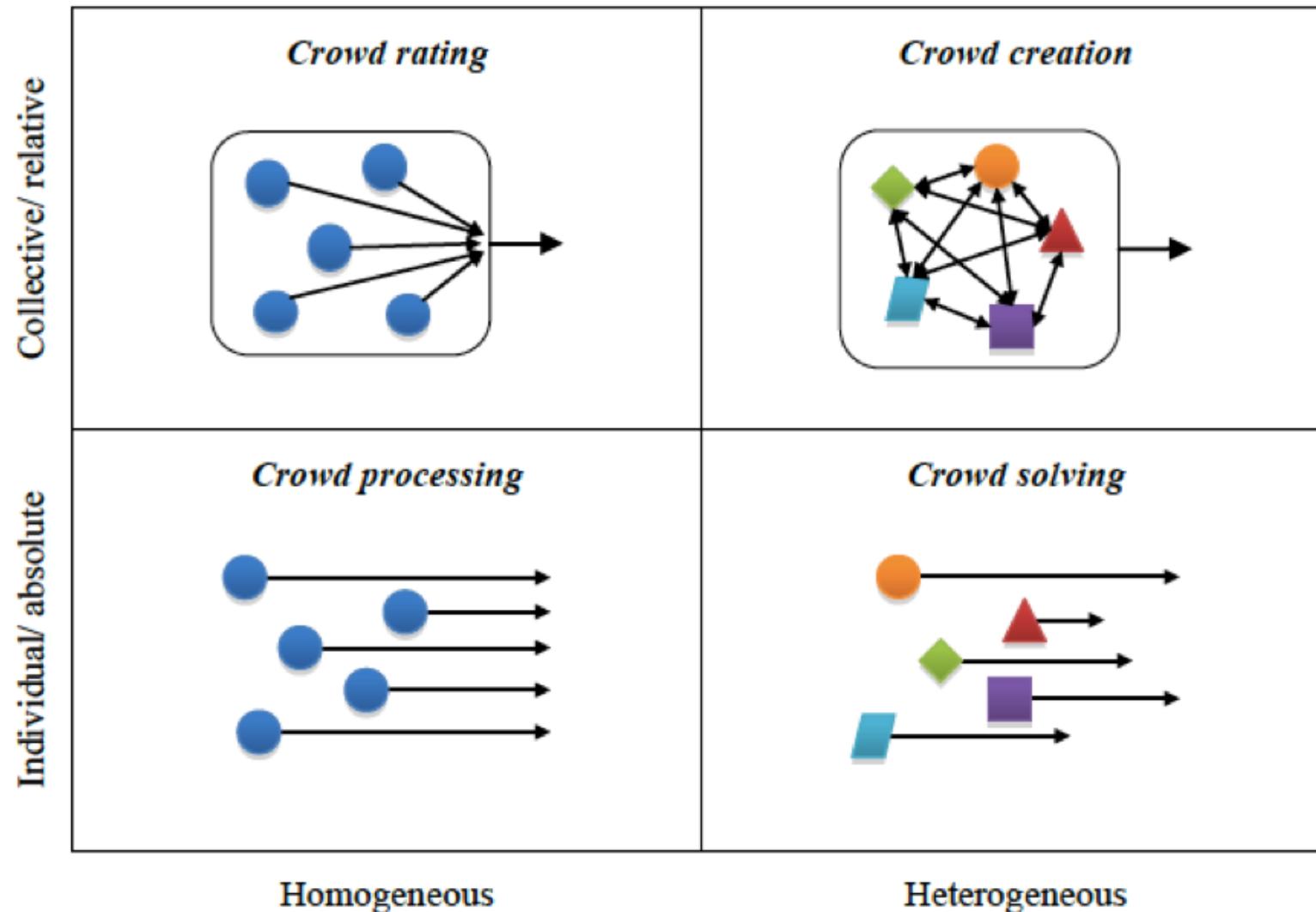
- A user is influenced directly by the decisions of a typically small subset of other consumers e.g. **Friend suggestions on FB**

Social Platforms Architectures of participation



Participation or crowdsourcing

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Let's ask some Questions...

