

Designing Social Interfaces Workshop

Using principles, patterns and anti-patterns to create meaningful social user experiences

Erin Malone
Tangible UX

erin@tangible-ux.com
@emalone

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to create meaningful social user experiences

erin malone :: september 2013 :: euroIA workshop

tangible UX

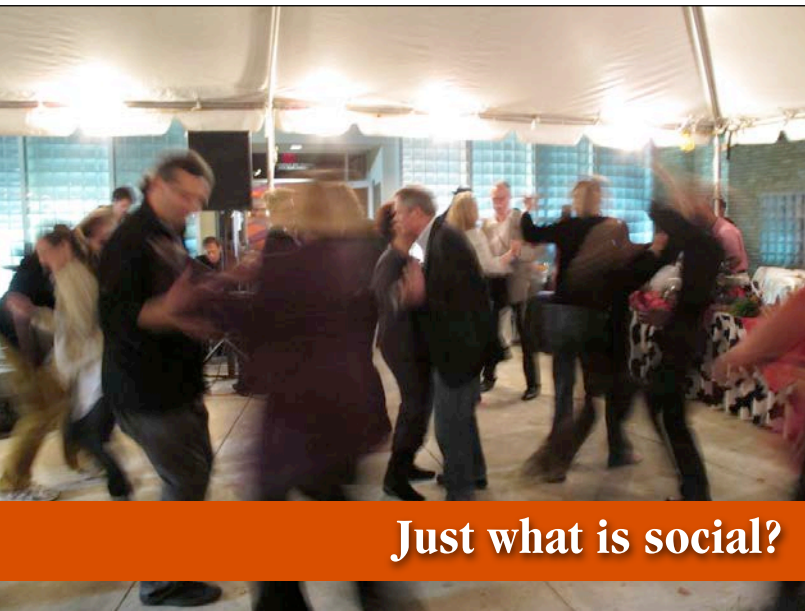
A little about me: erin malone

Erin Malone

Partner

tangible UX

twitter @emalone



Just what is social?

What does “social” really mean?



You already do social

Sign Up, Sign In, Send Invitation, Profile, Avatar, Presence, Availability, Activity Streams, Numbered Levels, Peer-to-peer Awards, Ranking, Points, Leaderboard, Collecting, Favorites, Subscribe, Find with Tags, Content Lifecycle, Share This, Send This, One-Time Sharing, Social Bookmarking, Embedding, Feedback, Comments, Reviews, Ratings, Favorites, Forum, Public Conversation, Private Conversation, Voting, Edit This Page, Crowdsourcing, Following, Filtering, Recommendations, Contacts, Find People, Unfriending, Stalking, User-Created Groups, Community Guidelines, Report Abuse, Check In, Face-to-Face Meeting, Calendaring, Reminding, ...and many more



New social media : still awkward

Remember before social media? When you had to take a photo of your food, develop it, then go to your friends homes to show it to them? Me neither.



That awkward moment when Facebook suggests a former one night stand as someone you might know



someecards
user card

Janice is listed as single. 12:06am - Comment - Like

Jared [redacted] at 1:06am February 21
you and dad divorced?

Janice [redacted] at 10:27am February 21
I forgot to mention that to you

Excuse me while I join a Facebook group for children who found out their parents got divorced via status update...

Christina
@ChristinaaaaV

When you tweet about someone on twitter & they retweet it, not knowing its about them... #awkward

I'm sorry your seventeen forms of social media postings betrayed your actual whereabouts



2 RETWEETS 2 FAVORITES

User = singular, Social = plural



Social activities:

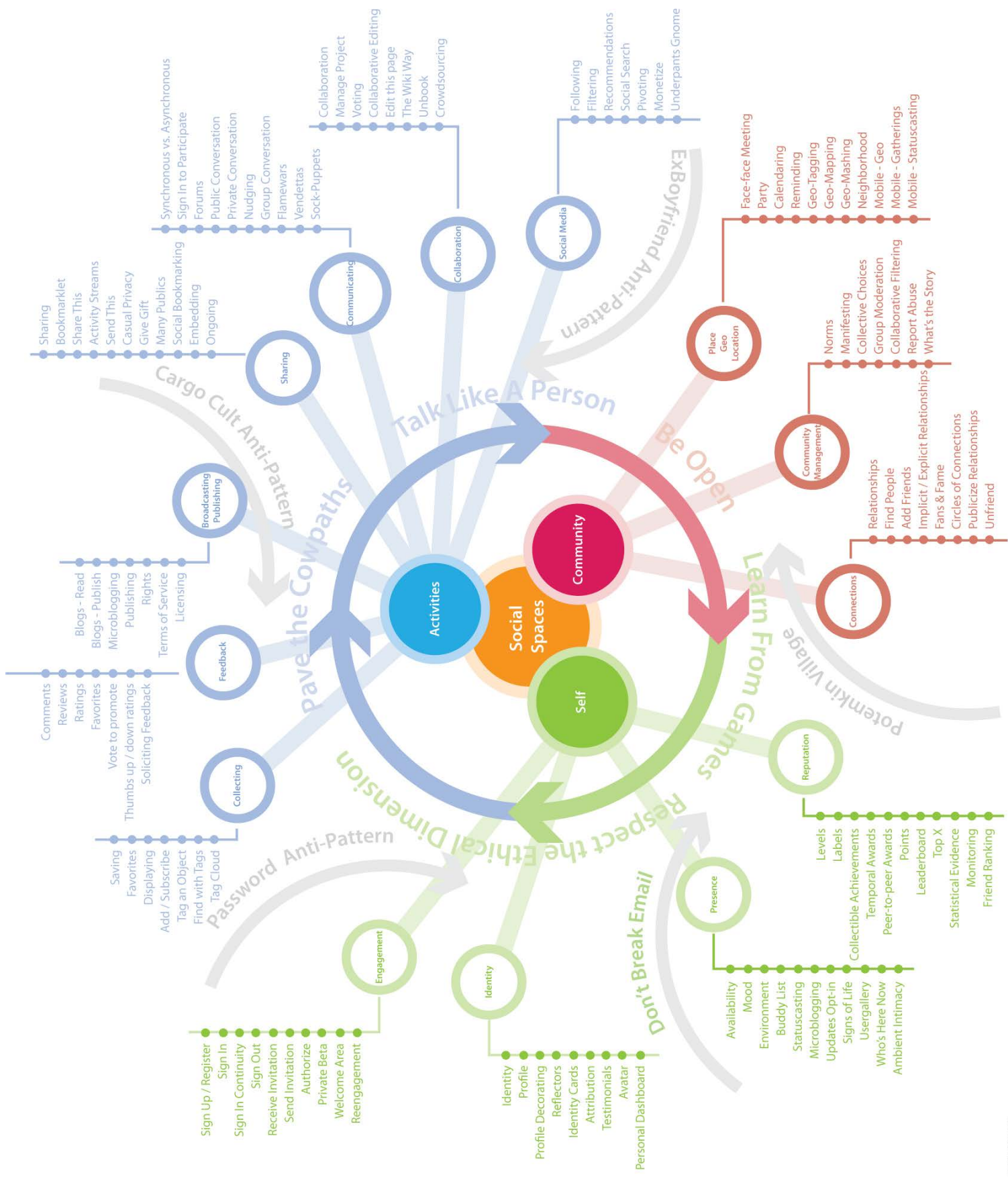
social interactions

engaging with other people through a web application

most effectively mediated by social objects



Defining the foundation



The Ecosystem



The Social Object, in a nutshell, is the reason two people are talking to each other, as opposed to talking to somebody else.



Social Networks form around Social Objects, not the other way around.

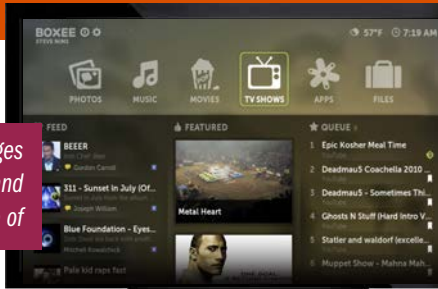
*~ Hugh MacLeod
GapingVoid.com*

Make sure there is a "there" there. What's your social object?



Context

The end delivery of your product changes the types of interactions to develop and specific features to take advantage of



For the people, by the people

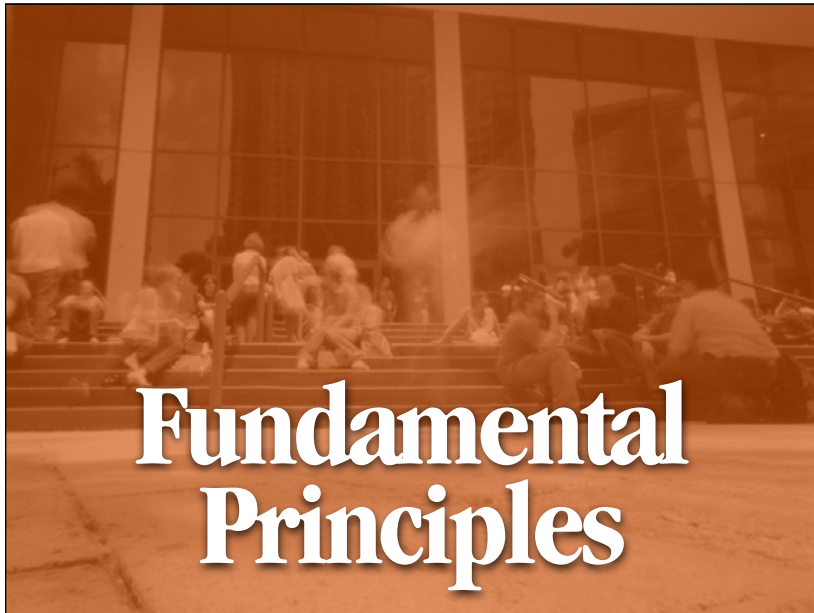


The Foundation

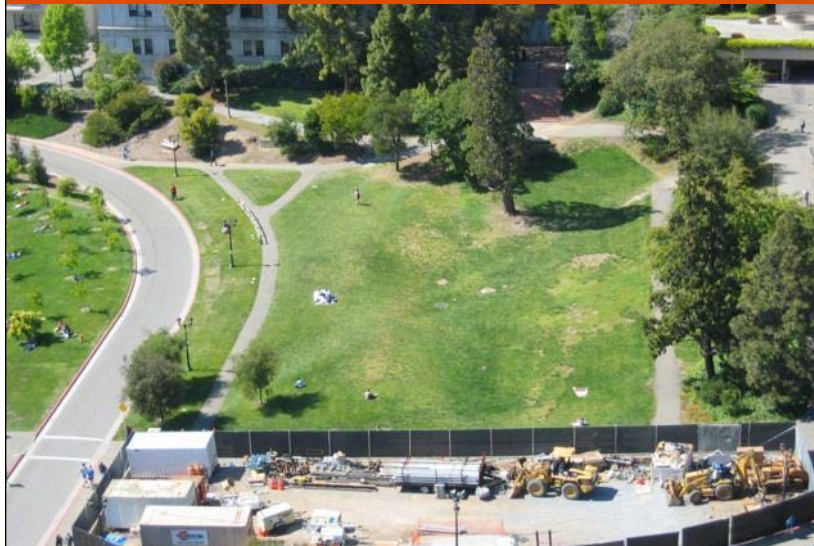
Social Networks Need Social Objects

Context Matters

Make Decisions for a Core Audience



Pave the cowpaths



dogster
For the Love of Dog

Ask a Vet Online
13 Veterinarians are online now! Ask a question, get an answer ASAP.

Type your pet question here...
Select pet type (optional)

Dog Photos | My Account | Breed Info | Dog Manual | Answers | Local | Blogs | Forums | Groups | Gifts | Adoption | More

Enter Search Terms: Search Dogster More Search Options

My Account
Messages
See the Dogs!
Adoption
Community
Answers
Local Listings
Watch Videos
Resources
Read Diaries
DogsterPlus
Dogster Store
Dogster Info
Visit Catster

Love your dog? Show the world!
make a widget or send this page to your friends

Chloe
German Shepherd/Rottweiler

UPDATE YOUR PAGE
select task

Dogster stats for Chloe
Corralled_4_Images Pals: 20 Views: 378
Stars: ☆
Leave a home for Chloe

Special Gift Box:
HAPPY HALL-O-WEEN

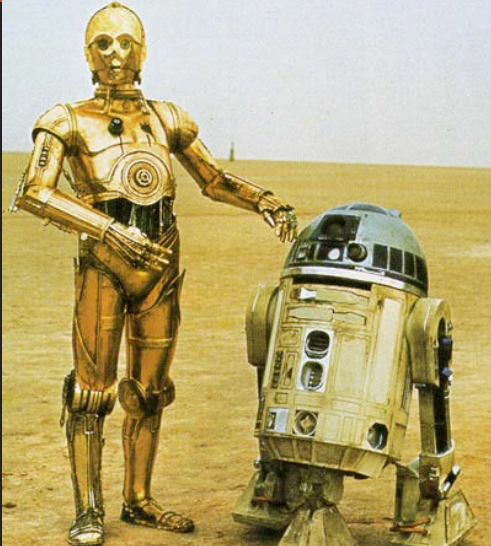
Doggie Dynamics:
Energy
Intelligence
Friendliness

Photo Comments
Home San Jose, CA
Age: 6 Years Sex: Female Weight: 51-100 lbs

Dogster started as a photosharing service. Shifted focus to pets once company saw people were primarily uploading pics and talking about their dogs.

