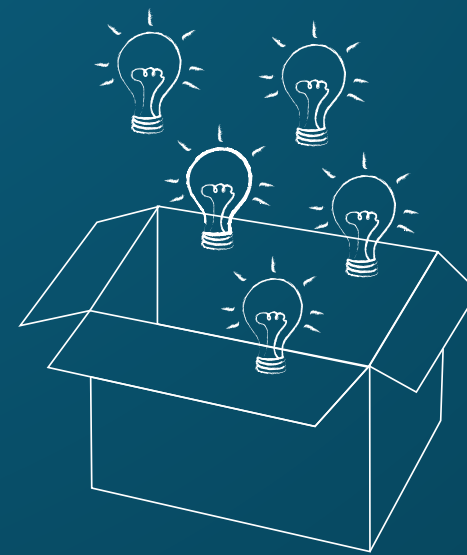


Social Computing



Quiz 5

- Keep quizzes face down, and don't start until instructed to do so
- 12 mins

A9 Example

Aamir Rasheed, Jason Wu, & Edward Lau

Experiment 1: Filling out Personal Information

Original Variation

Original

Signup

Username

Password

Confirm Password

Email

Extras

You can edit this information later.

Gender: Male Female

Age: yrs

Weight: lbs

Height: ft in

Register

Variation

Capture

Signup

Username

Password

Confirm Password

Email

Personal Information

Gender: Male Female

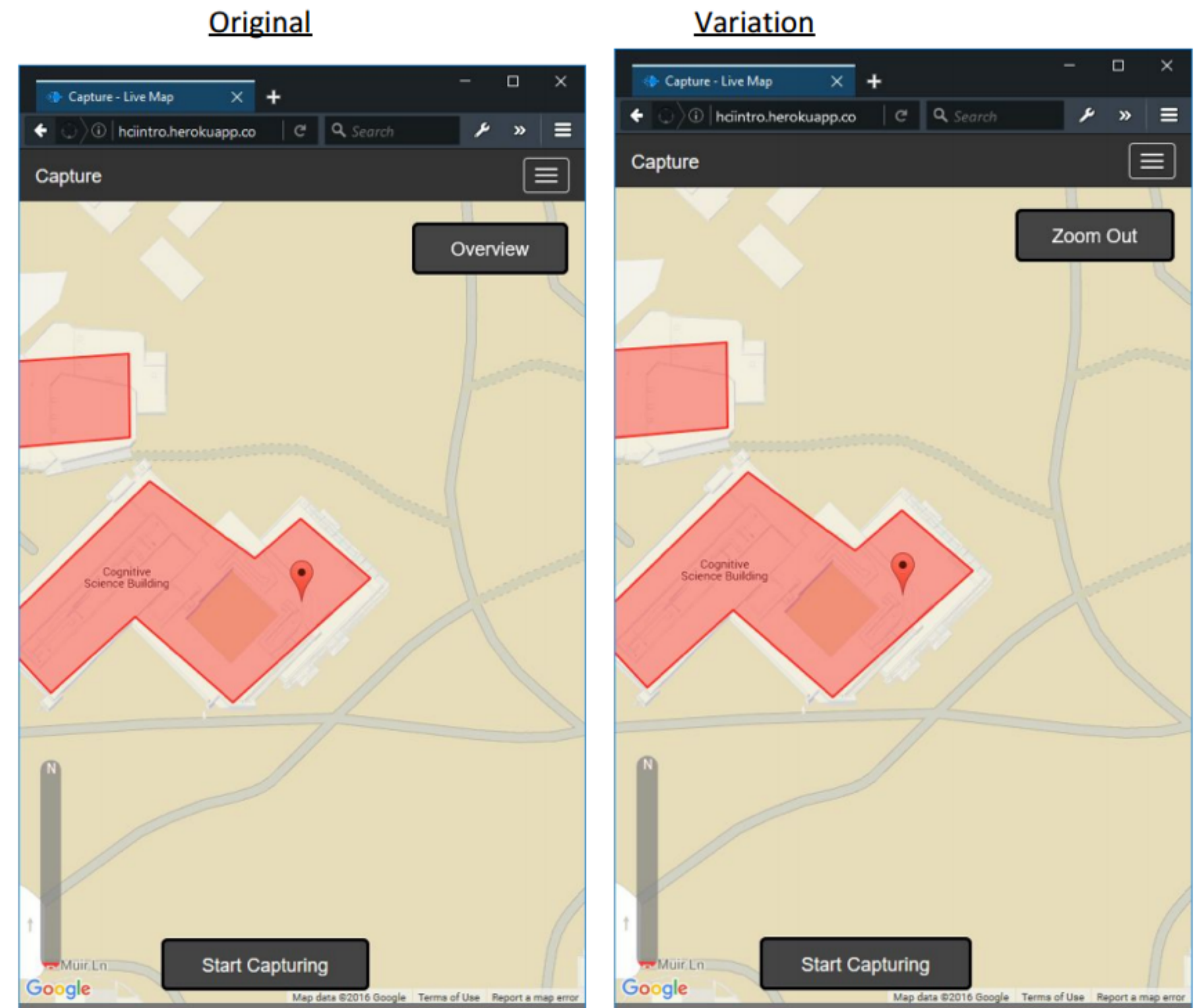
Age: yrs


Weight: lbs

Height: ft in

Register

Experiment 2: Overview Vs Zoom Out





Select 30 second clip
to show. Craft intro/

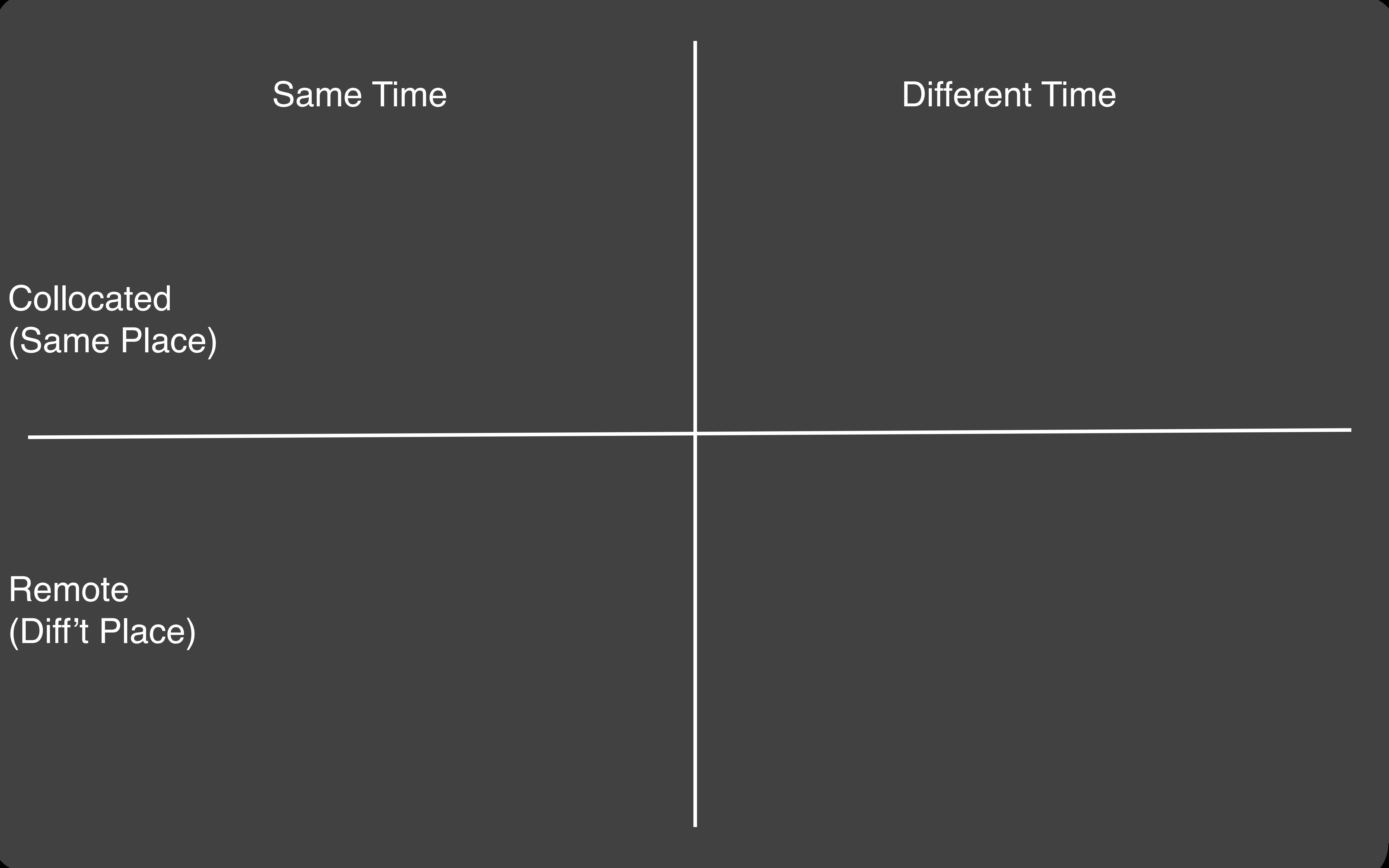
What makes for effective
online communities?

Same Time

Different Time

Collocated
(Same Place)

Remote
(Diff't Place)



Same time / same place

- Face to face interaction
- Roomware
- Shared tables, wall displays
- Group Decision Support Systems (GDSS)
- Single display groupware

Example : same time / same place



Different time / same place

- Message Boards
- Dedicated Team rooms
- Large displays

Example: Ideas for Different Time / Same Place

Airport Display:
Arrival/Departure Information

DEPARTURE	CARRIER - FLIGHT- PARTNER	GATE	TIME	STATUS
Dallas /Ft	American AA 1783	B71	4:30P	On Time
Dallas /Ft	QANTAS QF 4594	B71	4:30P	On Time
Dallas /Ft	UNITED UA 7681 US 7619	A2G	4:50P	On Time
Dayton	UNITED UA 7989 QR 5649	C26	5:30P	On Time
Daytona Beach	DELTA DL 1449	B76	4:06P	On Time
Denver	UNITED UA 517 US 6257	C23	2:40P	On Time
Denver	UNITED UA 903 US 6259	C19	4:22P	On Time