- What do you use social technology for?
- Survey: <http://tinyurl.com/sn18-why>

Colonel black do half doctor long thing
flambeau said mean priest door Mr
look word well Valentin head run man sort walk right eye
come place good left small people window turn end garden
gentleman think head detective voice house stand Oh friend tell can
away grey really know brown point room hand always
want white old time begin the way new sir tell red quite make Right just Got
do not story saw great open world say Prince sweet big young face let
answer father minute ask dead like little stop paper talk figure
thought dark round pass

Let's ask some Questions...

- What most worries you about social technology?
- Survey: <http://tinyurl.com/sn18-worry>

Colonel black do half doctor long thing
flambeau said mean priest door Mr
look word well Valentin head run man sort walk right eye
walter come place good left small people window turn end garden
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Breaking the ice...

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- Share with the class:
 - **who you are**
 - **why you are here**
 - **a little known fact about yourself**

- Continue 'getting to know each other' - your first blogging task (see activity 1 at digitalorgs.com/iab260/)



Reflection

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How do you feel?

What is the purpose of an ice breaker?

Why do ice breaker activities often involve sharing something personal?



Goals of IAB260

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- Apply analytical and critical thinking skills to understand the way people experience social technologies, including how people construct personal and professional online identities
- Assess and critically reflect on social technologies and their applications
- Demonstrate broad knowledge of issues and topics related to social technologies and deep knowledge of one or more specific topics
- Apply verbal, written and visual communication skills that effectively convey information in social media contexts

You will gain insight into Architectures of Participation

Two lenses:

- User:
(Social Technology)
- Platform:
(Digital Communities)
enabled via ST)

Complimentary Reading: Social Technology (Web 2.0) Competencies

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Web 2.0 Design Patterns

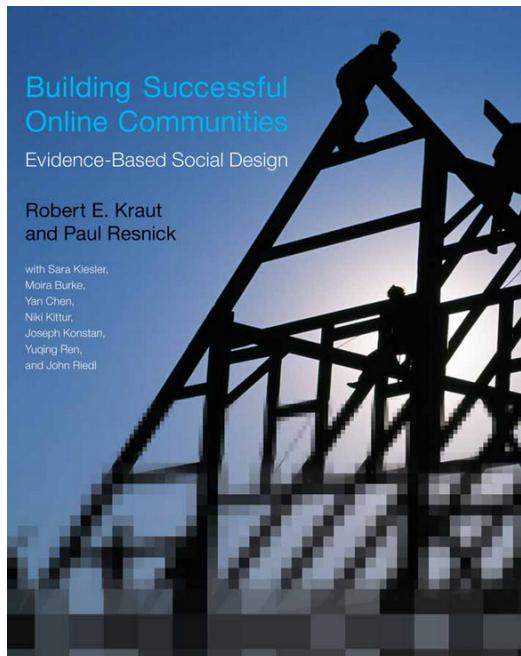


supplementary reading: [O'Reilly Design Patterns and Business Models](#)

Complimentary reading: Design challenges for Online Communities

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What does social science tell us about making thriving online communities?



