Today

- Social Networking Sites (SNSs): examples
- What do we need to facilitate social networking?
Challenge

Connect people to one another in ways that classic interactions do not support
People are naturally social.

We socialize to: have fun, learn, share information, signal, …

*Making and maintaining connects is key to socialization.*
Social Theories
Human Communication

- Relate to others (shared experiences)
- Share/find content (information)
- Coordinate (share information about intent)
- Shared problem solving
- Shared memory
- Send/receive social signals
Social Signaling

“Throughout the entire evolution of conspicuous expenditure, whether of goods or of services or human life, runs the obvious implication that in order to effectually mend the consumer’s good fame it must be an expenditure of superfluities. In order to be reputable it must be wasteful. No merit would accrue from the consumption of the bare necessaries of life”

— Thorstein Veblen, *The Theory of the Leisure Class* (1899)
Social Signaling
Social Signaling

1. Legs On The Beach
   Lighthearted but kinda braggy joke about you poor saps stuck at work!! haha jk

4. Jumping For No Reason
   Jumping! #Jumping
Social Signaling
Social Signaling

(possibly fake)
Social Signaling

- Income (as we saw)
- Lifestyle (as we saw)
- Skills / Attributes
- Popularity
- Reputation
- Power/Influence
- Beliefs/Morals
- Group Affiliation
- ...
Uncertainty Reduction Theory

“[We] want to be able to predict behavior, and therefore, they are motivated to seek more information about people”
Social Exchange Theory

“predicts, explains, and describes when and why people reveal certain information about themselves to others”
Social Penetration Theory

AKA, “The Onion Theory”

- Orientation (meeting)
- Exploratory (cautiously establish shared knowledge)
- Affective (expression of the target state)
- Stable (long-term state)
Information Foraging Theory

“... is a theory that applies the ideas from optimal foraging theory to understand how human users search for information”

** Interpersonal ties are “information-carrying connections between people”**
Relational Maintenance Theory

Connections between people must be maintained and developed over time

‘Social penetration’ degrades over time
Examples!
The internet is the most powerful tool we have for creating a more open and connected world. We can't let poorly thought out laws get in the way of the internet's development. Facebook opposes SOPA and PIPA, and we will continue to oppose any laws that will hurt the internet.

The world today needs political leaders who are pro-internet. We have been working with many of these folks for months on better alternatives to these current proposals. I encourage you to learn more about these issues and tell your congressmen that you want them to be pro-internet.

You can read more about our views here: https://www.facebook.com/FacebookDC?
Google+
ResearchGate
Twitter
YouTube
The YouTube Social Network

ICWSM 2012 paper: The YouTube Social Network

“examines the social network aspect of YouTube by measuring the fullscale YouTube subscription graph, comment graph, and video content corpus. We find YouTube to deviate significantly from network characteristics that mark traditional online social networks, such as homophily, reciprocative linking, and assortativity.”