

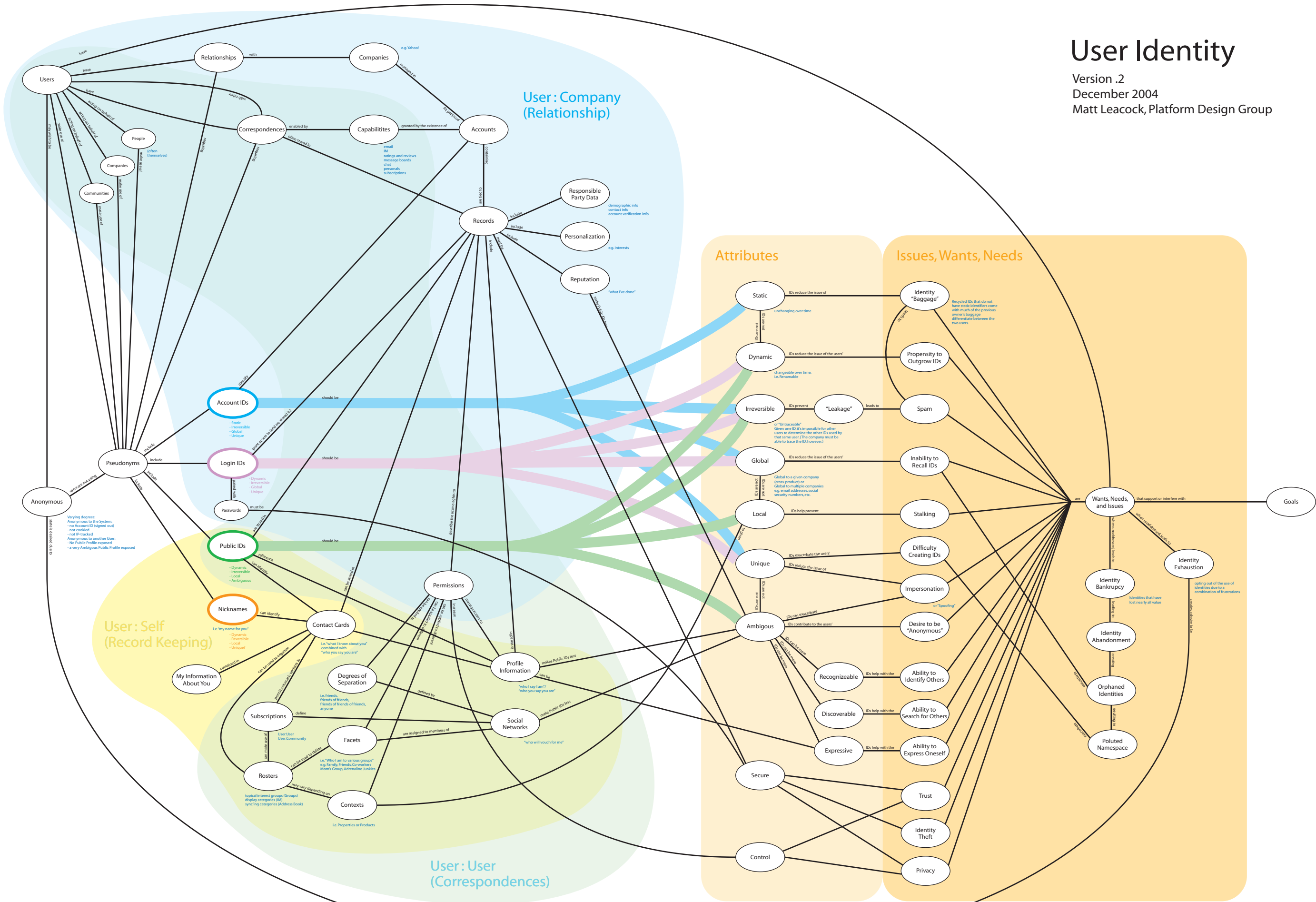
Designing Social Interfaces: The Social Ecosystem