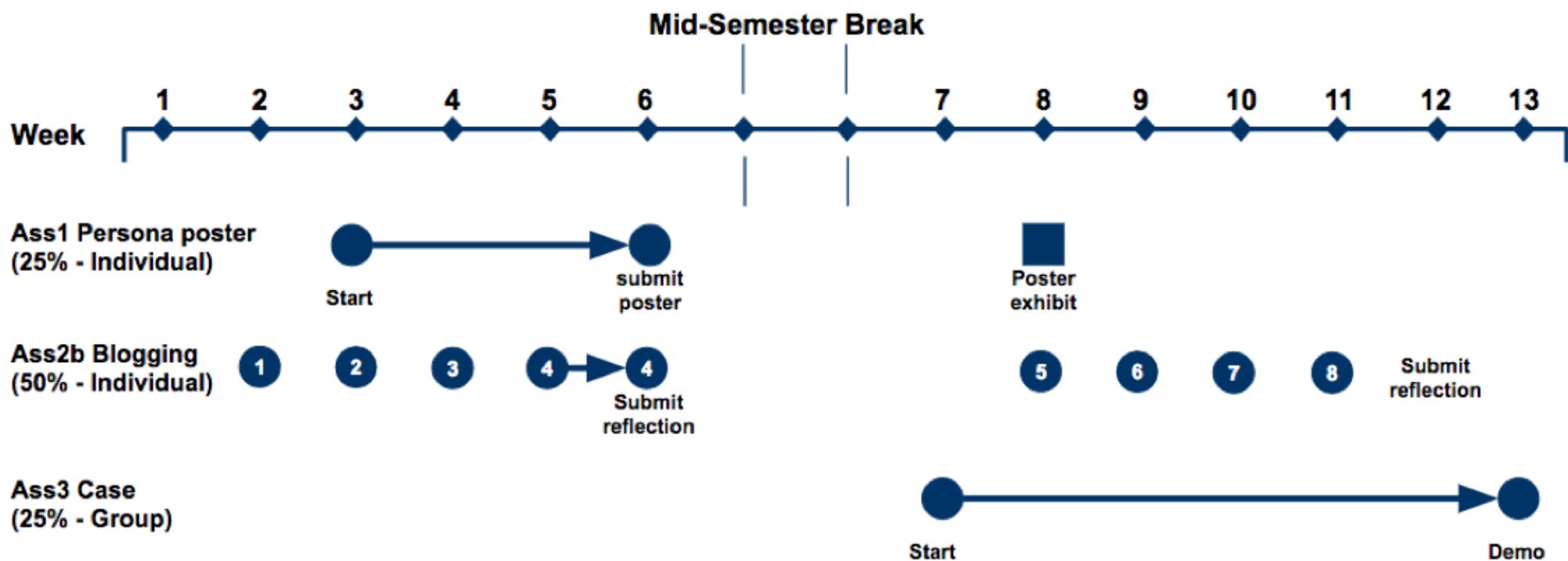
Highly relevant reading:

[Building Successful Online Communities:
Evidence-Based Social Design](#)

Kraut, Robert E., Resnick, Paul, Kiesler, Sara, Burke, Moira, Chen, Yan, Kittur, Niki, Konstan, Joseph, Ren, Yuqing, Riedl, John
November 29, 2013

Timeline

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Assessment – (note 2018 updates!)

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#1: Poster Presentation of a Persona and Identity Map, 25%, Individual

You will consider your own use of social technologies and develop a persona based on yourself. The persona will be accompanied by an 'identity map' that considers how the aspects of your online identity relate to each other. Accompanied by a reflective discussion. Relates to learning outcomes: 1,4. Due: Mid Semester.

#2 Learning Blog, 50%, Group with Individual Component Individual

You will complete a number of practical and critical reflection activities and post these to a group blog. Relates to all learning outcomes. Due: Throughout semester.

#3 Case Study, 25%, Individual Group

You will identify, analyse and critically discuss an ~~event that illustrates an issue or concept opportunity~~ related to the use of digital communities and social technologies. You will present your case study as a ~~lightning talk demonstration~~ accompanied by a curated set of resources (i.e. storyboard) related to the topic.

IAB260 Blog Site

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<http://digitalorgs.com/iab260>

Blackboard is still the authoritative information source for this unit.

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BLOG SITE

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Home

What is the purpose of this site?

This site hosts the network of student blogs. Every student in the unit will have their own blog here on the unit site. The blog network is a WordPress multisite installation. The unit design is based on the concept of a community of learners. We emphasise group discussion so you can explore and share key ideas. You are expected to participate in the learning experience by actively engaging with your peers across these spaces (and you get marks for your contribution to the learning community). You'll also be using a whole bunch of social technologies across the semester, many of which will provide other channels for you to engage with each other.