Optional:

Talk like a person



Server Error in '/' Application.

Timeout expired. The timeout period elapsed prior to obtaining a connection from the pool. This may have occurred because all pooled connections were in use and max pool size was reached.

Description: An unhandled exception occurred during the execution of the current web request. Please review the stack trace for more information about the error and where it originated in the code.

Exception Details: System.InvalidOperationException: Timeout expired. The timeout period elapsed prior to obtaining a connection from the pool. This may have occurred because all pooled connections were in use and max pool size was reached.

Source Error:

```

Line 42:         da.SelectCommand = cmd;
Line 43:         DataSet ds = new DataSet();
Line 44:         da.Fill(ds, "default");
Line 45:         conn.Close();
Line 46:         return ds;

```

Source File: c:\inetpub\hosts\gregoirerestaurant.com\httpdocs\App_Code\executeStoreProcedure.cs Line: 44

Stack Trace:

```

[InvalidOperationException: Timeout expired. The timeout period elapsed prior to obtaining a connection from the pool. This may have occurred because all pooled connections were in use and max pool size was reached.]
System.Data.ProviderBase.DbConnectionPool.TryGetConnection(DbConnection Conn, Boolean demand, TimeSpan timeout, Boolean ignoreErrors)
System.Data.ProviderBase.DbConnectionPool.TryGetConnection(DbConnection Conn, Boolean demand, TimeSpan timeout)
System.Data.SqlClient.SqlConnection.TryGetConnection(DbConnection Conn, Boolean demand, TimeSpan timeout)
System.Data.Common.DbDataAdapter.FillInternal(DataSet dataset, DbConnection conn, int startingRowIndex, int endingRowIndex, bool ignoreErrors, bool ignoreCancellationToken)
System.Data.Common.DbDataAdapter.Fill(DataSet dataset, DbConnection conn, int startingRowIndex, int endingRowIndex, bool ignoreErrors, bool ignoreCancellationToken)
System.Data.Common.DbDataAdapter.Fill(DataSet dataset, DbConnection conn, int startingRowIndex, int endingRowIndex, bool ignoreErrors, bool ignoreCancellationToken)
System.Data.Common.DbDataAdapter.Fill(DataSet dataset, DbConnection conn, int startingRowIndex, int endingRowIndex, bool ignoreErrors, bool ignoreCancellationToken)

```

Do you want to talk to your customers like this?

You've requested something we can't show you unless you're signed into Dopplr.

Here we'll step you through your sign on and introduction to the service, and set you on your way.

Or like this?

Talk like a person

- **Don't vent your frustrations, rant, or bore the brains out of other members.**
Flickr is not a venue for you to harass, abuse, impersonate, or intimidate others. If we receive a valid complaint about your conduct, we'll send you a warning or terminate your account.
- **Don't be creepy.**
You know the guy. Don't be that guy.

Conversational Voice

Self-Deprecating Error Messages

Ask Questions

Your vs. My

No Joking Around

Be open. Play well with others.



Login






Username or email:

Password:

Login

[Forgot password?](#)

Or log-in with OpenID

-  Yahoo ID Login
-  Google ID Login
-  OpenID Login
-  Twitter ID Login
-  Facebook Connect Login

[Create a new account.](#)

Embrace open standards

Share data outside of the bounds of your application

Accept external data within the sphere of your application

Support two-way interoperability

Learn

Apps

[Find a List](#)

[iKnow!](#)

[Howcase](#)

[Dictation](#)

[Journals](#)

[Japanese Blog](#)

[Apps Gallery](#)

[User Forum](#)

[Take a List](#)

[BrainSpeed](#)

[Users](#)

[Developer Blog](#)

[Policy](#)



Learn from games

photo by kurtxio

Learn from games

What are Game Mechanics?

The systems and features that make games fun, compelling and addictive.

~Amy Jo Kim

Learn from games

Game Mechanics

Collecting
gives bragging rights, encourages completion

Points
game points by systems, social points by others, drives loyalty, drives behavior, unlock new powers or access

Feedback
social feedback drives engagement, accelerates mastery and adds fun

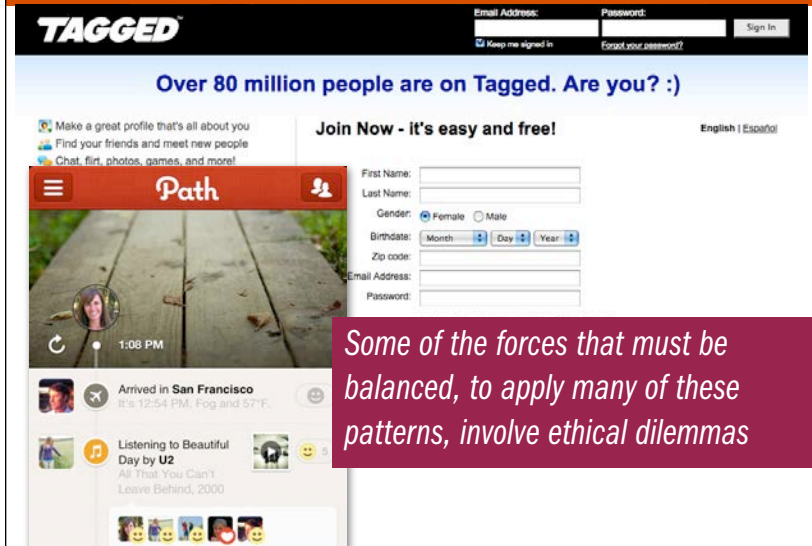
Exchanges
structured social interactions, explicit or implicit

Customization
character or interface



Respect the ethical dimension

Respect the ethical dimension



Some of the forces that must be balanced, to apply many of these patterns, involve ethical dilemmas

Five principles

- Pave the Cowpaths*
- Talk Like a Person*
- Leverage Openness Where Possible*
- Learn from Games*
- Respect the Ethical Dimension*

Exercise 1

Form a team.

Decide on your social object.

Sketch ideas with your team.

Think about the principles we have discussed so far. How might they play out?

What type of community do you want to foster?

Business goals: how does the community further the goals of the business?

User goals: how is this different or more meaningful than everything else out there?

List potential features on sticky notes.



Brief History

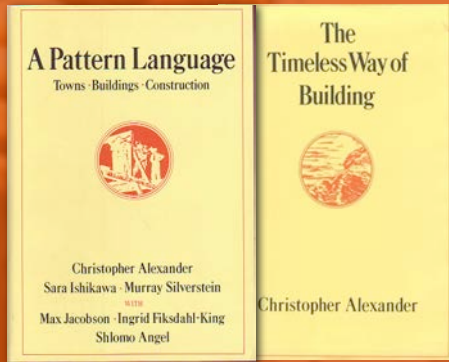
1977 / 1978 publishes

Identified patterns in architecture

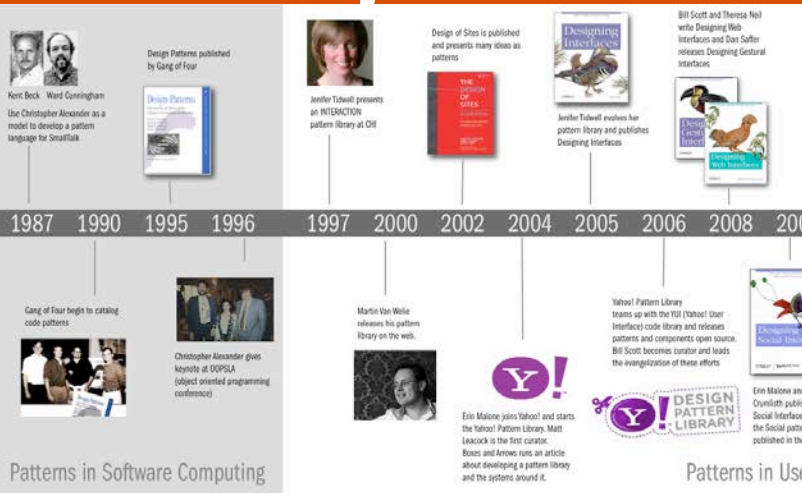
Approaches building in a human/e way

Considers context of use for every solution

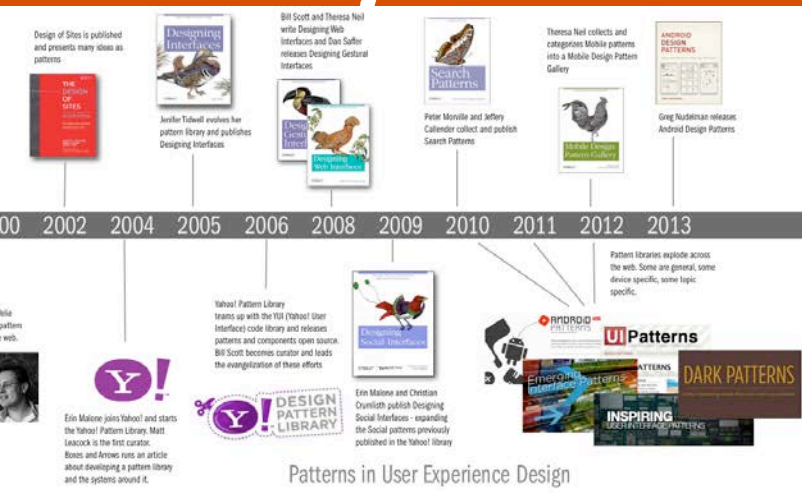
It's a design vocabulary, hence "pattern language"



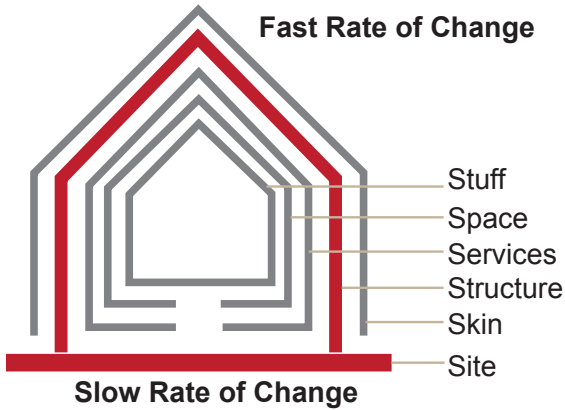
Brief History



Brief History

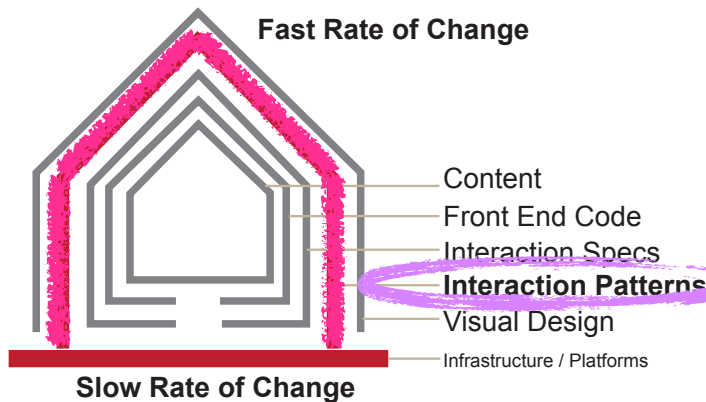


Pace Layers



"The fast parts learn, propose, and absorb shocks; the slow parts remember, integrate, and constrain. The fast parts get all the attention. The slow parts have all the power."

Steward Brand, *The Long Now Foundation*



"The fast parts learn, propose, and absorb shocks; the slow parts remember, integrate, and constrain. The fast parts get all the attention. The slow parts have all the power."

Steward Brand, *The Long Now Foundation*

*“Don't embed services in structure,
otherwise you have to tear the house
down to fix them when they break.*

A design welcomes change or fights it.”

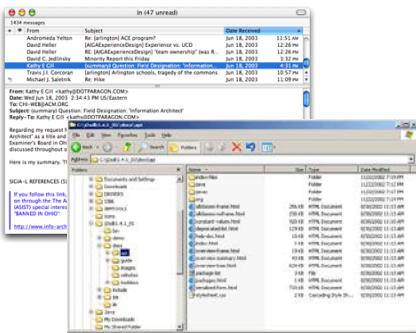
~ pixelcharmer



Pattern Definition for Interaction Design

Patterns are optimal solutions to common problems in a context.

