Designing Social Interfaces: The Social Ecosystem

Visualizing the social taxonomy and ecosystem | erin malone and christian crumlish

(+ former members of the yahoo! platform design team matt leacock and bryce glass & various barcamp/uncamp attendees)

2004

User Identity

Yahoo! Global Reputation Platform

2007 - 2008

Social Media Patterns brainstorm results, with iterations, displayed as a mind-map taxonomy.

2009

Collaboration

Relationships

Influencers
Interest Groups
Family & Friends

Reputation
Moderation
Blogs
Tags
Conversations
Photos
Participation
Comments
Ratings & Reviews
Media
Discovery

Self Identity & Engagement

Organizing & Discovery

Social Media Ecosystem
diagram evolved from an original diagram by Bryce Glass, 2007

Collaboration

Relationships

Group Conversations
Wikis
Group Calendar
Management
Work Groups
Coworkers

Reputation
Moderation
Blogs
Tags
Conversations
Documents
Participation
Comments
Activity Stream
Media
Discovery

Identity & Engagement

Organizing & Discovery

Social in the Enterprise
diagram evolved from an original diagram by Bryce Glass, 2007

Social Patterns & Anti-Patterns FTW

Social Design Patterns are proven solutions to common problems in specific contexts

Principles
- Leave Incomplete
- Palimpsest
- Talk Like a Person
- Your vs. My
- Be a Game
- Ethics

Self
- Engagement (ex: Sign in Continuity)
- Identity (ex: Profile, Avatar, Dashboard)
- Presence (ex: Statuscasting, Activity Streams)
- Reputation (ex: Competitive Spectrum, Leaderboard)

Actions
- Collecting
- Broadcasting
- Communicating
- Feedback
- Sharing (ex: Reviews)
- Collaboration (ex: the Wiki Way, Crowdsourcing)

Community
- Relationships (ex: Circles of Connection)
- Groups (ex: Roboticuly Easy Group)
- Participation
- Community Moderation
- Place/Geography/Location (ex: Geo-Tagging, Mapping)

Other Considerations
- Openness
- Mobile/Ubiquity
- Enterprise Context
- Demographics
- Games

Social Design Antipatterns (or Antisocial Design Patterns) are things that seem like a good idea at the time, bandaids, with known negative consequences.
- Password Antipattern
- Ex-Boyfriend Bug
- Cargo Cult Design
- Underpants Gnome
- Sock Puppets
- Leaderboard (in most contexts)

COLLECTING
SHARING
BROADCASTING & PUBLISHING
COMMUNICATING
FEEDBACK
COLLABORATION
SOCIAL MEDIA

2008

Self
Activities
Community
Reputation
Presence
Sharing

Initial visualization sketch inspired by the honeycomb diagram and other ideas.

2009 - 2010

Engagement (green)
Sign Up / Register
Sign In
Sign In Continuity
Sign Out
Receive Invitation
Send Invitation
Authorize
Private Beta
Welcome Area
Reengagement

Identity (green)
Identity
Profile
Profile Decorating
Reflectors
Identity Cards
Attribution
Testimonials
Avatar
Personal Dashboard

Presence (green)
Availability
Mood
Environment
Buddy List
Statuscasting
Microblogging
Updates Opt-in
Signs of Life
Usergallery
Who's Here Now
Ambient Intimacy

Reputation (green)
Levels
Labels
Collectible Achievements
Temporal Awards
Peer-to-peer Awards
Points
Leaderboard
Top X
Statistical Evidence
Monitoring
Friend Ranking

Collecting (blue)
Saving
Favorites
Displaying
Add / Subscribe
Tag an Object
Find with Tags
Tag Cloud

Feedback (blue)
Comments
Reviews
Ratings
Favorites
Vote to promote
Thumbs up / down ratings
Soliciting Feedback

Broadcasting Publishing (blue)
Blogs - Read
Blogs - Publish
Microblogging
Publishing
Rights
Terms of Service
Licensing

Sharing (blue)
Sharing
Bookmarklet
Share This
Activity Streams
Send This
Casual Privacy
Give Gift
Many Publics
Social Bookmarking
Embedding
Ongoing

Communicating (blue)
Synchronous vs. Asynchronous
Sign In to Participate
Forums
Public Conversation
Private Conversation
Nudging
Group Conversation
Flamewars
Vendettas
Sock-Puppets

Collaboration (blue)
Collaboration
Manage Project
Voting
Collaborative Editing
Edit this page
The Wiki Way
Unbook
Crowdsourcing

Social Media (blue)
Following
Filtering
Recommendations
Social Search
Pivoting
Monetize
Underpants Gnome

Community Management (red)
Norms
Manifesting
Collective Choices
Group Moderation
Collaborative Filtering
Report Abuse
What's the Story

Connections (red)
Relationships
Find People
Add Friends
Implicit / Explicit Relationships
Fans & Fame
Circles of Connections
Publicize Relationships
Unfriend

Place Geo Location (red)
Face-face Meeting
Party
Calendaring
Reminding
Geo-Tagging
Geo-Mapping
Geo-Mashing
Neighborhood
Mobile - Geo
Mobile - Gatherings
Mobile - Statuscasting

Center circles: Activities, Social Spaces, Self, Community

Curved anti-pattern labels: Pave the Cowpaths, Cargo Cult Anti-Pattern, Talk Like a Person, ExBoyfriend Anti-pattern, Be Open, Learn From Games, Potemkin Village, Respect the Ethical Dimension, Don't Break Email, Password Anti-Pattern

diagram by erin malone
content from Designing Social Interfaces by erin malone and christian crumlish
diagram inspired by Nancy Duarte, from her book slide:ology: The Art and Science of Creating Great Presentations

Influences over the years

The Social Media Honeycomb

The Flickr Social Ecosystem and User Model

Social Media Strategy Building Blocks

Social Media Strategy Building Blocks in the Enterprise

Participation Ladder

The Ladder of Disclosure

Power Law of Participation

Collective Intelligence
Low Threshold with Tool
High Engagement with Community
Distribution (Viral)

The Fractal Social Model

Social Space