

IN4MATX 153: CSCW

**Class 7:
Community Norms**

Professor Daniel Epstein
TA Dennis Wang
Reader Weijie Du

Announcements

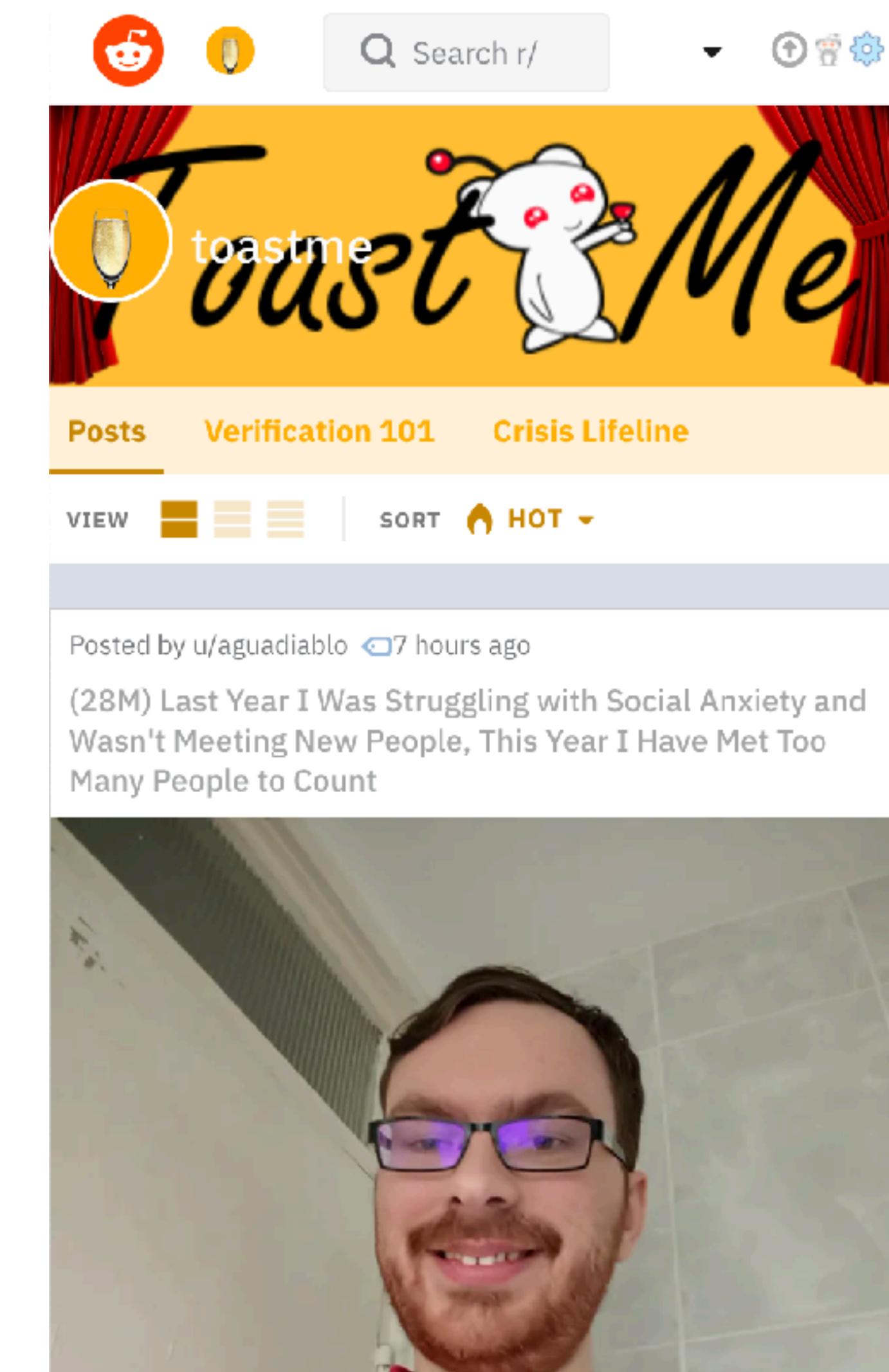
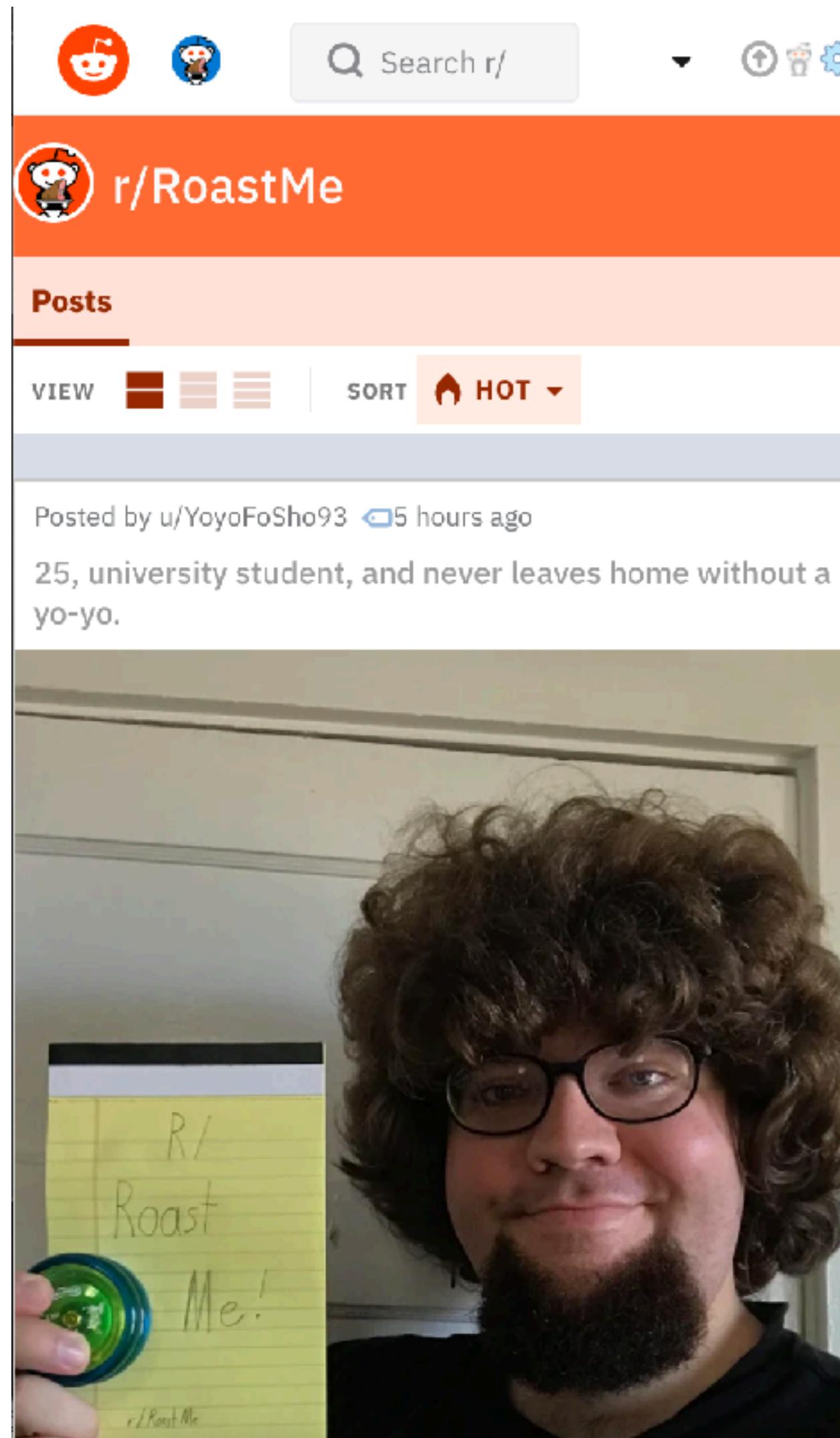
- A1 grading is in progress
 - Targeting next week to get those back to you
- A2 is posted
 - Start early, it'll take time to do the research and writing
 - Lots of office hours
- Demo of meme rating at the end of class!
 - Complete by 11:59pm Friday

Today's goals

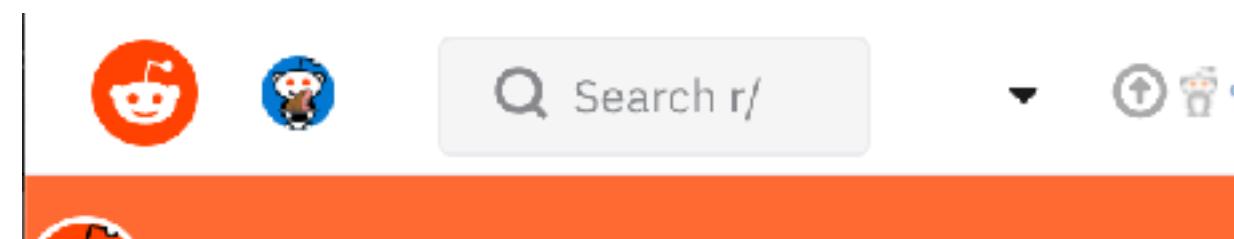
By the end of today, you should be able to...

- Explain how norms form on social computing systems
- Describe why norms have the effects they do on the people who use it
- Enact design to help promote pro-social norms that online communities often aspire to have

A tale of two Subreddits

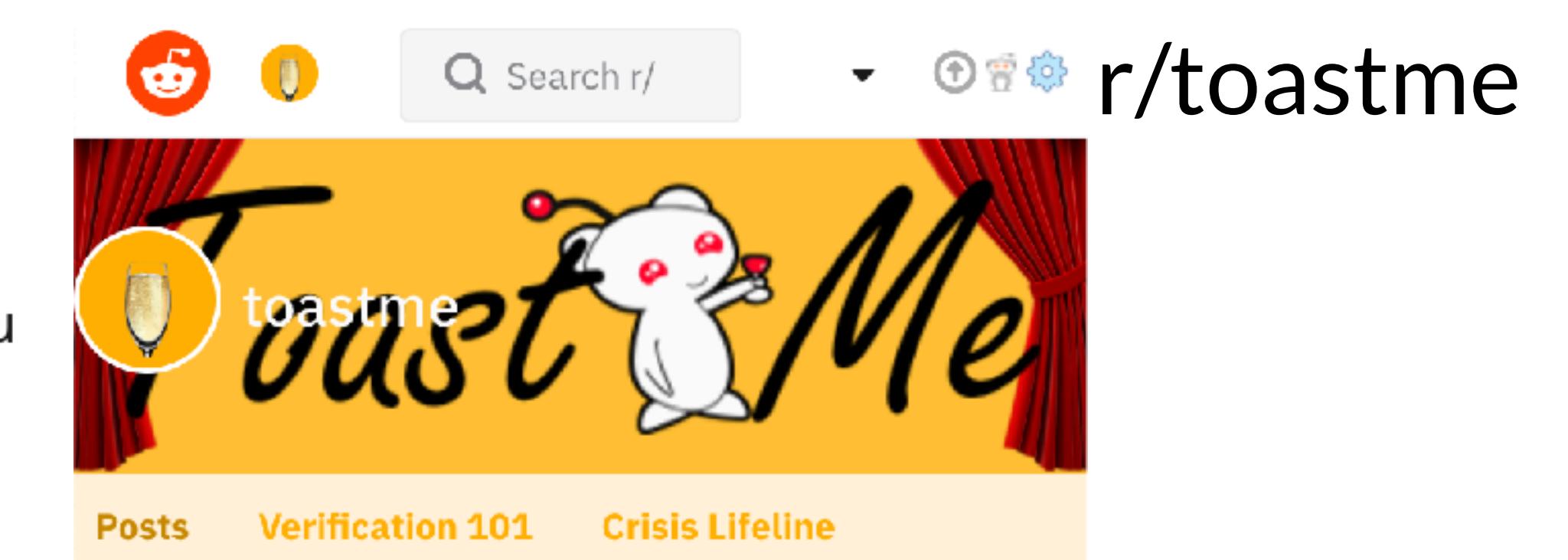


A tale of two Subreddits



McRakalak 20 points · 4 hours ago
How do you wake up and think this is actually cool? Like do you honestly believe that the average person, who adheres to normal and basic societal rules, looks upon you respectfully in any manner?

