



The Web Now: Social

Luke Wroblewski

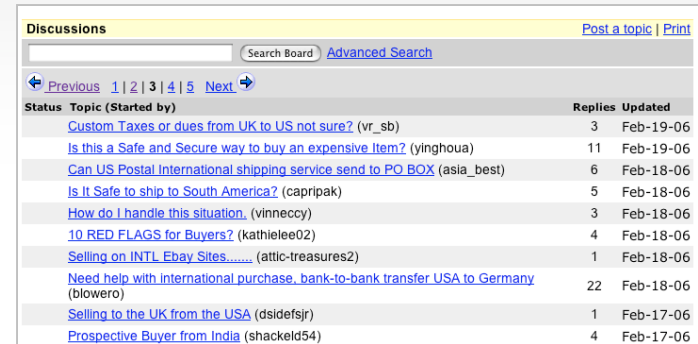
Principal Designer, Yahoo! Inc.



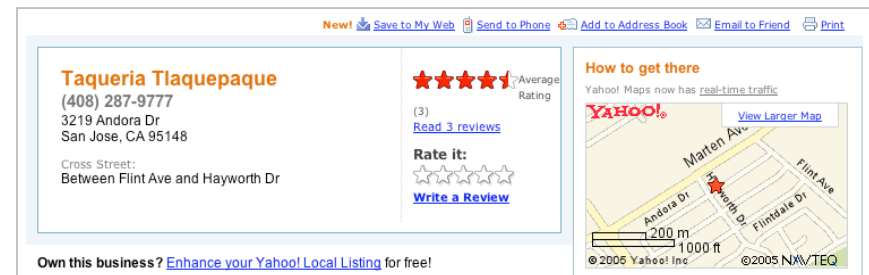
.....
IxD Symposium IA Summit 2006 03-23-2006

Definitions

- What is Community?
- In 1999...
 - Discussion boards, email newsletters
- In 2006...
 - Tags, ratings, reviews, comments, trackbacks, RSS, sharing (email, IM), distribution, blogs, wikis
- Always...
 - People united by shared interests or goals



Status	Topic (Started by)	Replies	Updated
	Custom Taxes or dues from UK to US not sure? (vr_sb)	3	Feb-19-06
	Is this a Safe and Secure way to buy an expensive Item? (yinghoua)	11	Feb-19-06
	Can US Postal International shipping service send to PO BOX (asia_best)	6	Feb-18-06
	Is It Safe to ship to South America? (capripak)	5	Feb-18-06
	How do I handle this situation. (vinneccy)	3	Feb-18-06
	10 RED FLAGS for Buyers? (kathielee02)	4	Feb-18-06
	Selling on INTL Ebay Sites..... (attic-treasures2)	1	Feb-18-06
	Need help with international purchase, bank-to-bank transfer USA to Germany (blowero)	22	Feb-18-06
	Selling to the UK from the USA (dsidefsjr)	1	Feb-17-06
	Prospective Buyer from India (shackeld54)	4	Feb-17-06



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San Jose, CA 95148

Cross Street:
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Average Rating: **★★★★☆**
(3)
[Read 3 reviews](#)

Rate it:
☆☆☆☆☆
[Write a Review](#)

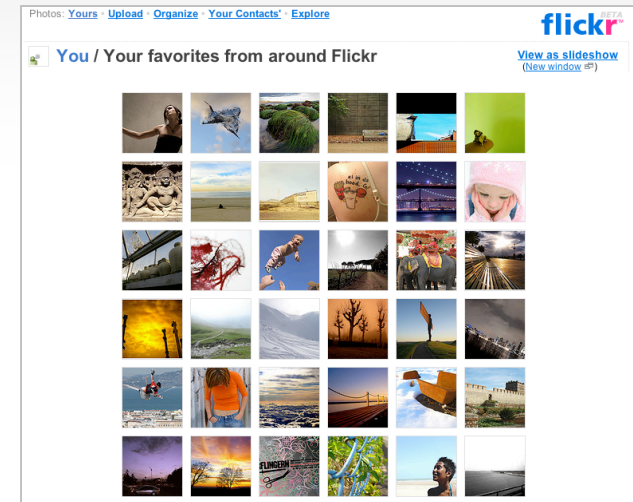
How to get there
Yahoo! Maps now has real-time traffic.
[View Larger Map](#)

Own this business? [Enhance your Yahoo! Local Listing](#) for free!