Interaction Design Example:



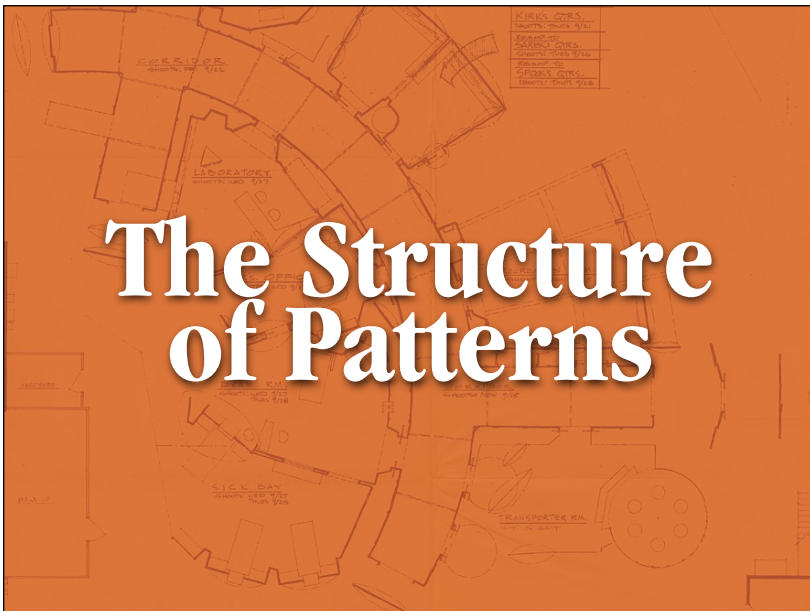
Problem

Large amounts of data. User needs to see details but wants context of overview data

Solution

Overview panel
Detail pane

The Structure of Patterns



5 parts of a design pattern

WHAT

What does the user want?

Examples

An archetypal example of the solution

USE WHEN

When to use it

HOW

How to meet the user's needs

WHY

Why is this a good solution?

Patterns vs. Specs

Patterns

- a generalized set of considerations
- can be interpreted multiple ways
- have a slow rate of change
- technology agnostic

Specs

- detailed instructions that define the solution
- the ONE way you are going to implement
- may change frequently depending on change in technology
- generally taking advantage of a technology (i.e. flash or ajax or java)



Not the last word
but a great place
to start

Practices or the social patterns in context

High level buckets



High level buckets

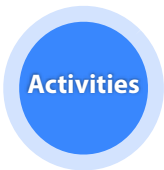
Representations of the Self

self-expression, identity, presence



Activities

Activities involving social objects
one to one, one to many, many to many



Community

Community as expressed by
relationships, location and model citizenship



Self



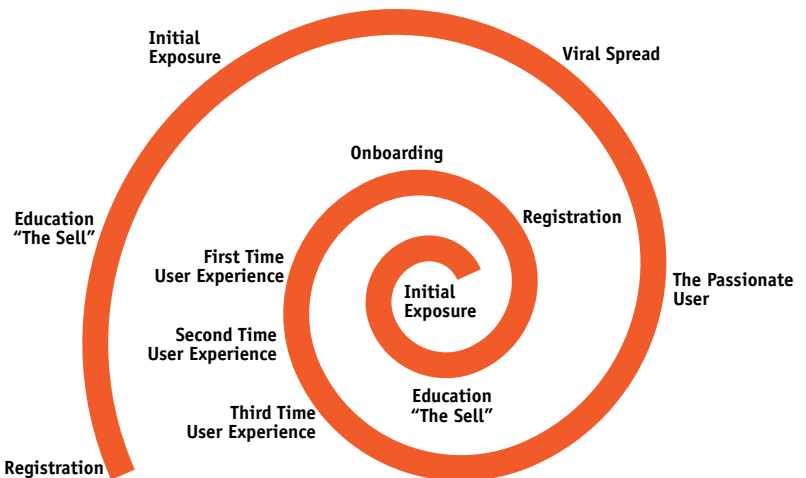
Welcome people to the party

Registration
Sign In
Welcome Area
Invitations
Private Beta
Reengagement
Authorize



<http://www.flickr.com/photos/pasotraspaso/1408057351/>

The new user spiral



The Usage Lifecycle



Onboarding can set the first impression

Onboarding starts before someone signs up through those first few experiences.

Give people a way to be identified



Give people a way to be identified & to identify themselves

characterizing erin malone

30/30



Attribution
User Cards
Avatar
Reflectors
Profile
Profile Decorating
Personal Dashboard
Testimonials

ON THURSDAY SEPTEMBER 25TH, 2008, ERIN MALONE WAS THE **FEATURED READER** AT OPEN BOOKS, SEATTLE.

SHOP PROMOTED THE FOLLOWING TO SPA DIRECTOR: ANSLEY **CAMPBELL** JOINED THE IVY WALK. **NATURAL BODY** LOCATION, ERIN MALONE WAS ADDED TO THE BROOKHAVEN



HIGH HURDLES, EIGHTH **GRADER** ERIN MALONE WAS FIRST AT **DISTRICT** AND SECOND AT **STATE**

THE BOOK, **SOLD** BY WILLIAM MORRIS LITERARY AGENT ERIN MALONE, WILL BE **EDITED** BY RANDOM HOUSE EDITOR JILL SCHWARTZMAN, BUT ACCORDING TO A SOURCE

All the ways to be me

photoqueen

Female
san francisco
Profile Views: 1,118
Member Since: Jun
Last Login: Online

Mark Interrante is subscribed to you
5 this week, 272 all time
9 this week, 180 all time

Friend lists:
Home feed (add/edit)

Christian Crumlish (xian)
44, M, Oakland
Send Message

bachirama (Mary) pro.
ry cool!

Hibachirama (Mary) is a contact. Change

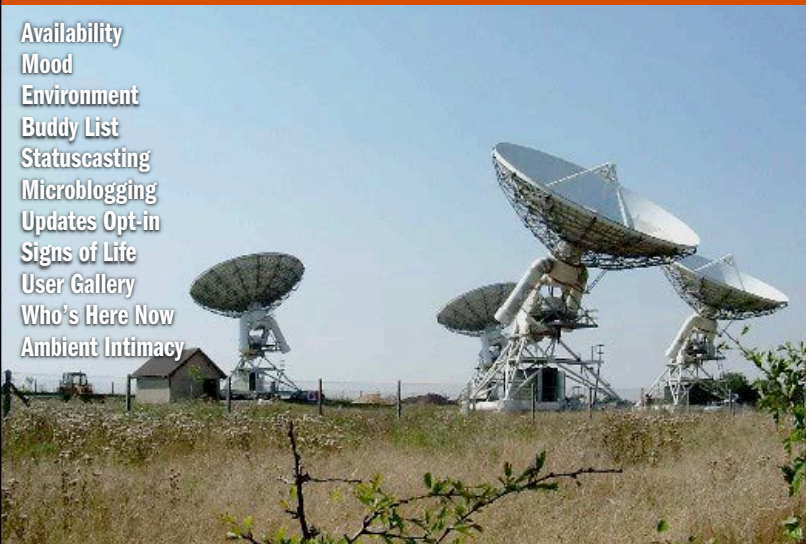
Photostream
Collections
Sets
Profile
Tags
Archives
Map
Favorites
Contacts
Send File

COMMENT

Identity doesn't always have to manifest itself in a complicated or robust profile. Be appropriate for your context.

Is there anybody out there?

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



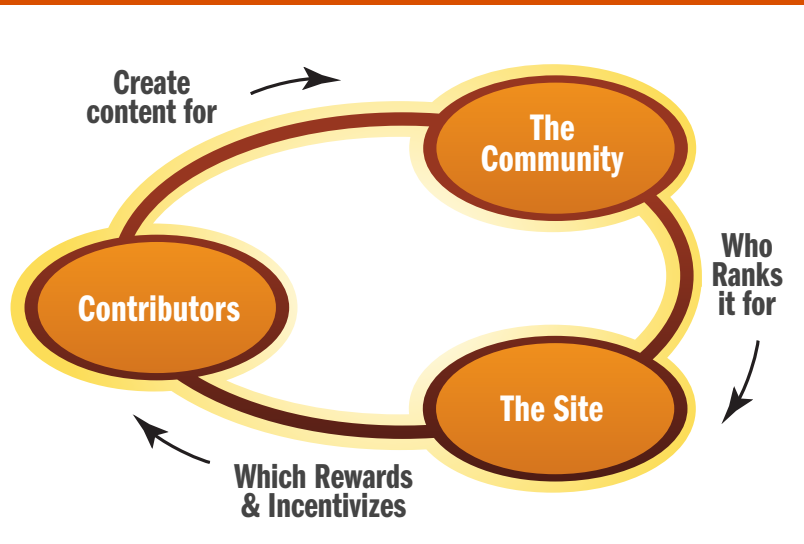
Is there anybody out there?

Tools like presence, signs of life, time, location and activity streams combine to give a rich sense of what's going on in the community

“Your reputation is equal to the sum of your past actions within a community.”

~ Bryce Glass, co-author *Building Web Reputation Systems*

the virtuous cycle



LEADERS

	1	2	3	4	5	6
DRISCOLL	7	8	9	9	11	11
MACKENZIE	E	E	1	1	2	2
URESTI	E	1	1	2	3	3
SEELE	3	4	4	4	5	5
MATTESON	E	1	1	1	1	1
MERIDOK	E	1	2	3	3	3
BENDLEY	2	4	5	5	5	5
HEATH	2	3	3	3	4	4
HICKS	E	E	E	E	1	1

Levels
 Labels
 Awards
 Collectible Achievements
 Peer-to-peer Awards
 Ranking
 Points
 Leaderboard
 Friend Ranking

Reward usage - compare stats with network

DOPPLR

2008 Personal annual report for Erin Malone

New York Jan 04 to Jan 25
 Austin Mar 06 to Mar 15
 Miami Apr 09 to Apr 15
 Pittsburgh May 26 to Jun 07

You took 4 trips in 2008, which added up to 26,724 km or 7% of the distance to the moon.

In 2008, you mostly coincided with:

- Tanya
- Christina
- Kevin
- Whitney
- Nick

You have 45 travellers in your network. They travelled a total of 2,275,800 km in 2008, and everyone on Doplplr travelled a total of 1331.4 million km or 8.8 AU in 2008, the approximate distance to Saturn from the Earth as of January 2009.

Your personal velocity for 2008 was 0.28 km/h, which is about the same as a duck.

The 5 most popular cities in your network are New York, Chicago, San Francisco, Miami and Los Angeles.

The farthest distance you travelled was to Miami (4,173 km from San Francisco, which is the 34th most popular city on Doplplr). The shortest distance you travelled was to Austin (2,416 km from San Francisco, which is the 10th most popular city on Doplplr).

You spent the longest in Austin. Ben Brown has a tip: Central Market! See more on the city page for Austin on Doplplr.

We couldn't calculate the carbon footprint of your travels for 2008 because at the moment, you're not using that feature. In 2008, the average carbon of those who are tracking the impact of their travels on Doplplr was 6,413 kg CO2. Go to help page to learn how to get started.

Levels and Points and Badges, Oh My!

Badges (25)

"It's truth. Image maker. Sunny personality. Organiser. Uh huh"
 8 Friends
 30 Reviews
 8 Fists
 51 Tips
 2 Fans
 59 Local Photos

Rating Distribution
 5 stars: 5
 4 stars: 17
 3 stars: 6
 2 stars: 2
 1 star: 0

Review votes: 13 Useful, 6 Funny, and 7 Cool

Compliments: 1 3 2 2 1 5

Mayorships (2)
 PHOTO gallery Oakland, CA
 Tangible LX San Francisco, CA

Hello erin
Total Points 284
Level 2

My eBay emdesign (43)

Newbie
 Listener
 Enthusiast
 Trendsetter
 Fanatic

Reversed - Special reputation
 Honored - 10% discount on buy
 Friendly - Standard reputation
 Neutral - Standard reputation not K...

