Social Media
CogSci 121 - HCI Programming Studio
Admins / Communication

• Logistics: questions?

• Andres Tellez Interactive Lecture: Tue 4/12 4-5pm, DesignLab (Atkinson Hall 1601)

  • Need 5 volunteers who want to attend as student (please email me now at weibel@ucsd.edu)
Tim Berners Lee (2009)

http://www.ted.com/talks/tim_erners_lee_on_the_next_web
Web 2.0

• Term "Web 2.0" was introduced by Tim O'Reilly in 2005 to describe a new generation of web applications

  • user-generated content participation platform
  • data as driving force
  • collective intelligence

• Classification of Web 2.0 applications

  • features and requirements

• Support for Web 2.0 applications

  • languages, development environments and client-side runtimes
  • application programming interfaces
  • offline capabilities
Web 2.0
TopHat Attendance
Social Media is

- Consumer generated media. It is media that is designed to be shared, sharing means that it is easy to comment on, that it is easy to send, there are no costs associated with viewing the media and last but not least it is always available.

- Social media enables people to share information with friends and colleges using the Internet.
Social Networking

Friendship
- Keeping in Touch
- Developing new relationships

Sharing
- Photos
- Links
- Interests

Community
- Causes
- Beliefs
- Advocacy
A Visualization Of The World’s Facebook Relationships

Social Media Revolution

https://www.youtube.com/watch?v=jottDMuLesU
Social Network Analysis

• Using Social Network Analysis, you can get answers to questions like:

  • How highly connected is an entity within a network?
  • What is an entity's overall importance in a network?
  • How central is an entity within a network?
  • How does information flow within a network?

Source: http://www.fmsasg.com/SocialNetworkAnalysis/
Facebook Feelings Are Contagious, Study Shows

You can’t catch a cold from a friend online. But can you catch a mood? It would seem so, according to new research from the University of California, San Diego.

Published in *PLOS ONE*, the study analyzes over a billion anonymized status updates among more than 100 million users of Facebook in the United States. Positive posts beget positive posts, the study finds, and negative posts beget negative ones, with the positive posts being more influential, or more contagious.

“Our study suggests that people are not just choosing other people like themselves to associate with but actually causing their friends’ emotional expressions to change,” said lead author James Fowler, professor of political science in the Division of Social Sciences and of medical genetics in the School of Medicine at UC San Diego. “We have enough power in this data set to show that emotional expressions spread online and also that positive expressions spread more than negative.”

There is abundant scientific literature on how emotion can spread among people – through direct contact, in person – not only among friends but also among strangers or near-strangers. Little is known, though, about emotional contagion in online social networks. Yet, in our digitally connected world, Fowler said, it is important to learn what can be transmitted through social media, too.
Mining the Social Web
Analyzing Data from Facebook, Twitter, LinkedIn, and Other Social Media Sites

• Readings

• Chapter 4
  *Twitter: Friends, Followers, and Setwise Operations*

• Chapter 9
  *Facebook: The All-in-One Wonder*
Social (Media) Experiment

https://www.youtube.com/watch?v=5P_0s1TYpJU
Next

- Friday 4/8 (tomorrow)
  - Required discussion section
  - Assignment 1: Social Media
  - Quiz on Week 1 and Week 2 (lectures, readings, assignments)
    - 10 simple question to check your understanding of the material
    - TopHat discussion page (Please join the TopHat page for your discussion - piazza post will follow)
- Next Week: Direct Manipulation and Visual Perception
- Now: Teams Formation + Assignment 1 warmup
TEAMS