Denver	UNITED UA 937 LH 9058	C4	5:28P	On Time
Denver	SOUTHWEST WN 2683	B50	5:40P	On Time
Detroit	NORTHWEST AIRLINES NW 3721	B72	4:45P	On Time
Detroit	UNITED UA 7348 US 7608	A3	5:09P	On Time
Frankfurt	UNITED UA 916 LH 9051	D3	5:26P	On Time
Frankfurt	Lufthansa LH 419 UA 8832	B49	5:50P	On Time
Frankfurt	Lufthansa LH 419 UA 8832	B51	5:50P	On Time
Ft.Lauderdale	jetBlue B6 309	B62	3:15P	Delayed
Geneva	UNITED UA 974 LX 3203	C6	5:41P	On Time
Greensboro	UNITED UA 7842 BD 4626	A4	4:46P	On Time
Greenville	UNITED UA 7954 BD 4436	C20	5:28P	On Time
Harrisburg PA	UNITED UA 7952 US 7492	C28	5:25P	On Time
Hartford-BDL	UNITED UA 312 US 6161	D21	5:22P	On Time
Houston	Continental CO 3011	B25	2:35P	On Time
Houston	UNITED UA 965 US 6191	C9	5:22P	On Time
Huntsville AL	UNITED UA 7343 BD 4442	A4	4:50P	On Time
Indianapolis	UNITED UA 7317 US 7150	A2	4:45P	On Time
Jacksonville	UNITED UA 7422 NH 7550	A2	12:15P	Now 3:10P
Jacksonville	UNITED UA 7451 BD 4238	C28	4:45P	On Time
Johannesburg	SOUTH AFRICAN SA 208 UA 9818	B14	5:40P	On Time
Johnstown, PA	UNITED UA 6937	A5	5:32P	On Time
Kansas City	UNITED UA 7411 US 7902	A1	3:39P	On Time
Knoxville	UNITED UA 7983 US 7406	A6	4:50P	On Time
Las Vegas	SOUTHWEST WN 3674	B50	4:15P	On Time



Same time / different place: Technologies

- Remote interaction
- Video-Conferencing,
- Real-time groupware
- Messaging (Instant messaging, Email)
- Virtual worlds
- Multi-User editors
- Shared Screen (vnc)

Same time / different place: Affordances

- Multi-user participation
- Nonverbal cues
- Differing levels of fidelity (text, voice, avatar)

The Picturephone, 1964



A logical extension of today's telephone service.