Reply Give Award Share Report Save



christian2pt0 46 points · 7 hours ago
Congrats! That's a huge step! Keep up the good work, man. You should be super proud of yourself.

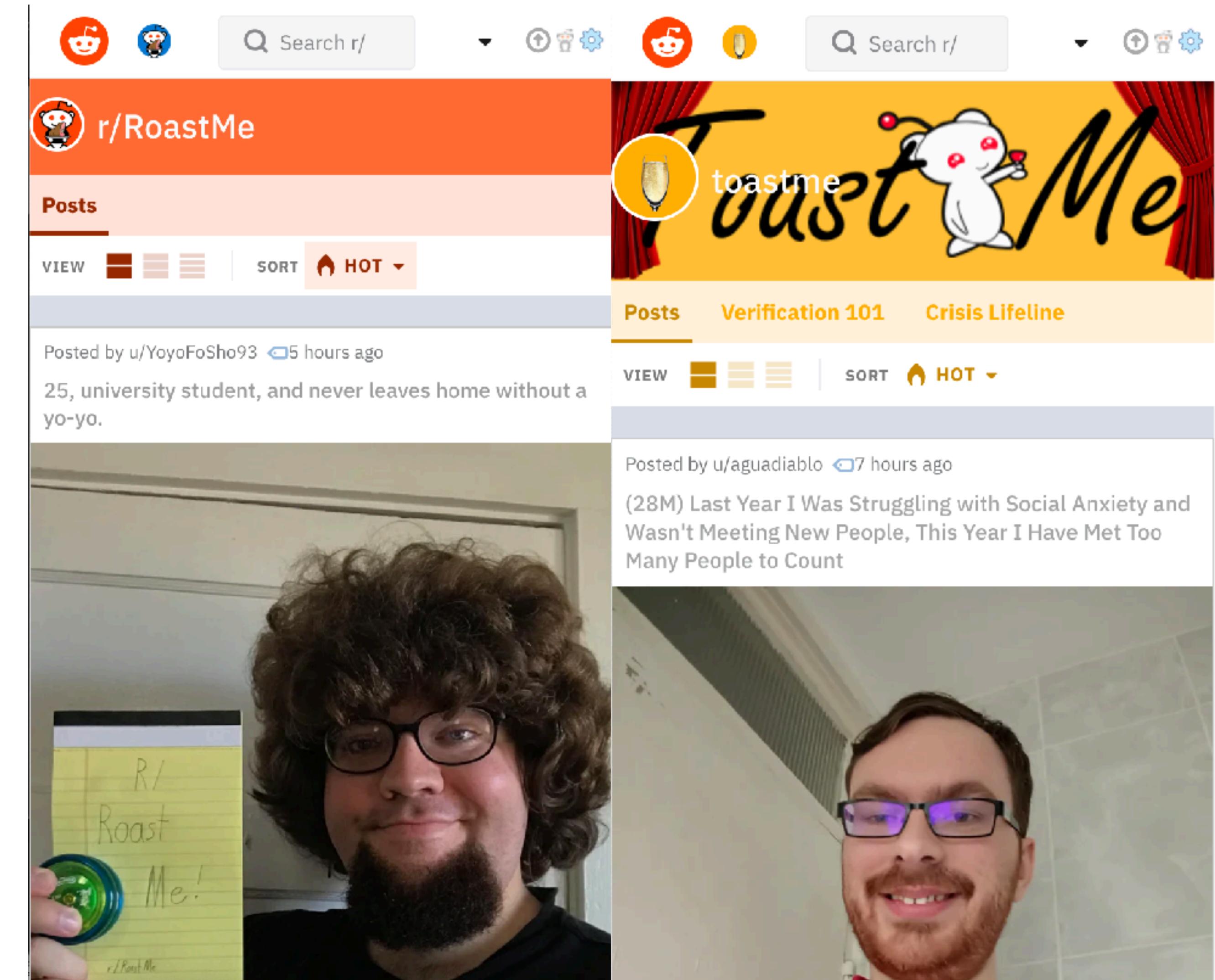
Reply Give Award Share Report Save

christian2pt0 22 points · 7 hours ago
Great smile and kind eyes. 2 of the best things a person can have :)

Reply Give Award Share Report Save

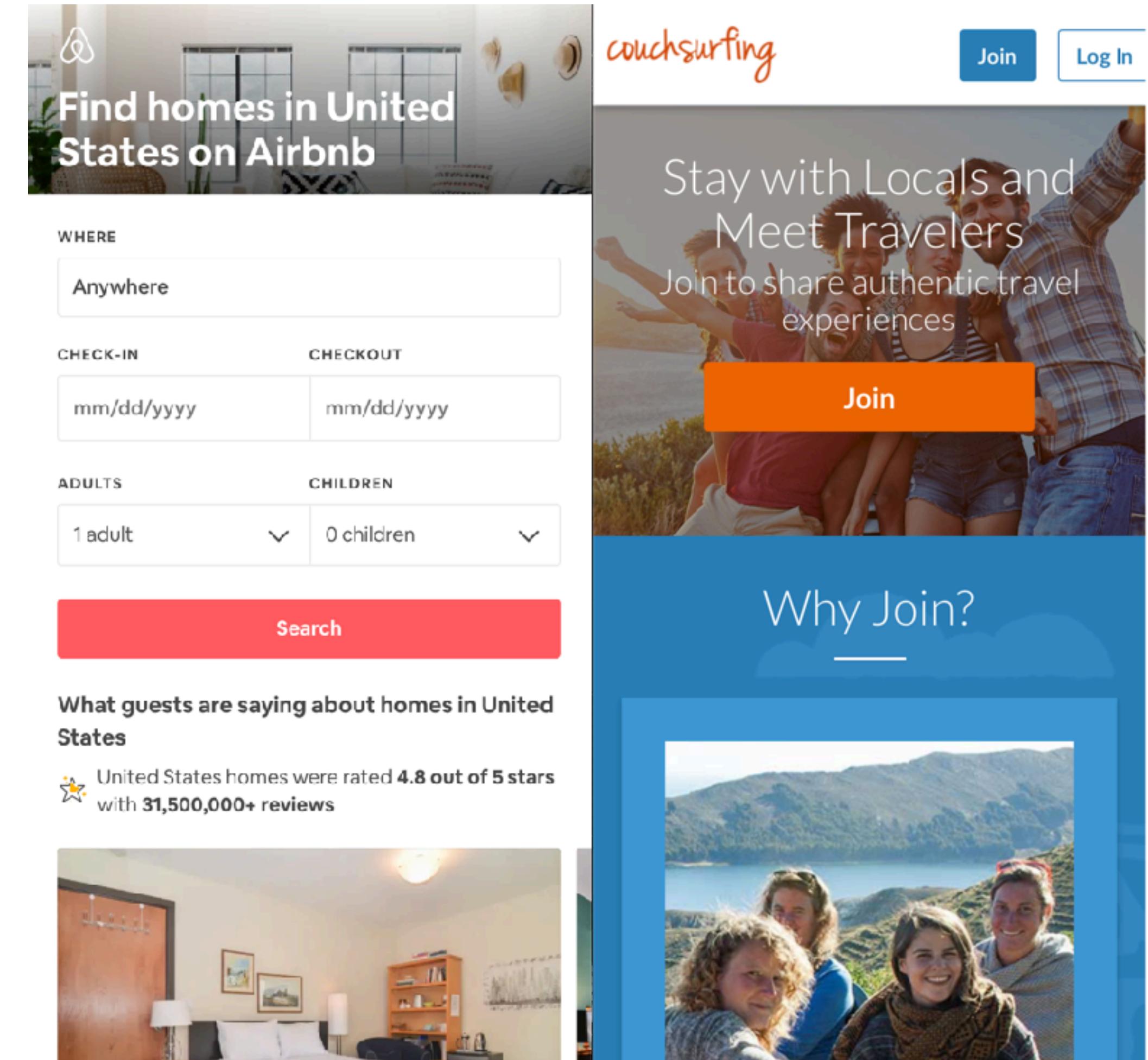


Why do these platforms foster such different responses?



Airbnb vs. Couchsurfing

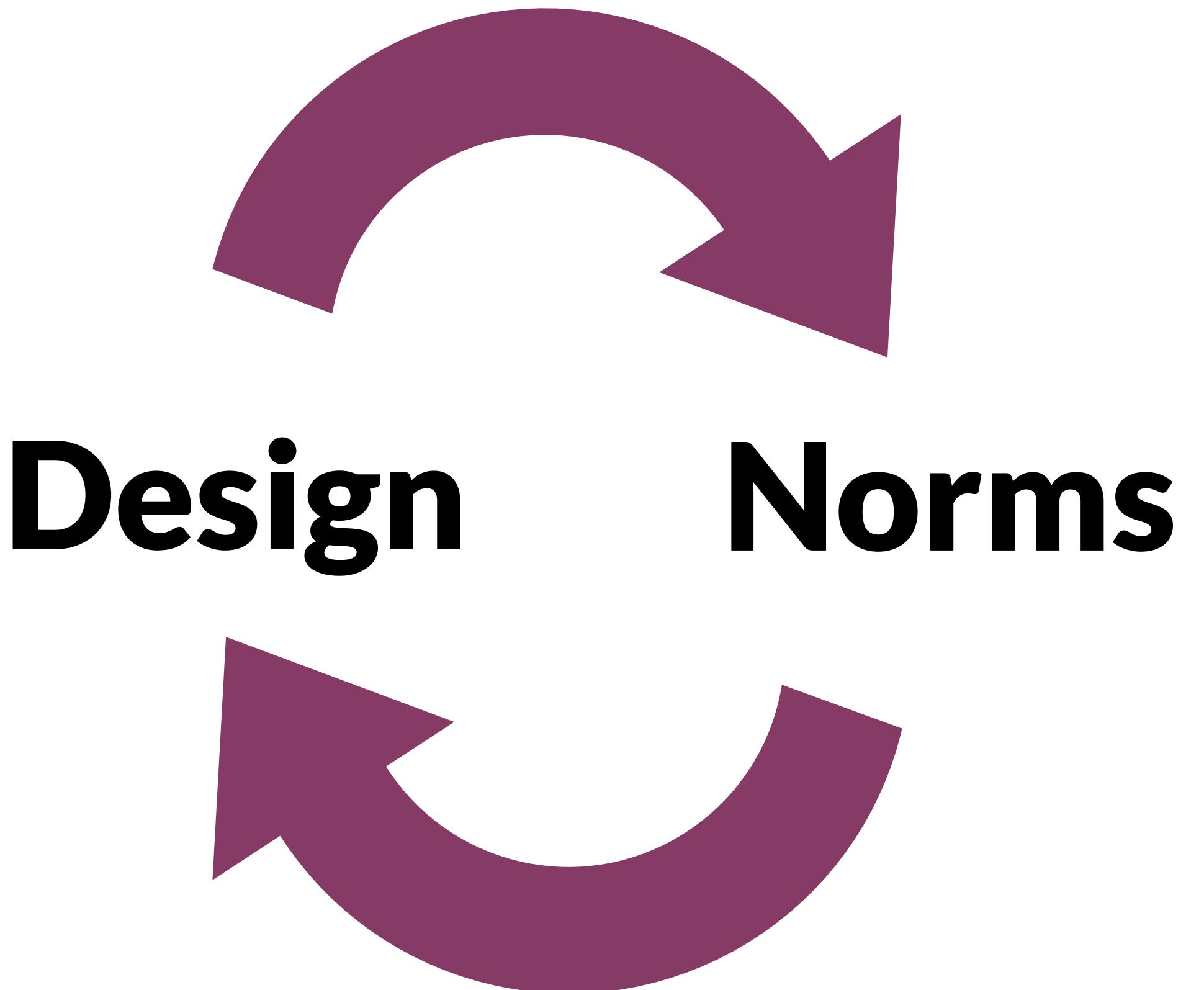
- Airbnb: paid
- Couchsurfing: free
- Why?
 - Airbnb: the *home* is the value
 - Couchsurfing: the *human relationship* is the value



Jung, J., Yoon, S., Kim, S., Park, S., Lee, K. P., & Lee, U. (2016, May). Social or financial goals? Comparative analysis of user behaviors in Couchsurfing and Airbnb. In Proceedings of the 2016 CHI conference extended abstracts on human factors in computing systems (pp. 2857-2863).

