Designing Social Interfaces: The Social Ecosystem

Visualizing the social taxonomy and ecosystem | erin malone and christian crumlish
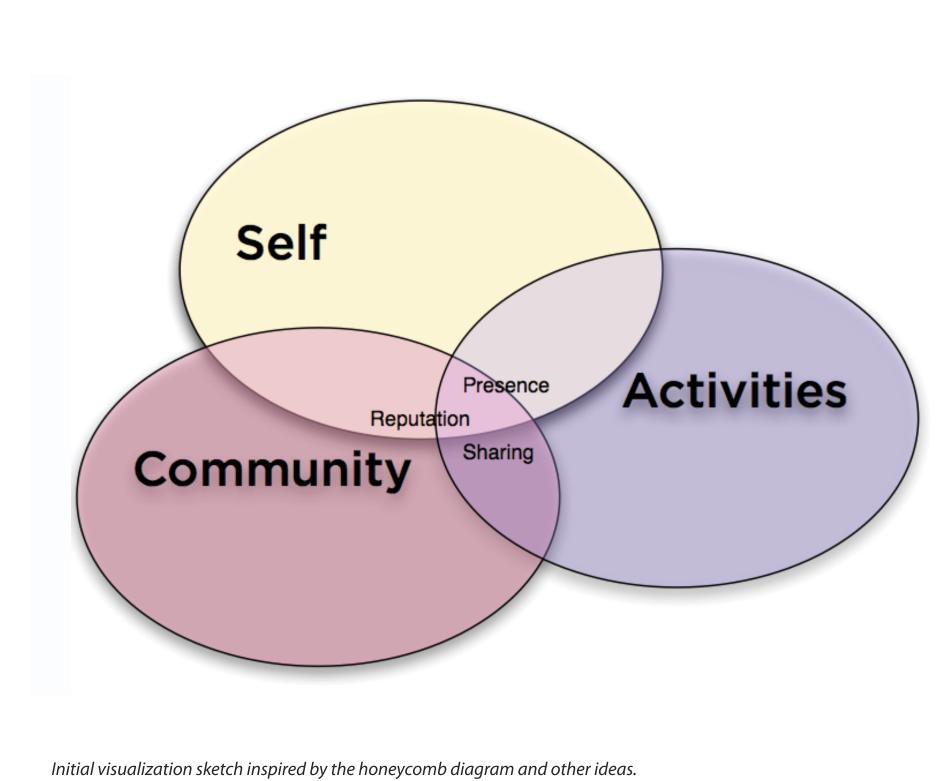
(+ former members of the yahoo! platform design team matt leacock and bryce glass & various barcamp/uncamp attendees)

2004

User Identity
Version 2
December 2004
Matt Leacock, Platform Design Group

Yahoo! Global Reputation Platform
Concept Map – Draft
Matt Leacock
August 2004

2008

Self
Activities
Community

Presence
Reputation
Sharing

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

2007 - 2008

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

2009

Collaboration
Influencers
Relationships
Interest Groups
Family & Friends

Reputation
Moderation
Blogs
Conversations
Tags
Photos
Organizing & Discovery
Participation
Comments
Self Identity & Engagement
Media
Discovery
Ratings & Reviews

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

Collaboration
Group Conversations
Wikis
Group Calendar
Management
Relationships
Work Groups
Coworkers
Reputation
Moderation
Blogs
Conversations
Tags
Documents
Organizing & Discovery
Participation
Comments
Identity & Engagement
Media
Discovery
Activity Stream

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
• Identity
• Presence
• Reputation

Actions
• Collecting
• Broadcasting
• Communicating
• Feedback
• Sharing

Community
• Relationships
• Groups
• Community Maintenance
• Community Management

