

Social Computing Capstone

Day 2: Landscape of Social Computing Systems

CSE 481p | Spring 2023

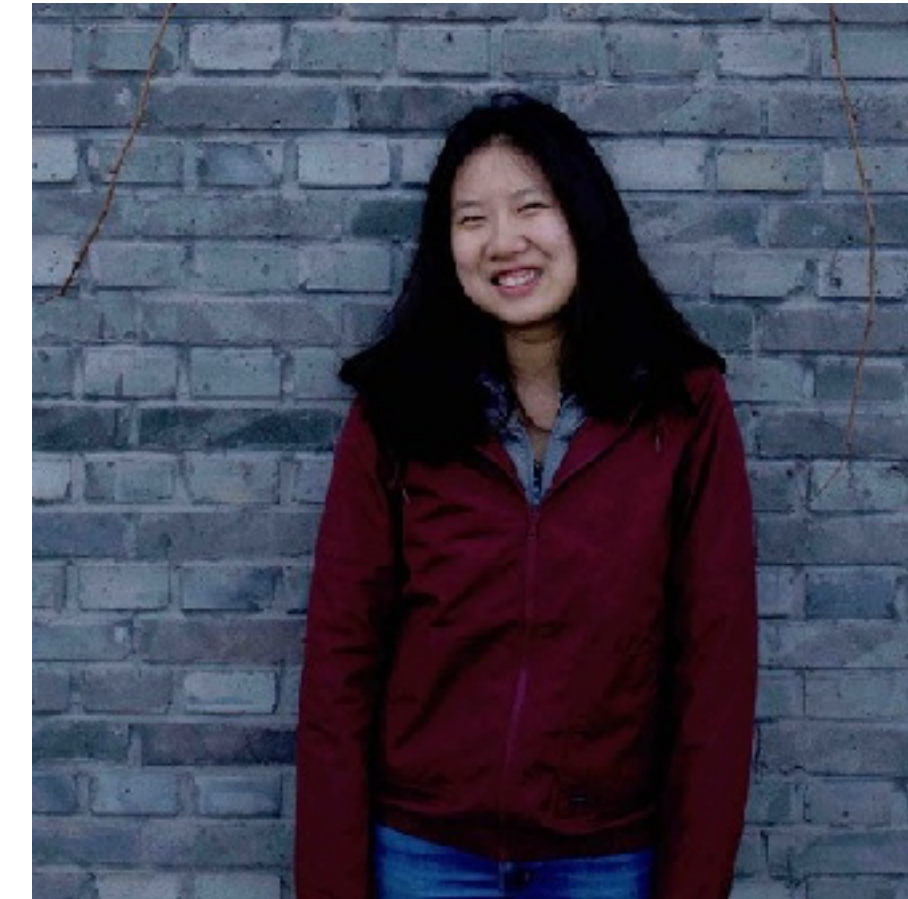
Ruotong Wang

PhD Student | Social Futures Lab

University of Washington, Allen School of Computer Science & Engineering

Ruotong Wang (she/her)

- I grew up in Beijing, China and went to college in Minnesota, where I studied Math and Sociology. And now, I am a 3rd-year PhD student here.
- I enjoy reading, cooking and walking around the city.
- I started hosting a podcast with my friends during the pandemic.



Schedule for today's class

- Lecture: Landscape of social computing systems (30 min)
- Go around and everyone pitches project ideas (everyone 1 min) (30 min)
- Group formation and group discussion and planning time (20 min)

Social Computing Systems

work, collaboration, production,
productivity

social support, leisure, fun,
interpersonal communication



Social Computing Systems

work, collaboration, production,
productivity

social support, leisure, fun,
interpersonal communication



Venmo
Github
ebay
AirBnB
Google
Amazon
Google Calendar
Google Sheets
Uber
Figma



blockchain

Youtube
Instagram
Twitter
Twitch
TikTok
WeChat
WhatsApp
Minecraft
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Tinder

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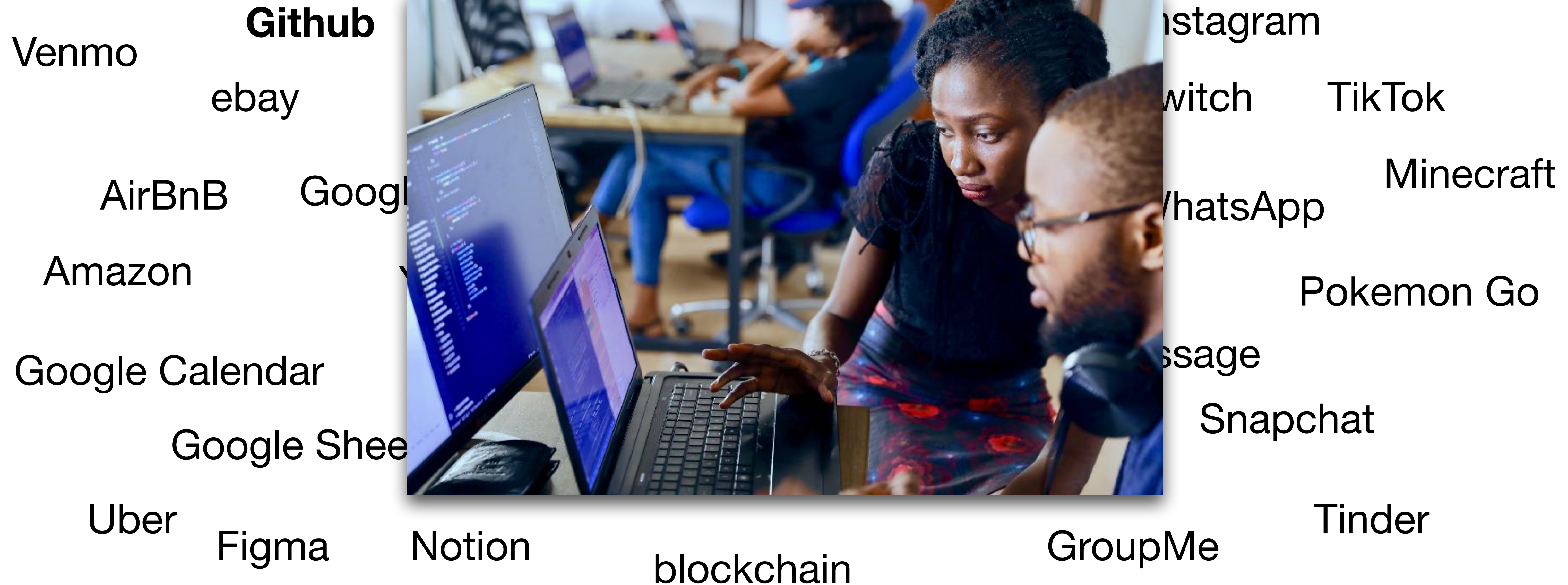
GroupMe

Tinder

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Left side labels (work, collaboration, production, productivity):

- Venmo
- AirBnB
- Amazon
- Google Cal
- Go
- Uber
- Figma
- Notion
- blockchain

Right side labels (social support, leisure, fun, interpersonal communication):

- Instagram
- Twitter
- Twitch
- TikTok
- WhatsApp
- Minecraft
- Pokemon Go
- iMessage
- Snapchat
- GroupMe
- Tinder

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WoW

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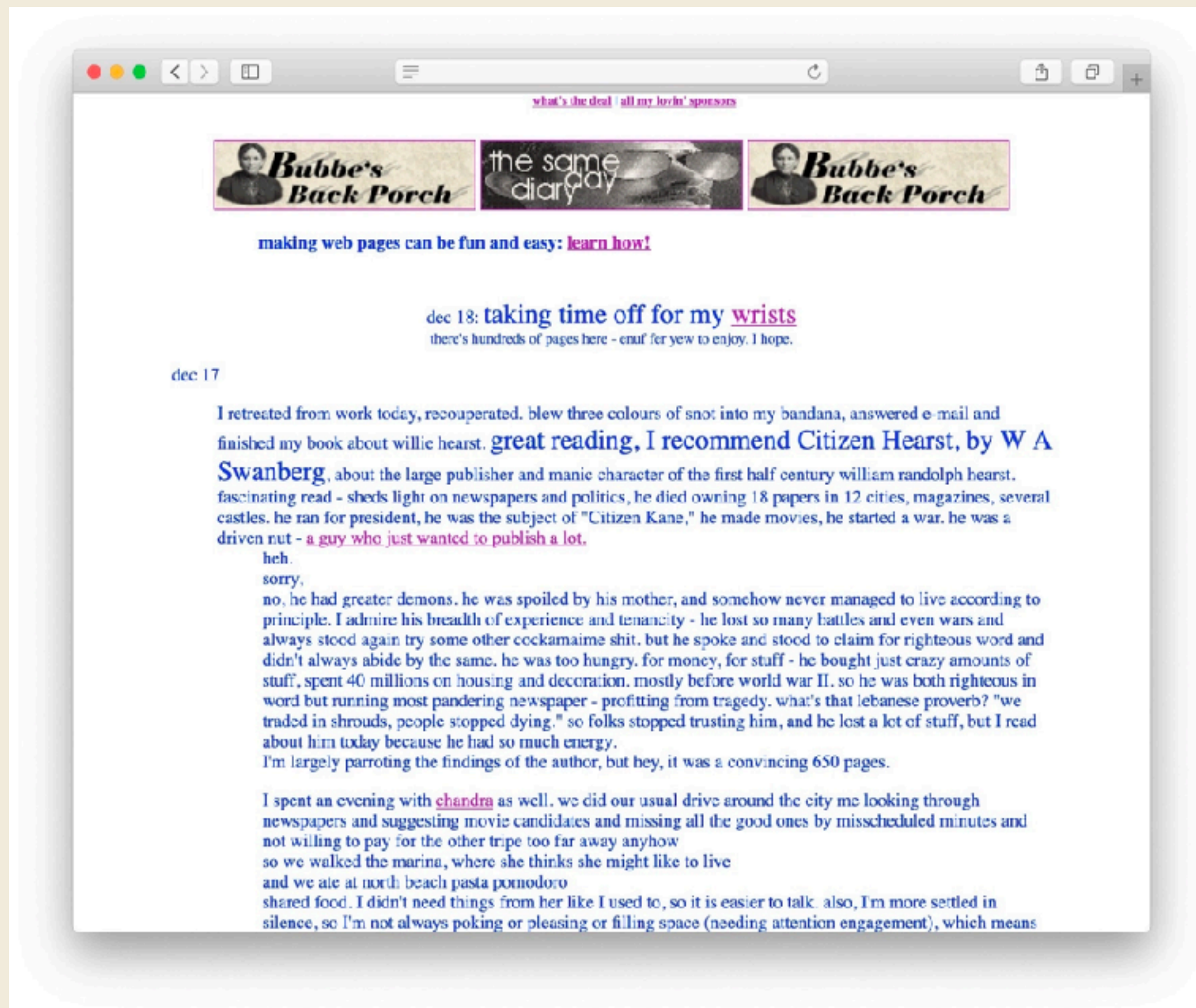
Social networks