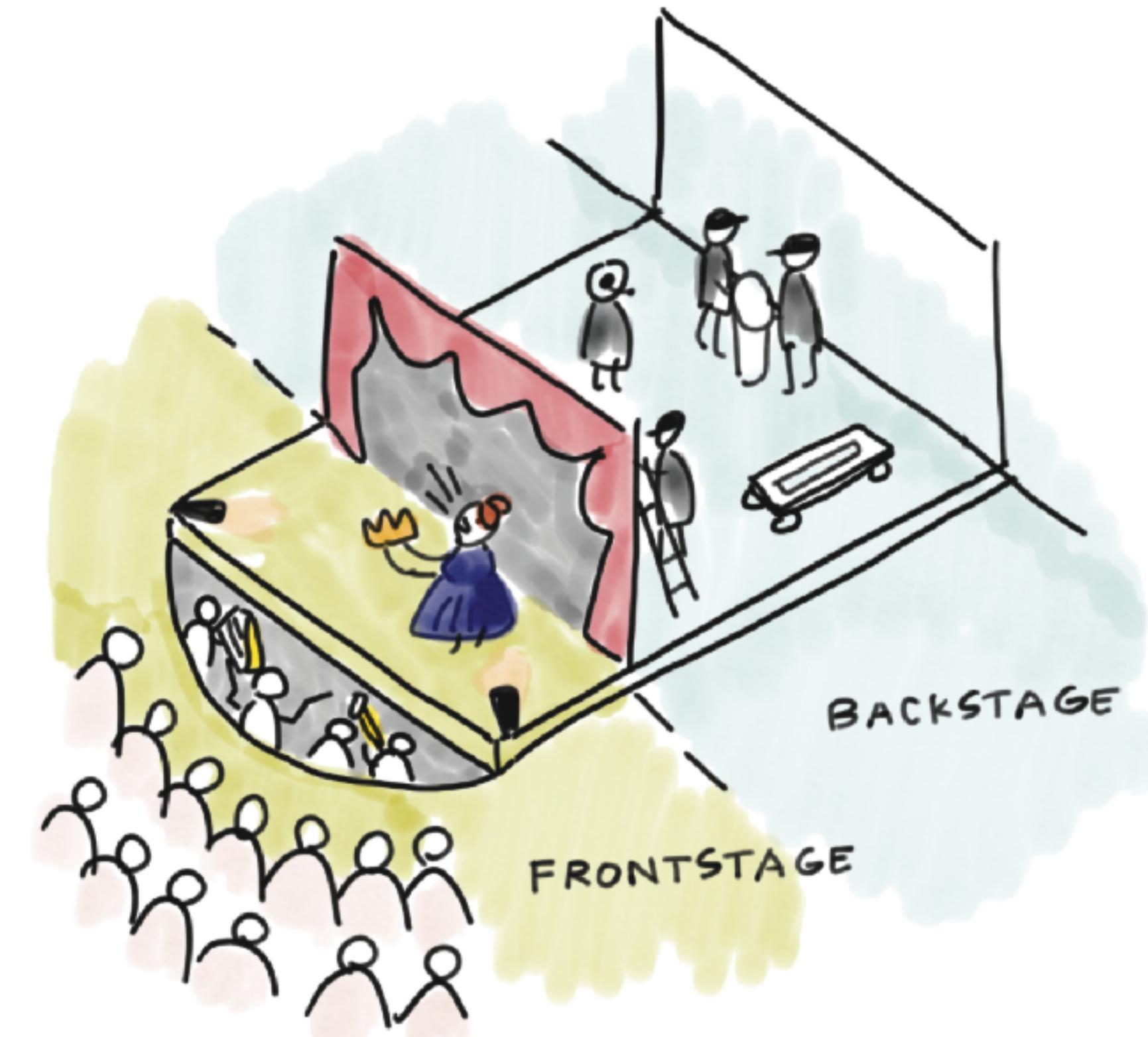
Design and norms

- Design influences the norms
- Norms influence how people use the design
- It's reciprocal: a socio-technical system



Remember: self-presentation

- Our behavior changes based on the social surrounding
- The design of a social computing system then influences that behavior
 - Design tells us whether this is a formal space, an informal space, etc.



NNGROUP.COM NN/g

What are norms?

What are norms?

- The informal rules that govern behavior in groups or societies
- Example norms
 - Most of us keep our office doors open when we're around
 - But, then we often close them when we're in meetings to not disturb others
 - We help, not mock, students who are struggling with assignments

Breaching experiment: breaking norms



*Breaking Social Norms:
Personal Space*
with Matt and Brock

https://www.youtube.com/watch?v=UDJP_B-R2r4

We intuit norms quickly.

Let's try it! Give the first thing that comes to mind. What sort of content belongs here?

What sort of content belongs here? [4chan]

The screenshot shows the 4chan.org homepage with the /b/ - Random board selected. The board header includes the 4chan logo and a cartoon character pointing upwards. Below the header, there's a note: "The stories and information posted here are artistic works of fiction and falsehood. Only a fool would take anything posted here as fact." A large blue button says "[Start a New Thread]". Underneath, there's a list of recent changes:

- 05/04/17 New trial board added: /bant/ - International/Random
- 10/04/16 New board for 4chan Pass users: /vip/ - Very Important Posts
- 06/20/16 New 4chan Banner Contest with a chance to win a 4chan Pass! See the contest page for details.

Below this is a link "[Hide]" and "[Show All]". A prominent black banner across the board reads "YOU WOULDN'T DOWNLOAD A CAR /t/ - TORRENTS".

The main post area shows a user named "Anonymous" posting at 04/07/19(Sun)16:50:37 No.796882116 with a file named "goodhunt.png" (132 KB, 810x867). The post includes a cartoon illustration of a person sitting cross-legged, eating from a bowl. Below the post, there's a reply from another "Anonymous" user at 04/07/19(Sun)18:35:49 No.796889169 with a file named "sketch1554687323515.png" (65 KB, 500x500), which is described as "Much Sred.".

Further down, there are two more replies:

- A reply from "Anonymous" at 04/07/19(Sun)18:37:54 No.796889317 with a file named "796889357.png", containing the text ">>796889055 Woah! How do I purchase one?!?!" ^.^
- A reply from "Anonymous" at 04/07/19(Sun)18:38:37 No.796889357 with a file named "796889317.png", containing the text ">>796889317 by sending me 5654 paypal dollars"

Nobody has responded yet.

Hang tight! Responses are coming in.

What sort of content belongs here? [Weibo]



账号登录

安全登录

用户名或手机号/手机号

请输入密码

记住我

忘记密码

登录

使用 Facebook 登录

还没有微博? 立即注册

Nobody has responded yet.

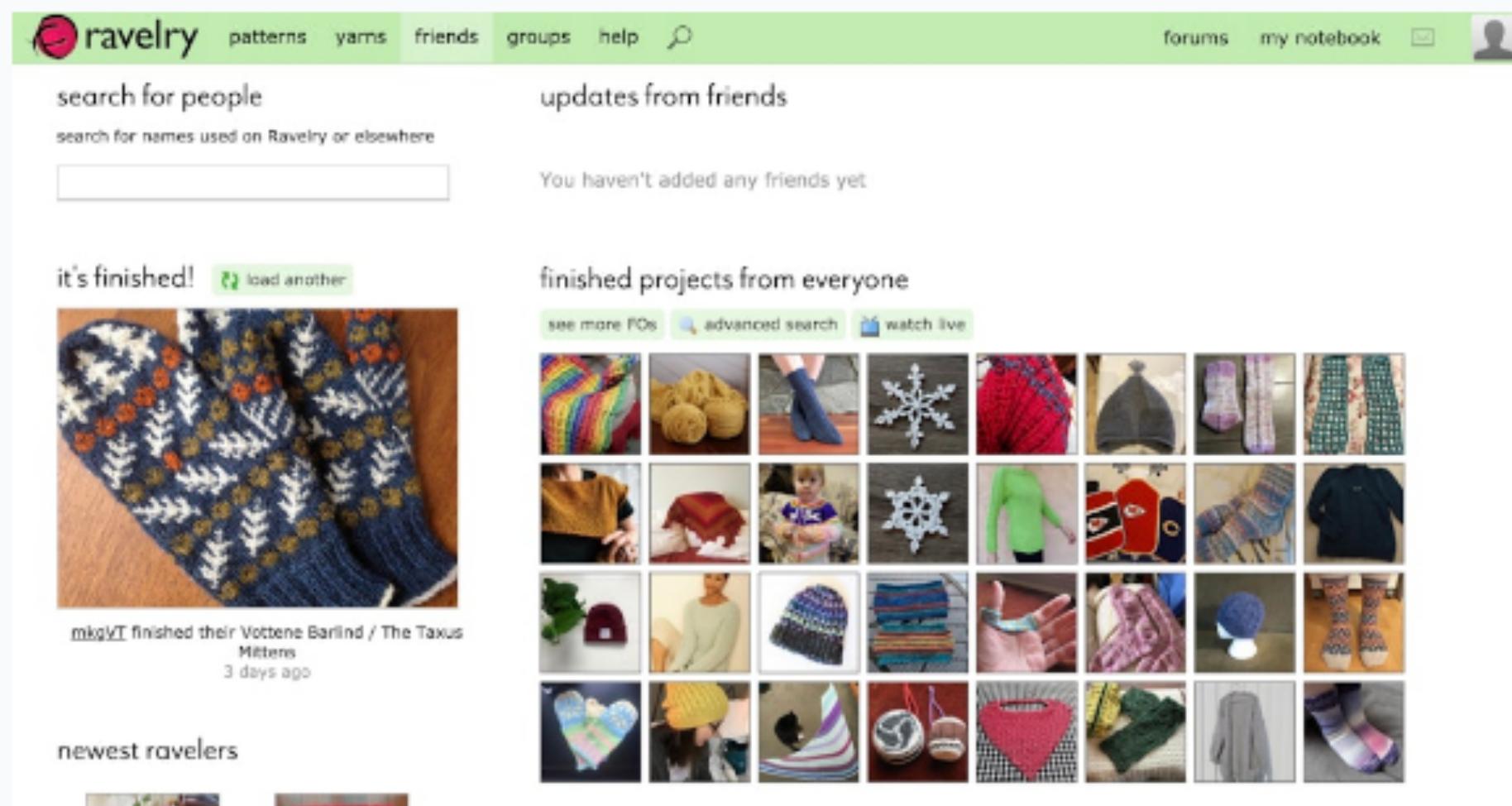
Hang tight! Responses are coming in.

