Readings are subject to change. Please always check the online reading schedule.

CS 6474: SOCIAL COMPUTING

Instructor:	Eric Gilbert
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Office:	TSRB 345
Office Hours:	Find me after class, or email for an appointment.

Learning Objectives

From Twitter to Facebook and all the way back to email, social computing is one of the biggest forces on the internet. In this class, we will explore how and why social computing works. What's the right way to design social computing systems? What sense can you make out of all the data people leave behind? What's still out there to build?

At the completion of this course, students will be able to:

- Understand important features of social computing,
- Design and prototype new social computing systems,
- Analyze data left behind in social media, and
- Understand the research issues in this field.

Texts

I will provide all the daily readings as linked pdfs or as electronic reserve from the library website. However, I highly recommend the following books for you to keep throughout graduate school. They will also help you in this class.

Writing for Social Scientists by Howard Becker
The Elements of Style by Strunk & White

Assignments and Grading

- Responses to readings (15%)

- Data mini-project & concept sketches (15%; ~biweekly)
- Design project (due at midterm) (25%)
- In-class presentation of design project (5%)
- Social data project (due at final) (25%)
- In-class presentation of social data mining project (5%)
- Class participation (10%)

Honor Code

This class abides by the Georgia Tech Honor Code. All assigned work is expected to be individual, except where explicitly written otherwise. You are encouraged to discuss the assignments with your classmates; however, what you hand in should be your own work.

Related Classes

- Lots of classes by Nancy Baym
- Designing Sociable Media taught by Judith Donath at The MIT Media Lab
- Classes taught by Barry Wellman
- Social Computing by Karrie Karahalios
- Computer Supported Cooperative Work by Bob Kraut
- Networks by Lada Adamic

Readings and assignments are subject to change. Please always check here.

CS 8803: SOCIAL COMPUTING

« class homepage

1	8/19	Intro	
	8/21	Background	The Social Life of Small Urban Places by Whyte (video)
2	8/26	Background	Computer Networks as Social Networks by Wellman The Benefits of Facebook "Friends:" Social Capital and College Students' Use of Online Social Network Sites by Ellison, Steinfield & Lampe
	8/28	Background	Social translucence: an approach to designing systems that support social processes by Erickson & Kellogg
3	9/2	None	no class: labor day
	9/4	Part 1. Design	Beyond Being There by Hollan & Stornetta **pitches: most vexing problem**
4	9/9	Design Metaphors & IM	Metaphors We Live By (selection) by Lakoff & Johnson The Chat Circles Series: Explorations in Designing Abstract Graphical Communication Interfaces by Viégas & Donath Visualizing Email Content: Portraying Relationships from Conversational Histories by Viégas, Golder & Donath
	9/11	Email	Making Work Visible by Suchman Enhancing Directed Content Sharing on the Web by Bernstein, et al. hack-a-while: email (bring laptops)
5	9/16	SNSs 1	Identity and Deception in the Virtual Community by Donath Is It Really About Me?: Message Content in Social Awareness Streams by Naaman, Boase & Lai
	9/18	SNSs 2 & Twitter	Farmer's Tale: A Facebook Game to Promote Volunteerism by Jianqiang, et al. Friends, Friendsters, and Myspace Top 8: Writing Community into Being on Social Network Sites by boyd

pitches: email

6	9/23	SNSs 3	[Speak Little and Well: Recommending Conversations in Online Social Streams](#) by Chen, Nairn & Chi [Peaks and Persistence: Modeling the Shape of Microblog Conversations](#) by Shamma, Kennedy & Churchill
	9/25	SNSs 4	[Thanks and Tweets: Comparing Two Public Displays](#) by Munson, Rosengren & Resnick ["I'll Press Play, but I Won't Listen": Profile Work in a Music-focused Social Network Service](#) by Silfverberg, Liikkanen & Lampinen hack-a-while: twitter api (bring laptops)
7	9/30	Trust	[Trust Breaks Down in Electronic Contexts but Can Be Repaired by Some Initial Face-to-Face Contact](#) by Rocco [Regulating Behavior in Online Communities](#) by Kiesler, Kittur & Kraut
	10/2	Calendars	[Why CSCW Applications Fail: Problems in the Design and Evaluation of Organizational Interfaces](#) by Grudin [An Open, Social Microcalender for the Enterprise: Timely?](#) by Geyer, et al. **pitches: social network site**
8	10/7	Video	[What Video Can And Can't Do For Collaboration: A Case Study](#) by Isaacs & Tang [Synchronous Interaction Among Hundreds: An Evaluation of a Conference in an Avatar-based Virtual Environment](#) by Erickson, et al.
	10/9	Mobile	[Plastic: A Metaphor for Integrated Technologies](#) by Rattenbury, Nafus & Anderson [Real-time Nonverbal Opinion Sharing Through Mobile Phones During Sports Events](#) by Shirazi, et al.
9	10/14	None	no class: fall break
	10/16	Project Prep	design project discussion
10	10/21	None	no class: socially aware multimedia keynote
	10/23	None	no class: socially aware multimedia keynote
11	10/28	Design Projects	**presentations: design project**

	10/30	Design Projects	**presentations: design project**
12	11/4	Part 2. Analyzing Social Data	Computational Social Science by Lazer, et al. How Happy Are We? by Facebook's Data Team
	11/6	Background	Predicting the Present by Varian Diurnal and Seasonal Mood Vary with Work, Sleep, and Daylength Across Diverse Cultures by Golder & Macy
13	11/11	Background	When Can I Expect an Email Response? A Study of Rhythms in Email Usage by Tyler & Tang Social Capital on Facebook: Differentiating Uses and Users by Burke, Kraut & Marlow practicum: basics of R (bring laptops)
	11/13	Networks 1	The Strength of Weak Ties by Granovetter
14	11/18	Networks 2	Predicting Tie Strength With Social Media by Gilbert & Karahalios Predicting Tie Strength in a New Medium by Gilbert practicum: networks and other social data in R (bring laptops)
	11/20	Networks 3	An Experimental Study of the Small World Problem by Travers & Milgram Yahoo's Small World Experiment by Watts, et al. (browse & maybe try) The Political Blogosphere and the 2004 U.S. Election: Divided They Blog by Adamic & Glance
15	11/25	Data Projects	**data mini-project presentations**
	11/27	Text 1	Opinion Mining and Sentiment Analysis by Pang & Lee (chapters 1, 3 & 4) guest lecture: sunah suh, etsy
16	12/2	Text 2	Widespread Worry and the Stock Market by Gilbert & Karahalios Phrases That Signal Workplace Hierarchy by Gilbert practicum: processing social text (bring laptops)
	12/4	Data Projects	**data project presentations**

« class homepage