Forums

- Are electronic mailing lists a kind of forum?
- Are Wikis a kind of forum?
- Are chat rooms/ instant messaging a kind of forum?

A forum holds discussions and posts user generated content. Internet forums are referred to as Web forums, message boards, discussion boards, (electronic) discussion groups, discussion forums, or bulletin boards.

The terms “forum“ may refer to the entire community or to a specific sub-forum dealing with a distinct topic.

Messages are displayed either in chronological order or as threaded discussions.

Forum Properties and Netiquette

- Properties
  - Membership and anonymity
  - Administrators and moderators

- Netiquette
  - Multiple posts
  - Spamming
  - Trolls
Example

- Forum example focusing on specific community

Is it a social network forum?
Social Network Sites

- Web-based services that allow individuals to:
  - construct a public or semi-public profile within a bounded system,
  - articulate a list of other users with whom they share a connection, and
  - view and traverse their list of connections and those made by others within the system.


MySpace
Friendster

Facebook
Facebook

- Aim to foster relationship building by allowing users to track other members of their community. (A “surveillance” function)
  - allows an individual to track the actions, beliefs and interests of the larger groups to which they belong
  - acts as a warning mechanism against unsuitable behavior from a fellow participant
  - helps the watcher search for social cues that indicate group norms

- Resnick [10] has framed this as the “peripheral awareness” function of online systems
  - supports one’s ability to remain aware of increasing large and diverse offline communities, thereby increasing social capital.

Surveillance

- Social searching
  - investigate specific people with whom they share an offline connection to learn more about them.

- Social browsing
  - find people or groups online with whom they would want to connect offline.
A Face(book) in the Crowd: Social Searching vs. Social Browsing

- Facebook as a surveillance tool for maintaining previous relationships, and as a social search tool which they investigate people they've met offline.

- There seems to be little "social browsing," or searching for users online initially with the intention of moving that relationship offline.

<table>
<thead>
<tr>
<th>Question</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep in touch with an old friend or someone I knew from high school</td>
<td>4.63</td>
<td>0.66</td>
</tr>
<tr>
<td>Check out a Facebook profile of someone I met socially</td>
<td>4.51</td>
<td>0.73</td>
</tr>
<tr>
<td>Get information about people that live in my dorm, fraternity or sorority</td>
<td>4.00</td>
<td>1.06</td>
</tr>
<tr>
<td>Get information about people in my classes</td>
<td>3.65</td>
<td>1.21</td>
</tr>
<tr>
<td>Find out about a party or event at MSU</td>
<td>2.85</td>
<td>1.37</td>
</tr>
<tr>
<td>Have a face-to-face encounter with someone that I learned about through Facebook</td>
<td>2.41</td>
<td>1.28</td>
</tr>
<tr>
<td>Find people to date</td>
<td>1.99</td>
<td>1.11</td>
</tr>
<tr>
<td>Find casual sex partners</td>
<td>1.32</td>
<td>0.81</td>
</tr>
</tbody>
</table>


- Social Network Sites | Social Networking Sites

Relationship Initiation
Social Network Site & Social Networking Site

- **Social network sites**
  - allow individuals to meet others
  - enable users to articulate and make visible their social networks which are frequently between "latent ties" (Haythornthwaite, 2005) who share some offline connection.

- **Social networking sites**
  - "Networking" emphasizes relationship initiation, often between strangers.

The Future of Social - **Cyworld**

- 20 Million daily users - over 25 percent of the South Korean population has a Cyworld account, with up to 90 percent of South Koreans in their 20's have an account
- **Global Cyworld**: USA, Korea, China, Japan, and Taiwan
The Future of Social - Cyworld

- Game-like social network
  - Mini room
  - Mini me
  - Forming kinship


What Facebook Could Become: XuQa

- 1M registered users
- XuQa is purposefully racy, full of game-like features
- Game-like social network => brings people back
Trends

- Content-Centric
  - cars, music or to-do lists.

- The vanguard of micropayment
  - Second Life

- Visualization
Social Network Visualization - why

- Typical web interfaces show only the network connections of single individuals in a linear list on a web page.

- Articulated connections between one’s own “friends” in SNS are obscured and can be unearthed only by paging through each friend’s profile page.

- Higher level patterns of community can be even harder to discern.

Social Network Visualization - what

- “Visualization of social information for social purposes” – Judith Donath, MIT

- Information visualization
  - Digest information

- Data Visualization
  - Analyze and see trends

- Social Visualization
  - Creating awareness and catalyzing social interactions
Sample Domains

- Social visualization might be applied on
  - Conversations
  - Newsgroup activities
  - Email patterns
  - Chat room activities
  - Presence at specific locations
  - Social networks
  - Life histories

Activities

- Social Media Group at MIT Media Lab, directed by Judith Donath, is nexus for the kind of work
  - smg.media.mit.edu

- Social Space Group at Illinois, directed by Karrie Karahalios, works on social visualization
  - social.cs.uiuc.edu

- CHI Conference has a workshop on this topic
Visualization Personal Relations in Comtella

- Aims at:
  - Connect lurkers and contributors
  - Give the viewer opportunity for reflection which can be beneficial
  - Influence the viewer to modify his behavior in a desired way to participate more

- Proposed mechanism
  - Open user modeling - A concept of community energy
  - A new mechanism of rating contributions and visualizing the rank of contributions.

Community Energy
Relation Visualization (Relavis)

- Horizontal axis - visibility of other members to the visualization's viewer
- Vertical axis – visibility of the viewer to the other members

The results indicate that the new approach can draw increased participation for both active and non-active members.

Vizster
Vizster visualization design

Exploration: Connectivity highlighting

Exploration: Linkage views

Vizster visualization design

Navigation

Search
Vizster visualization design (X-ray model)
Monetizing Social Networks: Faceparty

- 6M users
- allows users to create online profiles and interact with each other using instant chat and messaging facilities
- sells things like advanced identity controls, the ability to see who is viewing your profile, advanced search, and filtering