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

Charm bought me a new car for my bday! He really loves me!! 😘

17 people like this.

Charm: Whoa! Those are some sick rides! 😎
Charm: Charm yours the best! 😘
Charm: Thanks for letting me show this beautiful car! 😊

Ramit: Whoa! You're amazing! 😍
Ramit: Thank you! 😊

Charm: You're welcome... 😊

Charm: What do you think? 😊

Charm: Your new car 😊

Charm: Whoa! Those are some sick rides! 😎
Charm: Charm yours the best! 😘
Charm: Thanks for letting me show this beautiful car! 😊
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!
Mark Zuckerberg

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 sk-corp, 329139705453932.

Christopher Hampton I agree, Mark, but you guys are late. Feels like you waited until you were sure where the public would fall.

2 hours ago - Like - 58

Om Malik Mark Zuckerberg it be great if you/Facebook actually shared and had a conversation about your suggestions and proposals to the legislators mostly because I believe since this impacts individuals - they need to be part of the process.

6 hours ago - Like - 67

Vine R Paul We are not criminals, STOP SOPA.
http://youtube.com/watch?v=N7X4HhkK78s

2 hours ago - Like - 34

Joseph Roberto Gunawan ANTI SOPA (Stop Online Piracy Act)

2 hours ago - Like - 26

Jeffrey Barchad good

2 hours ago - Like - 19

Karanvir Y. Khan Wikipedia, and several others on protest... dude its time for facebook to add a banner on homepage! I hope the will not make this cyber space dark in
Google+
LinkedIn

Your connections Daniel and zulqurnain have endorsed you for new skills and expertise!

Add to profile  Skip

Walter (S) Lasecki
Assistant Professor at University of Michigan
Pittsburgh, Pennsylvania  Research

Previous  Carnegie Mellon University, University of Rochester, Google
Education  University of Rochester

View profile as  500+ connections

Profile Strength  All-Star

Education refinance customers have saved an average of $1,764 per year.*

SAVE NOW

Citizens Bank*
LinkedIn

Your connections Daniel and zulqurnain have endorsed you for new skills and expertise!

Walter (S) Lasecki
Assistant Professor at University of Michigan
Pittsburgh, Pennsylvania | Research

Previous
Carnege Mellon University, University of Rochester, Google

Education
University of Rochester

View profile as
500+ connections
ResearchGate
YouTube
YouTube

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.”
Skills Survey: [http://goo.gl/forms/m0W4HFVhgO](http://goo.gl/forms/m0W4HFVhgO)  
(due midnight **Thursday, 1/21**)