Bell System introduces PICTUREPHONE service

Both ends of telephone conversations are connected; people phone by appointment from family-type double-line service.

The Picturephone Control Console, Chicago (Professional Qualifications, Washington, National Geographic Society, Washington) can serve.

Bell System PICTUREPHONE service lets callers see as well as talk to the telephone. And "Touch-Tone" is the way.

For the first time, people can make a local telephone call to another city. The latest example of Bell System's research and development, this new service is helping the communication we provide.

This new service is being offered in the

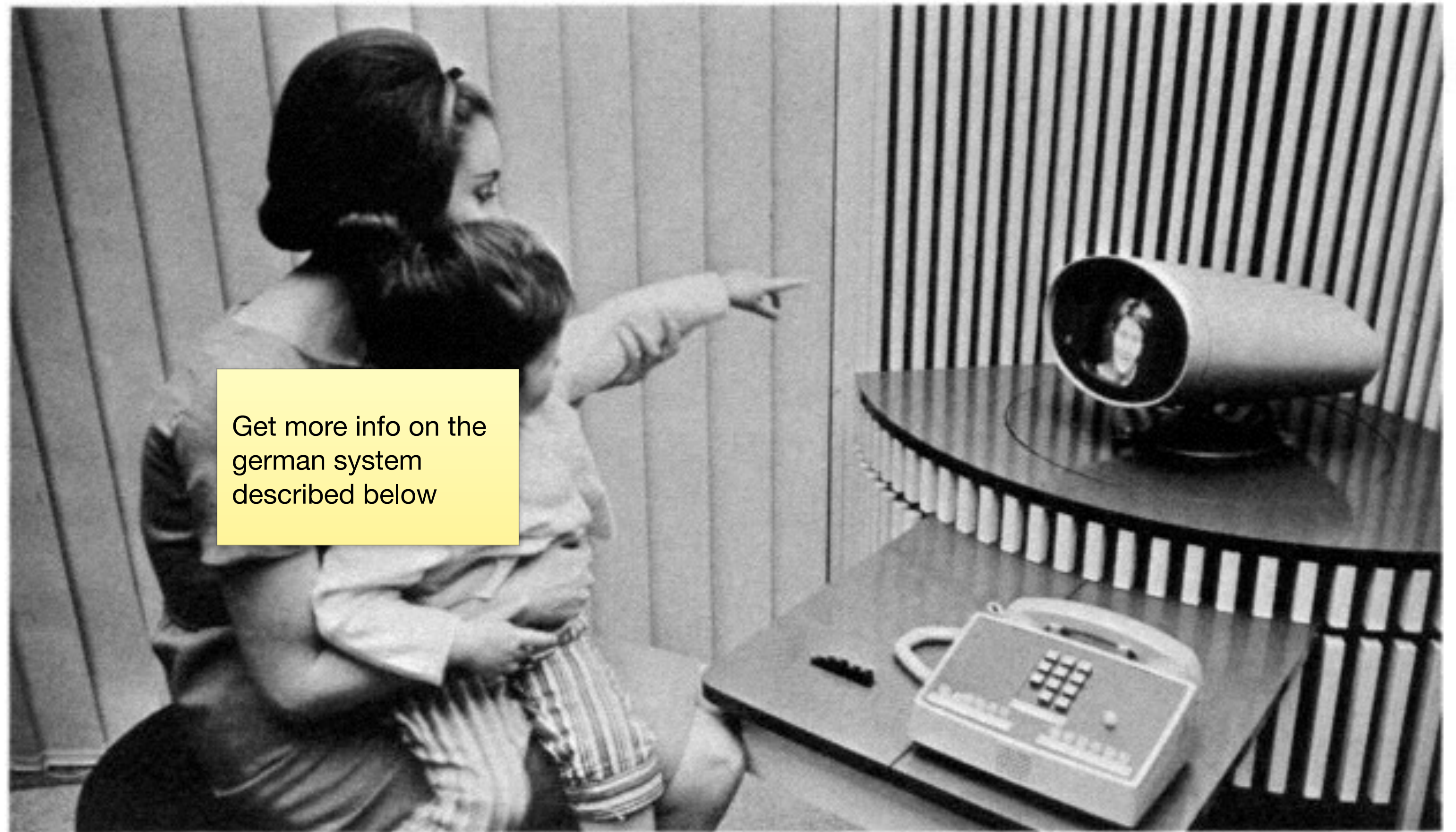
areas listed at the left. Bell System installations at each local office. The system is being developed by Bell System's research and development departments.

Picturephone service is still in the trial stage. The service is available only to those who have a double-line service. The service is being offered in the



Bell System Company Inc.