Self-hosted website blogs (weblogs) => hosted blogs + blogroll => friend/
follow graph => uniform layout => The Feed => The Algorithmic Feed

~1994

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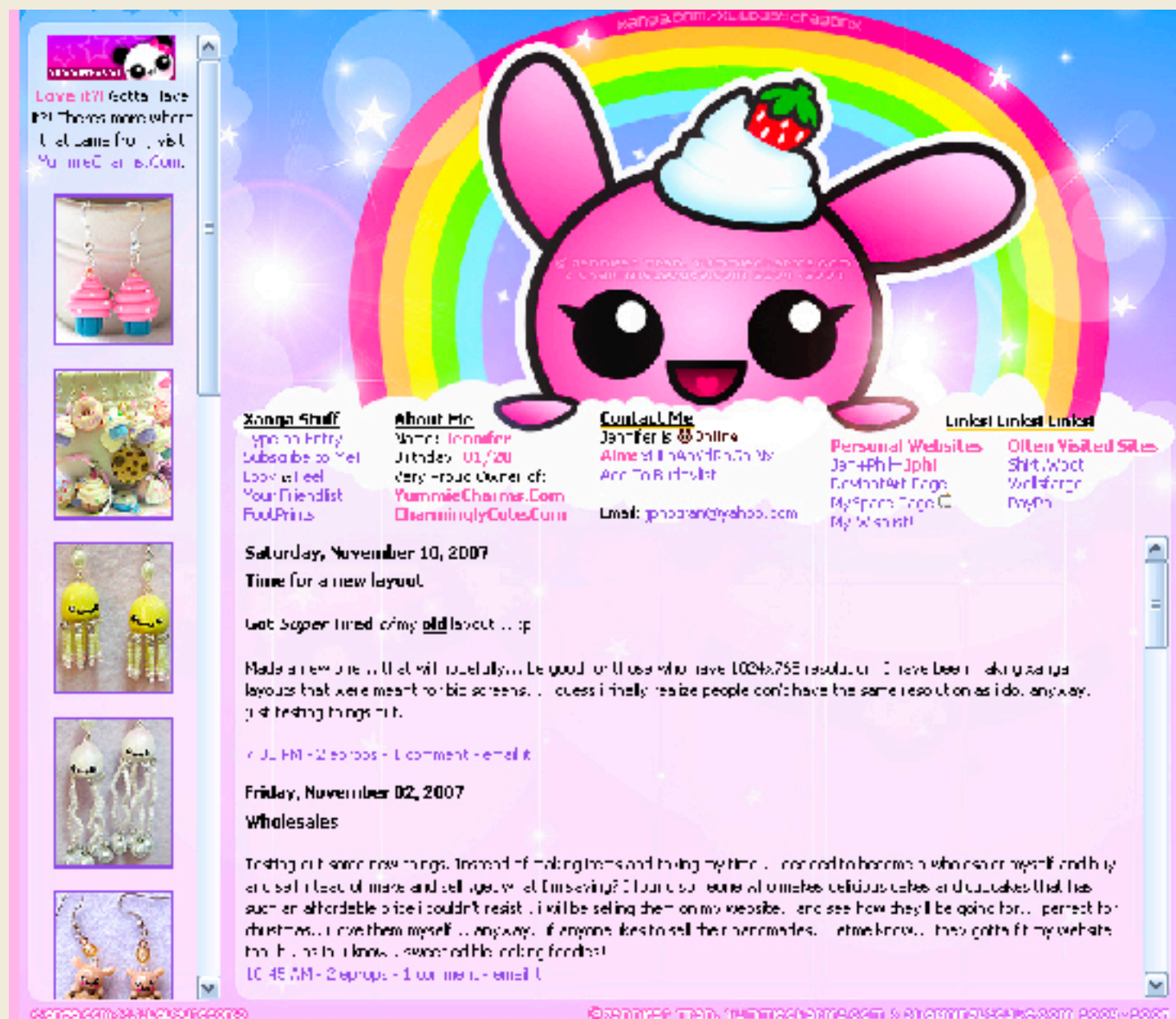
(self-hosted) Wordpress