RATINGS LEVEL
 Addict
 (5,451 total ratings)
 4,549 ratings to the next level

Silver Contributor: Arser
 Messages: 112 written - 534 rated
 See recent messages >>
 Other UK Sports Metals Earned:
 Tottenham Hotspur

Give people something to do

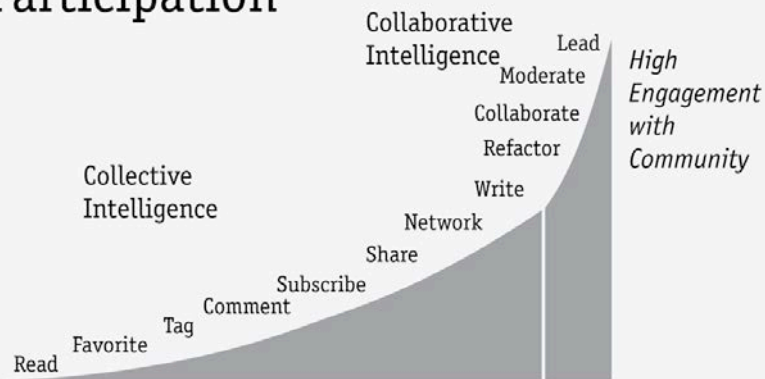


Activities involving objects



It's a continuum

Power Law of Participation



It's a continuum

Collecting **One**

Sharing **One to one**

Broadcasting & **One to many**

Publishing

Feedback **One to one, One to an object**

Communicating **One to one, One to many, Many to many**

Collaboration **Many to many**

Social Media **Ecosystem**

Share and share alike

With some viral patterns totally
stolen from a presentation by
Christina Wodtke

$$B=f(P,E)$$

Behavior is a function of a
Person and his Environment



Tools for sharing are in prime real estate locations



Tools for sharing are in prime real estate locations



Tools for inviting are in prime real estate locations

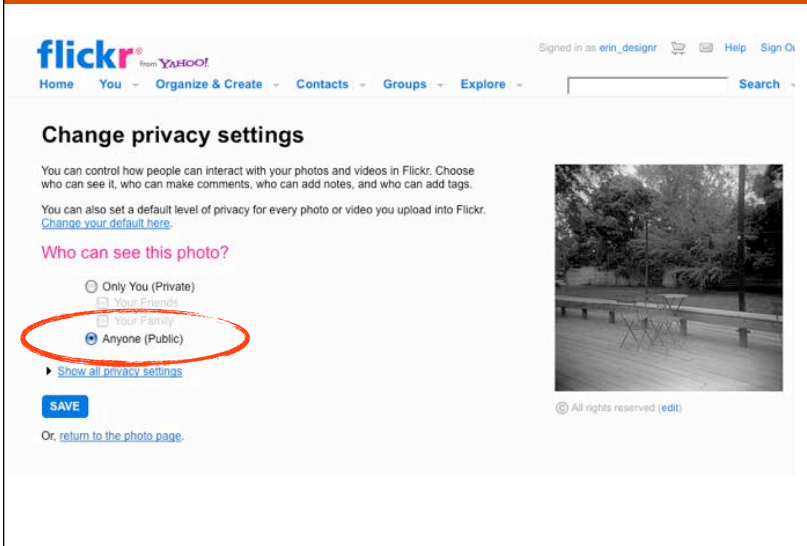
The screenshot shows the Togetherville user interface. At the top, there's a navigation bar with "Home", "Invite Friends", "FAQ", "Help", "Log In", and "Logout". Below this is a user profile for "CHLOE" with options to "View Profile", "Play with chloe!", and "Manage Friends (16)". A sidebar on the left contains navigation links: "No New Alerts", "My Neighborhood", "Give Gifts", "Give Allowance", "Account Settings", "My Friends (10)", "Browse All Content", "Invite your Friends!" (circled in red), "Send an Email", "Send Facebook Invite", and "Add an Admin". The main content area is titled "SEND EMAIL INVITATIONS TO YOUR FAMILY AND FRIENDS" and includes a form for "Email address (required)", a "Personalize your Togetherville Invitation (optional)" section with a "Dear Friend:" placeholder, and a "Send Invitation" button. Below the form is an "Email Preview" section showing a personalized message and a "Sign Up" button.

First in list - incentives also give people a reason to share

The screenshot shows the Groupon website for San Francisco. A prominent pop-up window is displayed over a deal for "\$25 for \$50 Worth of Italian Food and Drink at Z...". The pop-up is titled "Welcome to Groupon San Francisco!" and contains the text "You'll start receiving your emails soon, in the meantime:". Below this text are three buttons: "Invite Friends, Get \$10" (circled in red), "Personalize Your Groupons", and "Check Out Recently Featured Deals in San Francisco". The background shows a deal for "\$25 Buy!" with a "380 bought" indicator and a "The deal is on!" badge.

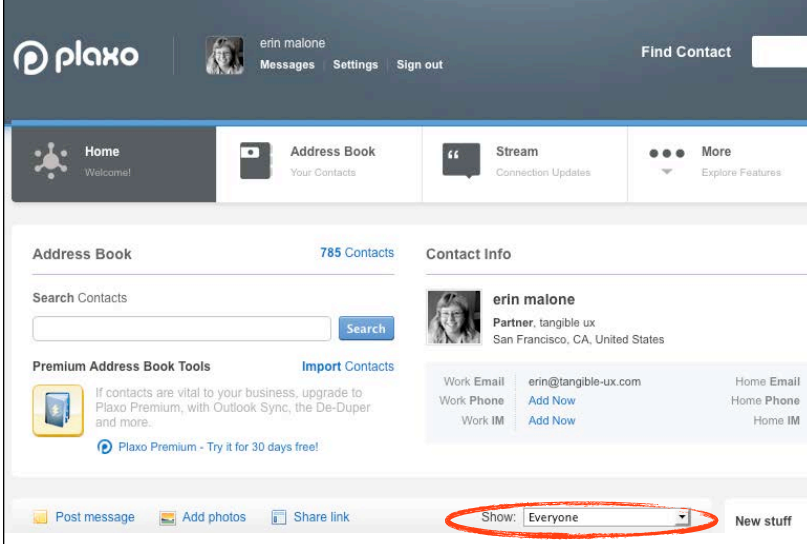


The default errs on the side of the most viral option



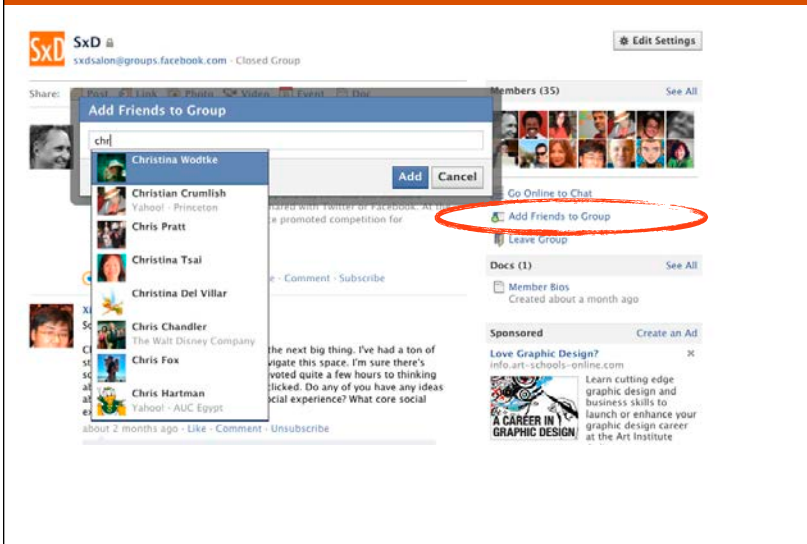
The screenshot shows the Flickr website interface. At the top, it says "Signed in as erin_designer". The main heading is "Change privacy settings". Below this, there is a section titled "Who can see this photo?" with three radio button options: "Only You (Private)", "Your Friends", and "Anyone (Public)". The "Anyone (Public)" option is selected and circled in red. To the right of the text is a photo of a park bench. Below the options is a "SAVE" button and a link to "return to the photo page".

The default errs on the side of the most viral option

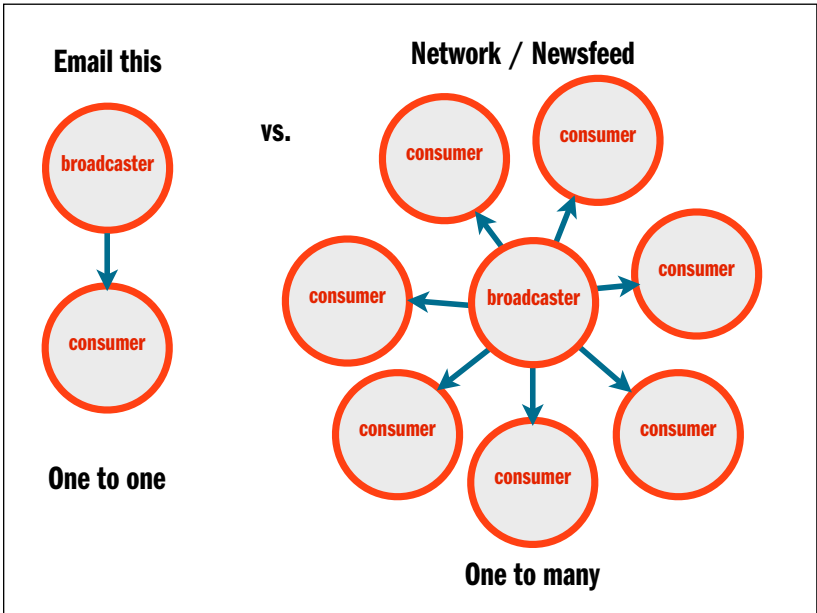


The screenshot shows the Plaxo website interface. The user is logged in as "erin malone". The main navigation bar includes "Home", "Address Book", "Stream", and "More". The "Address Book" section is active, showing "785 Contacts". Below this is a search bar and a "Search" button. To the right is a "Contact Info" section for "erin malone", showing her title as "Partner, tangible ux" and location as "San Francisco, CA, United States". Below the contact info are fields for "Work Email", "Work Phone", and "Work IM", each with an "Add Now" button. At the bottom of the page, there is a "Show:" dropdown menu set to "Everyone", which is circled in red. Other buttons include "Post message", "Add photos", "Share link", and "New stuff".

Auto add - any member can add another



The screenshot shows a Facebook group page for "SxD". The group is a "Closed Group" with 35 members. The "Add Friends to Group" dialog box is open, showing a list of members. The "Add Friends to Group" button is circled in red. The group page also shows a post by "Christian Crumlish" and a sponsored ad for "A Career in Graphic Design".



What's your default?

Email this

Share This

Share this photo

- Enter email addresses or a contact's screen name:

A Guest Pass will be included
This photo is private, so we'll include a Guest Pass in this email to allow recipients to view it.

SEND Cancel

Or, add your own message?

Grab the link

Blog It

Change your sharing permissions

Network / Newsfeed

Share / Save

Share / Save E-mail Bookmark

- Digg (7)
- Delicious (2)
- Facebook
- StumbleUpon
- Twitter
- Yahoo Buzz
- Reddit
- MySpace
- Bebo
- Yahoo Messenger
- Technorati Favorites
- FriendFeed

Combine activities for richer experiences

Books: ratings, reviews, search

Band: Public conversation, microblogging

Combine activities for richer experiences

Photos: collecting, sharing, comments, favoriting, groups, broadcasting

Combine activities for richer experiences

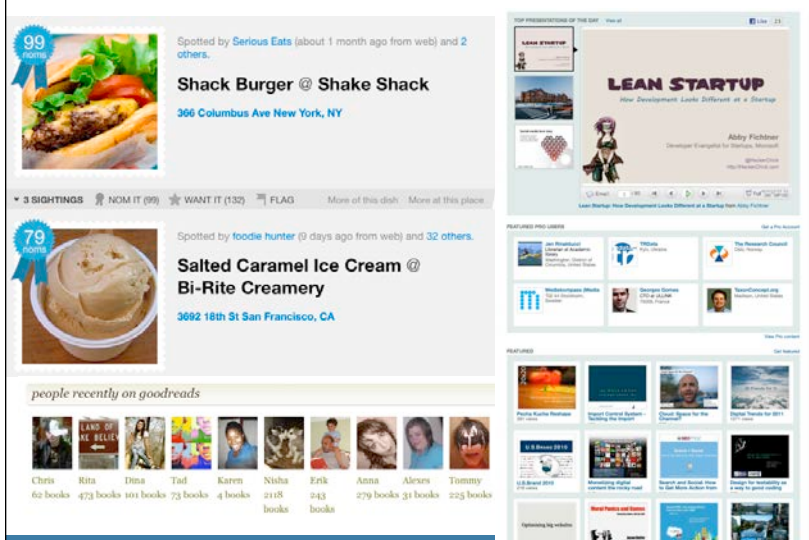
Shopping: Collecting, Ratings, Reviews

Restaurants: Labels, ratings, reviews, levels

Photos: Tagging

News Articles: Sharing

Feature people & contributions prominently



The screenshot shows a social media interface with two main posts. The first post features a photo of a burger with a '99' badge and text: 'Spotted by [Serious Eats](#) (about 1 month ago from web) and 2 others. **Shack Burger @ Shake Shack** 306 Columbus Ave New York, NY'. Below it are navigation options: '3 SIGHTINGS', 'NOM IT (99)', 'WANT IT (132)', and 'FLAG'. The second post features a photo of ice cream with a '79' badge and text: 'Spotted by [foodie hunter](#) (3 days ago from web) and 32 others. **Salted Caramel Ice Cream @ Bi-Rite Creamery** 3692 18th St San Francisco, CA'. Below these posts is a section titled 'people recently on goodreads' with a grid of user avatars and their book counts: Chris (62 books), Rita (473 books), Dina (101 books), Tad (73 books), Karen (4 books), Nisha (2118 books), Erik (243 books), Anna (279 books), Alexs (31 books), and Tommy (225 books). To the right of the main feed is a sidebar with a featured book 'LEAN STARTUP' by Abby Fichner and a 'FEATURED PRO LIBRIS' section with various library logos.



what behaviors do you want to encourage?

Exercise 2

What activities make sense for your product?

Consider starting light and adding features over time. What social elements would you add first? Why?

What social interactions need to take place regularly?

How will the community be represented?

How would you entice people to become involved?

What features should you NOT spend time on at the beginning of the project.

Sketch multiple ideas and iterations for a couple of key pages of the experience.