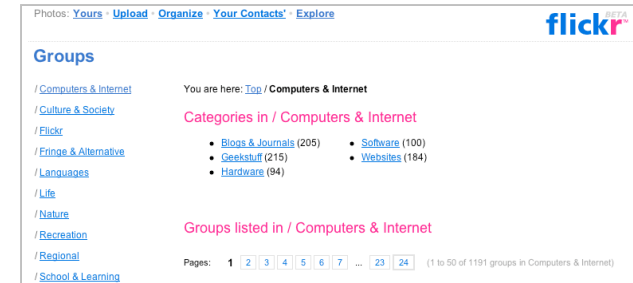
©2005 Yahoo! Inc. ©2005 NAVTEQ

What makes up a community?

- **Content is King**
 - Great products create community
 - Great actions (useful features & functions)
 - Great interest (compelling content)

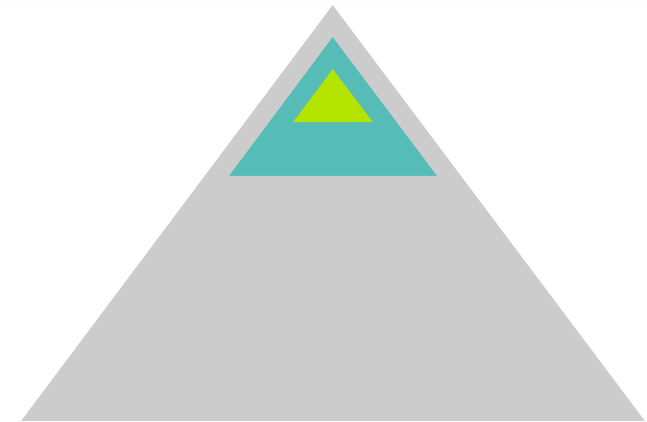


- **Social Behaviors**
 - Reputation & Identity
 - One to One, One to many, many to many communication
 - Sequences, Rituals, Groups



Who's In a Community?

- **Yahoo! Groups Example**
- **Creators**
 - **1%** of the user population might start a group (or a thread within a group)
- **Synthesizers**
 - **10%** of the user population might participate actively, and actually author content whether starting a thread or responding to a thread-in-progress
- **Consumers**
 - **100%** of the user population benefits from the activities of the above groups



* Bradley Horowitz, Yahoo! Research

Why Enable Community?



Value from **human to human** interactions



* Images from Flickr

Contribute

flag **Ratings** reviews favorites wikis calendars
comments tags **discussion boards**
 inline chat

Rate it:
 ☆☆☆☆☆
[Write a Review](#)

Rate this item: ☆☆☆☆☆ Not interested I own it
[Write a Review](#) | [Write a So You'd Like To... Guide](#) | [Tell a Friend About This Item](#)

 [erin_designr_pro](#) says:
 beautiful. hairy rocks are always fun to photograph because of their otherworldliness. you have captured that winter green in a great composition.
 Posted 4 weeks ago. ([permalink](#))

 [Kiki J pro](#) says:
 what a gorgeous comb-over. :)
 Posted 4 weeks ago. ([permalink](#))

hogegege, i like chinese, indonesian, italian, japanese. [language](#), [learn](#), [learn chinese](#), [learn german](#), [learn spanish](#), [lessons](#), [mandarin](#), [nightline](#), [science](#), [spanish](#), [speak](#)

ks mythical. this is like something out

Post a comment

Name


Email


URL

Comments (Basic HTML is allowed)

Add Tags:

Separate each tag with a comma: arts, comedy, movies, politics. If you see a tag, it's ok to enter it again!