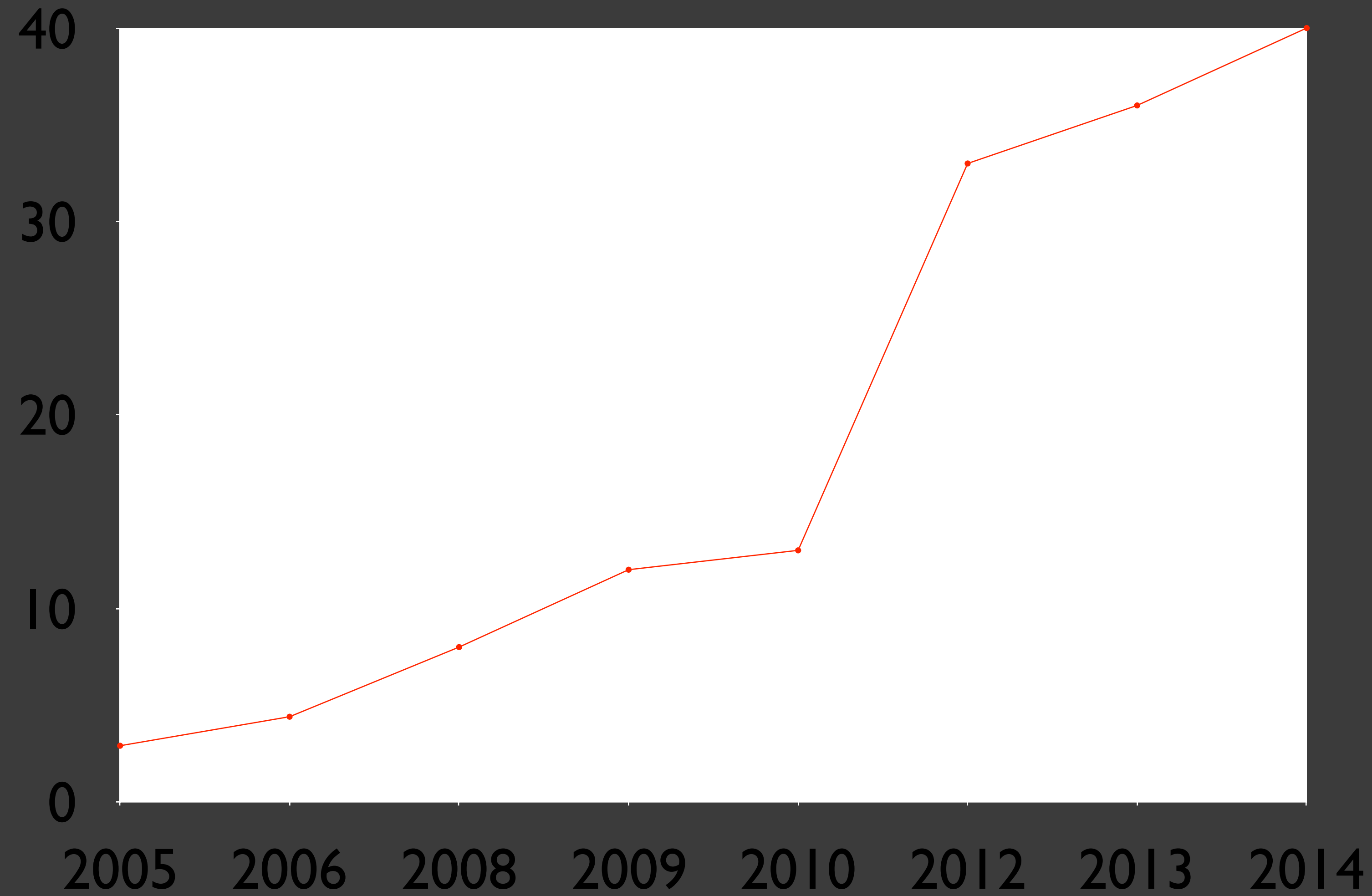
Western Telephone & Telegraph Co. and Associated Companies



Get more info on the german system described below

Picturephone® installation showing Touch-Tone® control console.