Other software libraries to help with self-hosting content

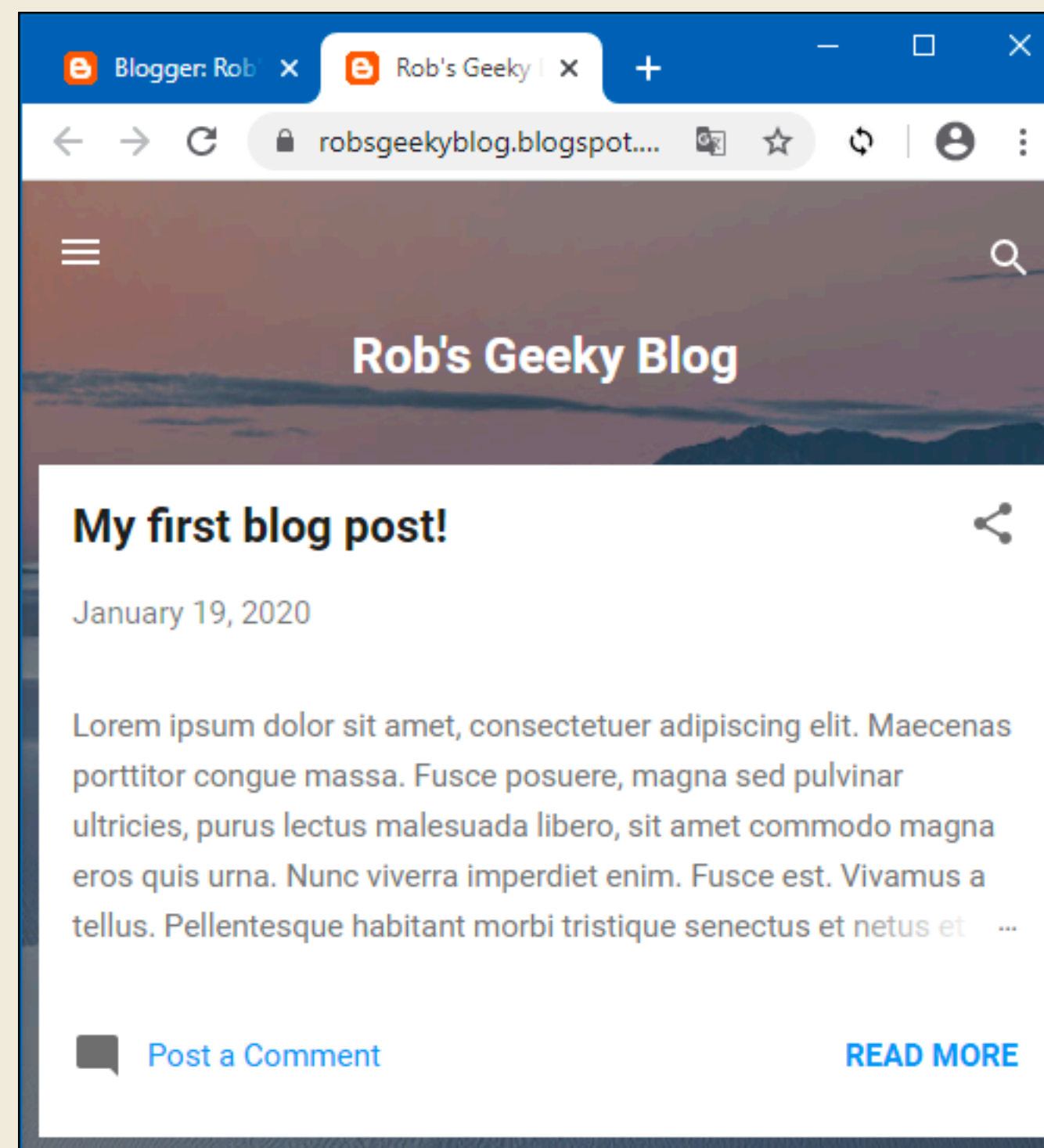
~1999

Social networks

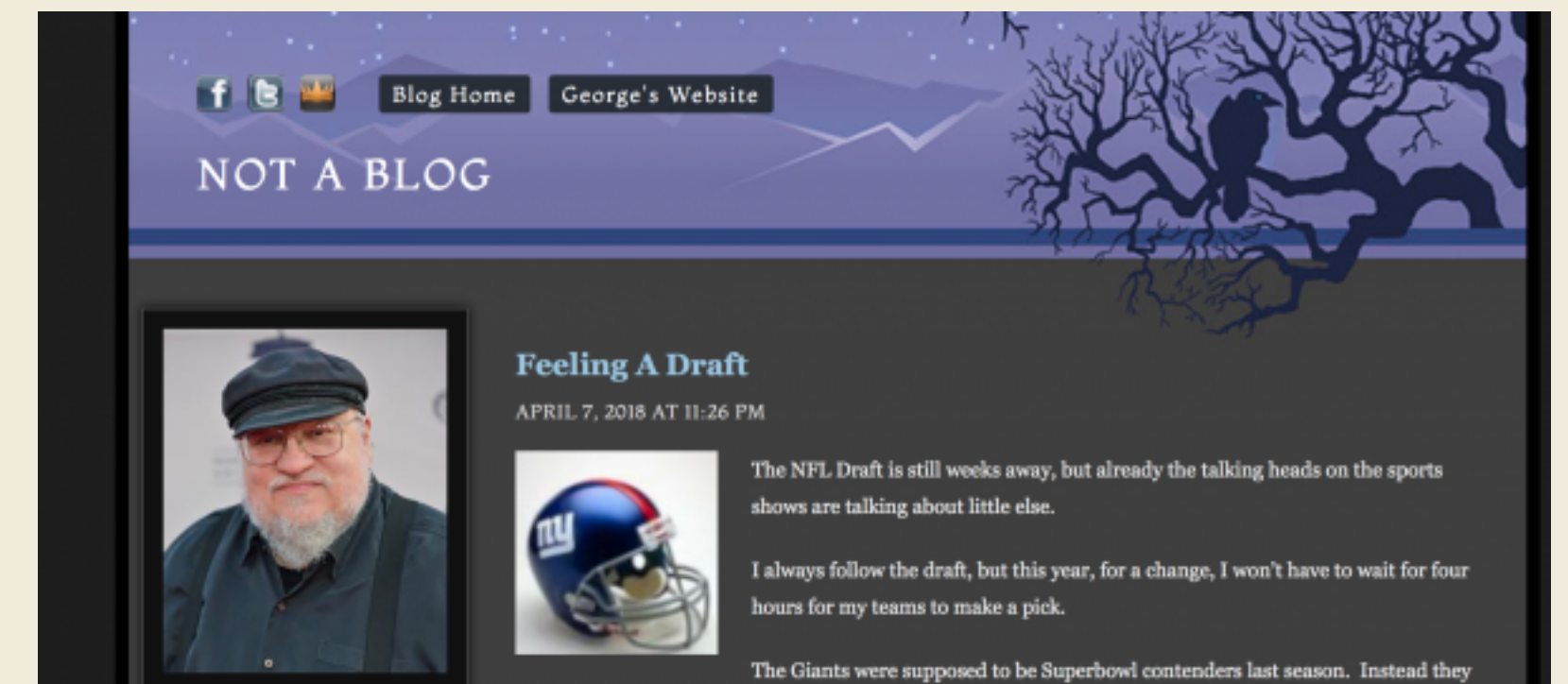
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Xanga