 **Ore-Ida Tator Tots , Frozen F**
 Posted on 11.03.05 - Don't let the bu
\$3.29 at [Amazon.com](#) - [Buy It](#)
[Save to My Lists](#) ▾

 **Technica Moon Boots**
 Posted on 11.03.05 - So comfy, you will feel like you got candy in YOUR heels
\$129.00 at [Amazon.com](#) - [Buy It](#)
[Save to My Lists](#) ▾

★★★★★ **Hands Down, the BEST Mexican Joint in San Jose!!!** December 13, 2005
 By [hortha71](#) - [See hortha71's reviews](#) (1)

I just first started frequenting Taqueria Tlaquepaque #2 within the last six months and in that time it has proven over & over again that is the Champion of Mexican Restaurants not just here in San Jose, but pretty much the entire country.
[Full Review](#) ▶

Visit date: December 2005

2 of 2 found this review helpful.
 Was this review helpful to you? [Yes](#) - [No](#) [Report Abuse](#)

nova Witness	so I could know... "OK, someone from the team needs something".
Chad Fowler	Sean Johnson: are you in colorado?
DHH	jahova: currently the title changes
hris Messina	i want to be able to save this out w/ timestamps
Stephenson	David Demaree: hey!
oovemonkey	yeah, safari looks fine
hris Messina	and hook it up with a video chat
David Murray	and through a pretty bad connection too...
oão Antunes	no private conversations on the side right?
nova Witness	Maybe even a sound blip if no message has been sent in the last 3 minutes.
DHH	if it's not active, it'll keep the number of messages in the title
Jahova Witness	like an alert
Sean Johnson	New York. From Colorado.
	Going back.

Share

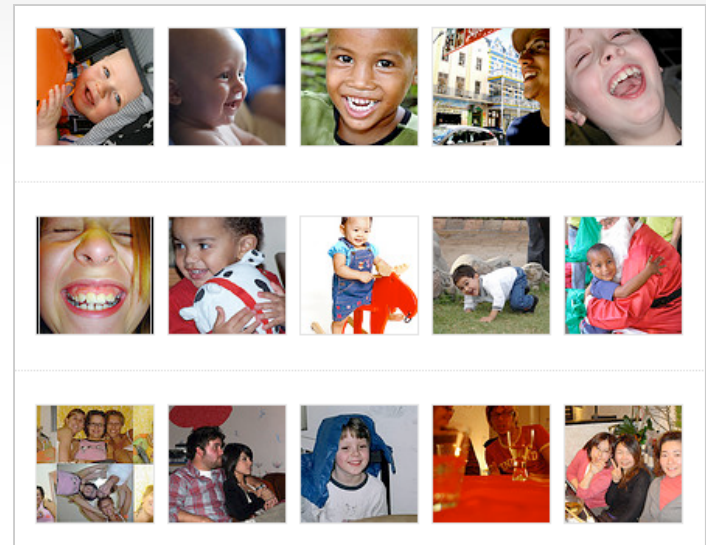
Email to friend save to list send via IM add
to my site **download** trackbacks **add to blog**
playlists **subscribe** invite

The screenshot displays a video player interface for "Asian Backstreet Boys" with the following features and options:

- Audio Controls:** "Listen" (yellow button) and "Subscribe" (grey button) with the text "It's free!" below.
- Download:** "Download" button for "Windows/Mac".
- Links:** "Send link" and "Put on site" (marked as "New!").
- Embedding:** Text: "Copy and paste the HTML below to embed this video onto a web page." followed by an embed code: `<embed style="width: 400px; height: 326px;" id="VideoPlayback" align="middle" type="application/x-...>`
- Available sizes:** Square (75 x 75), Thumbnail (100 x 54), Small (240 x 130), Medium (500 x 271), Original (1002 x 543). A "Download the Original size" button is present.
- Send Options:** "Send to Phone" and "Send to Friend".
- Embeddable Player:** A code block: `<object width="425" height="350"><param name="m...>` with the instruction: "(Put this video on your website. Works on Friendster, eBay, Blogger, MySpace!)"
- TrackBacks:** "TrackBack URL for this entry" (http://www.lukew.com/ff/ff_tb.asp?266) and a "Trackbacks" section with two entries: "knemeyer.com: A unique and illuminating conversation" and "Orbitstar Interactica: A Designers' Roundtable Discussion".
- Save to My Lists:** A green plus icon and "Set an Alert" button.
- Invite:** "Invite" section with "Choose up to 6 colleagues or friends to invite:" and a table with columns for "First Name", "Last Name", and "Email".
- Sites linking to this video:** "4 clicks from http://www.myspace.com/" and "3 clicks from http://profile.myspace.com/index.cfm?fuseaction=user...".
- Bottom Bar:** "New!" icon and buttons for "Save to My Web", "Send to Phone", "Add to Address Book", and "Email to Friend".
- Other:** "BLOG THIS" button and "Add this Pick List to your personalized My Yahoo! page" (About My Yahoo! and RSS) with "MY YAHOO!" and "RSS" buttons.

