Lecture 1: Social Media

Characteristics and examples of collaboration and social media participation

<table>
<thead>
<tr>
<th>Collaboration</th>
<th>Creations</th>
<th>Social Media Participation</th>
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<tbody>
<tr>
<td>Email, phone calls, audio- and videoconferences, shared documents, collaborative</td>
<td>Wikis, blogs, dual screens, instant messages, short messages, listeners, Wikis/Google groups</td>
<td>Chat spaces, blogs, user generated content sites, tagging, rating, reviewing</td>
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</tbody>
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- LiveMeeting®
- WebEx®,
- Skype®, Google Docs®,
- QuickBooks®

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<tr>
<th>Want recognition for contributions</th>
<th>May Aspire to Leadership</th>
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<tbody>
<tr>
<td>Typically 2 to 3000 people</td>
<td>Typically 5000 to 500,000 people</td>
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<tr>
<td>Work-related, goal-directed</td>
<td>Playful, process-oriented</td>
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<td>Time-limited, initiation</td>
<td>Open-ended</td>
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<tr>
<td>Selected identified partners</td>
<td>Open anonymous partners</td>
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<tr>
<td>Assign tasks and review each other’s work</td>
<td>Act independently</td>
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Collaboration

- Goals of Cooperation
  - Focused partnerships
  - Lecture or demo
  - Conference
  - Structured work processes
  - Meeting and decision support
  - Electronic commerce
  - Tele-democracy
  - On-line communities
  - Collaboratories
  - Telepresence
Time/space matrix model of group-supported work

Asynchronous distributed interfaces: Different place, different time

- Electronic mail:
  - can be too loosely structured
  - sometimes overwhelming
  - transient
  - tools
    - filtering
    - archiving
    - mailing lists
    - discussion groups
  - typically text-only, but increasingly includes other structured objects
    - graphics
    - sounds
    - animations
    - web pointers
    - video

Asynchronous distributed interfaces: Different place, different time (cont.)

- Electronic mail (cont.):
  - Email on mobile devices
  - Online directories
  - Web services with E-mail
    - E.g. Hotmail, and Yahoo! Mail
Asynchronous distributed interfaces: Different place, different time (cont.)

- Newsgroups, listservers, discussion boards, conferences, social media participation web sites, blogs, and wikis
  - USENET newsgroups
    - workgroup dedicated (more or less) to one topic
    - like ordered posting on bulletin board
    - means used to reply to previous notes and related comments as they wish
  - Discussion
    - individual email subscription to receive e-mail notices
    - may be moderated by a leader
    - may be read/modified with distance/votes
    - server machine keeps executable source or past notes and subscriber list
  - Online conference
    - in addition to hearing talks, may also include additional facilities
    - online discussion of papers
    - online directories of authors
    - online magazines and newsletters
    - Web-logos/blogs and wikis
Asynchronous distributed interfaces: Different place, different time (cont.)

- Online and networked communities
  - Group identity
  - Patient support groups
  - Impact on offline communities
  - Community policies & freedom of speech
  - Network communities can be controversial
    - hackers
    - para-military groups
  - Distance education courses
  - Reputation managers for online stores

Asynchronous distributed interfaces: Different place, different time (cont.)

- Bob's ACL Kneeboard, a threaded discussion board for people who have suffered tears of the anterior cruciate ligaments in their knees. (http://factotem.org/cgi-bin/kneebbs.pl)
Asynchronous distributed interfaces:
Different place, different time (cont.)

Visualization of the communication pattern of an “answer person” on the left, and a “discussion person” on the right (Welser et al).

Synchronous distributed interfaces:
Different place, same time

• Synchronous distributed applications
  – group editing
  – shared screens for customer assistance
  – give demonstrations simultaneously at multiple sites
  – allow sharing of information for various applications
  – interactive games

Synchronous distributed interfaces:
Different place, same time (cont.)

• Chat, instant messaging, and texting
  – CHAT, Internet Relay Chat (IRC), and TALK
  – Flammers
  – MUDs
  – Instant Messaging
  – LOL etc.
  – Twitter
  – Texting and cell phones
Synchronous distributed interfaces: Different place, same time (cont.)

• Audio and video conferencing
  – videoconferencing
    • slow response times for entering and leaving session
    • distracting background audio
    • difficulty in determining who is speaking
    • inadequate lighting
    • difficulty in making eye contact
    • changed social status
    • small image size
    • potential invasion of privacy
    • need for convenient turn taking
    • need for document sharing

• Audio and video conferencing (cont.)
  – issues of ownership and control
    • private and public workspaces
    • identity of participants
    • location of actions
    • care with updating
  – Whether audio or video conferencing is more appealing than chat, IM, and texting, or more effective than asynchronous text, depends on the goals and the task environment
Face-to-face interfaces:
Same place, same time

- Innovative approaches to work and learning include:
  - Shared display from lecturer workstation
  - Audience response units
  - Text-submission workstations
  - Brainstorming, voting, and ranking. Benefits of electronic meeting systems:
    - Parallel communication promotes broader input into the meeting process and reduces the chance that a few people dominate the meeting.
    - Anonymity mitigates evaluation apprehension and conformance pressure, so that issues are discussed more candidly.
    - The group memory constructed by participants enables them to pause and reflect on information and opinions of others during the meeting and serves as a permanent record of what occurred.
    - Process structure helps focus the group on key issues and discourages irrelevant digressions and unproductive behaviors.
    - Task support and structure provides information and approaches to analyze it.

Face-to-face interfaces:
Same place, same time (cont.)

- File sharing
- Shared workspace
- Group activities
- Colab and Liveboard
- SMART Board
- Public spaces facilitate sharing
- Sharing photos is very popular
- Notification systems

Face-to-face interfaces:
Same place, same time (cont.)

- Electronic classrooms
  - Active individual learning experiences include using software during class time to:
    - Write essays in English or poems in a foreign language
    - Find antecedents of Impressionism in an art history library of 9000 images
    - Run business simulations to increase product quality
    - Perform psychological statistical analyses
    - Do landscaping with computer-assisted design and graphics packages
    - Compose computer programs and search the Internet
- Small teams and large teams
- Changes teaching style
Face-to-face interfaces:
Same place, same time (cont.)

Students in an online classroom. Activity is monitored by color: speech in yellow, hand motion in red, body motion in green. Under each student is a timeline of their individual activity and at the bottom is an activity picture (using the colors) of the class (Chen).

Face-to-face interfaces:
Same place, same time (cont.)

Modulor II is a time-dependent architectural work of art in which participants create new patterns daily by collaboratively weaving colored strings through an interactive algorithm on a network of poles (Halkia and Local).

Questions for consideration

- How would feedback communication occur or have been perceived?
- What does the community of shared content on collaborative work mean?
- What pressure exists for conformity versus individuality?
- How can group cohesion be protected?
- What are the sources of interest among participants?
- Is there protection from health, aggression, or inaction behavior?
- Will there be sufficient equipment to support convenient access for all participants?
- How do we enforce the rules and standards?
- What is the user's level of technological sophistication or resistance?
- Who is most likely to be threatened by computer-supported cooperation efforts?
- How will high-level management participate?
- What jobs may be in trouble?
- Who will be in charge or in control?
- What are the additional costs or benefits of the system?
- Is there an adequate phase-in plan with sufficient training?
- Will there be confidentiality and adequate assistance in the early phases?
- What amount of participation is to be expectable or expected?
- What are the international, national, and organizational standards to be conducted?
- How will success be evaluated?