What sort of content belongs here? [9gag]

Nobody has responded yet.

Hang tight! Responses are coming in.

What sort of content belongs here? [Ravelry]



Nobody has responded yet.

Hang tight! Responses are coming in.

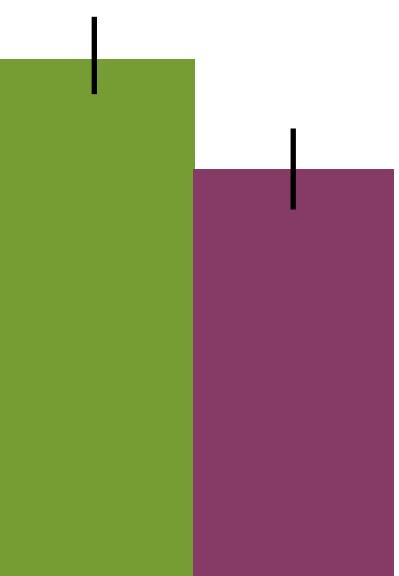
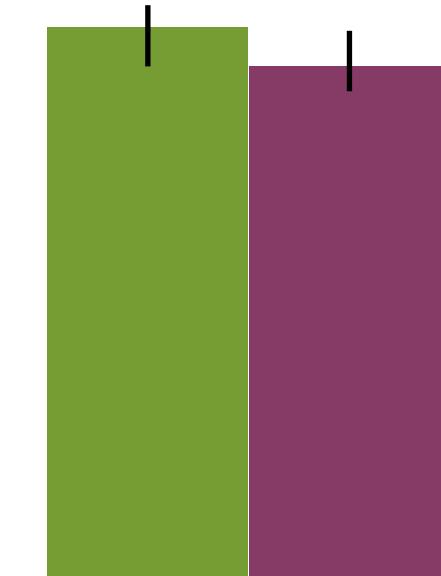
We notice signals quickly

We notice signals quickly

The screenshot shows the homepage of the CS 106A course website. The background is a close-up photograph of green leaves. In the center, the text "CS 106A" is displayed in large white letters. Below it, a welcome message reads: "Welcome to Programming Methods! This course is an introduction to computer programming and software development." At the bottom of the page, there are sections for "ASSIGNMENTS", "PROJECTS", and "SECTIONS".

The screenshot shows the same CS 106A course website as the first one, but with a different background image. This time, it features the cast of the original Star Trek television series against a backdrop of space and stars. The text "CS 106A" and the course description are visible in the center. Below the image, there are sections for "ASSIGNMENTS", "PROJECTS", and "SECTIONS".

Intent to enroll



Gender neutral



Stereotypical



Metaxa-Kakavouli, D., Wang, K., Landay, J. A., & Hancock, J. (2018, April). Gender-inclusive design: Sense of belonging and bias in web interfaces. In Proceedings of the 2018 CHI Conference on human factors in computing systems (pp. 1-6).

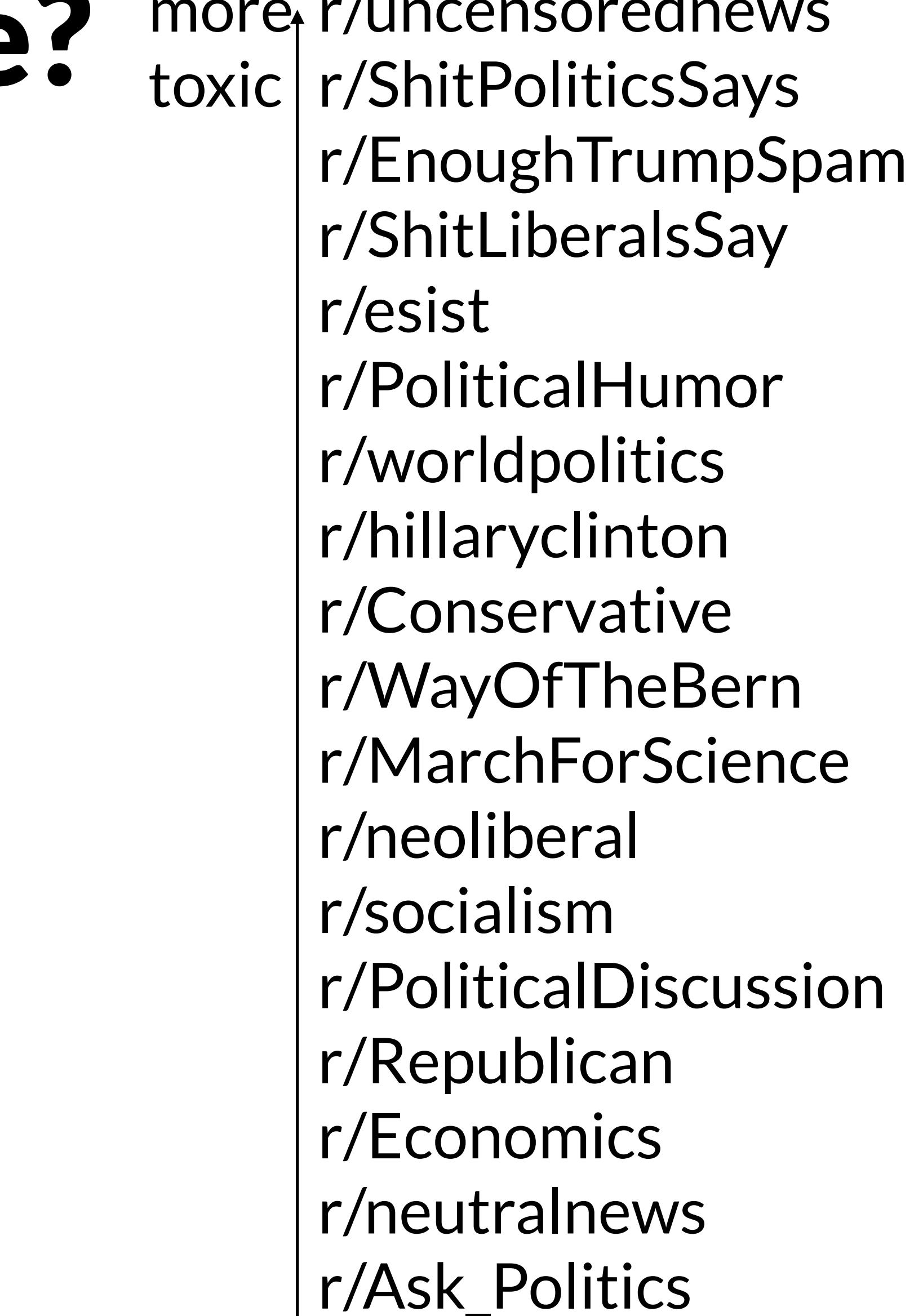
Descriptive norms

- We are influenced by what we see as common behavior in the environment
- These are *descriptive norms*: norms that describe common behavior

Is it the norms or the people?

- Are community norms influenced more by *who joins*, or by *what behaviors are on display*?
- Study compared people before and after they joined 56 political subreddits at different levels of toxicity
- **It's the norms.** People match toxicity levels with their first post in the community, differing from their prior behavior in other political subreddits

Rajadesingan, A., Resnick, P., & Budak, C. (2020, May). Quick, community-specific learning: How distinctive toxicity norms are maintained in political subreddits. In Proceedings of the International AAAI Conference on Web and Social Media (Vol. 14, pp. 557-568).



News of the Day

I'm Voting for Hillary Because of My Daughter

Back in the 2008 primary season, I supported Hillary Clinton. That choice...

Top Comments Sorted by Best



User1337 · 2 hours ago

I'm a woman, and i don't think you should vote for a woman just because she is a woman. vote for her because you believe she deserves it.

6 ⚡ | ⚡ · [Reply](#)



User9054 · 3 hours ago

Personally, I'd vote for whoever I think is the best and

Positive comments

Result: 35% antisocial comments

News of the Day

I'm Voting for Hillary Because of My Daughter

Back in the 2008 primary season, I supported Hillary Clinton. That choice...

Top Comments Sorted by Best



User1337 · 2 hours ago

Oh yes. By all means, vote for a Wall Street sellout - - a lying, abuse-enabling, soon-to-be felon as our next President. And do it for your daughter. You're quite the role model.

1 ⚡ | ⚡ · [Reply](#)



User9054 · 3 hours ago

Hillary is a cunt. I am voting with my dick for Putin. /s

Negative comments

Result: 47% antisocial comments
(increase of one third)

Cheng, J., Bernstein, M., Danescu-Niculescu-Mizil, C., & Leskovec, J. (2017, February). Anyone can become a troll: Causes of trolling behavior in online discussions. In Proceedings of the 2017 ACM conference on computer supported cooperative work and social computing (pp. 1217-1230).

A substantial amount of the good and the bad that we see online can be attributed to the norms that are established in that space.

Why? Social proof



<https://www.youtube.com/watch?v=aOOsfkM-nGQ>

Social proof

- Social proof: when people copy each others' behavior
- In social situations when people are unable to determine the appropriate behavior, they look to what others are doing
- The assumption is that others know what they are doing, so their behavior becomes a kind of proof
- Online, people also look at each other's behavior as proof of what's appropriate

Injunctive norms

- We're also influenced by what we believe to be expected, even if we don't see it
- Injunctive norms: norms that describe what you should or shouldn't do

Subreddit rules: r/roastme

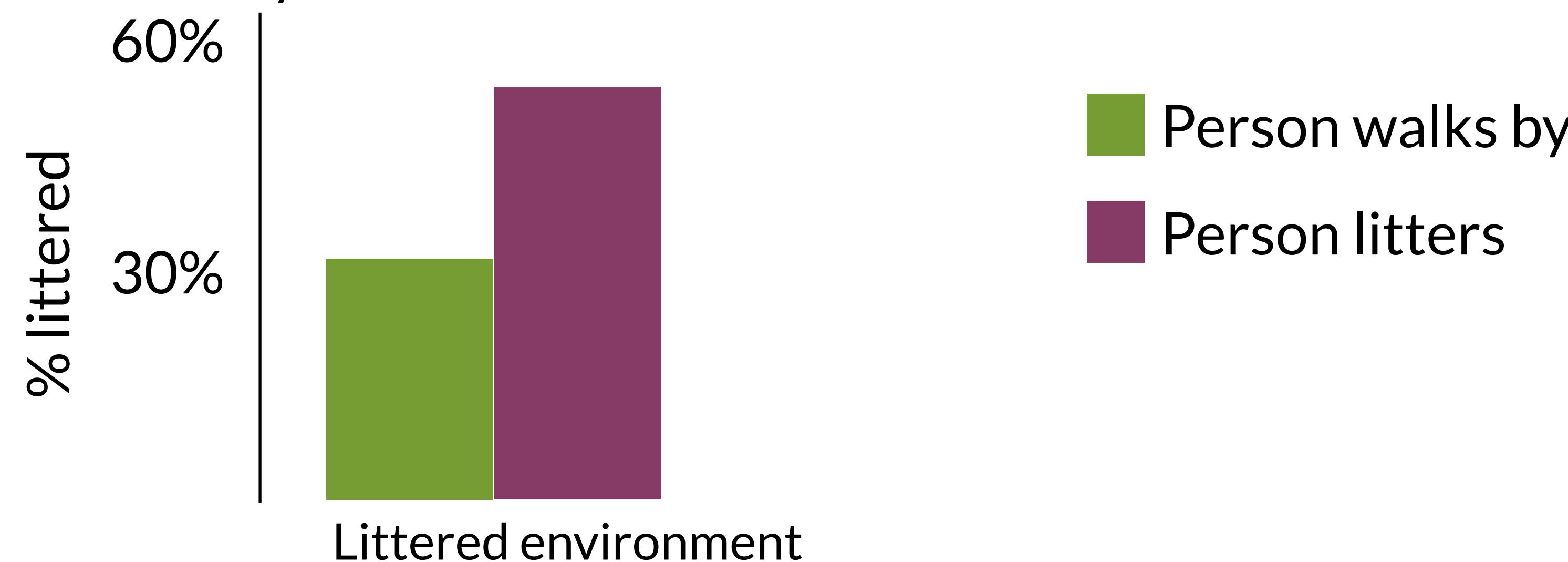
5. The Unfunny Abuse Rule

^

There is a clear and definitive line between humor and abuse. If your comment cannot be reasonably expected to make an audience laugh, and is instead meant to intimidate or threaten another user, your posted comment will be removed.