Blogger



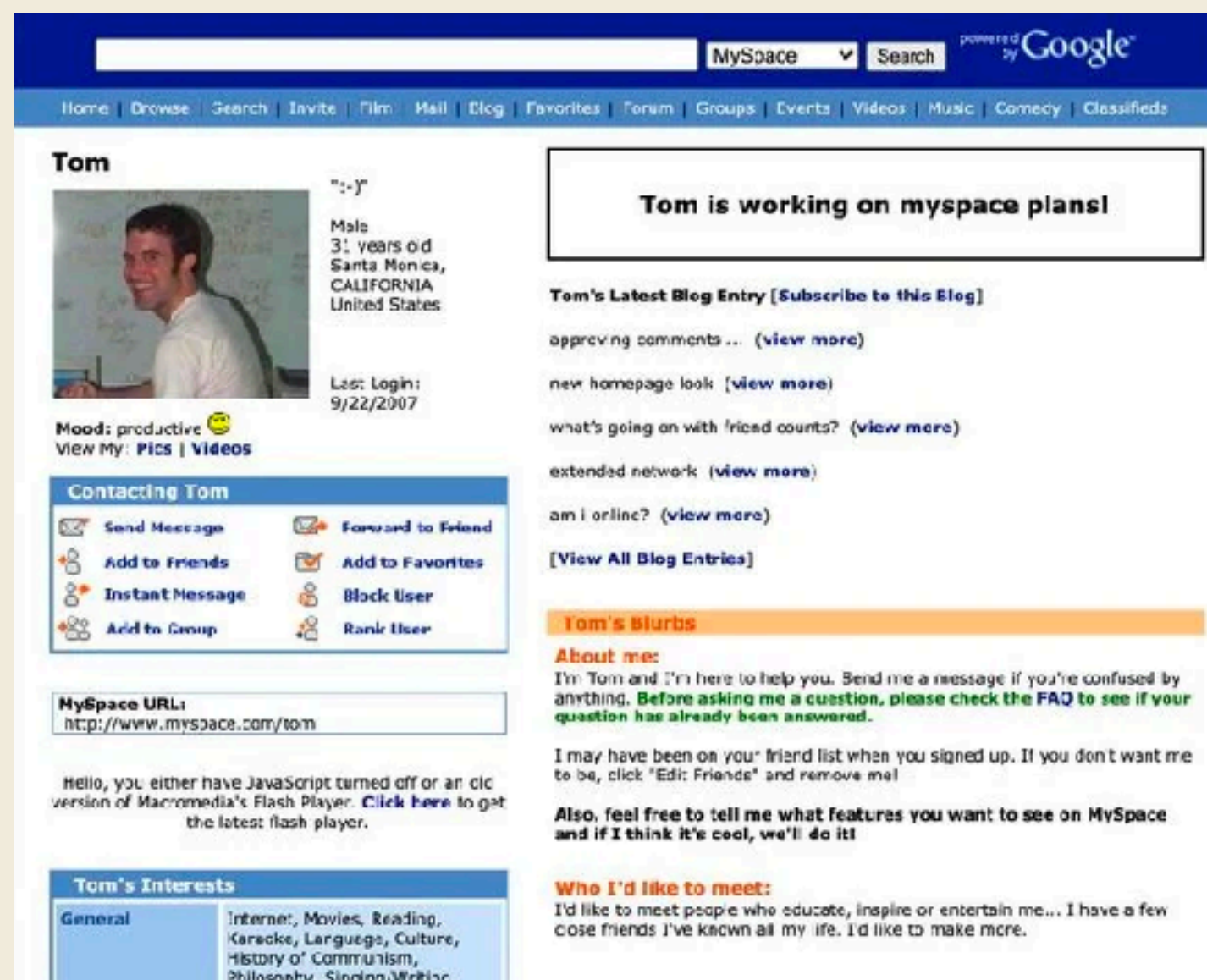
LiveJournal

wordpress.com

~2003

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Myspace

~2004

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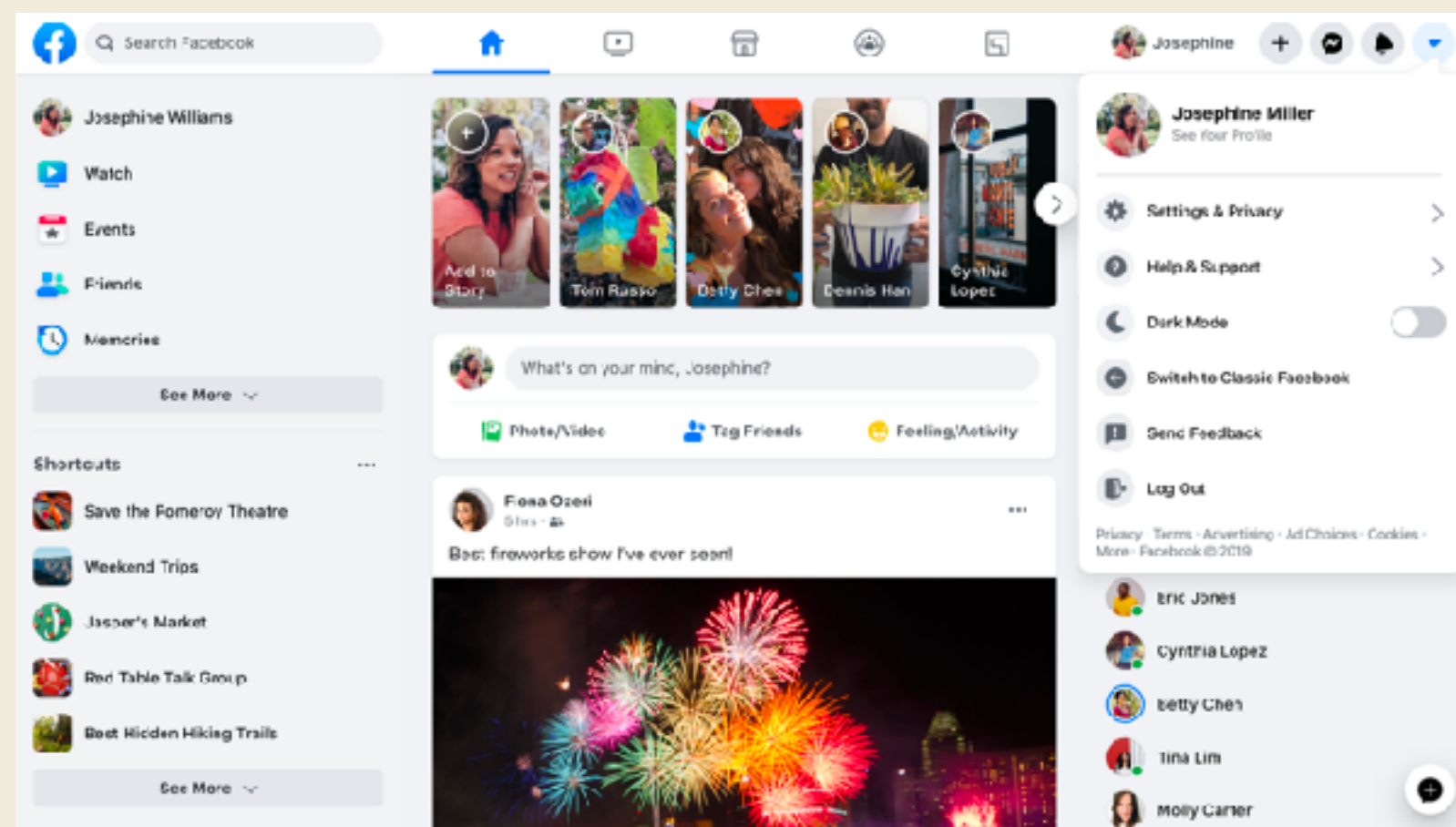


Facebook

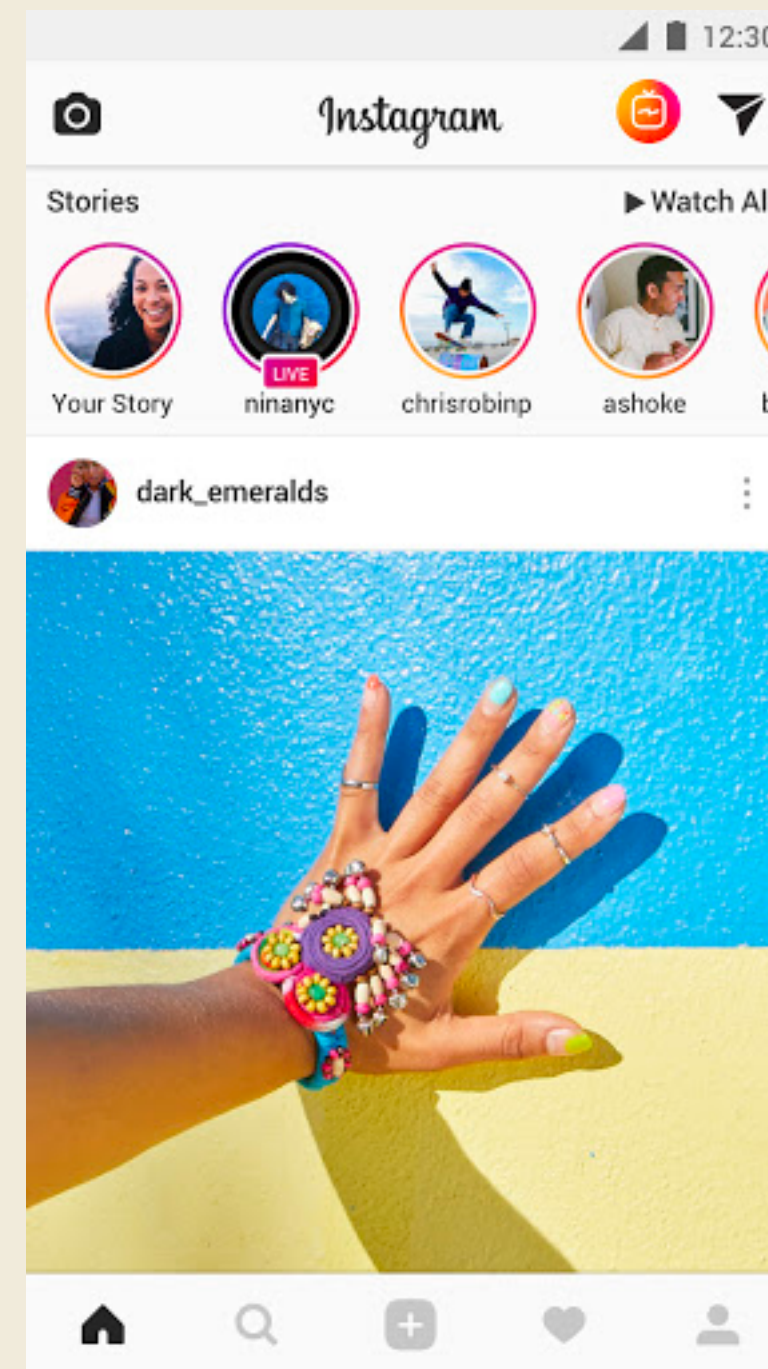
~2006

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Facebook



Instagram

The algorithmic feed has “won” (so far). Why is that? What do we get from feeds? What do we lose from them? Is our social media future always going to involve feeds the way they are? How might they change?

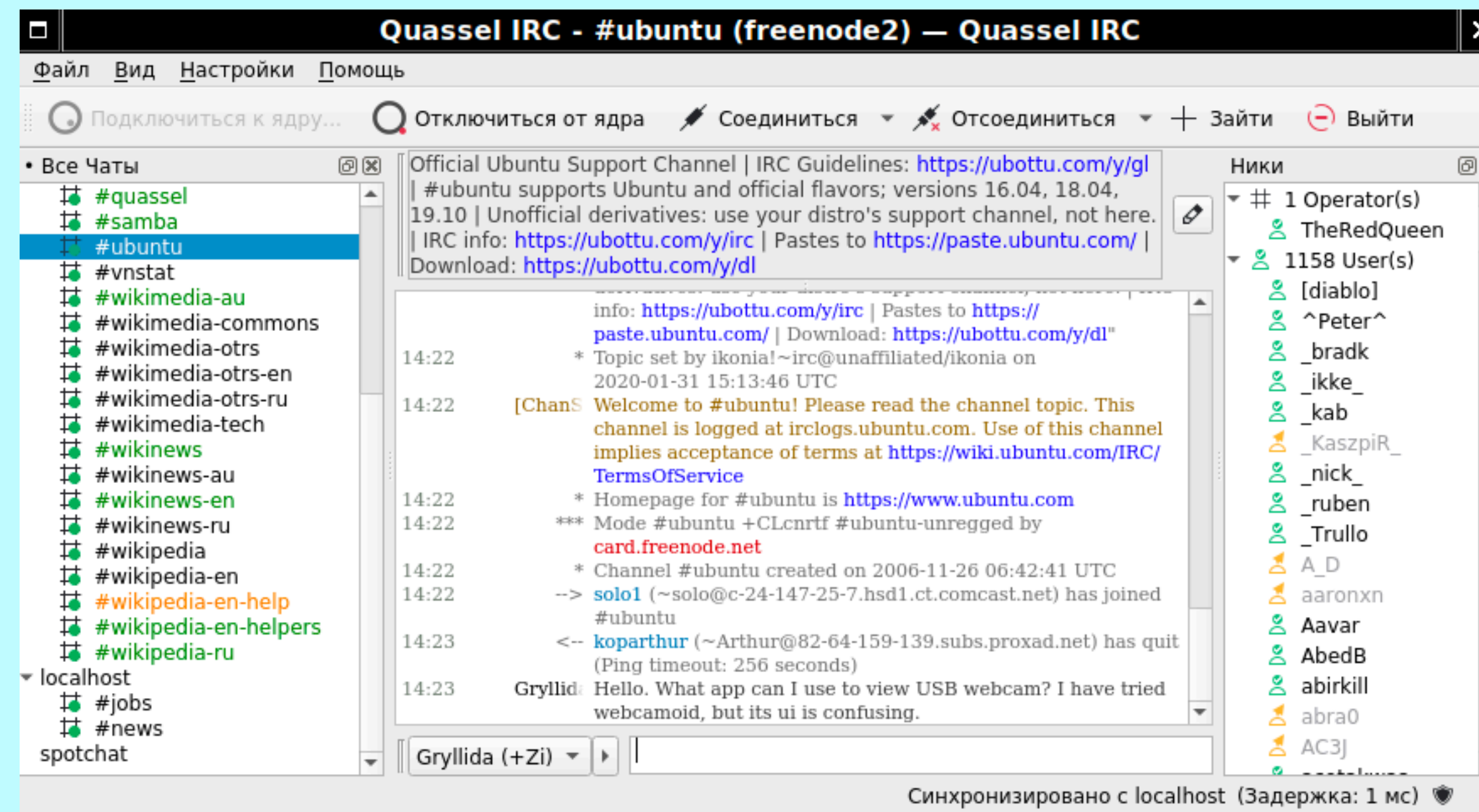
Chat rooms

Protocols (IRC, SMS) and clients => Centralized chat (AIM) => Encrypted chat (WhatsApp, Telegram)
=> everyone made a chat app (FB Messenger, iMessage) => Enterprise chat (Hipchat, Slack, Teams) =>
Voice and video integration (Discord, Clubhouse)