Weekly schedule (preliminary)

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#	Mon	Topic	Activities
1	19/02	Introduction to the unit	Preparation
2	26/02	Channel you, critical reflection, blogging (all resources on blog site - see activity)	Activity 1
3	05/03	Developing Persona's	Activity 2
4	12/03	Trust and ethics	Activity 3
5	19/03	Virality, memes, movements	Activity 4
6	26/03	Making + Assignment Clinic	Activity 4 finish - Submit blog reflection #1 - Submit Persona poster
-	02/04	Semester Break Week 1	-
-	09/04	Semester Break Week 2	-

Weekly schedule (preliminary)

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Wk	Mon	Topic	Submission
7	16/04	Online Communities	-
8	23/04	Ideation workshop	Activity 5
9	30/04	Encouraging contributions	Activity 6
10	7/05	Encouraging commitment (Public holiday, recording provided)	Activity 7
11	14/05	Regulating Behaviours and Dealing with Newcomers	Activity 8
12	21/05	Starting a community	Submit blog reflection #2
13	28/05	Case Study Demo week 13	Submit and demo case study
14	04/06	-	-

Developing the prototype

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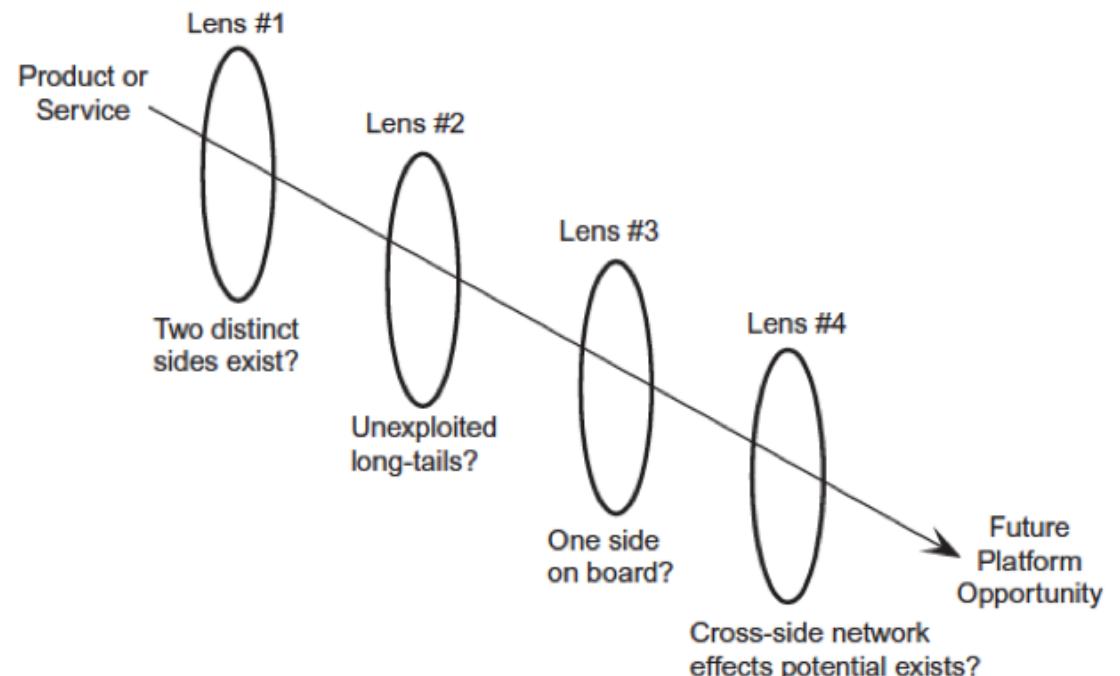
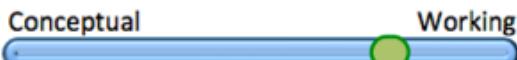
Example 1 - Suitable for teams equipped with some technical expertise