When do norms influence us?

- Norms don't influence us at all times, it's primarily when we're aware of them
- Participants receive an unwanted paper ad on their car windshield, they see someone either walk by or litter
 - Study measured the % who littered



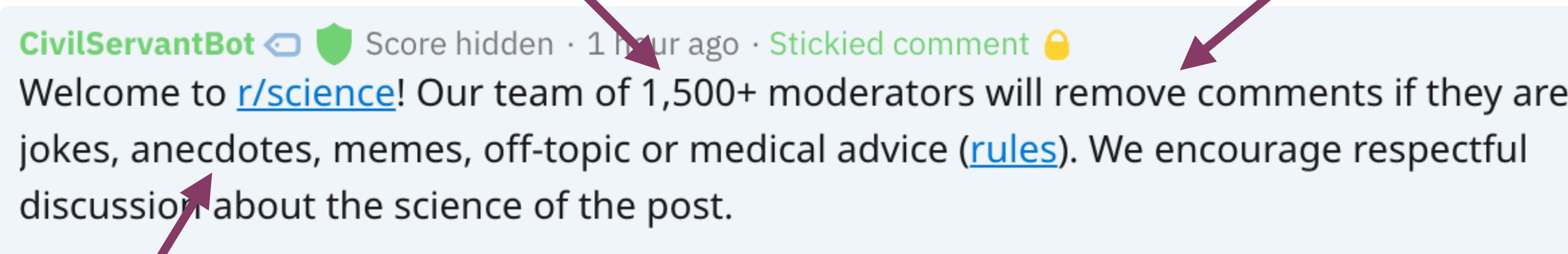
Cialdini, R. B., Kallgren, C. A., & Reno, R. R. (1991). A focus theory of normative conduct: A theoretical refinement and reevaluation of the role of norms in human behavior. In Advances in experimental social psychology (Vol. 24, pp. 201-234). Academic Press.

When do norms influence us?

- Randomized experiment on Reddit's r/science, a rules post was stickied at the top of a random subset of threads

Establish legitimacy

Name consequences



Name the behavior

- Newcomers 8% more compliant, but 80% more likely to post

Matias, J. N. (2019). Preventing harassment and increasing group participation through social norms in 2,190 online science discussions. *Proceedings of the National Academy of Sciences*, 116(20), 9785-9789.

Making people aware of norms

- Both of these are the community visibly enforcing injunctive norms
- They should, theoretically have the effect of making people aware of these norms
 - And therefore encouraging more behavior in line with the norms
- But, it could have the opposite effect
 - It could make clear a descriptive norm of people creating bad posts, which would increase them!

+ Comment removed by moderator 11 hours ago (9 children)

+ Comment removed by moderator 10 hours ago (0 children)

Moderators removing posts

+ zombiesunflower -14 points · 2 hours ago (8 children)

+ TT676 -7 points · 2 hours ago (0 children)

Downvotes hiding posts

Recap: descriptive versus injunctive norms

- Injunctive norms: **what ought to be.** Norms we believe should exist, based on perceptions of what others do
 - Example: you think that others would perceive tax fraud as morally wrong
- Descriptive norms: **what is.** Norms we can observe, based on human behavior
 - Example: you think that most people engage in tax fraud
- Norms can overlap, or they can conflict
 - E.g., you can think tax fraud is wrong, but everyone does it

<https://psychology.stackexchange.com/questions/6193/whats-the-difference-between-injunctive-norms-and-descriptive-norms>
Cialdini, R. B., Reno, R. R., & Kallgren, C. A. (1990). A focus theory of normative conduct: Recycling the concept of norms to reduce littering in public places. *Journal of Personality and Social Psychology*, 58, 1015–1026. doi:10.1037/0022-3514.58.6.1015

How design influences norm formation

How design influences norm formation

- Think critically about the norms that the members of your community will want, and socialize them
 - How do you design any technology? Think, prototype, get feedback
- Don't just let the norms emerge
- Norms that emerge without design are often detrimental to the community

Curate a community early

- How did Stack Overflow create a set of norms around answers to technical questions?
- The founders launched in a small private beta with 500 enthusiastic community members for three months before opening to everyone
- By the time the site launched publicly, it was full of positive examples of technical questions answered helpfully and succinctly, which set the expectation

Curate a community early

- Stack Overflow gave new users training wheels
- Legitimate peripheral participation: New members begin with low-risk tasks while they absorb norms
 - On Stack Overflow, new users cannot up/downvote, edit questions and answers – only ask and answer
 - In practice: Users learn what kinds of questions and answers are valued before they can vote

But this is hard to scale

- Established norms often mean homogeneity
- More on this later in the quarter

if dev == woman then dont_be(asshole): Stack Overflow tries again to be more friendly to non-male non-pasty coders

Another try...catch attempt to end tedious mansplaining

APRIL 26, 2018

Stack Overflow Isn't Very Welcoming. It's Time for That to Change.



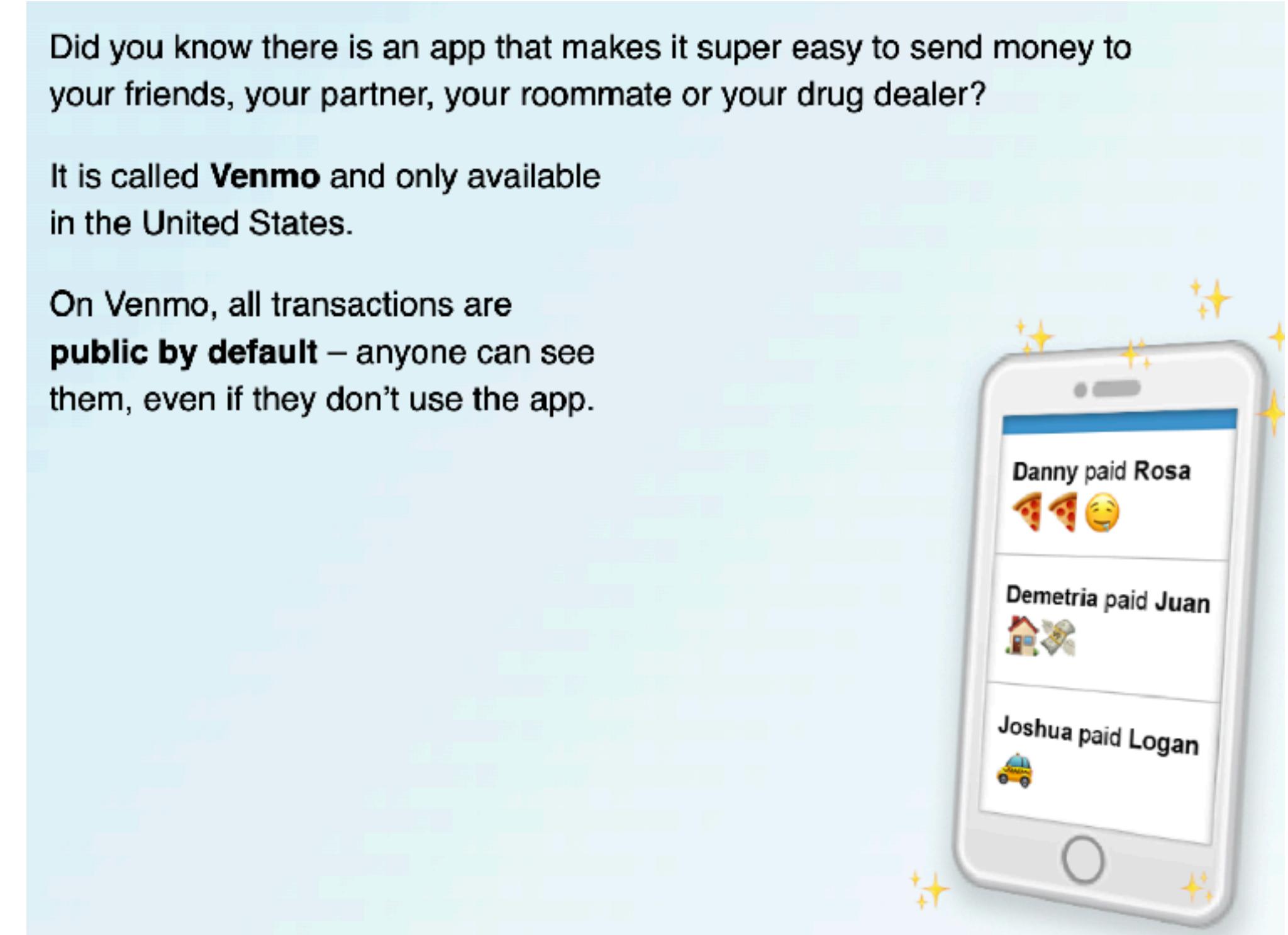
Defaults influence norms

- Venmo: payment transactions meet social media
- The default on Venmo is a globally public account
- What if you want to make your Venmo account private, or friends-only?
 - (On other platforms, like Instagram, it's even harder)