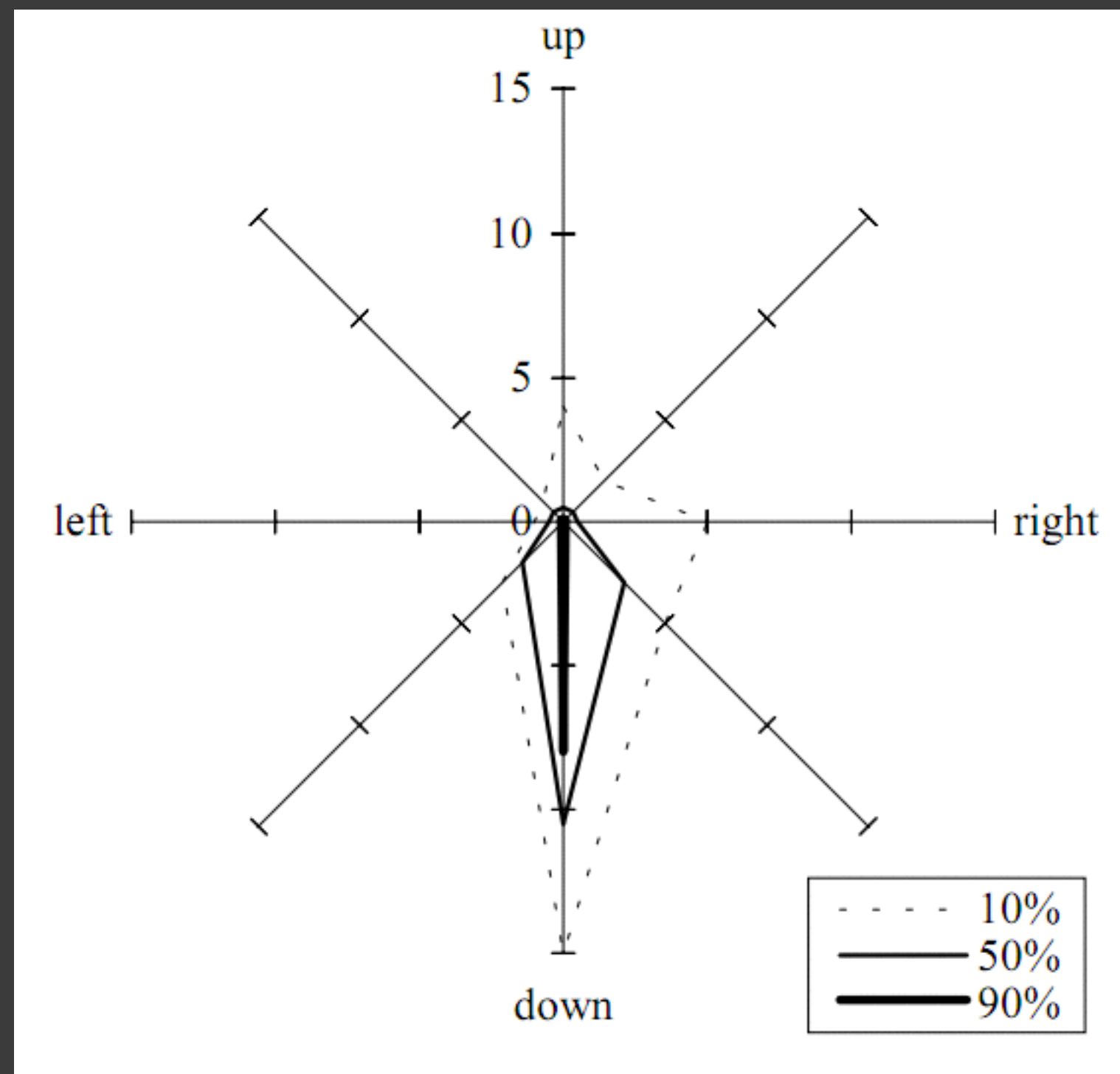
Example: Skype

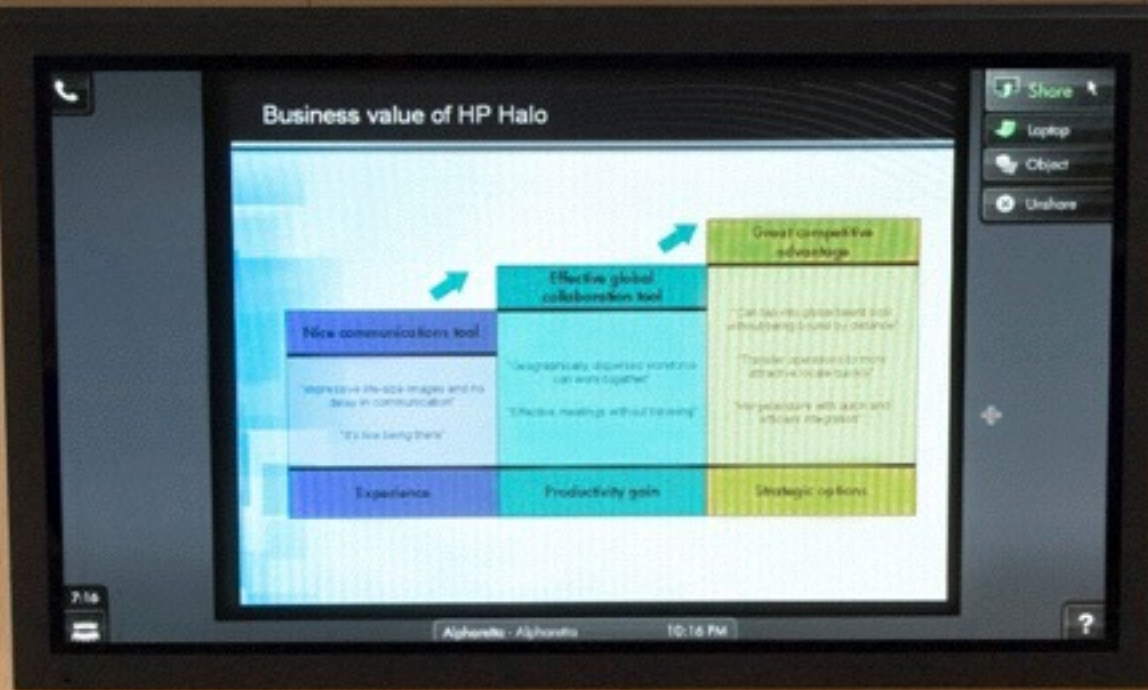


Year	International call market share
2005	2.9% ^[62]
2006	4.4% ^[62]
2008	8% ^[61]
2009	12% ^[60]
2010	13% ^[63]
2012	33% ^[64]
2013	36% ^[65]
2014	40% ^[66]

Gaze Parallax

- “we are an order of magnitude less sensitive to eye contact when people look below our eyes than when they look to the left, right, or above our eyes.” –Milton Chen





Always-On: Portholes and Media Spaces



Source: http://people.cs.vt.edu/~srh/Media%20Space%20Home_files/Media-Space-office-meeting.jpg

Calling While Driving

Different time / different place

- Social Networks, like Facebook
 - Communication + Coordination
 - Wiki
 - Blogs
 - Workflow
 - Version Control
-
- Shared participation over time
 - Geographically world wide

Document Collaboration: Track Changes

Participants with low-bandwidth connections generally assumed the spectator role and often used the text chat feature in the Google Hangout to “speak” in the discussion. Speakers (usually the moderator) would notice the text, and speak it aloud to the other participants. Both speakers and spectators used text-chat to demonstrate active listening without interrupting the speaker via audio (for example, a student wrote, “Working in [company] must be really cool. Thanks for sharing :)”).

A shared video channel forces a single conversation. Still, students sometimes used text-chat as a way for non-discussion related talk, such as exchanging contact information or LinkedIn profiles.

STUDY 1: DO DISCUSSIONS HELP PERFORMANCE?

It is not obvious that the **benefits of peer discussions [6, 46]** would transfer to an online environment. **In these environments**, peers have vastly different backgrounds and no prior interaction with each other. Therefore, our first study measures the benefits of participation in online discussions. Later experiments measure how these benefits vary with **geographic diversity in discussion groups**.