~1988

Chat rooms

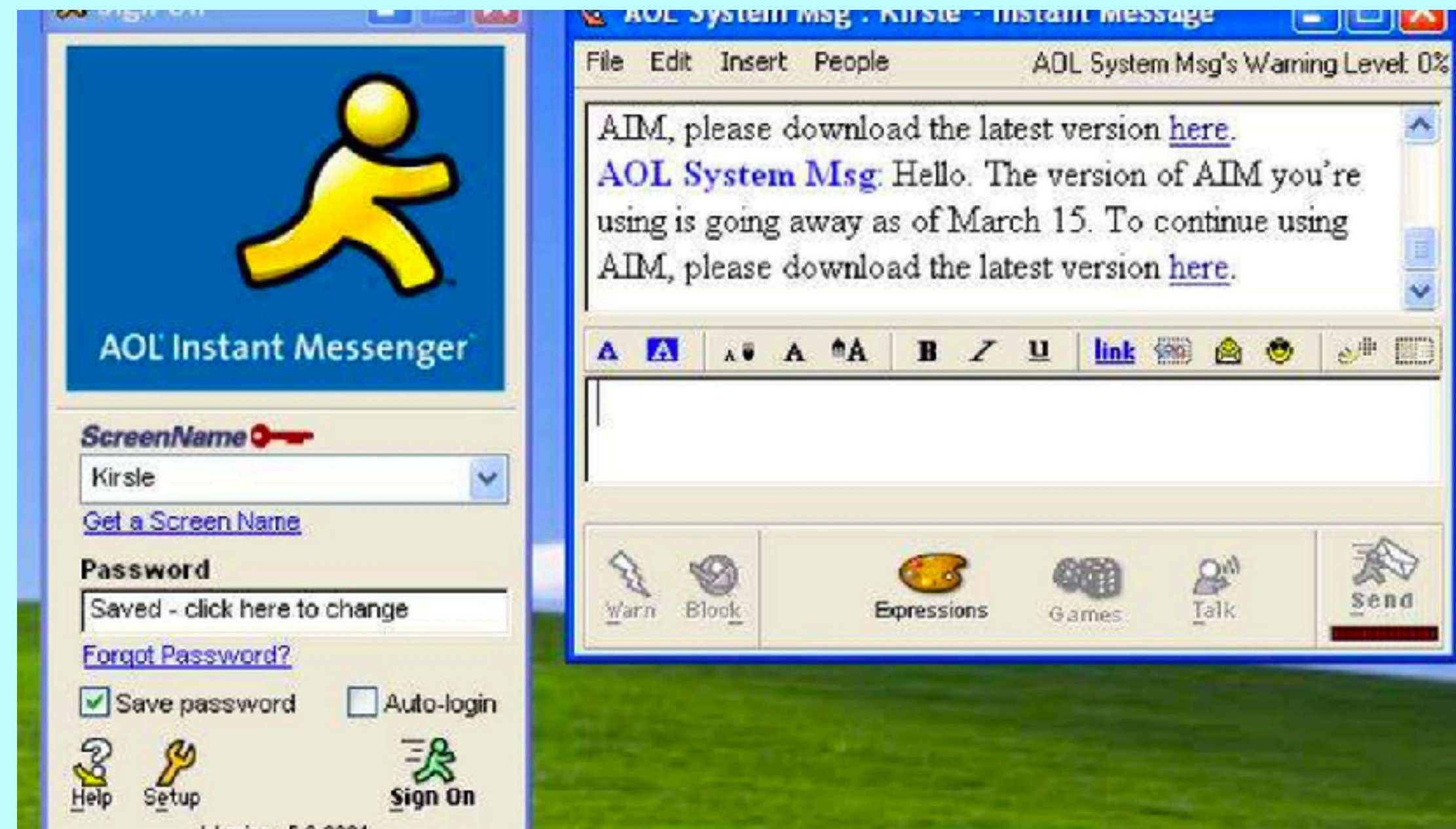
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~1997

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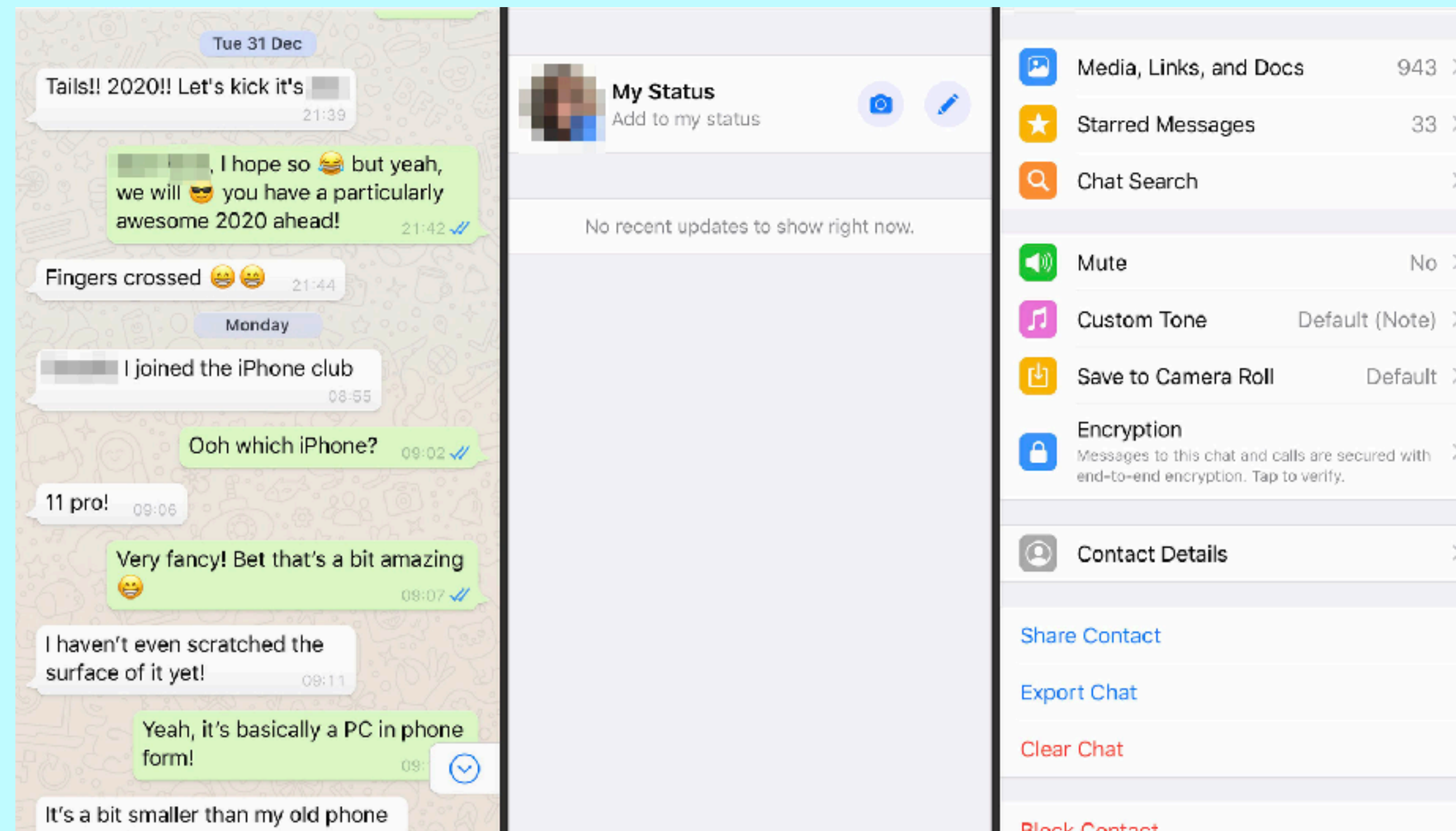
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~2009