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

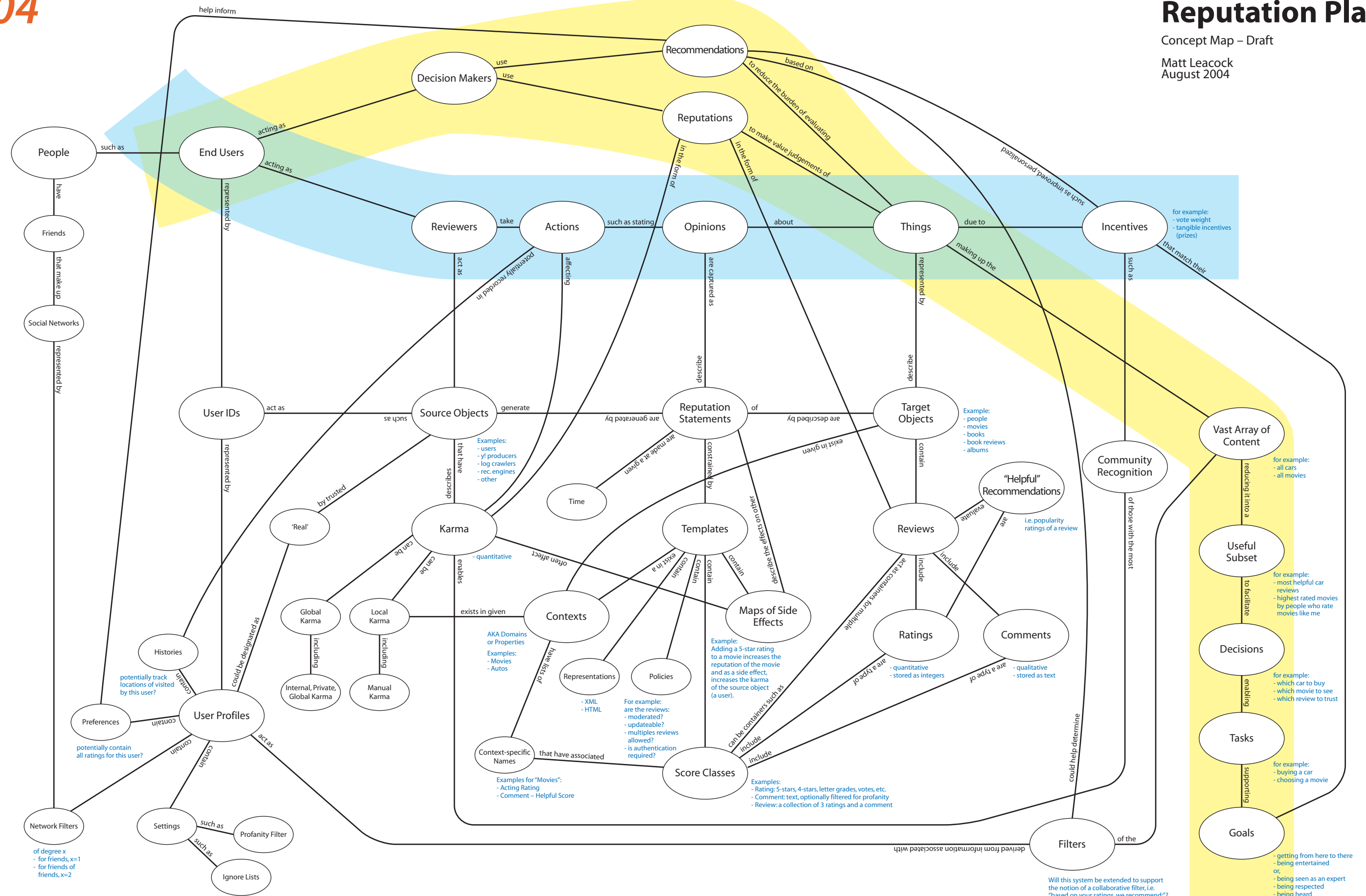