Enable a bridge to real life



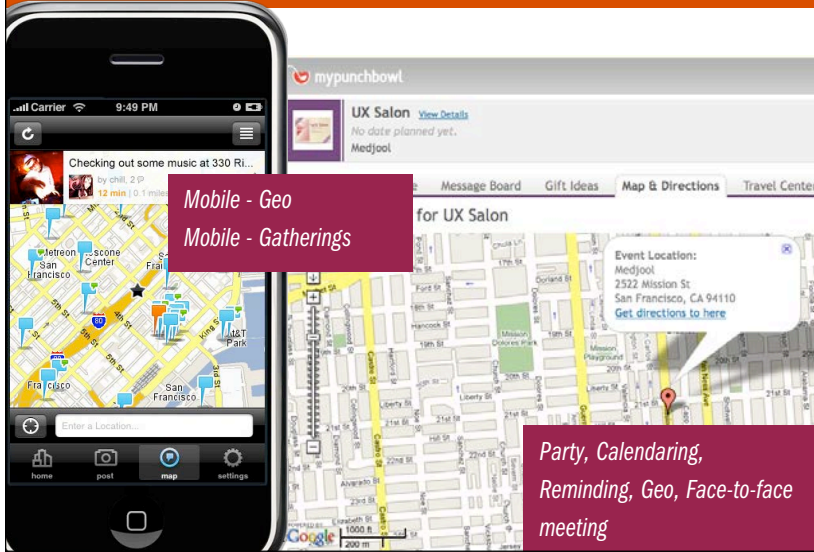
Utilize geo-location features



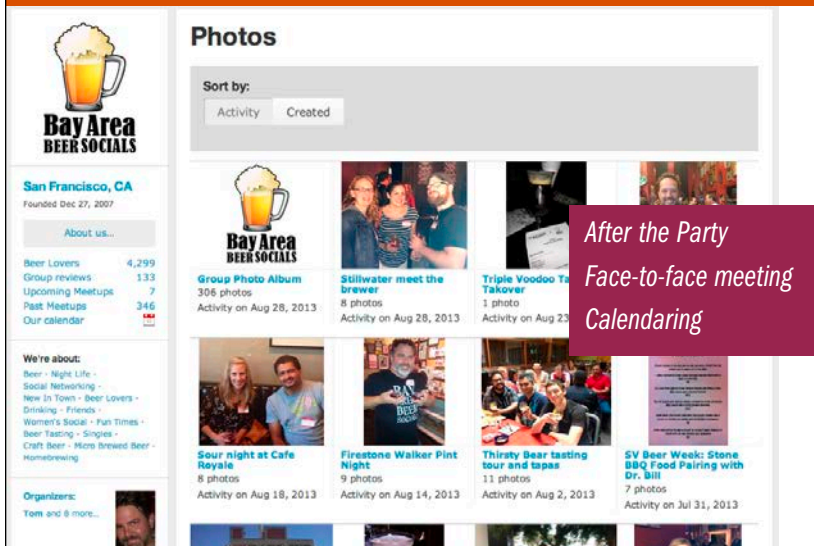
User and activity flow



Taking it offline



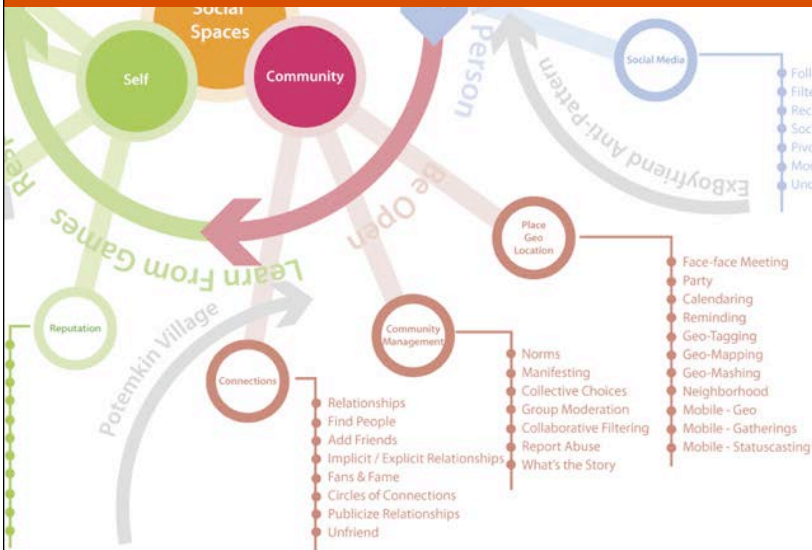
And then back again



Let the community elevate people & content they value



Connections and Community



It's about the connections

The image shows a social gathering with a social media interface overlay. The interface includes a grid of profile pictures and a list of connection actions: Relationships, Find People, Add Friends, Fans & Fame, Circles of Connections, Unfriend.

It's about the connections

The image shows a social media 'Members' page. The page lists members with their names, join dates, and last visited dates. A sidebar titled 'How You're Connected' shows a network of connections. A text box explains: 'Revealing the social graph - 2nd and 3rd degree connections can help build new relationships'.

and what matters to the collective

Most E-Mailed
Articles most frequently e-mailed by NYTtimes.com readers

- Paris Journal: A Quest to Make Gruff Service in France More Gracious
- Well: How Exercise Can Help Us Sleep Better
- Flavor Is Only Skin Deep
- Mandy Patinkin: 'I Behaved Abominably'
- Marian McPartland, Jazz Pianist and NPR Radio Staple, Dies at 95
- Books of The Times: How Four Years Can (and Should) Transform You

Most Viewed
Articles most frequently viewed by NYTtimes.com readers

- Manning Sentenced to 35 Years for Leaking Government Secrets
- Mandy Patinkin: 'I Behaved Abominably'
- Editorial: Republicans Retreat From a Shutdown
- Well: How Exercise Can Help Us Sleep Better
- Maureen Dowd: Bill's Turn at Bat
- Facial Scanning Is Making Gains in Surveillance
- Istanbul Skyline Reflects Cheap Dollars Now

Most Blogged
Articles most frequently blogged by NYTtimes.com readers

- Britain Detains the Partner of a Reporter Tied to Leaks
- Climate Panel Cites Near Certainty on Warming
- Al Jazeera America Promises a More Sober Look at the News
- Manning Sentenced to 35 Years for Leaking Government Secrets
- Most of U.S. Is Wired, but Millions Aren't Plugged In

Popular
The most-shared stories on Digg in the last 18 hours

POPULAR ON REDDIT

- Dr Phil under attack for 'misogynist tweet' which mere have sex we 652 points
- This coward president's U.K. detainee war on jour 213 points
- Meet the c 106 points
- Why I'm st years. I wo decided to back." 57 points
- Dr. Phil Tweets, Quizzes, the comments are priceless. 45 points | 65 comments

MOST POPULAR

Actress Tosses The Most Amazing First Pitch Ever

Buzzfeed · Sports · 1d ago

Mapped: The 7 Governments The U.S. Has Overthrown

Foreign Policy · Maps · 1d ago

Norms

- Collective Choices
- Group Moderation
- Collaborative Filtering
- Report Abuse

gently moderate

I would recommend this car to a friend: **Yes**

This vehicle was purchased: **New**

Primary use for this car: **Having fun**

[Report Inappropriate Content](#)

Did you find this review helpful? Yes No

1 out of 1 found this review helpful

all-around great vehicle

by **j.l.** from nashville | December 6, 2011

"made for in-town and out-of-town driving and handling. made by one of first car company's that was ever made... the fiat 500c provides all of the performance, comfort, and space needed to fit your everyday driving."

I would recommend this car to a friend: **Yes**

Primary use for this car: **N/A**

[Report Inappropriate Content](#)

Did you find this review helpful? Yes No

1 out of 1 found this review helpful

Rating from j.l.

☆☆☆☆☆ (5)

Comfort:	5 out of 5
Performance:	5 out of 5
Exterior Styling:	5 out of 5
Interior Design:	5 out of 5
Value for the Money:	5 out of 5
Reliability:	5 out of 5

Practices

- Enable People to Control Their Own Identity
- Social Networks Need Social Objects
- Give People Something to Do
- Bridge to Real Life (and Back)
- Community Self-Governance, Gentle Moderation



Anti-Patterns

Two Variants as defined by Andrew Koenig (Gang of 4):

Those that describe a bad solution to a problem which resulted in a bad situation

Those that describe how to get out of a bad situation and how to proceed from there to a good solution.

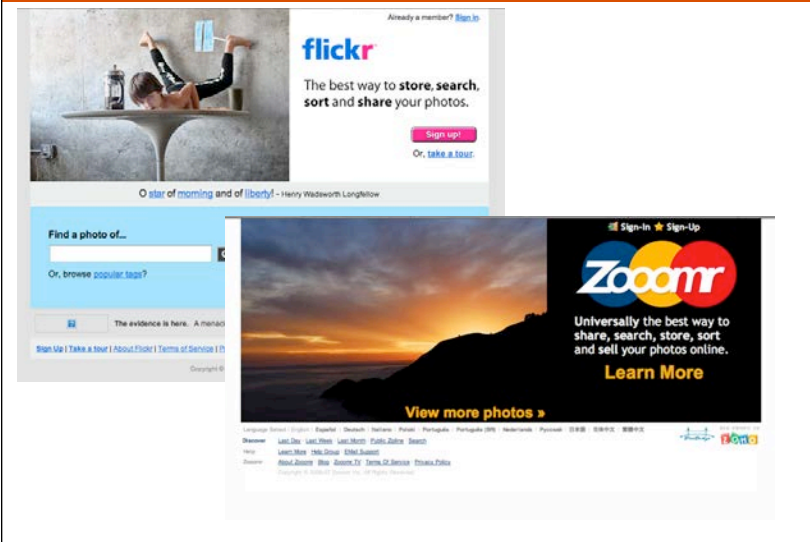
***For our purposes,
anti-patterns are common mistakes or a bad
solution to a common problem.***



Cargo Cult



Cargo Cult



Cargo Cult



Don't Break Email



Don't Break Email

Ellen Petry Leanse sent you a message on Facebook...

from Facebook <notification+h3hmdy11@facebookmail.com>
reply-to: noreply <noreply@facebookmail.com>
to: Christian Crumish <xian@pobox.com>,
date: Tue, Jan 15, 2008 at 11:14 PM
subject: Ellen Petry Leanse sent you a message on Facebook...
mailed-by: bounce2.pobox.com [Tangible UX, LLC] News & Writings Page for Review
Ellen sent you a message.

From: Jen Bailey | 8/26/09 4:40 PM
Reply-To: tangibleuxcom redesign
To: erin malone
Topics: [img alt="lock icon"/>

--- Reply ABOVE THIS LINE to post a comment to the project ---

Company: Tangible UX, LLC
Project: tangibleux.com redesign
[campHQ.com/P24886961](http://tangibleux.com/campHQ.com/P24886961)

Facebook breaks email since you can't reply to messages that arrive in the inbox. Basecamp allows people to reply as they are accustomed to and the message goes back into the stream on the site.

The Password Anti-Pattern

iLike. Invite your friends

Add your friends to iLike

Option A: Invite contacts from your email account (Hotmail, Yahoo!, etc.)
Select contacts to invite from your email account. The more you invite, the better your music discovery experience will be.

msn | Hotmail | Select

YAHOO! MAIL | erinmalone | @yahoo.com

Your Password:

View contacts

Note: We won't save your username and password or spam your friends.

AOL | Select

Gmail | Select

plaxo | Home | My Profile | Connections | My Career | More

Make Connections | View Connections

Build your network - and your smart address book

Be sure to import your contacts from all the tools and services you use. (Don't worry, we won't send emails without your permission.)

Y! Yahoo! | GMail | Hotmail | AOL | iMac | LinkedIn

Enter your Gmail credentials: (We won't store your password.)

Email:

Password:

Import Contacts

Close

iLike

Plaxo

Ex-Boyfriend Bug

The "people you should know" list on Facebook is actually a list of people you hate.

11:10 AM April 13, 2008 from web ★



Rex Sorgatz

Potemkin Village



	Me and My Day Job	2	262	My Gainful... by noocle Mar 28 2009 - 2:31pm
	Most Life-Changing Show	4	335	Most Cosmic... by JT Dutton Mar 25 2009 - 5:43am
	News and Talk Deadhead History lives here! along with everyday talk topics.	35	7691	80/101... by Johnman 3 hours 3 min ago
	Tapers	5	646	The Vindex by Sunshine...
	The Vineyard This is where all the vines grow, along with related technical and other discussion. New to vining? See the New Vines 2009 topic for details on how to get started.	219	13543	
	The Scene WharfRats live here, along with free-topic discussions and our own Shakedown Street. Talk too, of the best and worst scenes, and the Unbroken Chain symposium.	6	119	
	Dancin' In The Street Topic-free discussion.	19	1044	by braydon 1 hour 55 min ago
	Shakedown Street The virtual parking lot to hawk your (legal, please) wares.	2	164	Your own... by ccc.troyin.real... Mar 28 2009 - 5:06pm
	Strangers Stopping Strangers Did you meet a fellow traveller in an offbeat kinda way?	5	111	As I was... by Richard Vigeant Mar 27 2009 - 6:40pm
	Wharf Rats The folks, not just the song.	1	312	WharfRats Meet... by Sparkling Clean Mar 27 2009 - 4:08am

Instead of building a Potemkin Village, the architects of the relaunched dead.net site started with a judicious few groups and then let the community spawn the rest.