Implications: Good

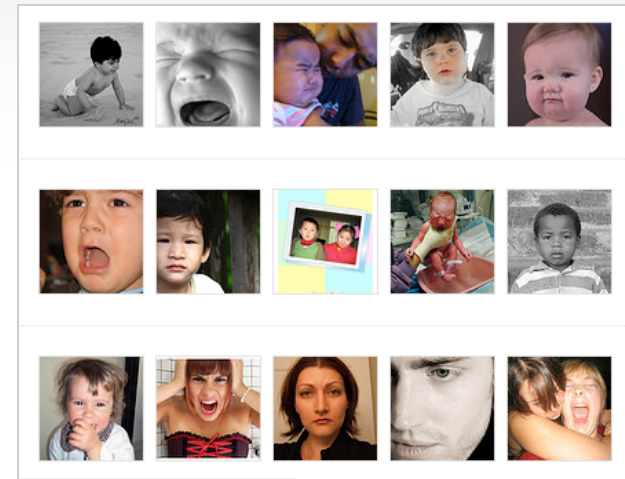
- **Filter**
 - Provide Information about information
 - Organic Popularity
- **Original content creation**
 - Flickr
- **Increased Engagement**
 - Yahoo! Answers
- **Invested Customers**
 - eBay
- **Collaborative Innovation**
 - eBay & PayPal
- **Inclusion**
 - Lego Mindstorms



* Images from Flickr

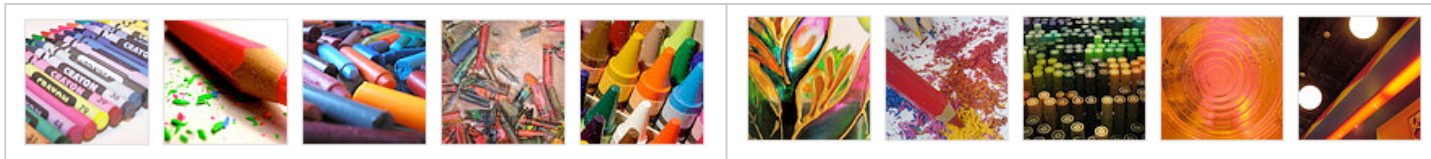
Implications: Bad

- **Too many “social” features can distract**
 - Blur the focus of the product
- **Quality**
 - Splogs, spratings, spags, comment spam, trackback spam
 - Lightweight interactions = lightweight content
- **Power Laws**
 - Power participants can become a dominant force in the direction of a product
 - Power can be abused
 - The vocal minority: potential innovation hurdle
 - Factions vs. Tribes
- **Privacy & Exposure**
 - Safety



* Images from Flickr

Best Practices



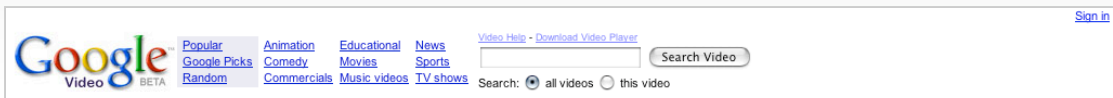
* Images from Flickr

Enable Identity

- **Welcome**
 - Pay attention to people
 - Flickr, MySpace
- **Anonymity can be a death sentence**
 - Lack of accountability & reputation
- **Personal Branding**
 - Nickname
 - About/URL
 - Images
- **Accomplishments**
 - Stuff I've Done
 - Rewards
- **Social Incentive**
 - "You've got mail!"

The screenshot shows the Yahoo! Answers BETA user profile for 'LukeW'. The page includes a navigation bar with 'ask.', 'answer.', and 'discover.' buttons. The user's profile information is displayed, including a profile picture, nickname 'LukeW', email, and website 'www.lukew.com'. The 'My Q&A' section lists several questions with their respective answers and dates. The 'My Answers' section shows a list of answers provided by the user. The 'My Points' section indicates the user's current level (2) and points (257). The 'My Recent Activity' section highlights recent thumbs-up ratings and points earned. The page also features a search bar, a 'Save to My Web' button, and a 'Search for questions & answers' section.