Michael B..., 10/30/2014 11:39 AM ✓ ✕

Deleted: Peer-discussions can lead to better critical thinking, retention, interest and motivation [6, 46]

Michael B..., 10/30/2014 11:38 AM ✓ ✕

Deleted: , but i

Michael B..., 10/30/2014 11:38 AM ✓ ✕

Deleted: se

Michael B..., 10/30/2014 11:39 AM ✓ ✕

Deleted: benefits

Michael B..., 10/30/2014 11:39 AM ✓ ✕

Deleted: where

Michael B..., 10/30/2014 11:39 AM ✓ ✕

Deleted: differently

Click to accept change ✓ ✕

Deleted: ally

Hey, are you free on Thursday at 3?

Context makes social computing hard

Challenge: Disparity of Work and Benefit

Challenge: **Disparity of Work and Benefit**

Who does work and who benefits?

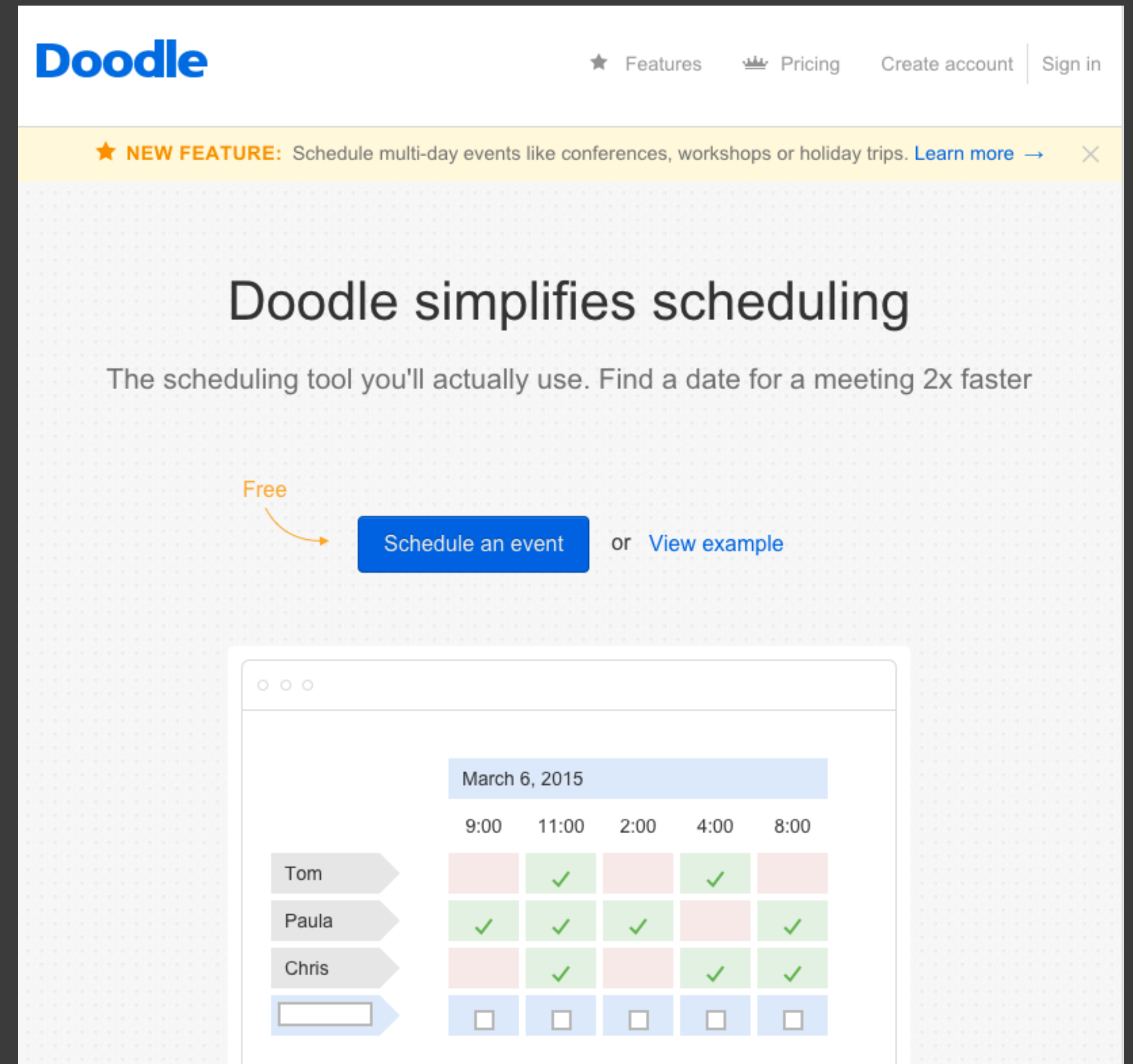
Groupware applications often require additional work from individuals who do not perceive a direct benefit from the use of the application

Example: **How Workers Use Calendars**

- Information is in your head not in the system
- Unscheduled time is when work gets done
- Different infrastructure
- Available depends on who's asking

Addressing the Challenges

- Information is in your head not in the system
- Unscheduled time is when work gets done
- Different infrastructure
- Available depends on who's asking



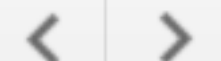
The screenshot shows the Doodle website homepage. At the top left is the Doodle logo. To the right are links for Features, Pricing, Create account, and Sign in. A yellow banner below the navigation bar announces a new feature: "NEW FEATURE: Schedule multi-day events like conferences, workshops or holiday trips. Learn more →". The main heading is "Doodle simplifies scheduling", followed by the subtext "The scheduling tool you'll actually use. Find a date for a meeting 2x faster". Below this is a blue button labeled "Schedule an event" with a "Free" tag and an arrow pointing to it, and a link "or View example". At the bottom, a preview of the scheduling interface is shown, featuring a calendar for "March 6, 2015" with time slots at 9:00, 11:00, 2:00, 4:00, and 8:00. The interface shows availability for three people: Tom, Paula, and Chris. Tom is available at 11:00 and 4:00. Paula is available at 9:00, 11:00, 2:00, and 8:00. Chris is available at 11:00, 4:00, and 8:00. A fourth person's availability is shown as a row of empty checkboxes.