Five Anti-Patterns

Cargo Cult Design

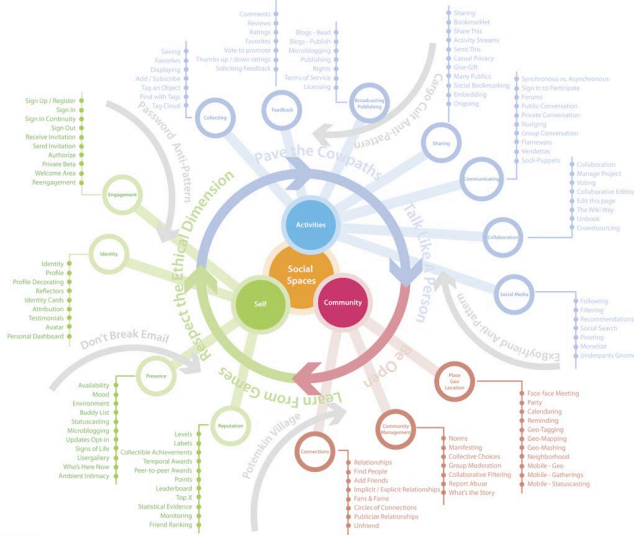
Breaking the Email Tubes

The Password Anti-Pattern

Ex-Boyfriend Bug

Potemkin Village Anti-Pattern

The Ecosystem - it's balance with tradeoffs



It's about creating the spaces for people to make things happen

Exercise 3

How will you extend the experience?

Consider ideas for how the offline experience is tied into the online aspect.

What's your relationship model and what will you allow the community to own and build?

Which Anti-Patterns might you consider to jump-start your product and why?
Which one(s) might be implemented despite the less than desirable consequences?

What are the ethical considerations to balance in making this decision?

Sketch multiple ideas and iterations for a couple of key pages of the experience.

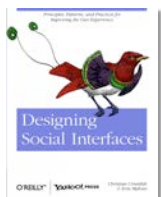
Present....

When presenting consider these questions:

- Who is your primary user?
- What is your delivery strategy?
- What's your social object?
- What's your identity model?
- What activities can people do? - i.e. your social nouns and verbs - share, converse, collaborate, etc.
- What's your relationship model?
- How can people build reputation?
- What's your engagement strategy?
- Ethical trade-offs?



Thanks



<http://www.designingsocialinterfaces.com>

erin malone
@emalone
erin@tangible-ux.com

tangible UX

Appendix

Sign In

What

User wants to access their personalized information or an application that is stored on the host site.

Use When

- Use when personal data needs to be stored or when there is customization or personalization unique to the particular user.
- Use when the site is a repository for user generated content and the submissions or files need to be identified and/or managed by the author.
- Use when there are security or privacy concerns and the user's data needs to be protected.

Please sign in

user name or email address:


password:

Remember me

Forgot password? [Click here.](#)

Already using Twitter by SMS or IM? [Click here.](#)

Email Address

Password 

Welcome Area

What

A user registers for a new service and needs to have a sense of what can be done at the site and how to get started.

Use When

- Use this pattern when a new user first accesses the site.
- Use this pattern to acquaint the user with important or useful features.



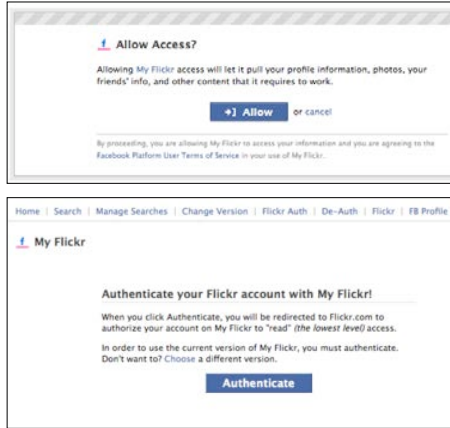
Authorize

What

The user wants to participate on a site by bringing their data and files over from another site.

Use When

- Use this pattern when features on your site are enhanced by accessing data and files from another site (Site A).
- Use this pattern when user generated content or data on your site has the potential to enhance or enable other sites that your users may be participating in (Site B).



Attribution

What

A content consumer needs to understand the source of a contribution and the source of a contribution needs to receive proper credit for his post. A user needs to assign her public identity when contributing content or joining an online community.

Use When

- Use when contributing content, joining a community, or editing a public profile.



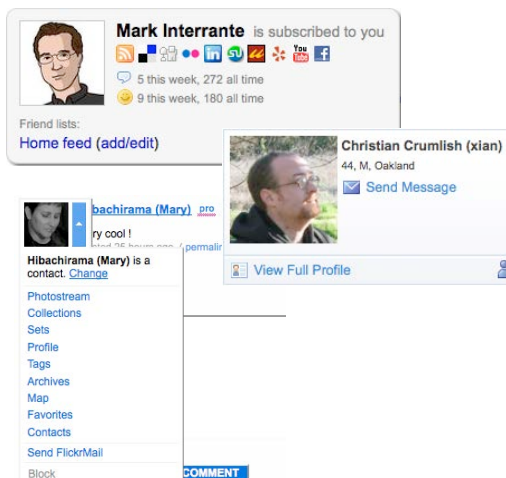
User Cards

What

A person needs more information about another person in an online community without interrupting his or her current task.

Use When

- Use an identity card wherever a user's display image or display name is shown.
- Use when additional information about the participants is desired (in context) without adding clutter to the screen.



Avatars

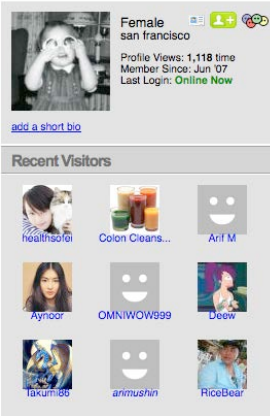
What

A user wants to have a visual representation of themselves as part of their online identity.

Use When

- Use this pattern when the user wants to have a visual associated with their identity.

photoqueen



Profile

What

The user wants a central, public location to display all the relevant content and information about themselves to others – both those they know and those they don't.

Use When

- Use this pattern when your site encourages a lot of user-generated content and you want one place to show a specific user's contribution.
- Use this pattern when you want to allow users to look up another user to learn more about them.
- Use this pattern when you want to allow users to express their personality.
- Use this pattern to allow users to share information about themselves to others.



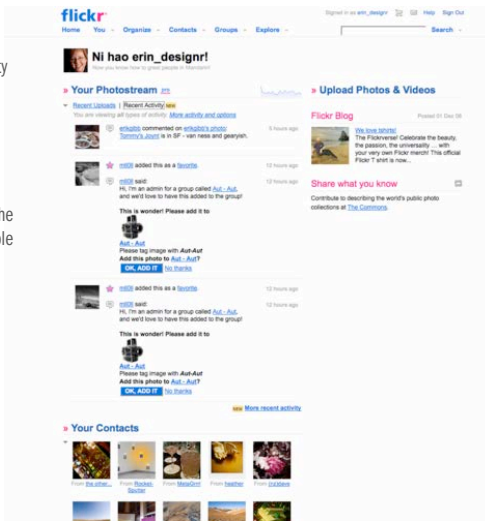
Personal Dashboard

What

The user wants to check in and see status updates from her friends, see current activity from her network, comments from friend on recent posts and other happenings from across her network.

Use When

- Use this pattern when the experience of the site revolves around the activities of people and their networks whether the activity takes place on the network or not.
- Use this pattern as a companion to the public profile.
- You want to encourage repeat usage.



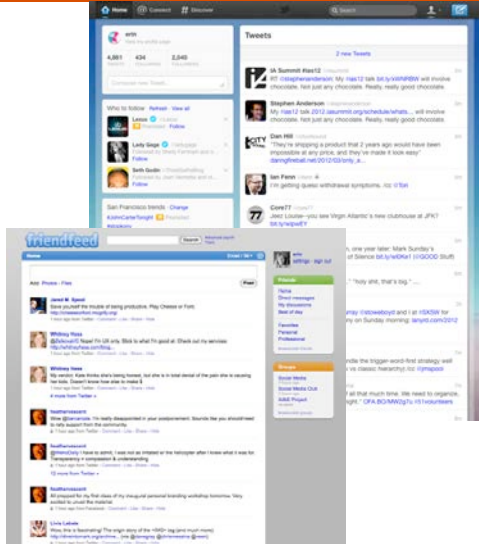
MicroBlogging

What

Microblogging allows users to create short posts. These are often aggregated into a stream (a.k.a. Activity Streams) and can consist of text, pictures or video.

Use When

- Use as a light alternative to blogging.
- Use when you want to allow conversations and real time updates but don't need synchronous conversations like Instant Messaging.



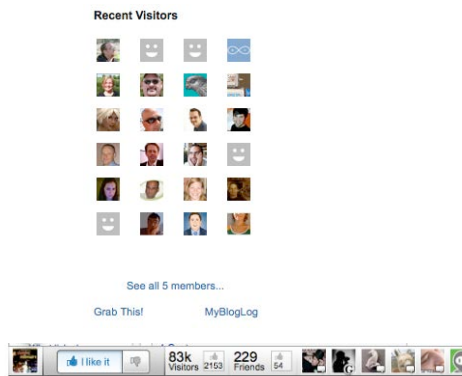
Signs of Life

What

A person wants to have some indication of who else frequents the site she is visiting and the she isn't alone.

Use When

- Use this pattern to signal the transient presence of other visitors.
- Use this pattern to give the current visitor a sense that she has company while reading the blog, especially if she recognizes some of the faces or names.



Buddy List

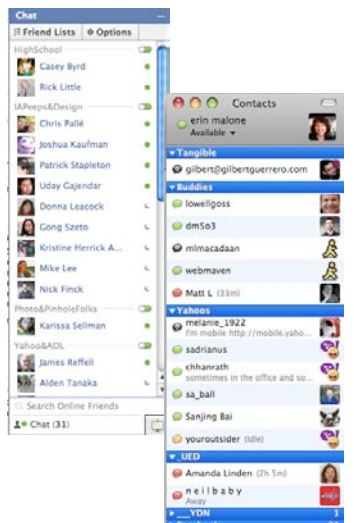
What

The user wants a distinct list of people she knows (friends, coworkers, family) to communicate with in real time.

Use When

Use this pattern when offering just-in-time communications, such as instant messaging.

Buddy list utilizes concepts like Who's Here Now and Ambient Intimacy



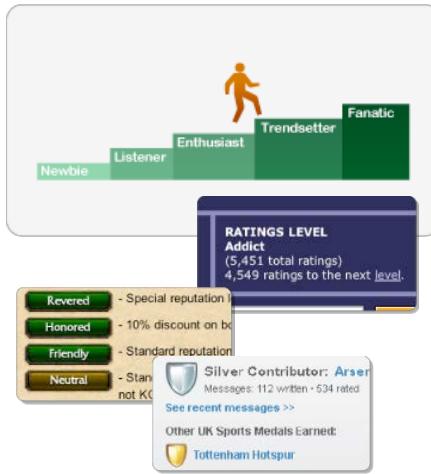
Levels

What

Participants in a community need some way to gauge their own personal development within that community. Additionally, these same measures can be used to compare members, to understand who has more or less experience in the community.

Use When

- You want to enable consumers to discover and identify high-quality contributors.
- The community is competitive, but not highly competitive.
- You want to enable your users to track their individual growth in the community, and suggest ways that they may attain the next level in the hierarchy.



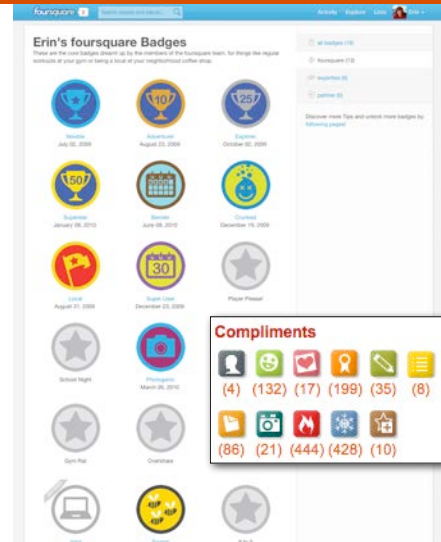
Collectible Achievements

What

Some participants in communities respond to opportunities to earn or win awards that can be collected and displayed to other community members.

Use When

- You want to leverage users' compulsive natures. They may seem silly or trivial, but Collectible Achievements can have an addictive quality when done right, and may compel your users to explore parts of your offering that otherwise might not appeal to them.
- You want to encourage the community to try out all aspects of your offering.



