The Web Now: Social
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Principal Designer, Yahoo! Inc.
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
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

Post a comment
Name
Email
URL
Comments (basic HTML is allowed)

One-ida Tator Tots, Frozen
Rated 5 stars
By hotchip71
Posted on 11/29/05

$3.29 at Amazon.com • Buy it

Save to My Lists

Tostitos Moon Boots
Rated 5 stars
By hotchip71
Posted on 11/29/05

$129.00 at Amazon.com • Buy it

Save to My Lists

December 13, 2005

★★★★★ Hands Down, the best Mexican Joint in San Jose!!!
By hotchip71 • See hotchip71's reviews (1)

I just started frequenting Taqueria Taquexqui #2 within the last six months and in that time it has proven over & over again that it is the Champion of Mexican Restaurants not just here in San Jose, but pretty much the entire country.

Visit date: December 2005

2 of 2 found this review helpful. Was this review helpful to you? Yes - No • Report Abuse

enia Witness
so i could know... "OK, someone from the team needs something".

Chad Fowler
Sean Johnson: are you in colorado?

DHH
jannah. currently the title changes

Stephenson
David Demares: hey!

vrwmoner
yeah, safari looks fine

hirs Messina
and hook it up with a video chat

David Murray
and through a pretty bad connection too...

Solo Antunes
no private conversations on the side right?

jannah Witness
Maybe even a sound clip 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

jannah Witness
like an alert

Sean Johnson
New York, From Colorado.
Going back.
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!”
Focus on the Epicenter

Don’t lose sight of primary content and goals
Provide for Creators, Synthesizers, & Consumers

**Creators**

- 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
A Flickr User takes a Photo of a Subject

Favorite(s) may be annotated

has

Camera(s)

Favorite(s) can create or join
Organizr

Sets

Tags

may feature descriptive

can be published to an external

may not necessarily reflect a subject's

Public

Private

Friends

selects her own

has one

may subscribe to

Content

may describe a photo's

People

Actions

Places

Objects

Content may include

may describe a photo’s

Comment(s)

Note(s)

may be annotated

may feature descriptive

can be published to an external

Context

Circumstances

Physical Environment

Culture

Time

Geography

"Hawaii"

"Hats"

"Skiing"

"Tennis"

"Rainy Day"

"Landscape"

"Sunset"

"Snorkeling"

"Paradise"

"Beach"

"Boat Dock"

"Palm Tree"

"Sunset"

"Pine Tree"

"Foggy"

"Landscape"

"Hawaii"

"Beach"

"Turtle"

"Hats"

"Skiing"

"Tennis"

"Rainy Day"

"Landscape"

"Sunset"

"Pine Tree"

"Foggy"

"Landscape"

"Hawaii"

"Beach"

"Turtle"

"Hats"

"Skiing"

"Tennis"

"Rainy Day"

"Landscape"

"Sunset"

"Pine Tree"

"Foggy"

"Landscape"

"Hawaii"

"Beach"

"Turtle"

"Hats"

"Skiing"

"Tennis"

"Rainy Day"

"Landscape"

"Sunset"

"Pine Tree"

"Foggy"

"Landscape"

"Hawaii"

"Beach"

"Turtle"

"Hats"

"Skiing"

"Tennis"

"Rainy Day"

"Landscape"

"Sunset"

"Pine Tree"

"Foggy"

"Landscape"

"Hawaii"

"Beach"

"Turtle"

"Hats"

"Skiing"

"Tennis"

"Rainy Day"

"Landscape"

"Sunset"

"Pine Tree"

"Foggy"

"Landscape"

"Hawaii"

"Beach"

"Turtle"

"Hats"

"Skiing"

"Tennis"

"Rainy Day"

"Landscape"

"Sunset"

"Pine Tree"

"Foggy"

"Landscape"

"Hawaii"

"Beach"

"Turtle"

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"Hawaii"

"Beach"

"Turtle"

"Hats"

"Skiing"

"Tennis"

"Rainy Day"

"Landscape"

"Sunset"

"Pine Tree"

"Foggy"

"Landscape"

"Hawaii"

"Beach"

"Turtle"

"Hats"

"Skiing"

"Tennis"

"Rainy Day"

"Landscape"

"Sunset"

"Pine Tree"

"Foggy"

"Landscape"

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"Beach"

"Turtle"

"Hats"

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"Skiing"

"Tennis"

"Rainy Day"

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"Foggy"

"Landscape"

"Hawi
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
Questions?

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* Images from Flickr