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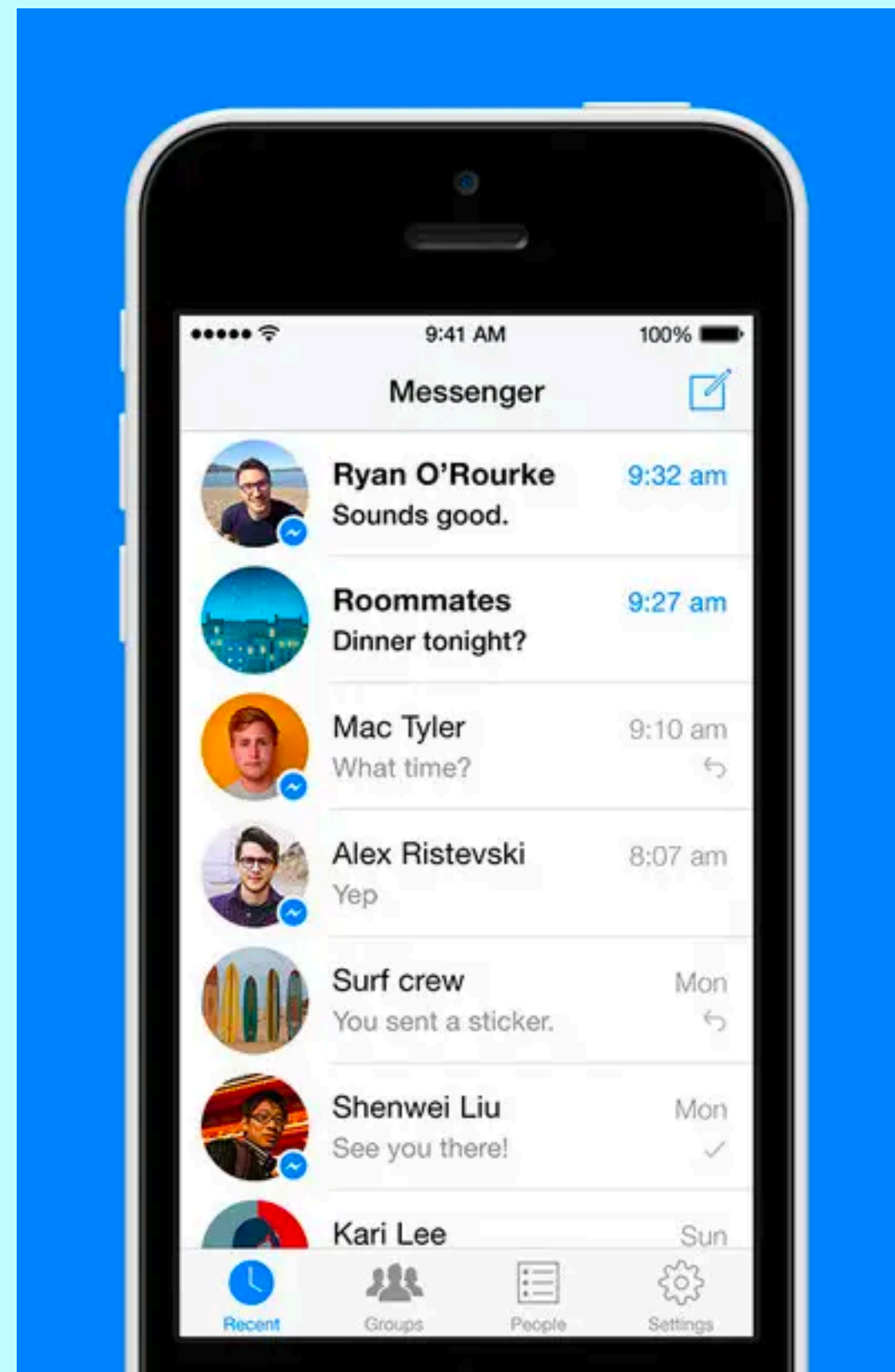
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~2011

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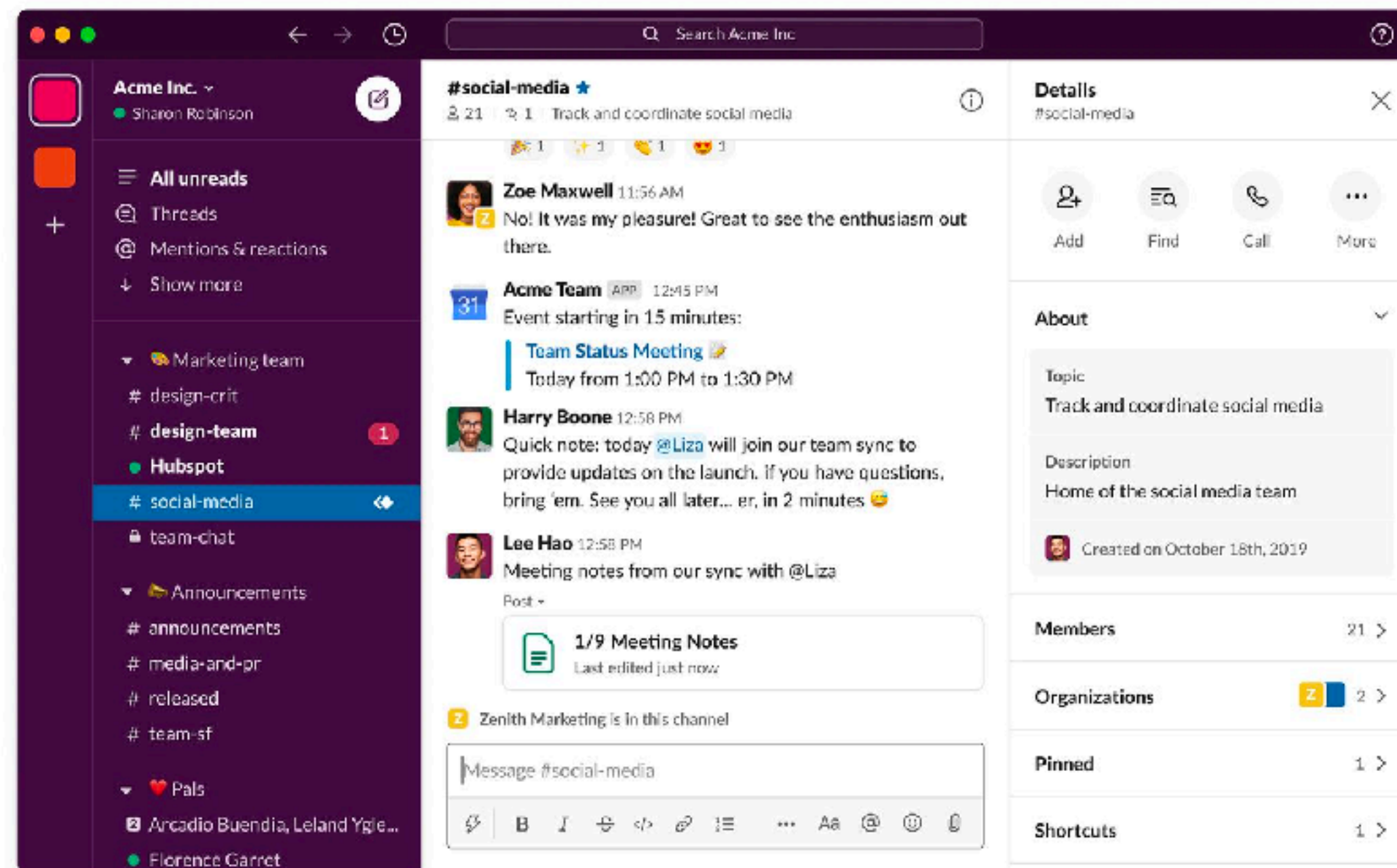
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~2013

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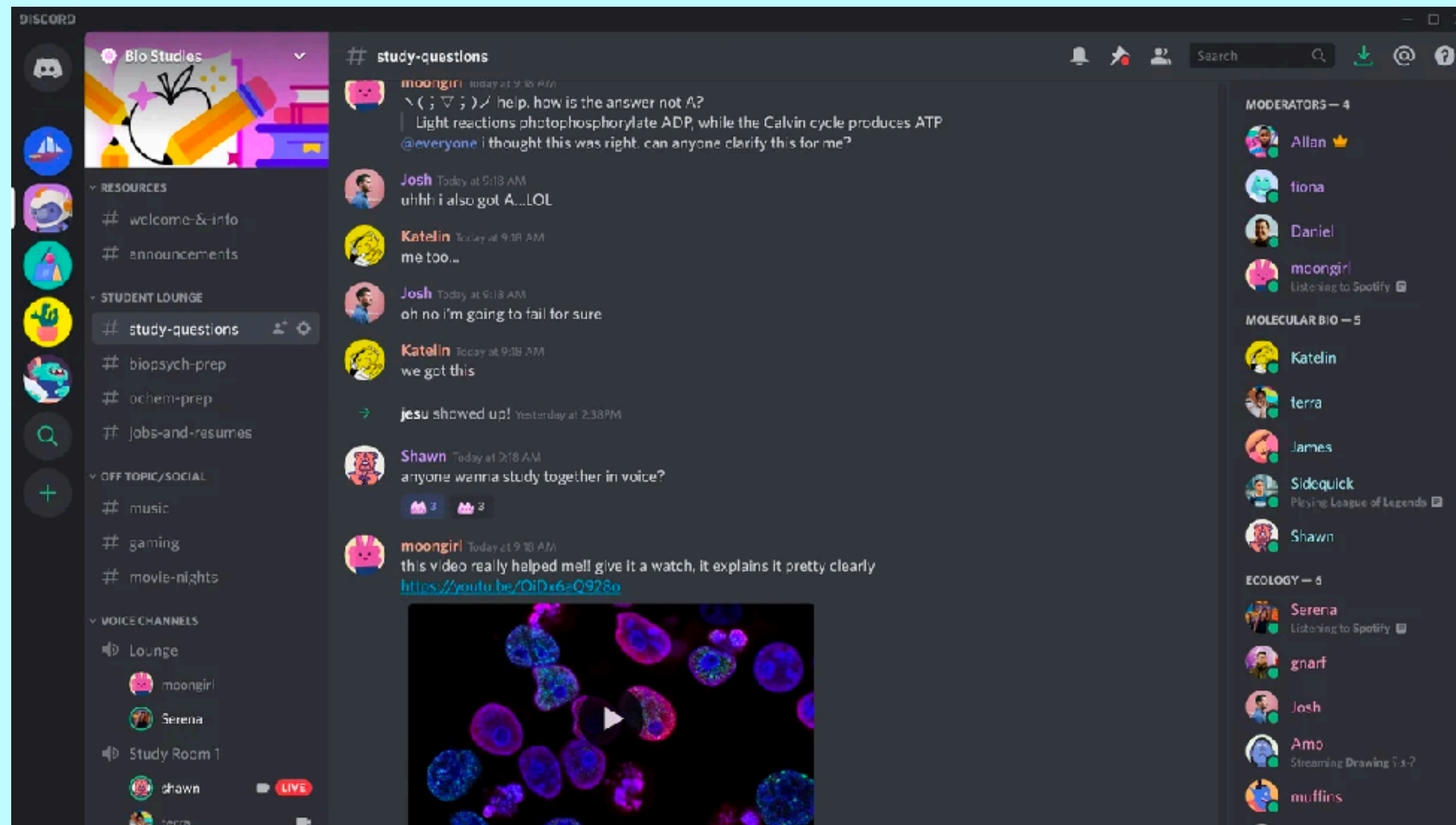
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~2015