Points

What

Participants want a tangible measurement of their accomplishments for personal satisfaction and to make comparisons with other competitors.

Use When

- Use this pattern when the community is highly competitive, and the activities that users engage in are competitive in nature, such as fantasy sports or games.
- Specifically, don't use this pattern when
 - The activities that users engage in are not competitive in nature (e.g., writing recipes, or sharing photos).
 - The awarding of points might demean or devalue the activity that they're meant to reward. By pinning an arbitrary incentive value to an activity, you may unintentionally replace a user's satisfying intrinsic motivation with a petty extrinsic one.



My eBay emdesign (43 ☆)

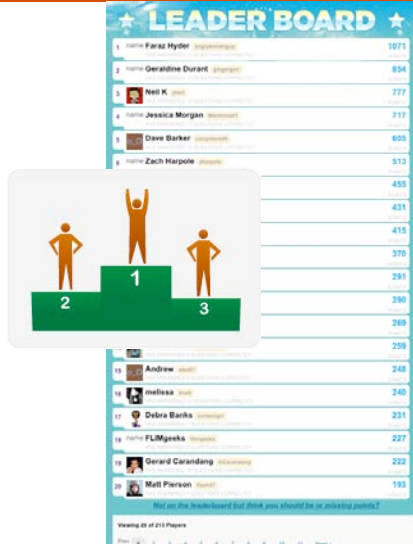
Leaderboard

What

In highly competitive communities using a ranking system, users may want to know who are the very best performers in a category or overall.

Use When

- The community is highly competitive, and the activities that users engage in are competitive in nature (e.g., player-vs-player contests, or coaching a fantasy football team.)
- You want to enable player-to-player comparisons, or permit users to definitively settle "Who is better?" arguments.
 - Don't use this pattern when the activities that users engage in are not competitive in nature (e.g., writing recipes, or sharing photos).



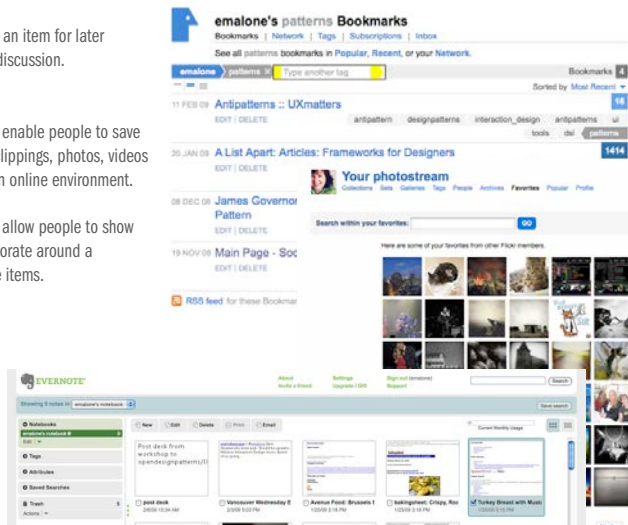
Collecting: Saving

What

A user wants to save an item for later viewing, sharing, or discussion.

Use When

- Use this pattern to enable people to save web sites, pages, clippings, photos, videos or other items in an online environment.
- Use this pattern to allow people to show off, share or collaborate around a collection of online items.



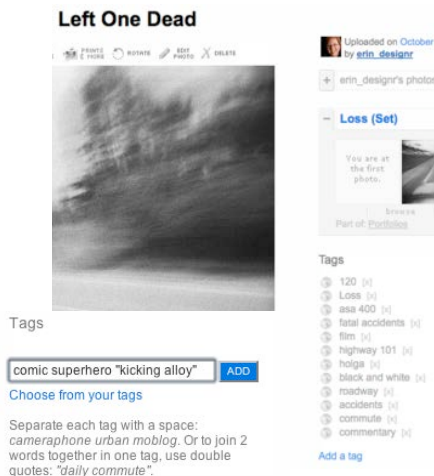
Collecting: Tag an Object

What

A user wants to attach their own keyword or set of keywords to an object for organization and later retrieval.

Use When

- Use this pattern when a user is collecting a large amount of unstructured data, like photos.
- Use this pattern when a user wants to manage a large collection of items, like books.
- Use this pattern to blend user generated labels and keywords with structured metadata.



Broadcasting: Blogs

What

A user wants to consume commentary, events, images and videos on a regular basis by a specific person.

Use When

- Use this pattern to bring a more casual level of commentary to readers as a complement to more formal editorial content.
- Combine this pattern with Comments, Sharing and Tags to encourage reader participation and conversations.

dezining interactions

thoughts about design, patterns and code

Diagramming the Social Ecosystem

by ERIC ANTONIENKO
#DESIGNING SOCIAL INTERFACES, INFORMATION DESIGN, SOCIAL PATTERNS



One of the things we have been doing since way before we started the book, was to visualize the social ecosystems and the inter-relationships between categories, patterns and principles. Back in 2007,

boingboing TECH GADGETS SCIENCE ENT BIZ ART+DESIGN CULTU

History of the IMG tag

social platforms w/

Christian and I too
Commented at 5:53

I'd like to propose a new, optional HTML tag:

IMG

Required argument is SRC="url".

This names a bitmap or pixmap file for the browser to attempt to pull over the network and interpret as an image, to be embedded in the text at the point of the tag's occurrence.

Why do we have an IMG element? (via Waxy)



Publishing: Licensing

Licensing can have a profound effect on the sorts of collaborations that can ensue. If people are unsure about their legal rights or worried about losing their rights or (worse yet) being charged with infringing on the rights of others, ordinary risk-aversion will tend to decrease the amount of participation.

There are ethical implications for any system of licenses but the considerations are many.

- **Public Domain** - the most liberal, some content will eventually enter the public domain even when originally given a tighter license
- **Creative Commons** - a nuanced range of choices designed to give options encouraging reuse
- **Copyleft** - an un-copyright regime invented by hackers
- **Copyright** - traditional government-enforced copyright

Broadcasting: Lifecycle

What

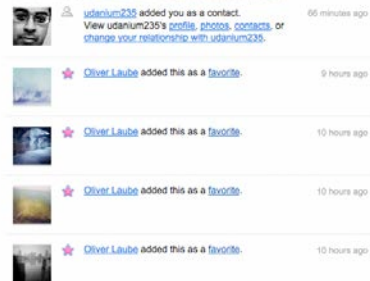
A person wants to know when something happened.

Use When

- Use to give users an indication of when an item, a thought or a conversation was added to the site.
- Use to distinguish a flow between two people.
- Use to indicate the freshness of an item, especially if highlighted.

Your Photostream

Recent Uploads | Recent Activity [new](#)
You are viewing customized activity. [More activity and options](#)



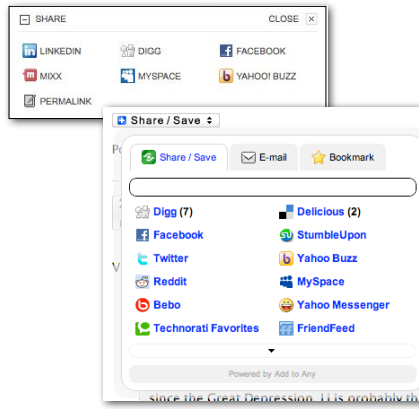
Sharing: Share This

What

User wants to share an object with one or more people.

Use When

- Enable people to spontaneously share content or objects.
- Provide the minimal interface needed to facilitate rapid sending or posting, such as a ubiquitous Share This widget.
- Offer autocomplete selection from an address book or set of contacts if possible.
- Don't break email.
- Consider including a text field for adding a personal note.
- Offer the user a checkbox option for receiving a copy of the message.



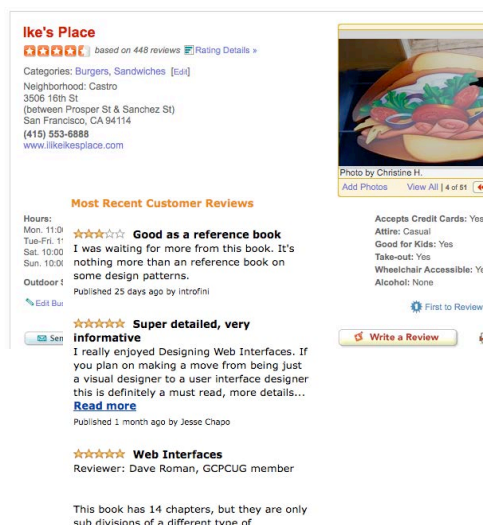
Feedback: Reviews

What

User wants to share her opinion with others about an object (place, person, thing) in greater detail than a simple rating or comment.

Use When

- User wants to write a review of an object.
- You want to supplement the content of a product/website with user generated reviews.
- You are also using Rating an Object. Combined they will help to obtain better review feedback.
- You are also using reputation rankings (for encouraging quality user generated content.)



Feedback: Ratings

What

A user wants to quickly leave their opinion on an object, with minimal interruption to any other task flow they are involved in.

Use When

- A user wants to leave an opinion quickly.
- Use in combination with reviews for richer experience.
- Use to quickly tap into the existing "community" of a product.
- Ratings are collected together to present an average rating of an object from the collective user set.



Communicating: Public Conversation

What

People want to have a conversation in a public environment.

Use When

- Use this pattern to create a framework for public conversations.
- Use this pattern to differentiate from private conversations.

A screenshot of a social media conversation. At the top, a user with a red circular profile picture says: "@emalone Select all layers in OmniGraffle - go menu Edit>Layers>Layer Settings>Visible to make all visible". Below this, a user with a profile picture of a man says: "@emalone Go to the left pane (where it shows canvases) and select all. Then right-click, make all layers visible. Menu > View > Notes". Another user says: "RT @brynn: Interesting article on Social Interface Design - about process, history, case studies: :: : http://bit.ly/3zwayU via @emalone". A user with a profile picture of a man says: "@emalone managing any omnigraffle document over 30 pages sounds like a nightmare.". Below this, a user says: "Christian posted someone I don't know Comment or View Christian's FriendFeed". A user with a profile picture of a man says: "Art Cohen at 6:00pm February 11 that's weird. Had you gotten a previously?". A user with a profile picture of a man says: "Christian Crumlish at 7:38pm February 11 I don't think so! That was so weird". A user with a profile picture of a man says: "Art Cohen at 7:52pm February 11 That's bizarre. I've gotten requests from people I don't know, but never a notification that one of them accepted my request."

Collaboration: Collaborative Editing

What

People like to be able to work together on documents, encyclopedias, and software codebases.

Use When

- Use this pattern when you wish to enable your site members to work together to curate their collective wisdom or document their shared knowledge.

WikiWikiSandbox

A screenshot of the WikiWikiSandbox editing interface. At the top, it says: "Type the code word, 567, here [input field] then press [Save] to finish editing. Read [link]". Below this, there is a "Note to all wiki spammers" and a "This is a WikiWiki Sandbox page" section. A "Google Docs" link is visible. The main text area contains: "sxsw-socialpatterns-antipatterns-FTW edit". Below the text area, there is a "Back to editor" button. On the right side, there is an "Invite people" section with a dropdown menu set to "as collaborators" and an input field containing "erin maiona*erin@emdezine.com". Below this, there are "Advanced permissions" options: "Collaborators may invite others" (checked), "Invitations may be used by anyone" (checked), and "Allows mailing lists" (unchecked).

Social Media: Recommendations

What

In the search for relevancy and quality, people have a difficult time zeroing in on satisfactory content.

Use When

- Offer recommendations when you have a sufficient body of data about your user's self-declared and implied interests as well as a rich enough social graph to be able to identify similarities and make helpful guesses about likely interesting content.

A screenshot of Amazon's "Today's Recommendations For You" section. At the top, it says: "Today's Recommendations For You". Below this, it says: "Here's a daily sample of items recommended for you. Click here to see all recommendations". There are three book covers displayed: "The Dreaming Void (The Void Trilogy)" by Peter F. Hamilton, "Web Design For ROI: Turning Browsers into Lovers" by Lance Loveday, and "How to Suffer". Below these, there is a "New Suggestions for You" section with the text: "Based on your recent ratings". There are three more book covers displayed: "Band of Brothers (DVD Series)", "Sugar Royale (DVD Series)", and "Samurai Champloo (DVD Series)". Each book cover has an "Add All" button and a star rating.

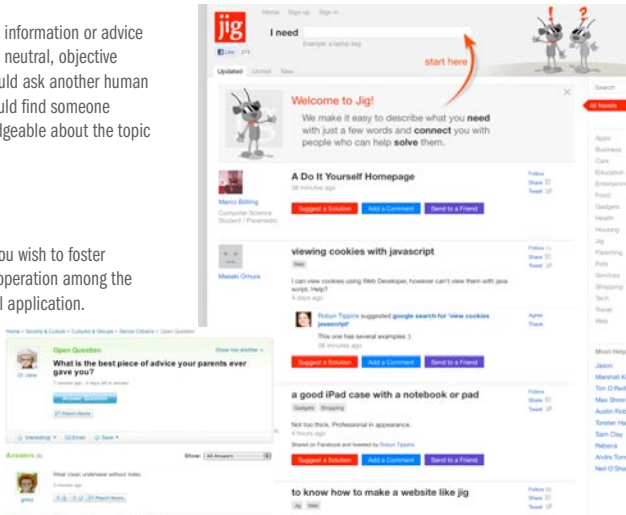
Social Media: Social Search

What

People sometimes want information or advice that can't be found in a neutral, objective reference guide and would ask another human being directly if they could find someone interested in or knowledgeable about the topic of their question.

