Social computing

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CS 247
Where design meets (big) groups

Thought it was too easy to design for individual users? A NEW CHALLENGER HAS APPEARED
A Social Psychology Teaser

Intrigued? Check out Psych 70.
Fundamental Attribution Error

Today, a tailgating idiot rear-ended me at a red light, then had the balls to say it was my fault for "driving too close" to his car. FML

• What’s at fault: you, or the situation?
  • Me: it’s the situation!
  • Everyone else: it’s you!

• This doesn’t disappear even if we know it’s forced:
  • If we hear someone debate as pro- or con- Castro, we quietly assume that they believe that opinion regardless of whether they were forced into that position.
Winter Mason likes Rosewater.

Rosewater
Sponsored

The New York Times praises Jon Stewart for his directorial-debut film, Rosewater as "the world's leading fake newscaster, turns out to be a real filmmaker"

Own #RosewaterMovie TODAY on Blu-ray, DVD and Digital HD> http://uphe.biz/Rosewater
Foot-in-the-door technique

- We are much easier to convince when we first agree to a smaller request

- “Would you put a huge ‘DRIVE CAREFULLY’ sign in your yard?”
  - 17% consented.
  - “Would you put up a 3-inch ‘Be a safe driver’ sign?” Almost all complied.
  - But, 76% agreed later to the larger sign after the small sign!
ALL YOU NEED IS

\[ y = \frac{1}{x} \]

\[ x^2 + y^2 = 9 \]

\[ y = |\!-2x| \]

\[ x = -3|\!\sin y| \]
Conformity

• Which of the three lines on the right most closely matches the one on the left?

When three previous people gave the wrong answer out loud, 75% of participants gave in at least once.

Source

A  B  C
That's not yours! (i.imgur.com)
submitted 5 hours ago by 1Voice1Life to /r/gifs
282 comments share

Life is like a box of chocolates. (i.imgur.com)
submitted 6 hours ago by dontbthatguy to /r/funny
232 comments share

Toyota wanted $4450 to replace my hybrid battery pack. I fixed it for $100.

2391 comments share
Social Loafing

- Many hands make…work…light?
- When there are others contributing, we work less.

- Experiment: blindfold a participant and get them to play team tug-of-war.
  - Except…there is actually nobody else on their team, they just think so. (Remember, they’re blindfolded.)
  - People pulled 18% harder when they thought they were the only one on their team than when they thought there were 2–5 others.
Human–computer interaction (HCI) involves the study, planning, design and uses of the interfaces between people (users) and computers.

It is often regarded as the intersection of computer science, behavioral sciences, design, media studies, and several other fields of study. The term was popularized by Stuart K. Card and Allen Newell of Carnegie Mellon University and Thomas P. Moran of IBM Research in their seminal 1983 book, *The Psychology of Human-Computer Interaction*, although the authors were concerned that it might be confused with the field of human-computer interaction.
Reciprocity

- You are more willing to give back when someone does a favor for you.
- Even if you didn’t ask for the favor!

- Experiment: in the context of another task, your partner goes out for a bathroom break. They either come back as normal, or bring a soda back for you.
  - Participants in the unasked-for soda condition later bought more raffle tickets for their partners.
Notifications

Paul W. Swansen commented on your status.
10 minutes ago

Paul W. Swansen tagged a photo of you.
11 minutes ago

Marty Kind commented on his link.
16 hours ago

62 friends posted on Brian's timeline for his birthday.

Brian
Birthday: Yesterday
You wrote on Brian's timeline.

Sanjay » Brian
9 hrs · 🇮🇳
Happy bday Brian!!
Like · Comment

Brian Keegan likes this.
Socio-technical gap

It’s a great term to drop at a party. Seriously, you’ll be showered with praise and affection. Try it.
Translating science into design

• How do we turn our understanding of interpersonal behaviors into technology that can support those behaviors?

• This is, to Ackerman, the core design problem in social computing.
Designing for emergent behavior

The difference between $N=1$ and $N=1,000,000,000$
The central design challenge

- The goal: producing individual or small-group behaviors that aggregate into desired large-scale behavior
- How do we design for this?
My hierarchy of contributions

Imagine a 100x dropoff between levels

What are you saying if you need 100 contributors?