2004

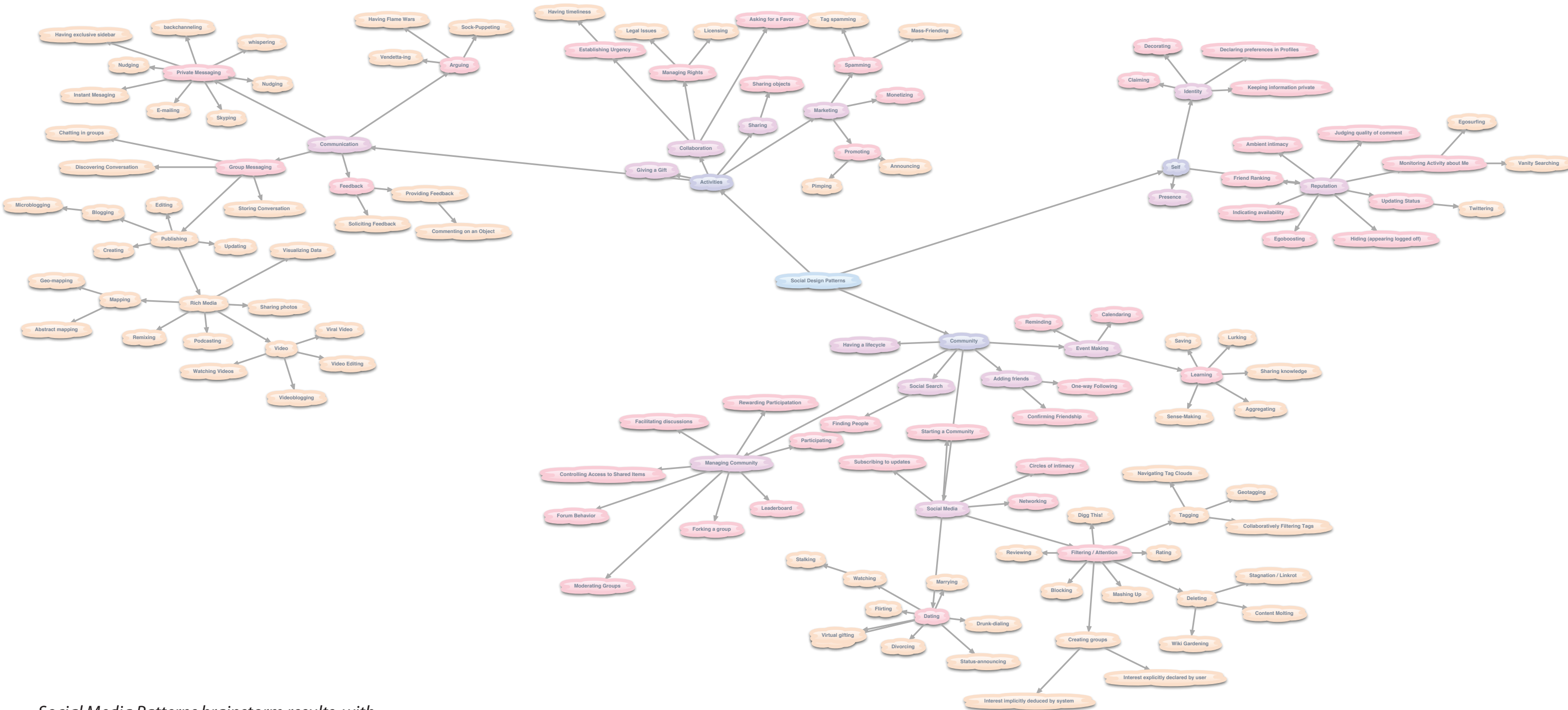
Yahoo! Global Reputation Platform