Use When

Use this pattern when you wish to foster communication and cooperation among the people using your social application.



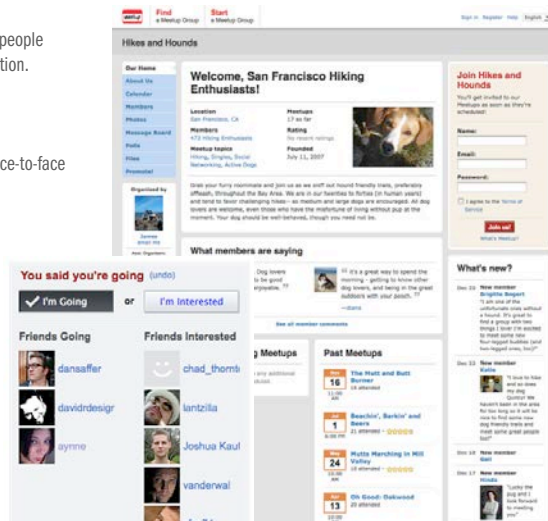
Location: Face-to-face meeting

What

The user wants to meet offline with people from their network, in a nearby location.

Use When

Use this pattern to help facilitate face-to-face meetings between people.



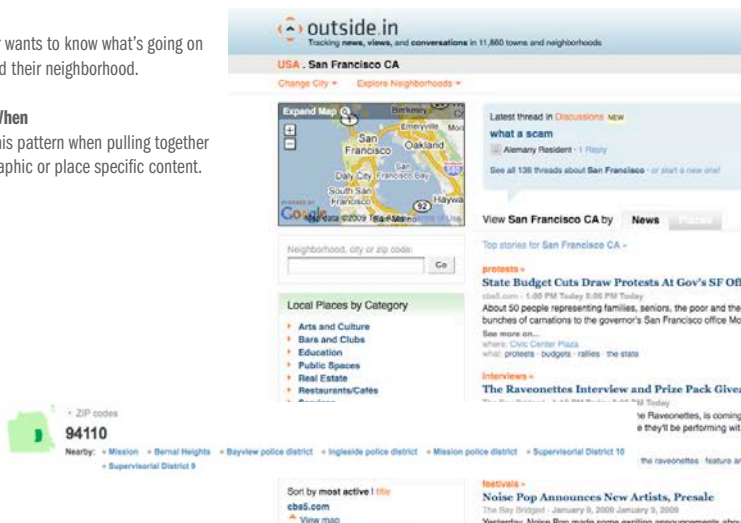
Location: Neighborhood

What

A user wants to know what's going on around their neighborhood.

Use When

Use this pattern when pulling together geographic or place specific content.



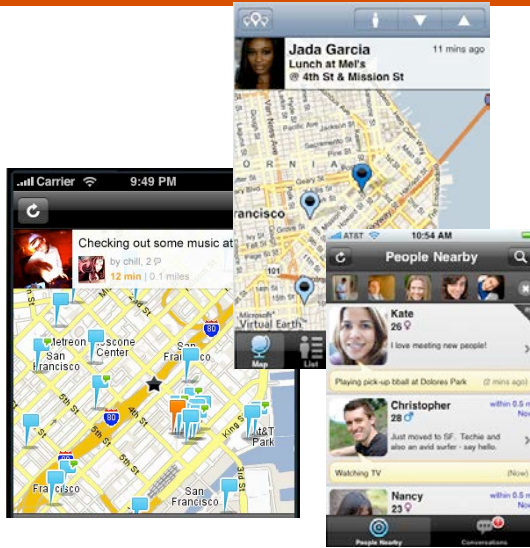
Location: Mobile: Gatherings

What

A group of users want to meet up spontaneously.

Use When

Use this to enable groups of people to meet up in either a planned way or spontaneously based on location.



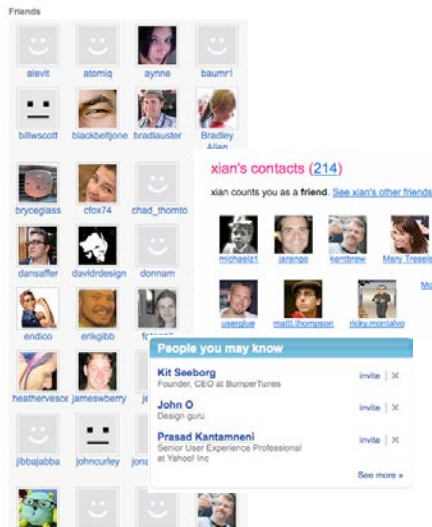
Connections: Find People

What

The user wants to find people she knows to connect and interact with on a site or social web service.

Use When

- Use when you want to help users find people they care about who may already be using this site.
- Use this pattern to expand user's circles of connections beyond friends and family.
- Use this pattern to encourage connections throughout the lifecycle of a person's engagement.



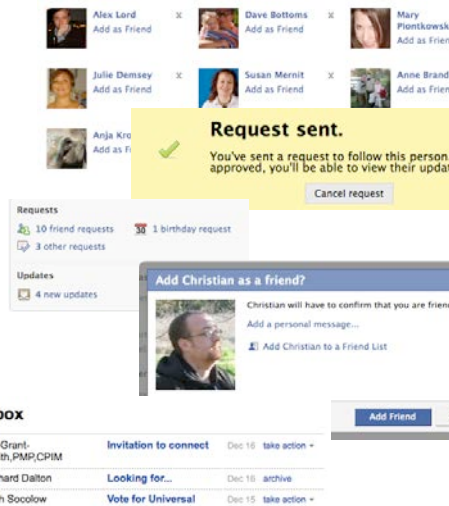
Connections: Adding Friends

What

A user has found people she knows on a social site and wants to add them to her circle of connections.

Use When

- Use when user connections are a core part of the site's experience.
- Use when relationships will be confirmed providing a **two-way reciprocal** relationship.
- Use when allowing **following**, where one user to follow another participant without reciprocity.
- Use when ignoring a connection request is allowed.



Connections: Circles of Connections

What

A user wants to indicate nuances in their relationships with other people.

Use When

- Use to distinguish levels of participation in a person's network.
- Use to **set permissions** for shared activity and content.
- Use to disambiguate **real-life versus online, strong versus weak ties**.
- Use this pattern to help users **filter** which content to consume.



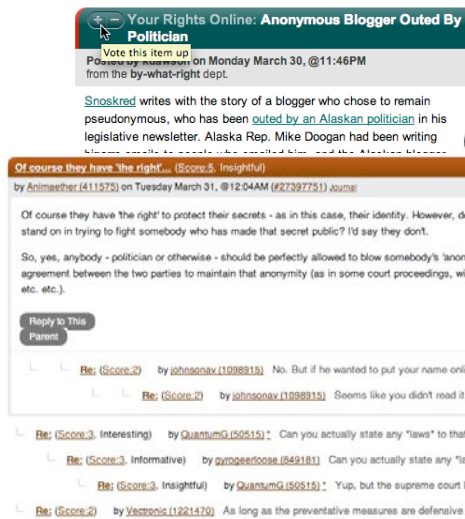
Community: Collaborative Filtering

What

People need help finding the best contributions to online community.

Use When

Use when you've got a large base of contributors and a wide range of quality across the content.



Community: Norms

A principle of community management is to establish and communicate social norms to the participants in your community

While this may be done with interface copy, help text, support forums, newbie tutorials and so forth, it's best communicated **directly from member to member**.

Founders and community managers can play the role of **Model Citizen** to demonstrate desirable behavior.

YouTube Community Guidelines

Respect the YouTube Community

We're not asking for the kind of respect reserved for nuns, the elderly, and brain surgeons. We mean don't abuse the site. Every cool new community feature on YouTube involves a certain level of trust. We trust you to be responsible, and millions of users respect that trust. Please be one of them.

Don't Cross the Line

Here are some common-sense rules that will help you steer clear of trouble:

- YouTube is not for pornography or sexually explicit content. If this describes your video, even if it's a video of yourself, don't post it on YouTube. Also, be advised that we work closely with law enforcement and we report child exploitation. Please read our Safety Tips and stay safe on YouTube.

Flickr Community Guidelines

Flickr accounts are intended for personal use, for our members to share photos and videos that themselves have created.

The following Community Guidelines are here to help you understand what it means to be a member. Don't forget that your use of Flickr is subject to these Guidelines and our [Terms of Use](#).

What to do

- Do play nice.**
We're a community of many types of people, who all have the right to feel comfortable and think what you think, believe what you believe or see what you see. So, be polite and respectful in your interactions with other members.
- Do upload content that you have created.**
Respect the copyright of others. This means don't steal photos or videos that other people have created and pass them off as your own. (That's what favorites are for.)
- Do moderate your content.**
You need to take responsibility for ensuring that what you upload is appropriately flagged.

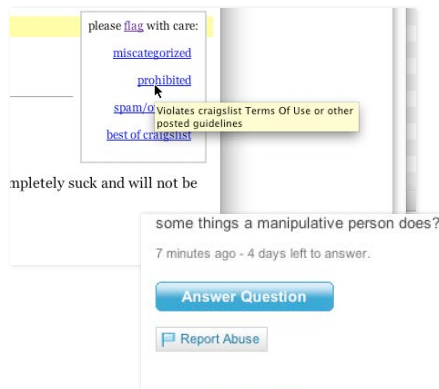
Community: Report Abuse

What

People need a way to report abuse in a way that isn't too inconvenient and doesn't require them to type in or restate information that can be gleaned from context.

Use When

Use this pattern to allow your users the ability to self-moderate content that is contributed by the community.



Anti-Pattern - Cargo Cult

FROM the BURNING MAN 2013 Website (theme Cargo Cult) - Our story begins in Melanesia during World War II. Thousands of American GIs suddenly descended on this South Sea island chain, bearing with them unimaginable riches: magical foodstuffs that never spoiled, inconceivable power sources. Just as abruptly the troops departed, leaving only broken, rusted Jeeps, crumpled beer cans, and the memory of Spam. To the astonished eyes of the natives, this was a miraculous occurrence, and they yearned for the return of abundance. Accordingly, they built totemic sky-craft in an attempt to summon back these Visitors and their legendary leader, the man the Melanesians called John Frum. They had formed a Cargo Cult.

This Myth of Return is no less relevant today. To put this in a modern context, what if your electricity went dead and stayed that way -- would you know how to make the current flow again? Can you fix your car if it breaks down, or build yourself a new one? Like the islanders, most of us are many steps removed from the Cargo that entirely shapes our lives. We don't know how it's made, where it's made, or how it works; all we can do is look beyond the sky and pray for magic that will keep consumption flowing.

Wikipedia definition: any group of people who imitate the superficial exterior of a process or system without having any understanding of the underlying substance. The error of logic made by the islanders consisted of mistaking a necessary condition (i.e., building airstrips, control towers, etc.) for cargo to come flying in, for a sufficient condition for cargo to come flying in, thereby reversing the causation. On a lower level, they repeated the same error by e.g. mistaking the necessary condition (i.e. build something that looks like a control tower) for building a control tower, for a sufficient condition for building a control tower.

Anti-Pattern - Don't Break Email

If you are piggybacking on already established conventions and technologies, don't break the accepted and understood behavior.

Password Anti-Pattern

Teach a man to be phished

Just what is the password anti-pattern? And why is this an issue? On many social sites, to combat the cold-start situation where a user joins and has no friends, the site might ask a person to find his friends on the site by comparing known data pulled in from another service (such as the user's online address book). The site may ask the user to open up access to all his various online address books so that it can match names and email addresses to current customers and then offer the new user a list of friends on the service for the purposes of making connections.

The password anti-pattern teaches users to give their login credentials away to a stranger and sets them up to be more easily phished across the Internet. People get used to the practice and eventually don't think twice about giving this information to a new site in exchange for some cool new promise.

Anti-Pattern - Ex-Boyfriend Bug

The ex-boyfriend anti-pattern (also known as the ex-girlfriend bug) exists when the social system makes suggestions for connecting, based on friends-of-friends inference, to people who are not desired, such as an ex-boyfriend or ex-girlfriend. The anti-pattern also presents itself when systems without connections grouping or filtering rely on location awareness and alert a user's network about where the user is or announces an event to her whole network, regardless of whether the user wanted that to happen.

Anti-Pattern - Potemkin Village

Fake settlements erected at the direction of Russian minister Grigory Potemkin to fool Empress Catherine II during her visit to Crimea in 1787.

According to the story, Potemkin had hollow facades of villages constructed along the desolate banks of the Dnieper River in order to impress the monarch and her travel party. His goal was to demonstrate that this vast region was already practically civilized.