Today

- What is Social Computing?
- Why should you care?
- Who is this guy up front?
- How is this course organized?
- Projects (team & class)
What is “Social Computing”?

- “When technology mediates or augments social interaction.”

- Social interaction
  - Communication, collaboration

- Computation
  - Computational artifacts: software, devices, etc.
Why Does Social Computing Matter?
Why Does Social Computing Matter?

I'd also research the Hawaiian job market. It'd suck to get a degree with no jobs out there, like it is for Californian lawyer dog here.
Why Does Social Computing Matter?

- Impact on...
  - *Everyday interactions*: Social networking, info sharing, communication
  - *New services*: Sharing economy, gaming, etc.
  - *Research*: Understanding people (social processes)
  - And more!
Social Networking

- Facebook
- Google+
- LinkedIn
- Twitter
Knowledge Services

- Rating services
  - Yelp
  - Amazon
  - Netflix

- Search
  - Google
  - Bing
  - Yahoo
Providing Services

- Uber
- Lyft
- AirBnB
- eBay
- PayPal / Square / ApplePay
Work

- Work platforms
  - Mechanical Turk / Upwork (oDesk)
  - TaskRabbit

- Collaboration tools
  - Google Docs / Office 365 / ShareLatex

- Communication tools
  - Skype / Google Hangouts
Play

- Local multi-player gaming
  - Wii / Rock Band / etc.

- Online multi-player gaming
  - LoL / Unreal / etc.

- MMORPGs (more online gaming)
  - WoW
  - Second Life (has commercial aspects too)
Advertising

- Groupon
- FourSquare
Where Does Social Computing Fit In?

Computer Science / Engineering

- Devices and hardware
- Connection networks
- Data science / data mining
- Interaction methods / interfaces
- Communication networks / protocols
- ‘Human Computation’
- …
Where Does Social Computing Fit In?

Human-Computer Interaction / Design

- Human Factors
- UI / UX design
- Psychology
- "Design Thinking"
- ...

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- UI / UX design
- Psychology
- "Design Thinking"
- ...

...
Where Does Social Computing Fit In?

Collective Intelligence / Organizational Behavior

- Management
- Collective processes
- Emergent behaviors and emergent intelligence
- Crowdsourcing
- ...
A Lay of the [Local] Land

“... applications and services that facilitate collective action and social interaction online with rich exchange of multimedia information and evolution of aggregate knowledge...” [48] (systems)

“... the interplay between persons' social behaviors and their interactions with computing technologies” [15]

[Quinn & Bederson, CHI 2011]
A Lay of the [Local] Land

“... applications and services that facilitate collective action and social interaction online with rich exchange of multimedia information and evolution of aggregate knowledge...” [48] (systems)

“... the interplay between persons' social behaviors and their interactions with computing technologies” [15]

[Quinn & Bederson, CHI 2011]
Human Computation?

“A COMPUTER USING HUMAN BRAINS... JUST AS YOU HUMANS ONCE MADE COMPUTERS OF MECHANICAL BRAINS! THEY CONCENTRATE ON ANY QUESTION I ASK THEM OR I’LL SHUT OFF THE SUSPENDED ANIMATION CURRENT AND THEY WILL DIE!”

“Magnus, Robot Fighter #1” (Feb. 1, 1963)
My Research

Walter S. Lasecki
My Research [Group]

- Human Computation + Crowdsourcing
- Human-Computer Interaction
- Artificial Intelligence

For...

- Natural language interaction
- Smart sensors
- Accessibility
- Robotics
- Programming tools
My Research [Group]

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For...

- Natural language interaction
- Smart sensors
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- Robotics
- Programming tools

Interested in Research? Contact us!

Walter S. Lasecki
Our Focus in This Course

- Design and build novel, usable Social Computing systems

- First, we need to learn how to do this.
  - What can be learned from prior systems?
  - What don’t we yet know?
  - How do we approach designing systems that we can’t fully prototype?

- Next, we need to practice doing it
  - Identify important problems
  - Design new approaches
  - Test ideas
  - Build working systems
Assignments

Code-based assignments. Small programming projects.

Will be graded on latest version of Chrome as of deadline.

You must provide code

- This will cost ~$20/sem and is the course material instead of a textbook
Team Project

Large! High expectations!

Teams of 3-4 people. Exceptions require permission (the goal is to do 3.5 people’s worth of high quality system design+building)

Project will move VERY fast. Starts now.

- Come up with cool ideas ASAP.
- Start talking to people, we’ll help you meet more potential teammates next wk
Feedback Needed

> Time of project submissions? (vote)

> Individual or pair assignments? (vote)
Class Project (experimental)

Together, we’ll also build a system, but with my effort on the line.

This will be a system ~1/6th as complex as yours, but it will give us a running example.

Disclaimer: This will take a lot of time and I’ve never tried this before, but I figure if you have to interact more in this class than a typical one, so should I...
Class Project (experimental)

But what will we build?

...There was a ton of interest in 493 for a “live feedback” system for lectures.

Let’s do that. And use it in class!
< Design Activity >
Course Info

- Course website: http://tiny.cc/socsClass

- Syllabus: online
  - Canvas: Live now

- Bring: computer + something to write on (for quizzes/in-class collab.)

- Grading:
  - Participation: 7% (discussion + in-class activities)
  - Quizzes: 15%
  - ‘Big Quiz’: 15% (March. 28th)
  - Mini-Tasks/Project Steps: 35%
  - Individual Assignments: 12%
  - Final Project Presentation, Code, and Report: 16% (April 11th & 13th)
Course Organization

- Course website: http://tiny.cc/socsClass
- Introduction and overview
- Social computing platforms
- Computer supported cooperative work
- Evaluation methods
- Prototyping SoCSs
- Crowdsourcing
- Human Computation
- Games and incentives
- Social networks: social media, design tradeoffs, network properties
- Privacy and security
- Special topics (graphs and networks, NLP)
- On-going/future research in SoCS
Other Logistics

- Office hours: by appointment (and end of class)
  - Due by 11:59pm on **1/8/2016** (Sunday, AKA “this weekend, yo”)

- Other questions/comments/concerns?
Today (recap)

- What is Social Computing?
  - “When technology mediates or augments social interaction.”

- Why should you care?
  - Impact, jobs, fun

- Who is this guy up front?
  - Me! (Prof. Walter Lasecki)

- How is this course organized?
  - Mostly around a team project
Next Class

- Lecture Topic:
  - Social Computing platforms

- Readings due:
  - None

- Assignments due:
  - None

(Here it is, your moment of zen)