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What are the major differences between social networks and chat rooms? Which one is better for which kinds of social activity?

- the idea of “rooms” (topic-centric) vs “profile pages” (person-centric)
- everyone sees the same thing (no personalized feeds)

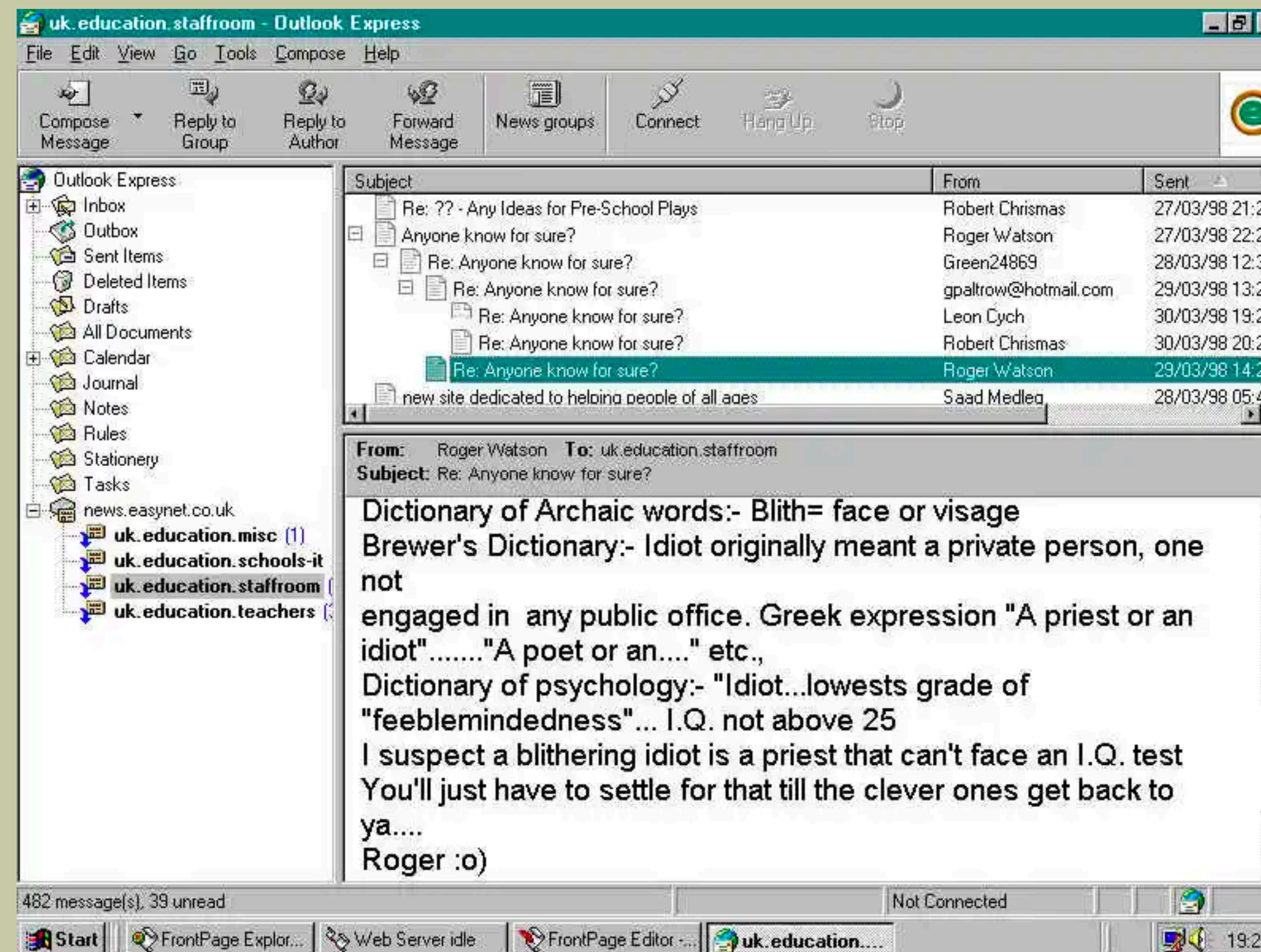
Forums

Bulletin board systems (Usenet, BBS) => hosted web forums (Digg, Slashdot, 4chan, Hackernews), self-hosted web forums (phpBB, vBulletin, Discourse) => community voting + feed (Reddit, Facebook Groups)