Focus on the Epicenter




Curry-N-Rice Girl
NDN Productions/Fobbed Out Entertainment
3 min 35 sec - Aug 30, 2005
www.ndnprod.net

[Download](#) for Windows/Mac

[Send link](#) - [Put on site](#) New!

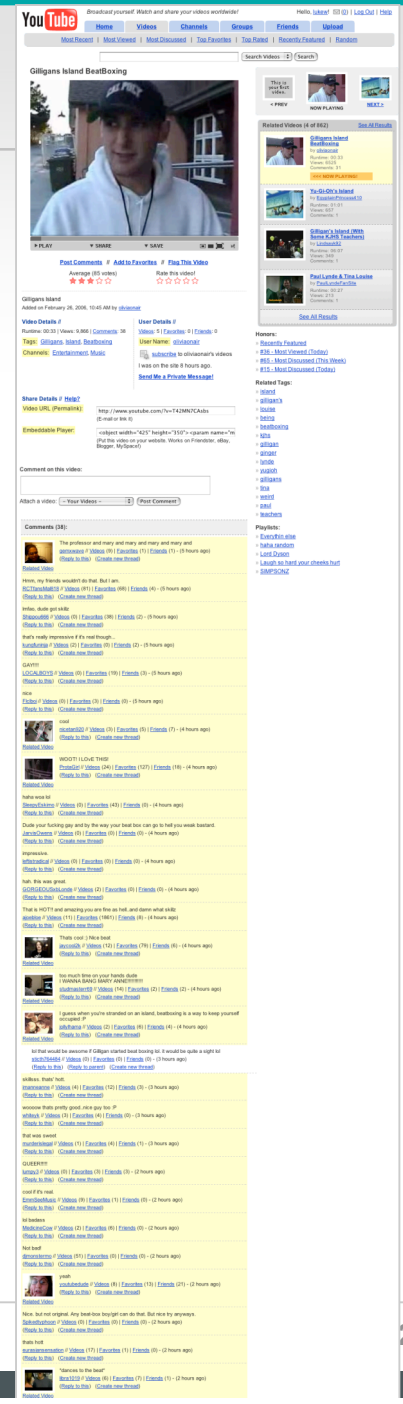
[More from this user](#) New! - [Related](#)



MC Vikram & Ludakrishna

00:38 / 03:36

VS.



Don't lose sight of primary content and goals

Provide for Creators, Synthesizers, & Consumers

Photos: [Yours](#) · [Upload](#) · [Organize](#) · [Your Contacts](#) · [Explore](#)

Uploading tools

There are loads of ways for you to upload your photos to Flickr, in addition to the [web-based upload form](#). Try out one of these tools to get your photos online quickly and effectively.

Flickr Uploader for Windows XP, 2000, ME and 98

- Windows XP: [Download the Flickr Uploader \(648K\)](#)
- Windows 2000, ME & 98: [Download the Flickr Uploader \(756K\)](#)

You can download an installer (.exe) that allows you to publish a batch of photos into Flickr directly from your computer. Once you install the Uploader, just drag and drop in your photos, add some tags, and you're done!

Please note: This is beta.

Flickr Uploader for Mac OS X 10.3 or higher

- [Download the Flickr Uploader for OS X \(228K\)](#)

If you're running Mac OS X.3+ (Panther or Tiger) or higher give our OS X Uploader a try. You can drag and drop from iPhoto or the Finder, and upload your photos in batches.

Version 2.2 released October 17th 2005. This is a required upgrade which has no real new user features, but has some internal changes that will help us make Flickr better. (It does have faster thumbnail generation, and a few bug fixes... so don't be too mad.)

Upload by email

Email your photos directly to your photostream using a special [upload by email](#) address. (You can add tags and set privacy as you email as well. Handy!)