Other Considerations
• Openness
• Mobile/Ubiquity
• Enterprise Context
• Demographics
• Games
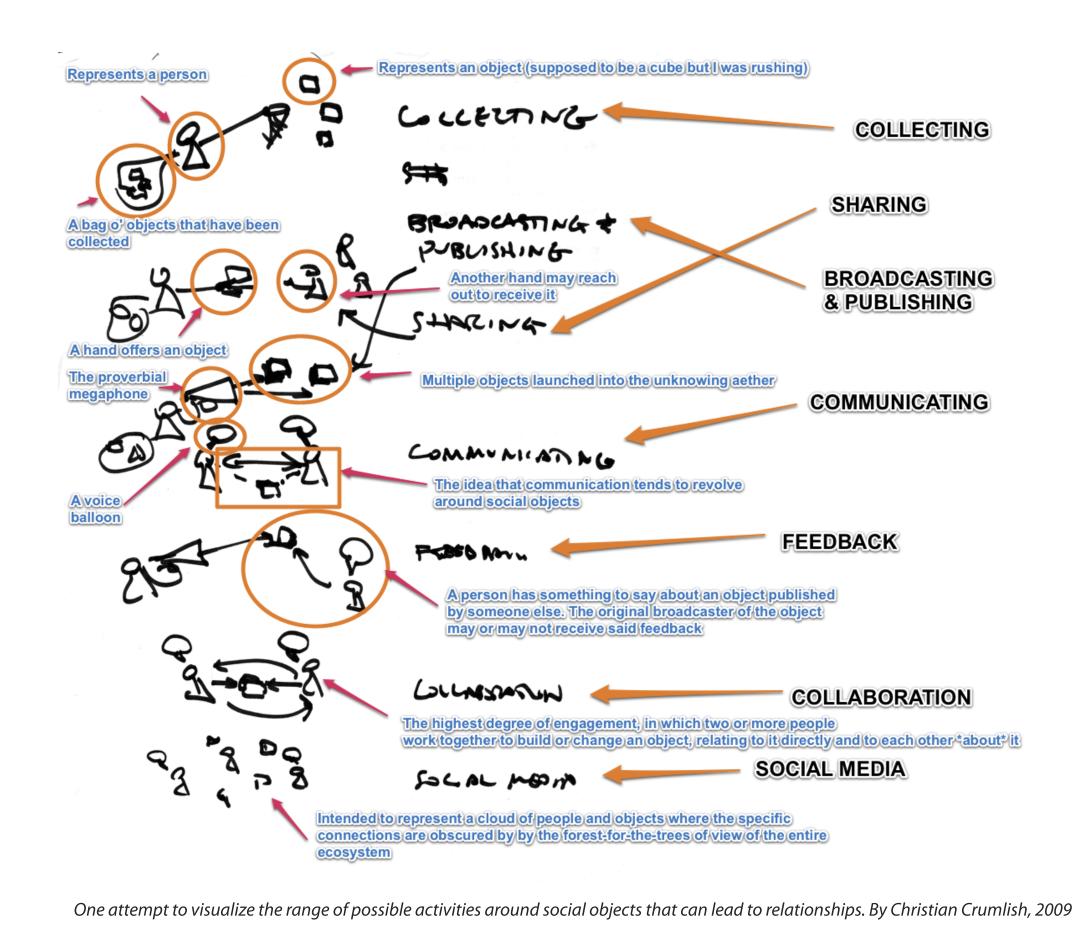
Social Design Anti-patterns (or Antisocial Design Patterns) are things that seem like a good idea at the time, bandaids, with known negative consequences.

• 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

One attempt to visualize the range of possible activities around social objects that can lead to relationships. By Christian Crumlish, 2009

2009 - 2010

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

Saving
Favorites
Displaying
Add / Subscribe
Tag an Object
Find with Tags
Tag Cloud

Blogs - Read
Blogs - Publish
Microblogging
Publishing
Rights
Terms of Service
Licensing

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

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

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

Following
Filtering
Recommendations
Social Search
Pivoting
Monetize
Underpants Gnome

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

Identity
Profile
Profile Decorating
Reflectors
Identity Cards
Attribution
Testimonials
Avatar
Personal Dashboard

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

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

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

Norms
Manifesting
Collective Choices
Group Moderation
Collaborative Filtering
Report Abuse
What's the Story

Face-face Meeting
Party
Calendaring
Reminding
Geo-Tagging
Geo-Mapping
Geo-Mashing
Neighborhood
Mobile - Geo
Mobile - Gatherings
Mobile - Statuscasting

Broadcasting Publishing
Collecting
Feedback
Sharing
Communicating
Collaboration
Social Media
Engagement
Identity
Presence
Reputation
Connections
Community Management
Place Geo Location

Activities
Self
Community
Social Spaces

Pave the Cowpaths
Talk Like A Person
Be Open
Respect the Ethical Dimension
Password Anti-Pattern
Cargo Cult Anti-Pattern
Ex-Boyfriend Anti-Pattern
Learn From Games
Potemkin Village
Don't Break Email

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
Inspired by Stewart Butterfield in a blog post from 2003.

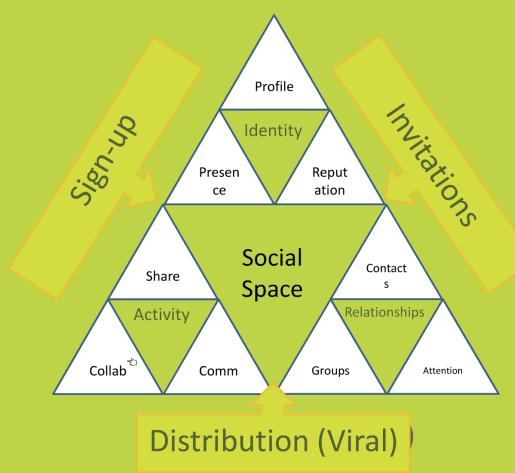**The Flickr Social Ecosystem and User Model**
Created by Bryce Smith in 2005, this ecosystem or user model of flickr has long been an influence on how we thought about clustering social activities around objects.

Social Media Strategy Building Blocks
Inspired by Gene Smith's honeycomb model and Stuart French, who wrote about collaboration in the Enterprise, Matt Hodgson

Social Media Strategy Building Blocks in the Enterprise
Further thinking by Matt Hodgson about Social Media in the Enterprise.

Participation Ladder
Participation Ladder
Forrester Research, 2006

The Ladder of Disclosure
The Ladder of Disclosure

Power Law of Participation
Collective Intelligence
Collaborative Intelligence
Power Law of Participation, Ross Mayfield, 2006

The Fractal Social Model
Fractal social model
Christina Wodtke, 2009
Distribution (Viral)