Today

- What is Social Computing?
- Why should you care?
- Who is this guy up front?
- How is this course organized?
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?
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”
- ...
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]
“... 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]
Human Computation?

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

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

For...

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

Walter S. Lasecki
My Research [Group]

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

For...
- Natural language interaction
- Smart sensors
- Accessibility
- 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
Course Info

- **Course website:** [http://tiny.cc/socsClass](http://tiny.cc/socsClass)

- **Syllabus:** online
  - Canvas: *Coming soon*

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

- **Grading:**
  - Participation: 10% (in-class activities)
  - In-Class Assignments (incl. quizzes): 20%
  - ‘Big Quiz’: 10% (during the week before Spring break, ~Feb. 25th)
  - Mini-Tasks/Steps: 30%
  - Final Project + Presentation: 30%
Course Organization

- Course website: [http://tiny.cc/socsClass](http://tiny.cc/socsClass)
- Introduction and overview
- Social computing platforms: types and uses
- Communication platforms
- Work platforms
- Game theory and incentives
- Collaboration platforms
- Markets and Swarms
- Crowdsourcing
- Human Computation
- Privacy (and security)
- Data mining & NLP Techniques
- On-going/future work
Other Logistics

- Office hours: Take survey on the course website!
  - Due by 11:59pm on 1/8/2016 (Friday, AKA “tomorrow”)

- 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)