For cameraphones

ShoZu

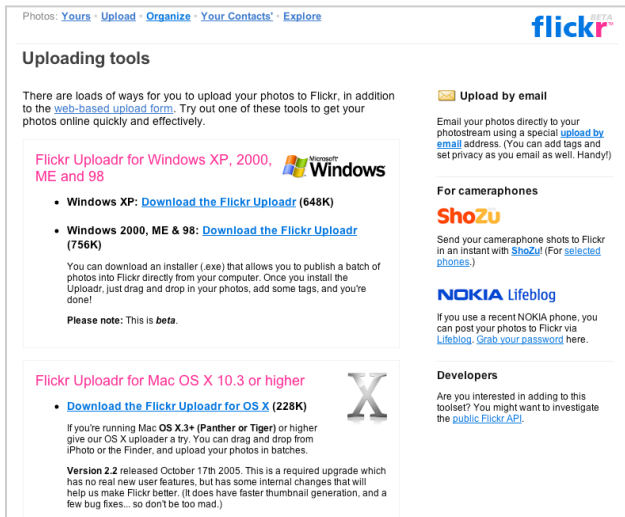
Send your cameraphone shots to Flickr in an instant with [ShoZu!](#) (For [selected phones](#).)

NOKIA Lifeblog

If you use a recent NOKIA phone, you can post your photos to Flickr via [Lifeblog](#). [Grab your password](#) here.

Developers

Are you interested in adding to this toolset? You might want to investigate the [public Flickr API](#).

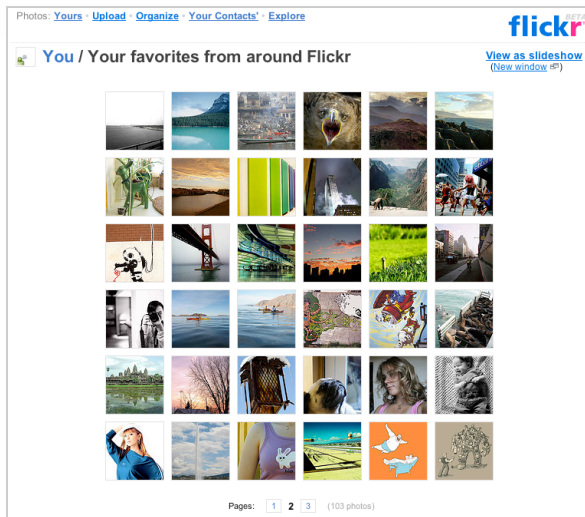


Creators

Photos: [Yours](#) · [Upload](#) · [Organize](#) · [Your Contacts](#) · [Explore](#)

You / Your favorites from around Flickr

[View as slideshow](#) (New window)



Pages: [1](#) [2](#) [3](#) (103 photos)

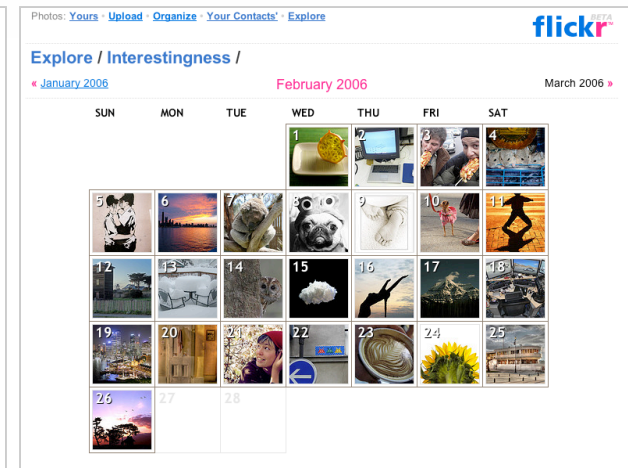
Synthesizers

Photos: [Yours](#) · [Upload](#) · [Organize](#) · [Your Contacts](#) · [Explore](#)