Example 2 - Suitable for teams equipped with little technical expertise



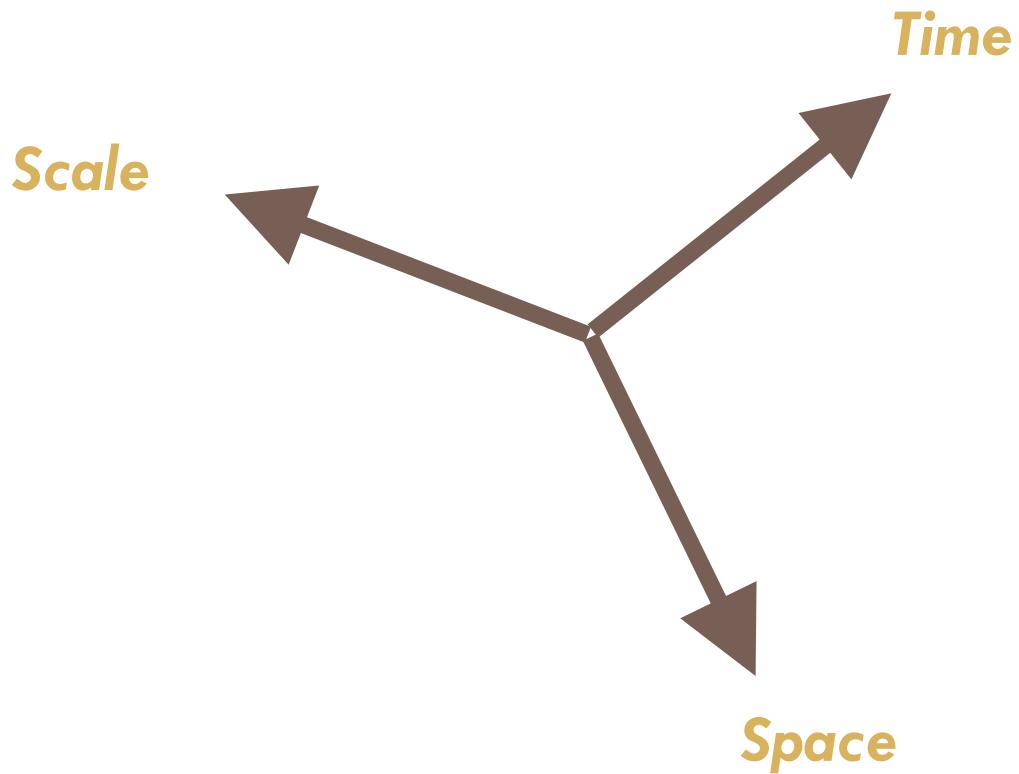
Example 3 - Suitable for teams confident with their technical expertise

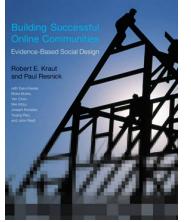




Offline vs online communities

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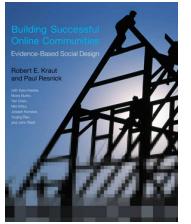




Design challenges to explore

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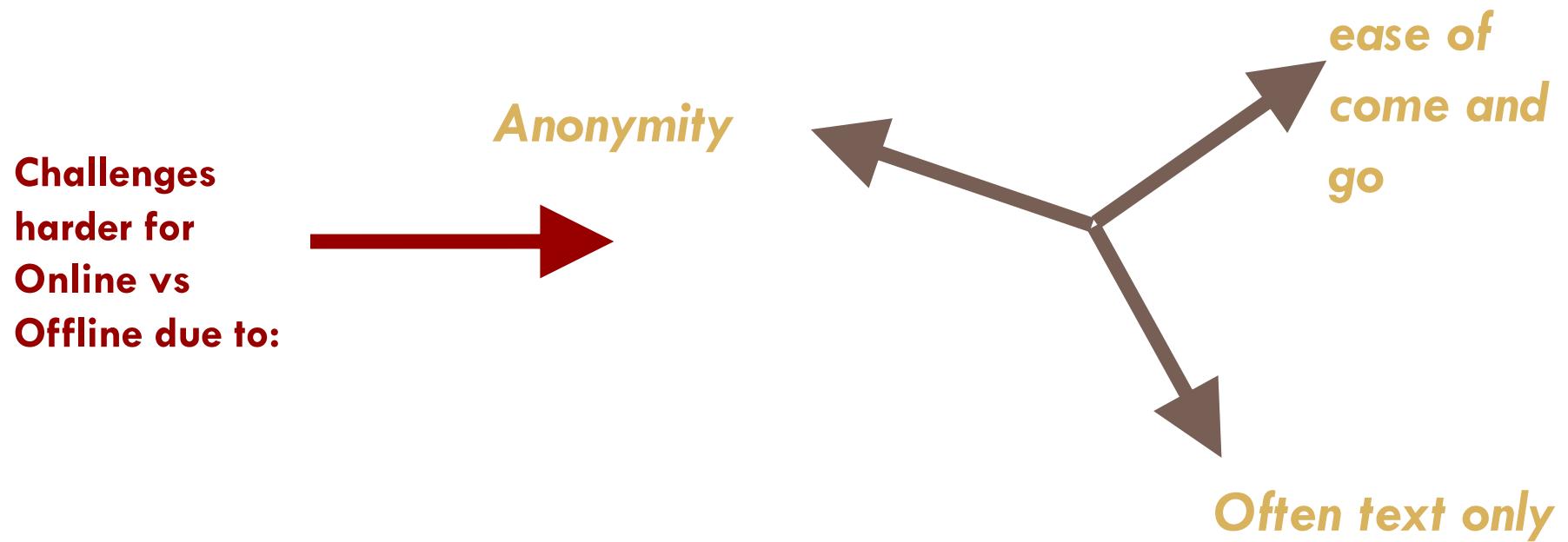
- For every ‘Facebook’ there is a ‘Friendster’ i.e. **success varies wildly**
- Key challenges include:
 - **Encouraging contribution** - *network affect, implicit / explicit, small minority contributing the majority of content.*
 - **Encouraging commitment** - *this is weak compared to offline, less ties, less consequences, more options*
 - **Regulating behaviour** - *users can have different and competing interests e.g. trolls, commercial spammers*