	9:00	11:00	2:00	4:00	8:00
Tom		✓		✓	
Paula	✓	✓	✓		✓
Chris		✓		✓	✓
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Example: Google Calendar

Calendar

Today



Feb 22 – 28, 2015

Day

Week

Month

4 Days

Agenda

More



CREATE

Sun 2/22

Mon 2/23

Tue 2/24

Wed 2/25

Thu 2/26

Fri 2/27

Sat 2/28

GMT-08

9am

10am

11am

12pm

1pm

2pm

3pm

4pm

5pm

6pm

7pm

Michael in town

9 – 10 busy

9 – 10 busy

9 – 10 busy

9 – 10 busy

9 – 10 busy

Breakfast w/Janaki & Scott at

9 – 10 busy

10 – 11 busy

10 – 11 Direc

10 – 11 busy

10 – 11 busy

10 – 11 busy

10 – 11 busy

10 – 11 busy

10 – 11 busy

10 – 11 busy

10 – 11 busy

11 – 12:30p busy

11 – 12:30p busy

11 – 12p busy

11 – 12p busy

11 – 12:30p busy

11:30 – busy

12p – 1p busy

12:30p – 1:50p busy

12p – 1p busy

12p – 1p busy

12:30p – 1:50p busy

12p – 1p busy

12p – 1p busy

1p – busy

1p – 2p busy

12:30p – 1:50p busy

2p – 3p busy

2p – 3p busy

2p – 3p busy

2p – busy

2p – 3p busy

2:30p – 3:30p busy

3p – 4p busy

3p – busy

3p – 4p busy

3p – busy

3p – busy

3p – busy

3:15p – busy

4p – 5p busy

4p – 5p busy

3:45p – 4:45p busy

3:30p – 6p busy

4:15p – 5:15p busy

5p – busy

5p – busy

5p – 6p busy

Integrating Calendar and Email

Search Mail Search the Web [Show search options](#)
[Create a filter](#)

[Back to Inbox](#) Archive Report spam Delete Move to ▾ Labels ▾ More actions ▾

Discuss future of input Inbox | X

★ **Ame Elliott** to srk, David [show details](#) 12:49 PM (4 minutes ago) [Reply](#)

Title: Discuss future of input
When: Fri Dec 11 6am – 7am (PST)
Where: Scott's office @ Stanford
Who: daycan@ideo.com, srk@stanford.edu, aelliott@ideo.com*

[Add to calendar »](#)

Your Agenda for Fri Dec 11, 2009
No earlier events
6am **Discuss future of input**
9:30am [Pair Program w/Joel](#)
12pm [SymSys Committee Meeting](#)
[view my calendar »](#)

2:00 PM - 3:00 PM December 11, 2009
Location: Scott's office @ Stanford

Scott,

Fabulous. Thanks very much. We would like to meet you next Friday at 2:00. Right now things look good for us to come to the students' final presentations too. My colleague David and I look forward to seeing you next week.

Thanks!
Ame

[Reply](#) [Reply to all](#) [Forward](#)

Title: HCI Study Design 2 Meeting
When: Fri Jan 22 3:30pm – 4:30pm (PST)
Where: 4th Floor Wallenberg, Union Pacific
Who: acholonu@gmail.com, daniel.schwartz@stanford.edu, spdow@stanford.edu, srk@cs.stanford.edu...

[Add to calendar »](#)

Your Agenda for Fri Jan 22, 2010

12pm	Lunch w/HCI Seminar Speaker
2:05pm	Carrie Armel
2:30pm	Ranjitha, Juho, Pao, Salman, Brie
3:30pm	HCI Study Design 2 Meeting
3:30pm	HCI Study Design 2 Meeting
8:45pm	ragi dindial show

[view my calendar »](#)

The following meeting has been modified:

Subject: HCI Study Design 2 Meeting
Organizer: "Ugochi Cynthia Acholonu" <acholonu@stanford.edu>

Location: 4th Floor Wallenberg, Union Pacific [MODIFIED]
Time: Friday, January 22, 2010, 3:30:00 PM - 4:30:00 PM GMT -08:00 US/Canada Pacific

Invitees: "Dan Schwartz" ; "Scott R Klemmer" ; "Steven Paul Dow" ; acholonu@gmail.com

Challenge: **Exception Handling**

Groupware may not accommodate the wide range of exception handling and improvisation that characterizes much group activity

Electronic Health Records

Handy patients enterprise edition

File Edit View Help

David (8 month and 10 day)
John (2 years and 3 month)
Mother: Teacher
Father: Financial advisor
Parents: Married

Last **Anderson** P
First **David** Boy
Birth 5 January 2009
Age: 8 month and 10 days Patient nb: 3

Appointments

Forms
Meeting (Doctor)
Full status (Doctor)
Assistant
Billing
Reports
Statistics

Sheets
O: Neurologic
O: Vascular
O: Cardiac
O: Respiratory
O: Abdomen
Exams
Radiology
Summary
Patient documents
Letter

SOAP Sum. T
R-V T, P, PC
Admission Agenda

Meetings
2 month checkup 5 Mar 09 2m.0d
1 month checkup 5 Feb 09 1m.0d
Respiration problem 22 Jan 09 17d
10 days chekup 13 Jan 09 8d
Control for return at home 9 Jan 09 4d
Birth 5 Jan 09 0d