Explore / Interestingness /

◀ [January 2006](#) February 2006 March 2006 ▶

SUN	MON	TUE	WED	THU	FRI	SAT

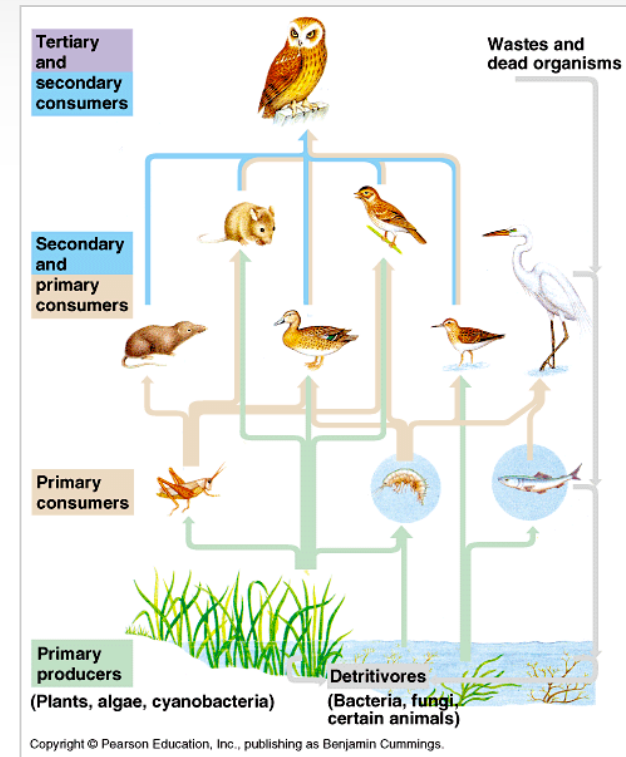


Consumers

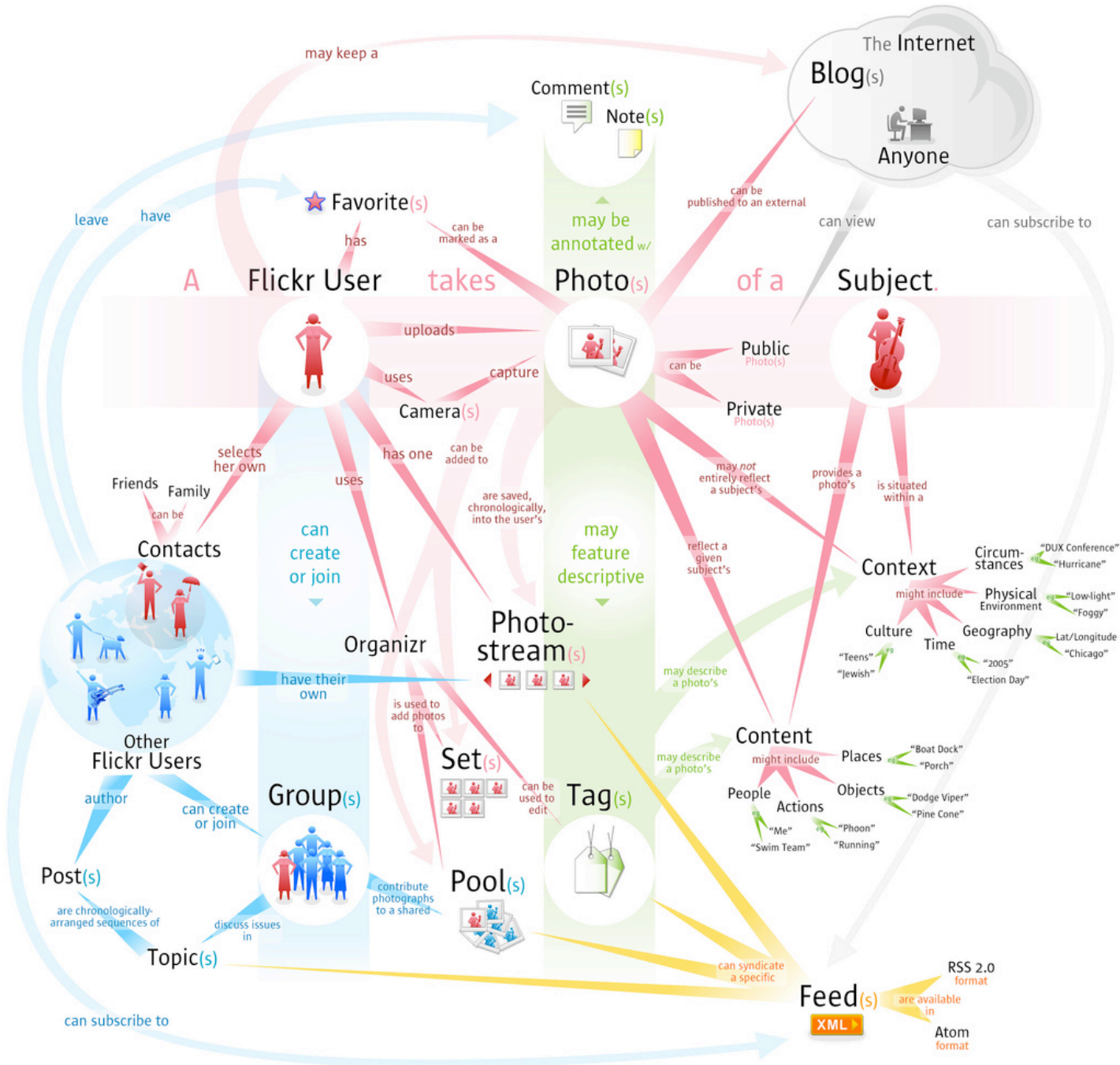
- **CSC personality types do not easily migrate between groups**
 - Scaling engagement is hard and often inappropriate
- **Leverage differences to maintain balance**