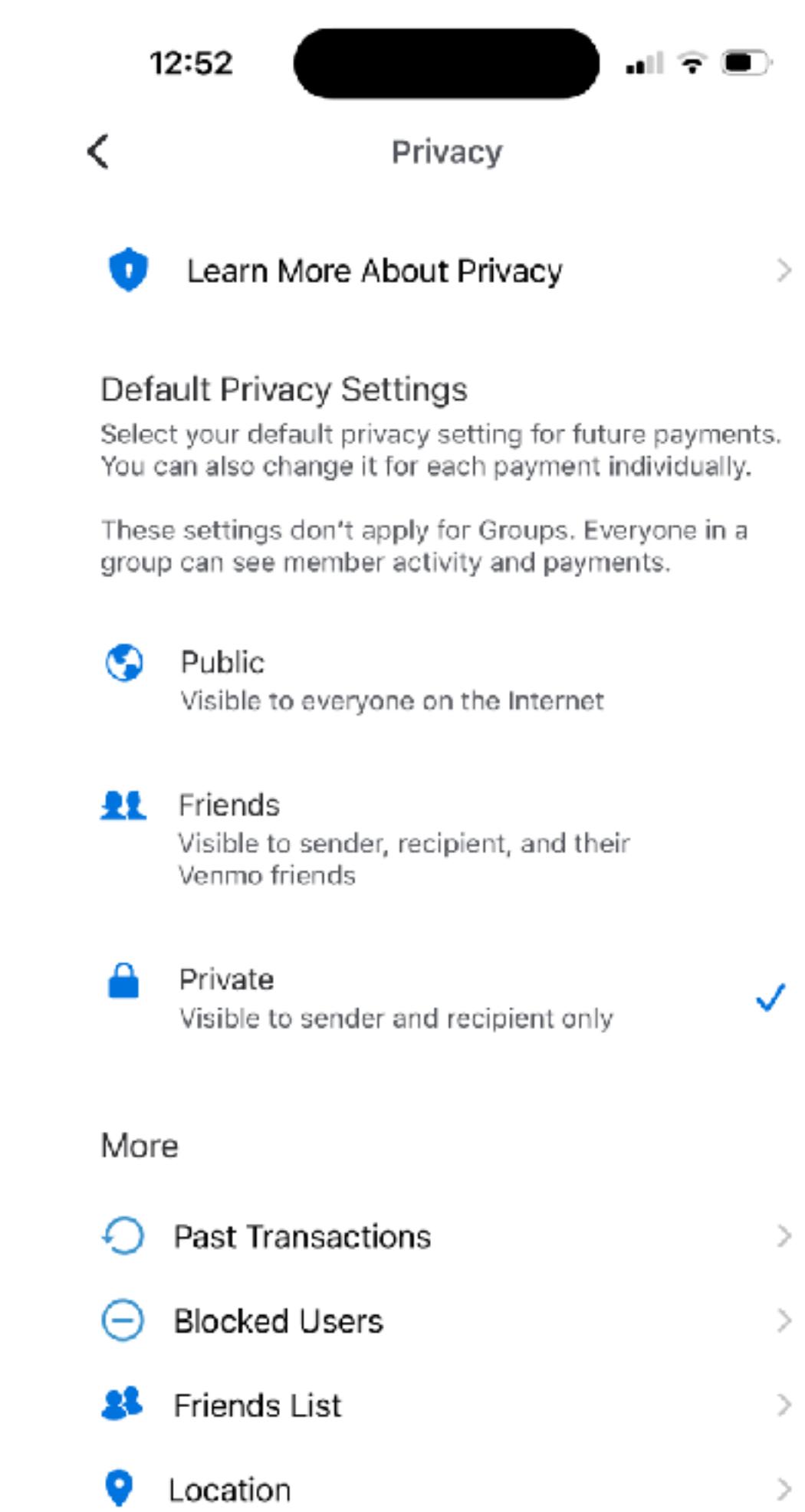
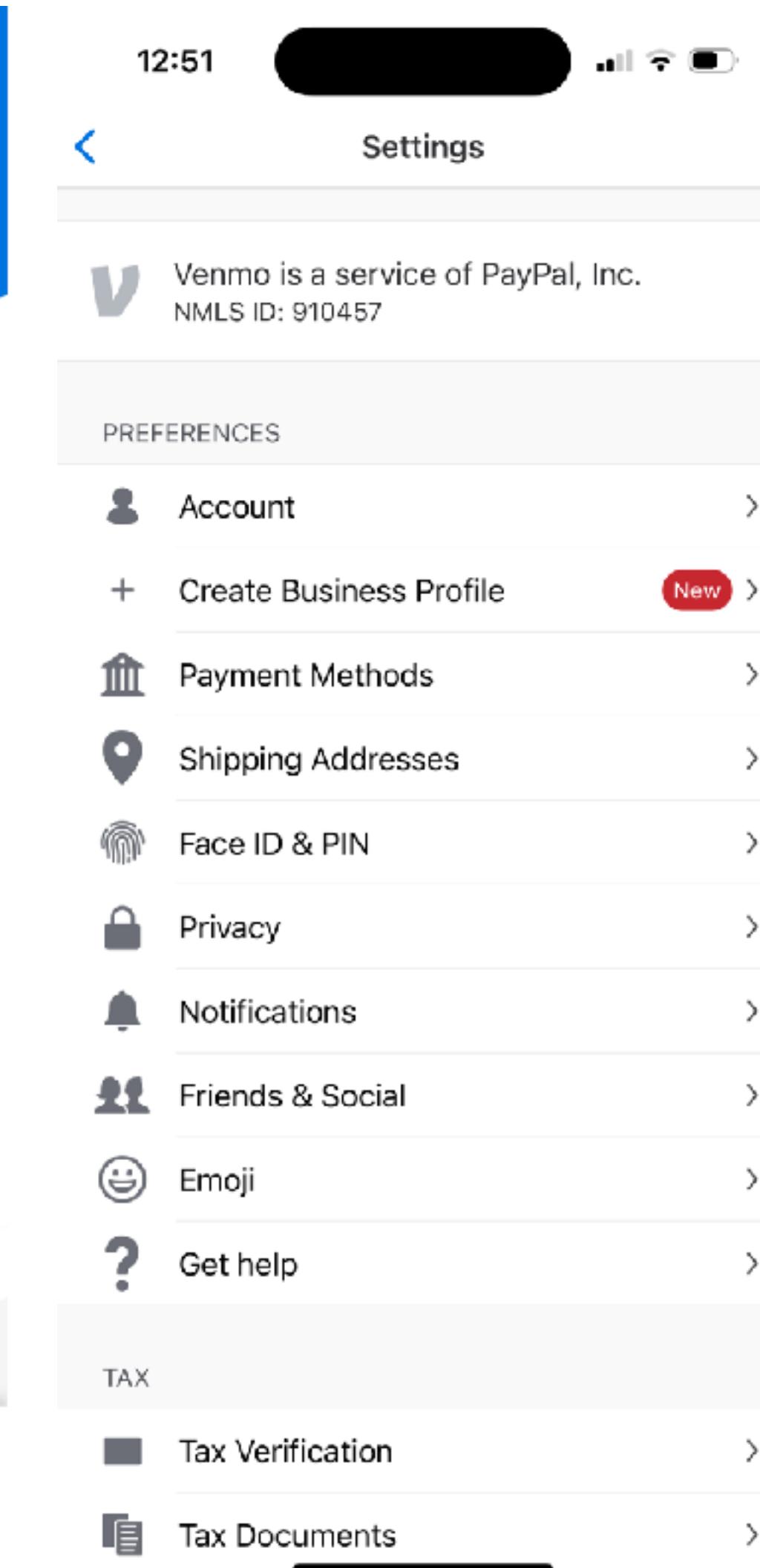
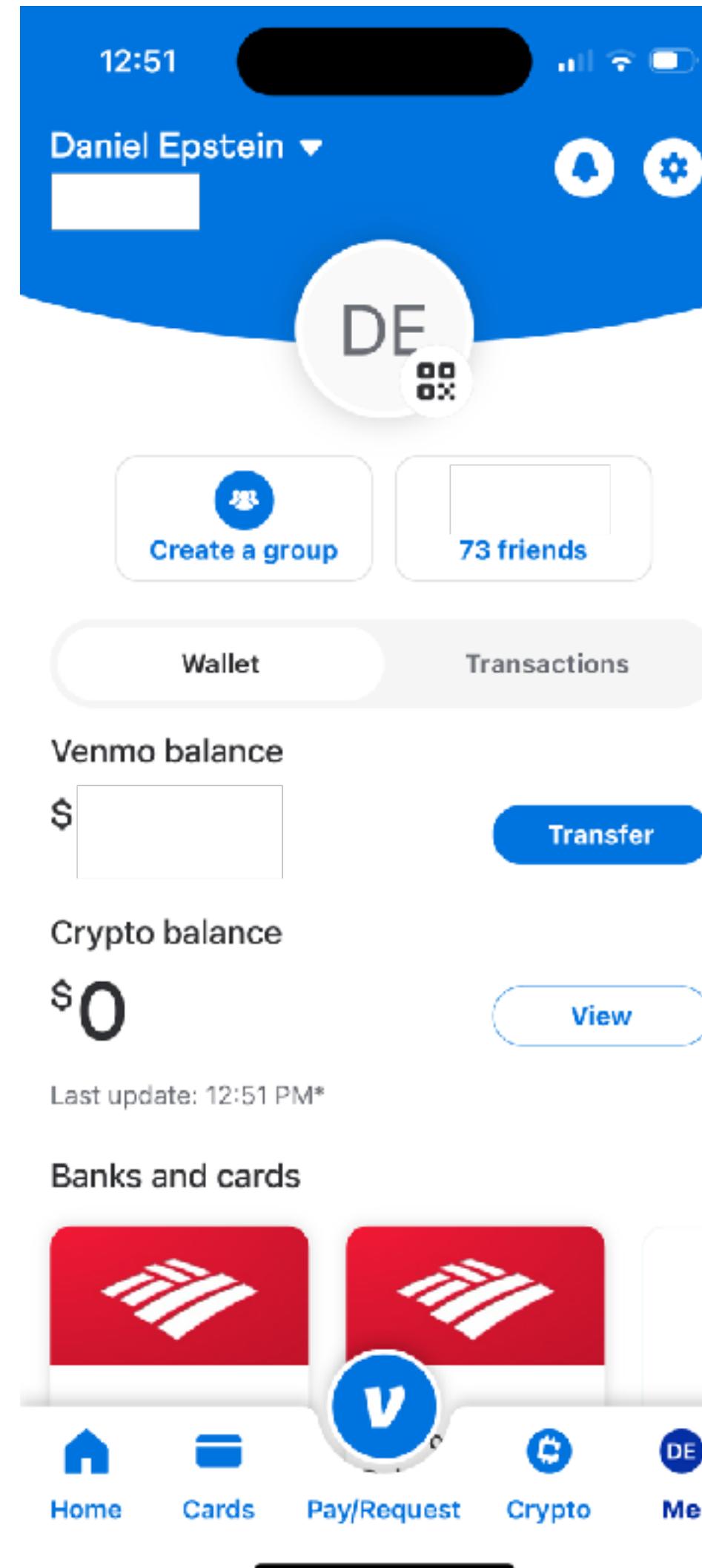
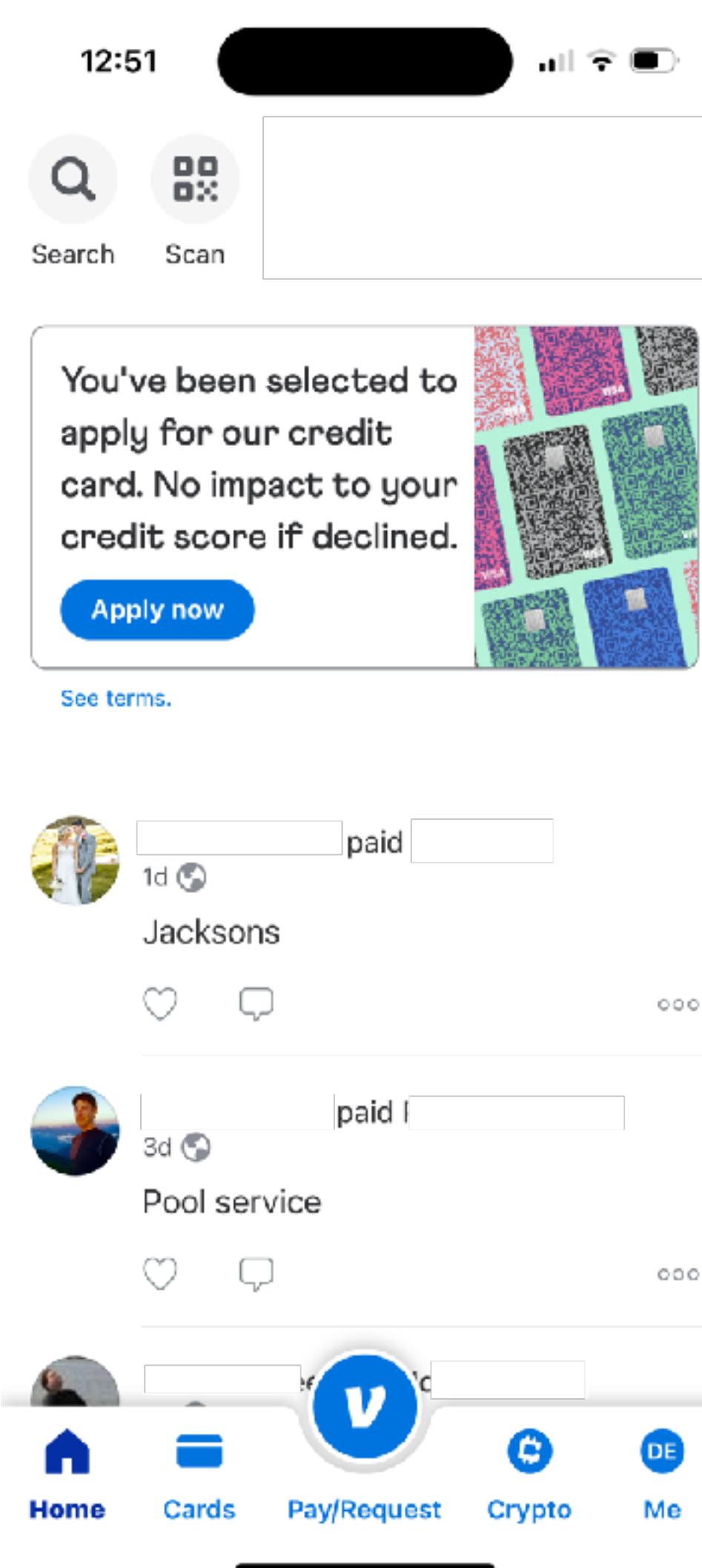
Did you know there is an app that makes it super easy to send money to your friends, your partner, your roommate or your drug dealer?

