**Julio Pochet Edmead – Module 8 Discussion Post**

**#65 – Doing Things Together Bonds People Together**

This one stood out to me because it goes deeper than just group activities — it's about building trust through **shared timing**. The reading focused on physical group actions like dancing or marching, but we can also stretch that into the digital world. For example, when people watch livestreams together or participate in a live Q&A or webinar, there’s still a sense of real-time bonding. Even something as simple as live chat during a product drop or sports stream creates that same social rhythm. Designers can use this to their advantage — adding live events, countdowns, or real-time features can help users feel like they’re part of something shared and exciting.

**#66 – People Expect Online Interactions to Follow Social Rules**

This concept made me think of all the awkward websites that act like strangers asking for your social security number before even saying hello. That would never fly in real life — and it shouldn’t be online either. The reading didn’t directly mention the importance of **microcopy** in setting the tone for digital interactions. Little touches like “Welcome back, Julio” or “Let’s do this together” can go a long way. They make users feel like they’re being spoken to, not just processed. It’s a reminder that the small stuff—friendly wording, helpful tooltips, and even the tone of buttons—plays a big part in following social rules online.