~1980

Forums

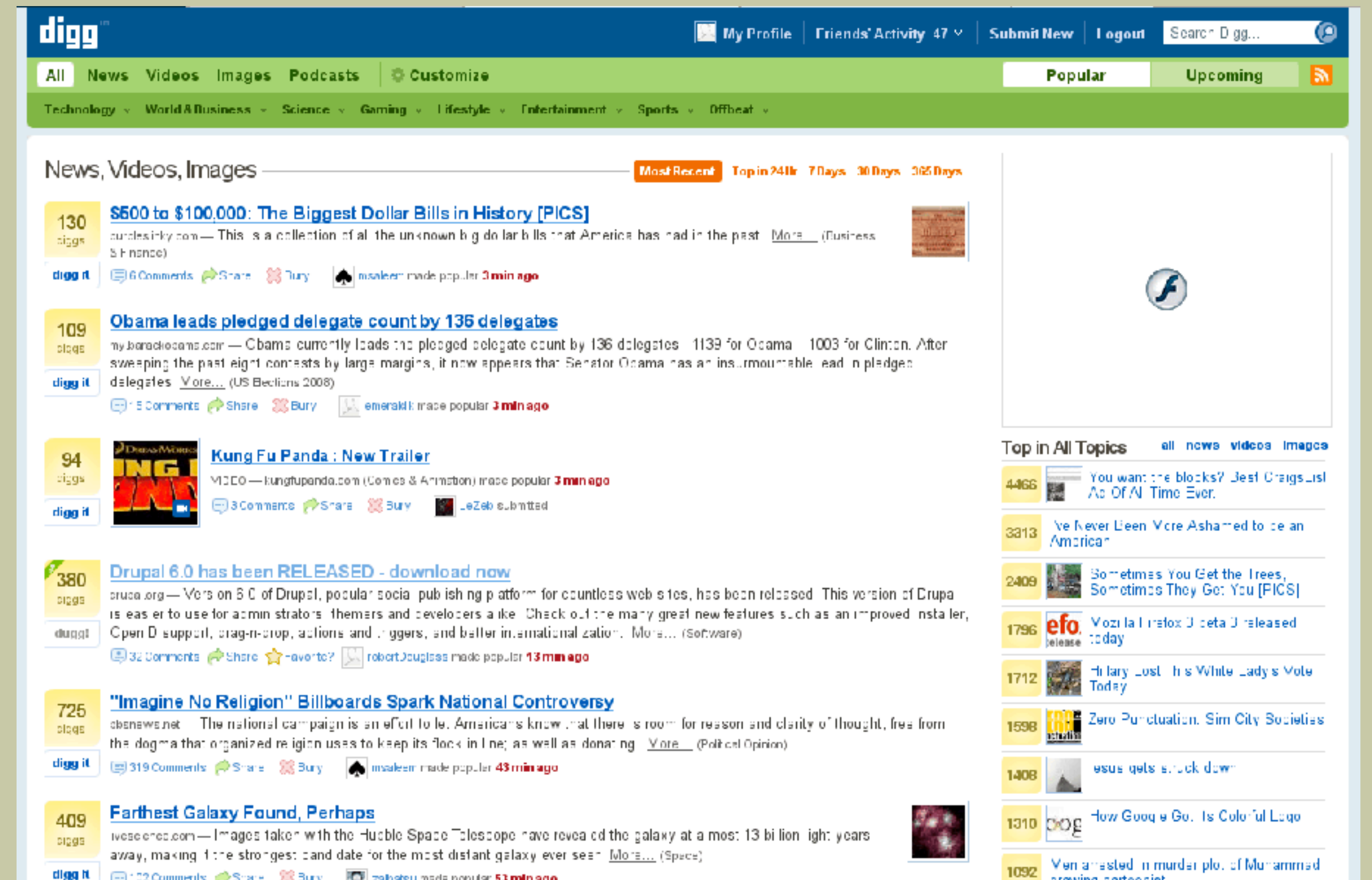
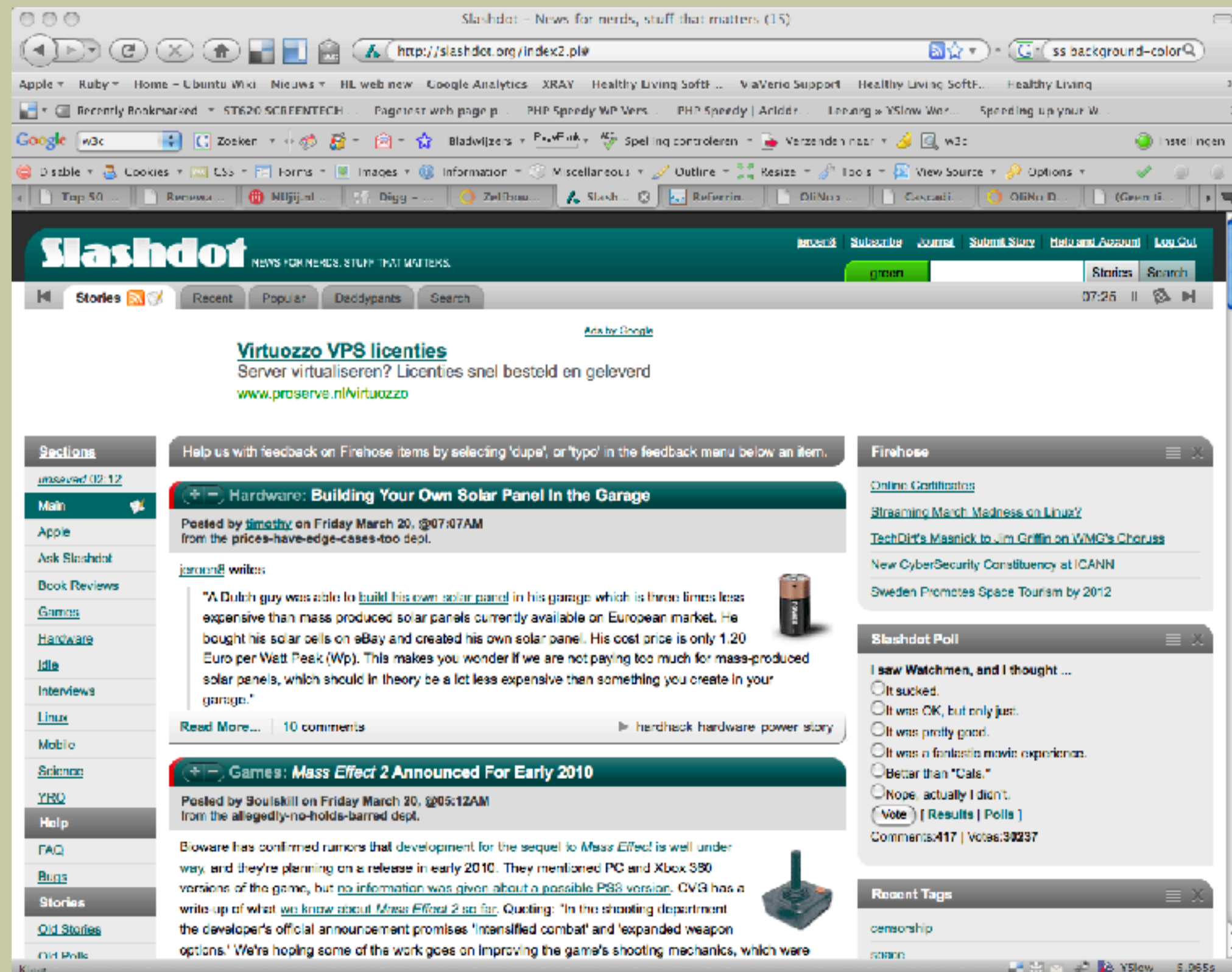
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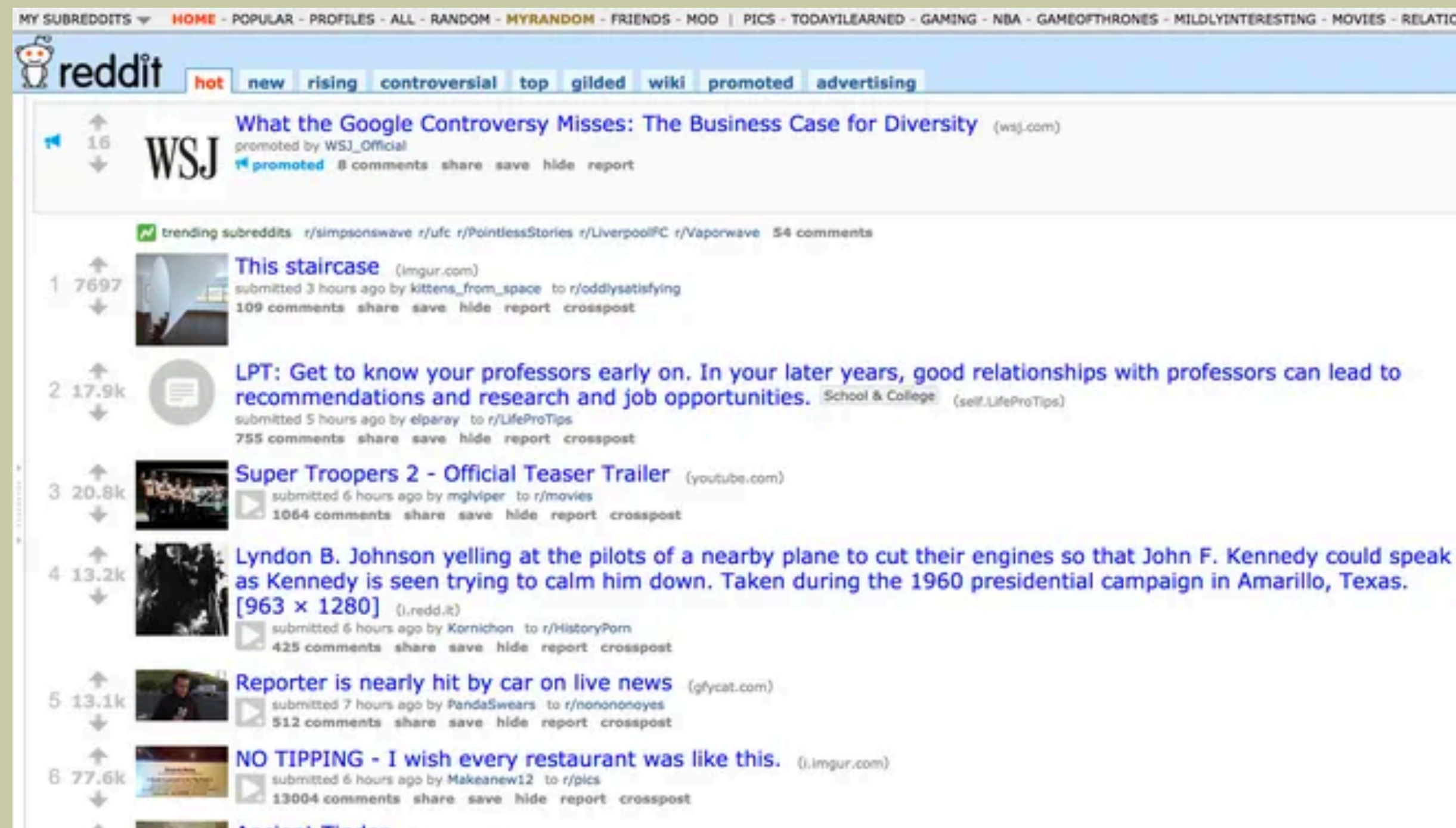
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Think of the forums you visit. Why might you prefer a forum over a social network or a chat room system? How are these feeds different from social media feeds? What about forums is special? What do you not like about them? What do you think is next in store for forums?

~ 3 min bathroom break

Project Pitches

- Everybody gets ~1 minute to present your slides and talk about your ideas for projects!
- Keep notes to yourself about other people's pitches that interest you, so you can talk to them after these pitches are through.
- We have a slide deck with everyone's slides that I'll present. Link for you if you want to browse later: <https://tinyurl.com/a1-combined>

For next Tuesday

- Assignment #2 will be due before class begins. The reflection is to tell us about any online social community that you're a part of. The assignment details are on Canvas and you'll post your reflection in Ed, where we'll start a thread for A2. In class on Tuesday, we'll have a couple students share out about their community!
- From now until Tuesday, try to find a team for your project. Feel free to use our Ed space to message the class or pitch additional project ideas. We'll ask you to tell us your team status on Monday, and we'll assign you to a team if you're not in one at that point.
- For the remaining time in class, let's start discussions regarding teams. Feel free to go over to someone else who had a pitch you were interested in. You can also come to me, and I'll help with pairing/grouping you with others for discussing pitches.