It is called **Venmo** and only available in the United States.

On Venmo, all transactions are **public by default** – anyone can see them, even if they don't use the app.



Defaults influence norms



<https://publicbydefault.fyi/>

Defaults influence norms

- Very few users change defaults
 - Only 19% of users changed the default public calendar setting in one study
- Think about the defaults you encounter in social computing systems
 - Who do you share with by default on Facebook?
 - What's the default sort order of posts?
 - What's the default skin color of emoji?

Mackay, W. E. (1991, March). Triggers and barriers to customizing software. In Proceedings of the SIGCHI conference on Human factors in computing systems (pp. 153-160).
Palen, L. (1999, May). Social, individual and technological issues for groupware calendar systems. In Proceedings of the SIGCHI conference on Human Factors in Computing Systems (pp. 17-24).

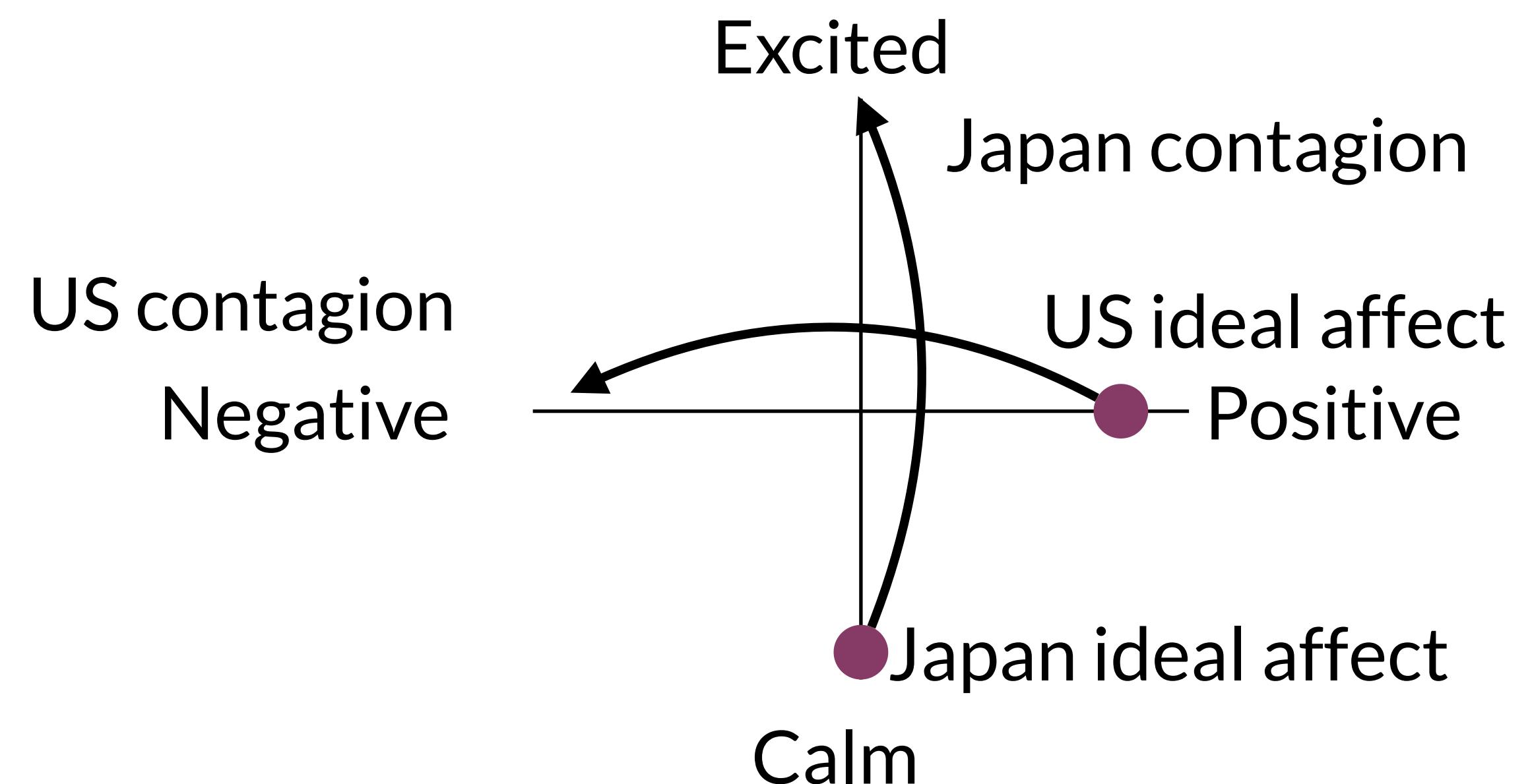
Identity influences norms

- Remember last time: some designs use real names, other designs use pseudonyms
 - Anonymity can create more trolling, antisocial behaviors
 - But, anonymity can foster stronger communal identity and more creativity
- Overall, anonymity increases conformity to social norms

Ren, Y., Kraut, R., Kiesler, S., & Resnick, P. (2012). Encouraging commitment in online communities. *Building successful online communities: Evidence-based social design*, 77-124.
Huang, G., & Li, K. (2016). The effect of anonymity on conformity to group norms in online contexts: A meta-analysis. *International journal of communication*, 10, 398-415.

Culture influences norms

- Local culture impacts norms. For example, we are most influenced by social media content *violating our local cultural values*

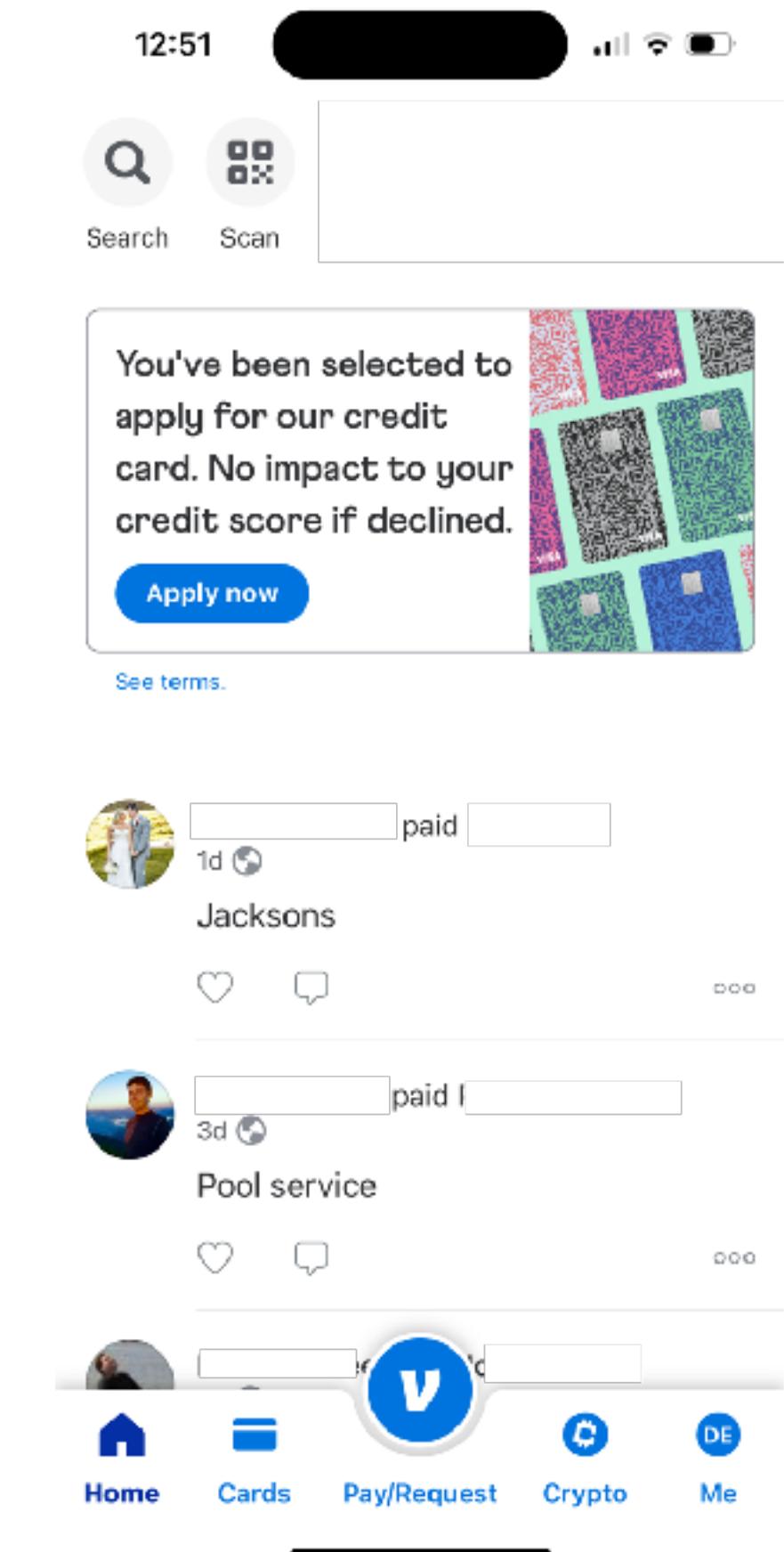


Hsu, T. W., Niiya, Y., Thelwall, M., Ko, M., Knutson, B., & Tsai, J. L. (2021). Social media users produce more affect that supports cultural values, but are more influenced by affect that violates cultural values. *Journal of Personality and Social Psychology*, 121(5), 969.

Discuss: What were the main takeaways of the Caraway et al. paper?