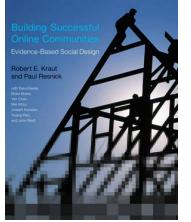


Design challenges to explore

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- **Attracting and socializing new members** - *attracting the “right type”, establishing behaviour norms, drawing them in despite no initial commitment*
- **Starting up** - achieving *critical mass, seeding with initial rich content*



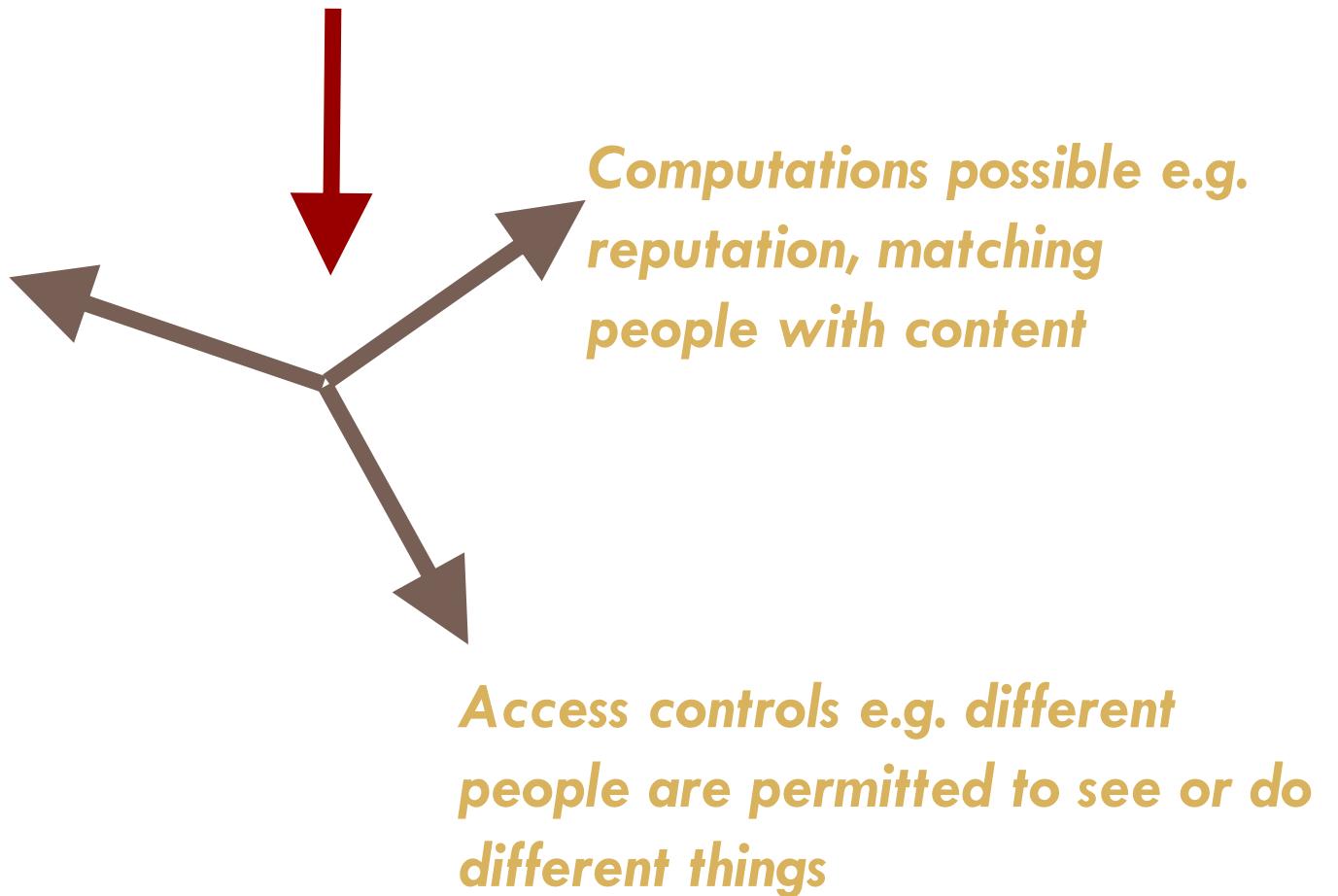


Design challenges to explore

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However, online has resources offline does not:

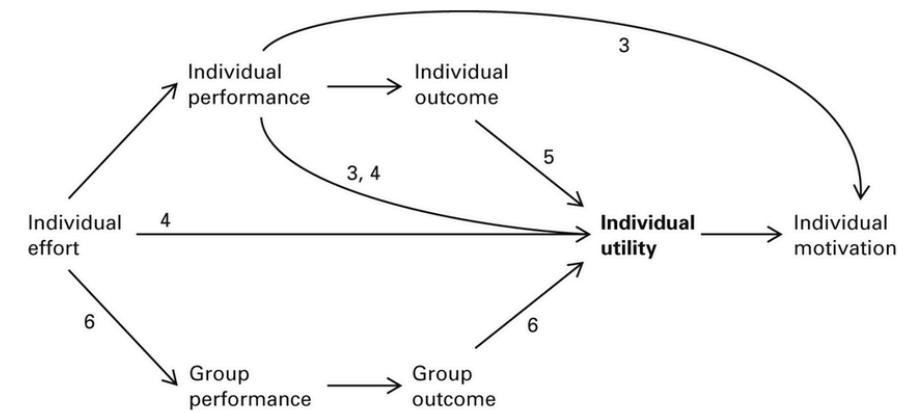
Communications and behaviour can be archived



Encouraging contributions to online communities

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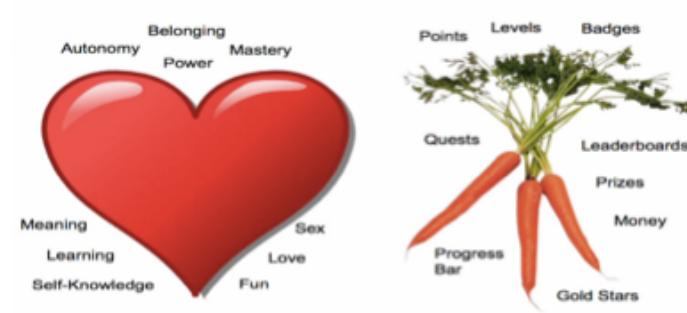
- Subject to network affect, implicit / explicit, small minority contributing the majority of content.
- Big issue and linked to community value:
 - 2/3 of wikipedia articles are stubs “very little meaningful content”
- We will look at theories on Economics and Psychology and motivation pathways
- Intrinsic vs Extrinsic
- Request Tailoring, outcome perceptions, social influence, laying down a challenge