Diagnosis
General
My Diagnosis
Social

New documents
- Abdomen palpat - 15 Sep 2009
- Cardiac auscul - 15 Sep 2009

To Do
Send checkup

Notes
Father ask many questions, add 10 minutes to consultation

Current doctor Dr Herman

Menu 1 Menu 2 Menu 3 Search

Digestive

Digestive inspection
Normal

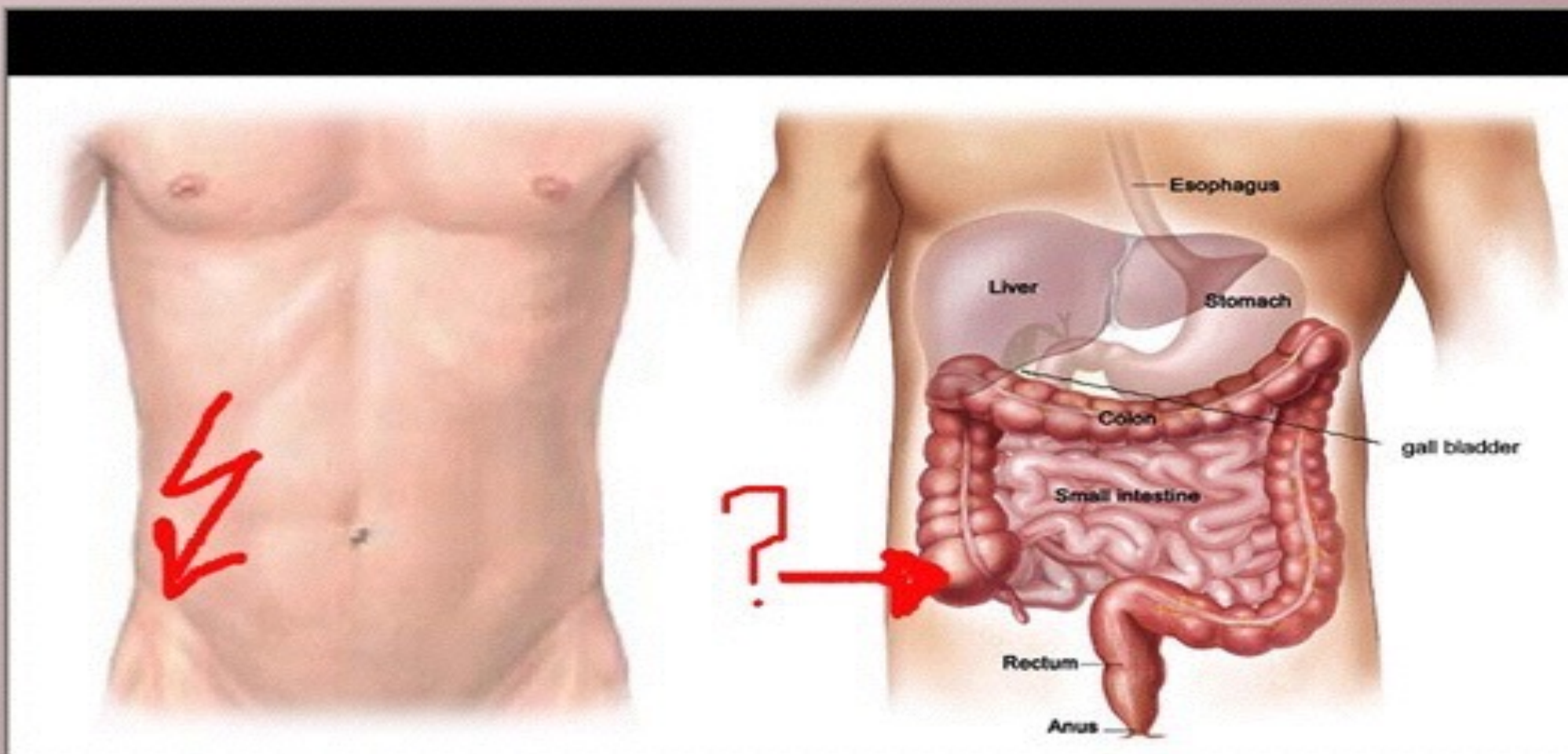
Digestive auscultation
Normal abdomen noises

Digestive palpation
Little pain on the right lower area

Thursday, 22 Jan 2009

Liver
No hepatomegaly.

Rectal



Documents manager

Page 1/1
Draw
Mark
Color
Pen

Previous page Next page

Paper Flight Strips

14:45:03

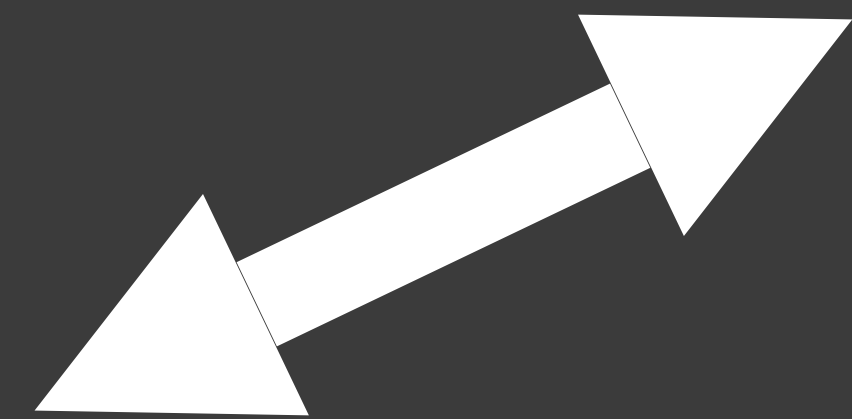
14:45:03

“If technology is to provide an advantage, the correspondence to the real world must break down at some point.”

- Jonathan Grudin

CURRENT
PRACTICE

NEW
TECHNOLOGY



minimize
this distance

How to build social computing that a world of extemporizers actually adopts

- Less structure beats more
- Twitter didn't start with hashtags
- Flexible lightweight tools are often more used than highly proscribed ones
- Paper is one of the most flexible tools we have

Final Week!

- A10 due Thursday, March 10 11:59pm
 - You will be demoing your app on a phone in studio this week
- Final Presentations are Friday, March 11 3:30-7pm
 - Presentations start 4pm SHARP so arrive early to set up
- Poster should be vertical
- If you have a conflict, inform your TA and fill out the form posted on Piazza
- Time to show what you've done in 10 weeks!

Announcements

- Classes to take next
 - COGS 121
 - COGS 160: Social Computing/IxD Startup
- What types of jobs?
 - 5 Dos and Don'ts of your Design Portfolio: designerfund.com/bridge/5-dos-and-donts-for-your-design-portfolio/
 - UX designer, product management, user research
- Where to meet people?
 - Design.UCSD
 - Design @ Large talks

Questions

Thank you