Norms and Venmo

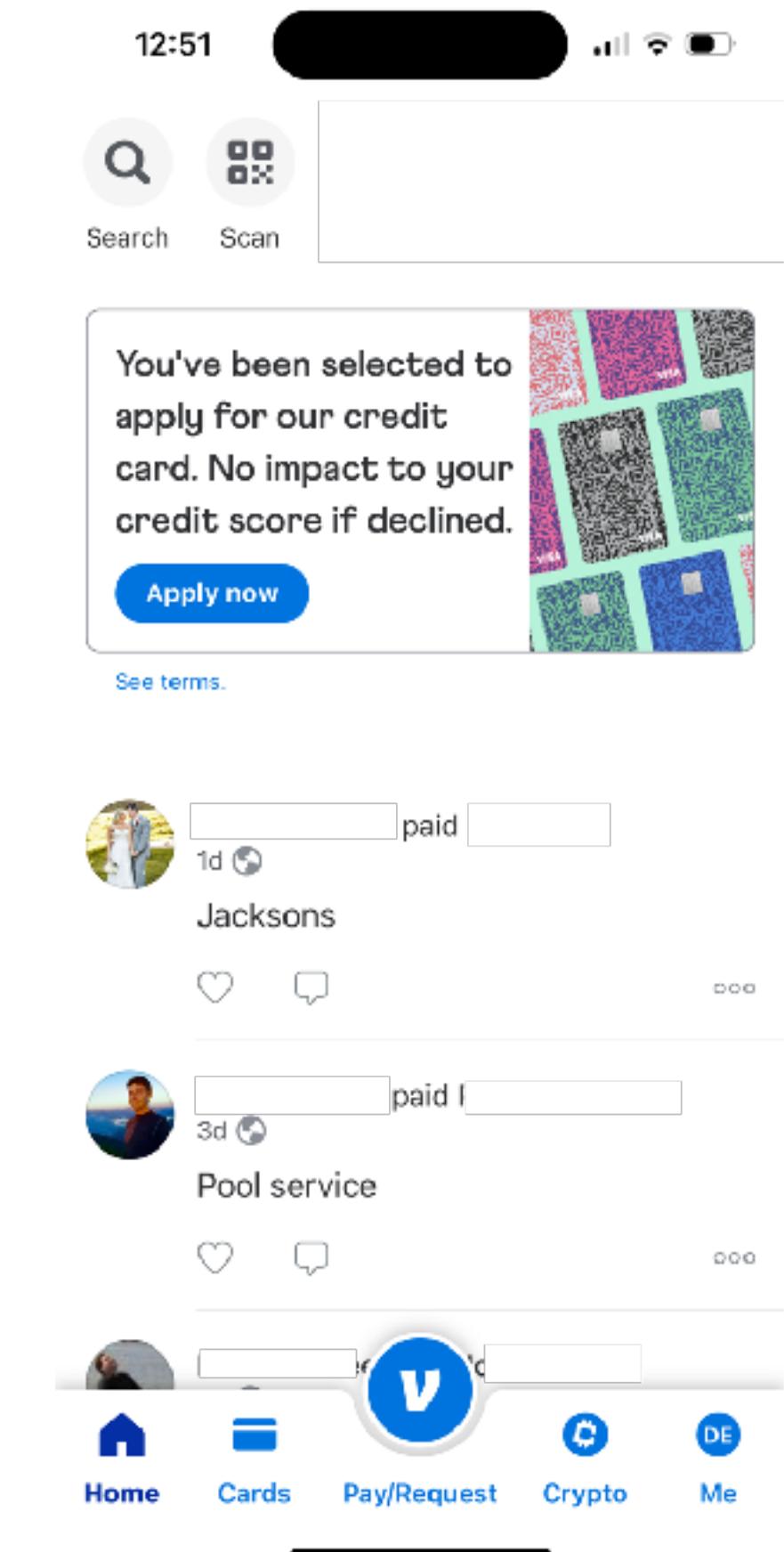
- Public transactions are awkward
 - We don't like to talk about money
- But, people learned playful behaviors from others
 - Payments can be less awkward if we include emoji
 - Or, if we make up other descriptions



Caraway, M., Epstein, D. A., & Munson, S. A. (2017). Friends don't need receipts: The curious case of social awareness streams in the mobile payment app Venmo. Proceedings of the ACM on Human-Computer Interaction, 1(CSCW), 1-17.

Norms and Venmo

- In short, the public feed lead people to learn the norms of the platform
- It also led to credibility: people could see others, including friends, making transactions on the platform, which may have motivated them to do the same



Caraway, M., Epstein, D. A., & Munson, S. A. (2017). Friends don't need receipts: The curious case of social awareness streams in the mobile payment app Venmo. Proceedings of the ACM on Human-Computer Interaction, 1(CSCW), 1-17.

Dangers

Once a norm is set, if the platform violates it, things get bad

- On a platform of user-created content, who is responsible for that content?
- When YouTube starts demonetizing videos (and doing so inaccurately), it breaks from a norm of free performance
- Result? Creators revolt.



https://youtube.fandom.com/wiki/YouTube_Adpocalypse

White flight

- At first, Facebook was only accessible to college students
- So, college-bound teens left MySpace for Facebook
- This became a form of “white flight”: white, higher-SES young people left one community to make an “elite” space in another

The image displays two screenshots side-by-side. On the left is a MySpace profile page for a user named 'Tom'. The profile includes a photo of a smiling man, basic demographic information (Male, 31 years old, Santa Monica, California, United States), and a last login date (9/22/2007). It also shows Tom's mood as 'productive' and links to his blog and videos. A section for contacting Tom includes options like 'Send Message', 'Forward to Friend', and 'Add to Favorites'. Below this is a 'MySpace URL' field containing the link <http://www.myspace.com/tom>. A note at the bottom of the profile page informs users about JavaScript and Flash Player requirements. On the right is a screenshot of the Facebook login interface. It features the classic blue 'facebook' logo at the top, followed by fields for 'Email address or phone number' and 'Password', and a large blue 'Log in' button. Below these are links for 'Forgotten account?' and 'Create new account'.

boyd, d. (2013). White flight in networked publics?: How race and class shaped American teen engagement with Myspace and Facebook. In Race after the Internet (pp. 203-222). Routledge.

Norms, taste, and status

- Your aesthetic choices delineate your status in society
 - The music you like
 - The clothes you wear
 - The food you enjoy
- So, what happens when people gravitate toward particular social computing systems with particular norms or designs?
- We need to design norms, but those norms then become exclusionary. What do we do?

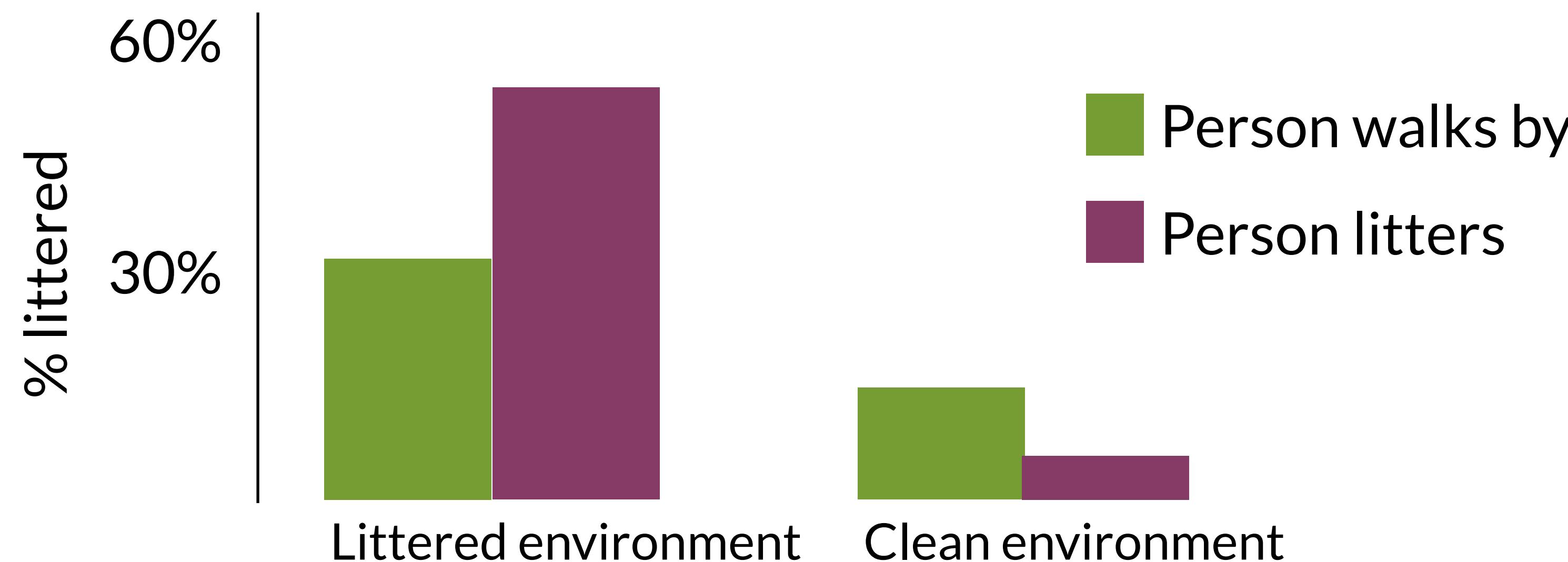
So why did people leave MySpace for FB? Social status. Having access to FB was a sign of being highly-educated, and thus having status. But, the platform's practice of only allowing college students was exclusionary. While we do need design norms into our platforms, those norms can then become exclusionary.

Unintended consequences

- Facebook's design to connect people instead resulted in separation
- This reversal is not unique to Facebook, we've already seen examples
 - Twitter crowdsourced disinformation identification in 2021, but initially it was heavily used by political groups to flag their opponents' tweets
 - Facebook opened up its API to great fanfare...but then Cambridge Analytica happened
 - Twitter empowers end user news via the Arab Spring...but this leads to a rise in fake news

Utilizing injunctive norms

- Possible injunctive norm: we want to support inclusion. We will act in favor of those who do, and against those who don't
- Making then injunctive norm salient had the opposite, and desired effect!



Cialdini, R. B., Kallgren, C. A., & Reno, R. R. (1991). A focus theory of normative conduct: A theoretical refinement and reevaluation of the role of norms in human behavior. In Advances in experimental social psychology (Vol. 24, pp. 201-234). Academic Press.

Summary

- We take cues about how to behave from what's around us
 - From signals in how the environment is designed, as well as from how our peers act in those environments
- We quickly learn these descriptive and injunctive norms
- So we need to think about the environments we design (the defaults, the identity we promote) and how people are acting on it (the behaviors that are visible)
 - With these, we can help highlight the things the community wants to be true about itself, to help them make it true

Meme ratings!!!!

<https://bit.ly/inf153-meme-rating>

Meme ratings

- Please enter your UCInetID on the first page
- Please use a larger screen (e.g., laptop) to do the ratings
- Please try to do the ratings in one sitting, and only do it once. It should take 15-30 minutes
- Meme assignment is random, try to rate fairly
- You are rating memes based on which one you *like more*
- This is required, not completing it will induce a 10% penalty
- Do it by **11:59pm this Friday (April 26)**!

Today's goals

By the end of today, you should be able to...

- Explain how norms form on social computing systems
- Describe why norms have the effects they do on the people who use it
- Enact design to help promote pro-social norms that online communities often aspire to have

IN4MATX 153: CSCW

**Class 7:
Community Norms**

Professor Daniel Epstein
TA Dennis Wang
Reader Weijie Du