Design Systems

- **Extensible**
 - Social applications grow organically
 - Define flexibility upfront
 - Define rules early on
- **Think “Ecosystem”**
 - Movement of content
 - Cycles
- **Structured**
 - Interaction design establishes how a community can engage with each other and beyond
- **Objects & Actions**



* Pearson Education



Constraints Balance Systems

- **Quality Control**
 - Lightweight interactions = lightweight content
 - “Burying the submit button [in community Web sites] encourages fewer, but better posts.” -Derek Powazek, Design for Community, 2001
- **Barriers to Entry**
 - “The best check on bad behavior is identity.” -Mark Zuckerberg, Facebook Founder
- **Game Design**
 - Embrace Constraints

eBay.com Fees

View Fees for: [eBay.com](#) | [eBay Motors](#) | [eBay Stores](#) | [Ad Format](#) | [Real Estate](#) | [PayPal](#)

Basic fees

When you list an item on eBay, you're charged an [Insertion Fee](#). If the item sells, you are also charged a [Final Value Fee](#). The total cost of selling an item is the Insertion Fee plus the Final Value Fee.

Insertion Fees		Final Value Fees	
Starting or Reserve Price	Insertion Fee	Closing Price	Final Value Fee
\$0.01 – \$0.99	\$0.20	Item not sold	No Fee
\$1.00 – \$9.99	\$0.35	\$0.01 – \$25.00	5.25% of the closing value
\$10.00 – \$24.99	\$0.60	\$25.01 – \$1,000.00	5.25% of the initial \$25.00 (\$1.31), plus 3.00% of the remaining closing value balance (\$25.01 to \$1,000.00)
\$25.00 – \$49.99	\$1.20	Equal to or Over \$1,000.01	5.25% of the initial \$25.00 (\$1.31), plus 3.00% of the initial \$25.00 – \$1,000.00 (\$29.25), plus 1.50% of the remaining closing value balance (\$1,000.01 - closing value)
\$50.00 – \$199.99	\$2.40		
\$200.00 – \$499.99	\$3.60		
\$500.00 or more	\$4.80		

The [Insertion Fee](#) for Multiple Item Dutch Auction and Fixed Price listings is based upon the opening value of your items. The opening value is the starting or the fixed item price multiplied by the quantity of your items. The maximum Insertion Fee for any Multiple Item Listing is \$4.80.

special page

Sign in / create account
From Wikipedia, the free encyclopedia

Log in

Don't have a login? [Create an account.](#)

Username:

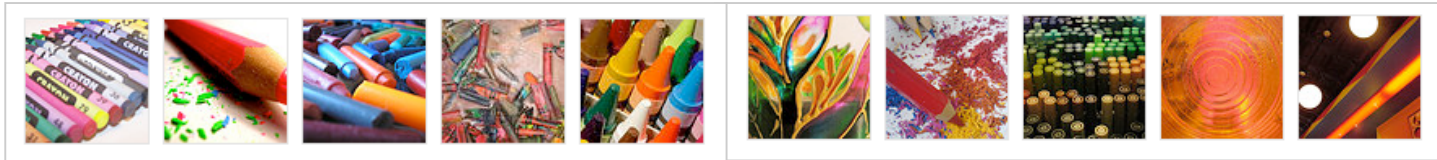
Password:

Remember me

navigation

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Questions?



luke@lukew.com

* Images from Flickr