Encouraging commitment to online communities

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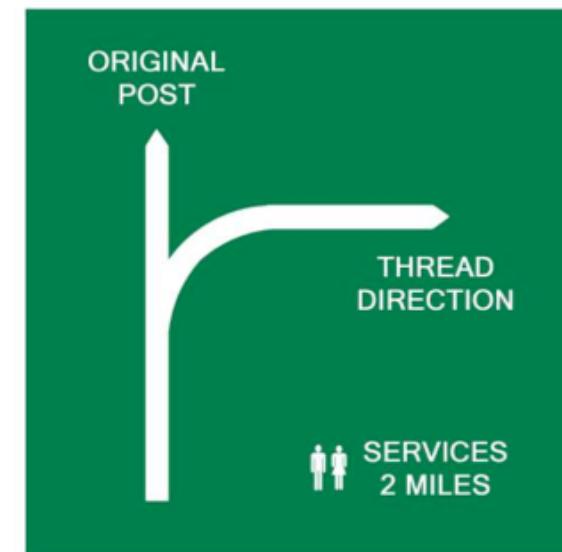
- Harder than in an f2f community i.e. less ties, less consequences, more options
- Affective: Identity based vs Bonds (social) based
- Normative: loyalty and reciprocity
- Needs based: hard to switch, sunk cost, carrot and stick approach



Regulating behaviour in online communities

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- users can have different and competing interests e.g. trolls, griefers, manipulators, diversity of people
- “Social Dilemma” (Tragedy of the commons)
(issue: individual is even better off if they don't comply but everybody else does) see video [here](#)
- Communicate norms and motivate or shame via:
 - reputation systems
 - internal currencies
 - economic incentives
 - Sanctions
- Manage conflicts
 - moderation systems
 - reversion tools



Dealing with newcomers

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- socializing new members, attracting the “right type”, establishing behaviour norms, drawing them in despite no initial commitment
- 60% of wikipedia editors make only one edit
- Systematic vs Heuristic selection processes, use of Halo effect
- Weed out the “tire kickers”, retain and keep people
- Exploit “follow the crowd”, “entry barriers”, “initiation” and “induction” process
- Individual, tailored socialization strategy
- Limit harm and Trust “slowly”



Starting a community

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- Benefits based on interaction possibilities
- Pull vs Push (benefits / disadvantages)
- Increase value
 - Increase collection size by Transcending / Bridging
 - New value i.e. creating and competing in a Niche
- achieving critical mass, seeding with initial rich content
- Dealing with the network effect (“Joining Now” vs “Joining Later” issue)
- Early adopter benefits: Providing stage 1 benefits to get stage 2 going



Vs



Things to take away from today

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- What do we mean by Social Technology?
- What do we mean by Digital Community?
- What do we mean by Platform?
- How are these three related?
- Introducing the unit? Assessment etc... (introduce each other)
- Brief introduction to:
 - Social Technology
 - Digital Communities
 - Platforms
 - Design challenge for Digital Communities



Next week

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- Looking forward to week 2
 - Online – no face to face week 2!
(face to face again week 3)
 - 3 topics:
 - Channel you, critical reflection, blogging



Blackboard

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BLOG SITE



<http://digitalorgs.com/iab260>



<http://tinyurl.com/sn16fb>

Questions?

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Key References

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- Gerald C. Kane, Maryam Alavi, Giuseppe Labianca, and Stephen P. Borgatti. 2014. What's different about social media networks? a framework and research agenda. MIS Q. 38, 1 (March 2014), 275-304.
- Robert E. Kraut, Paul Resnick, Sara Kiesler, Yuqing Ren, Yan Chen, Moira Burke, Niki Kittur, John Riedl, and Joseph Konstan. 2012. Building Successful Online Communities: Evidence-Based Social Design. The MIT Press.
- McKinsey (2013). *The social economy: Unlocking value and productivity through social technologies*.
- Tiwana, A., 1974. (2014). Platform ecosystems: Aligning architecture, governance, and strategy. Amsterdam: Morgan Kaufmann.

Exercises

What do you use social technology for? (why)

- <http://tinyurl.com/sn16-why>

What most worries you about social technology?

- <http://tinyurl.com/sn16-worry>

IAB260 Blog Site

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