Concept Map – Draft

Matt Leacock
August 2004

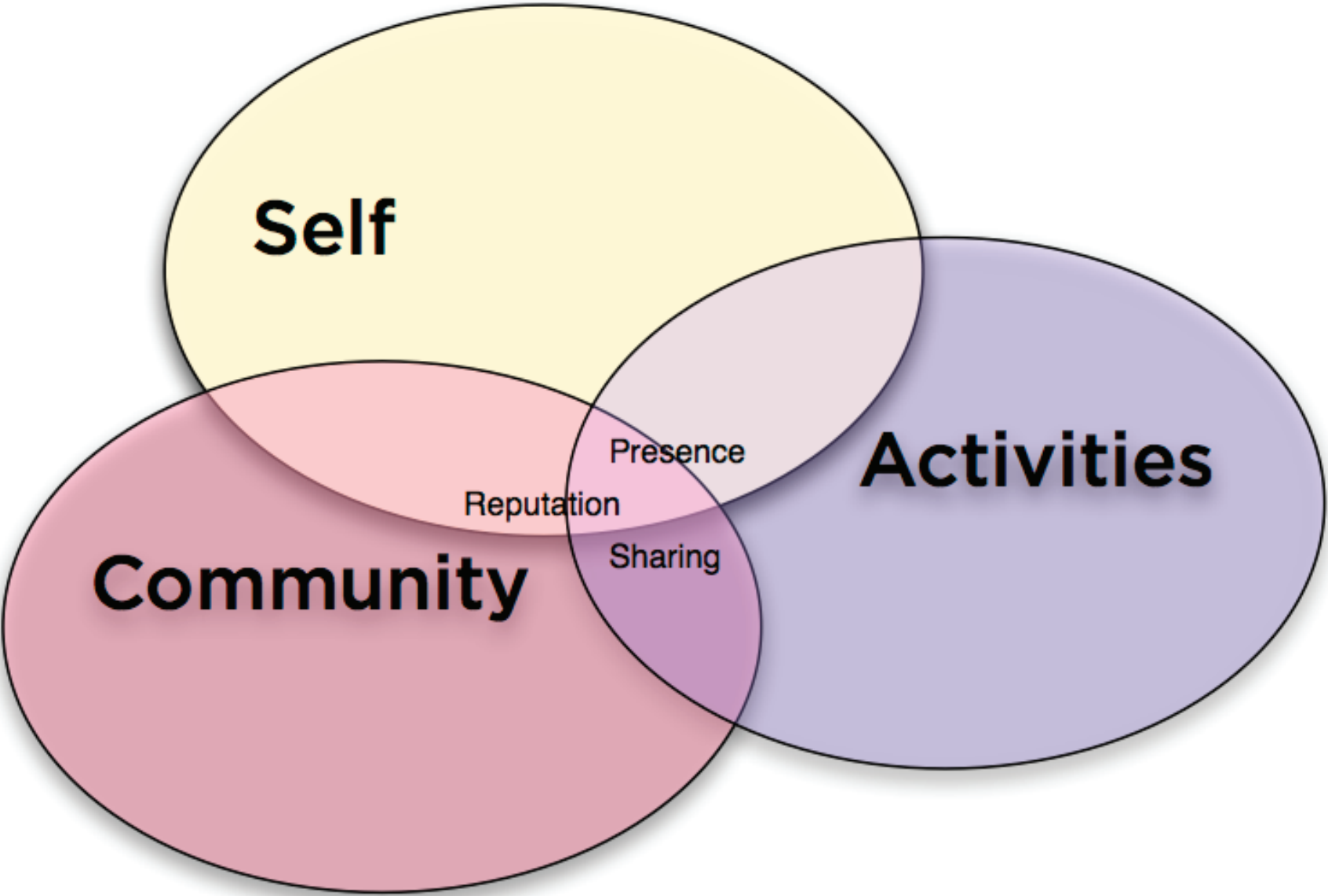


2007 - 2008



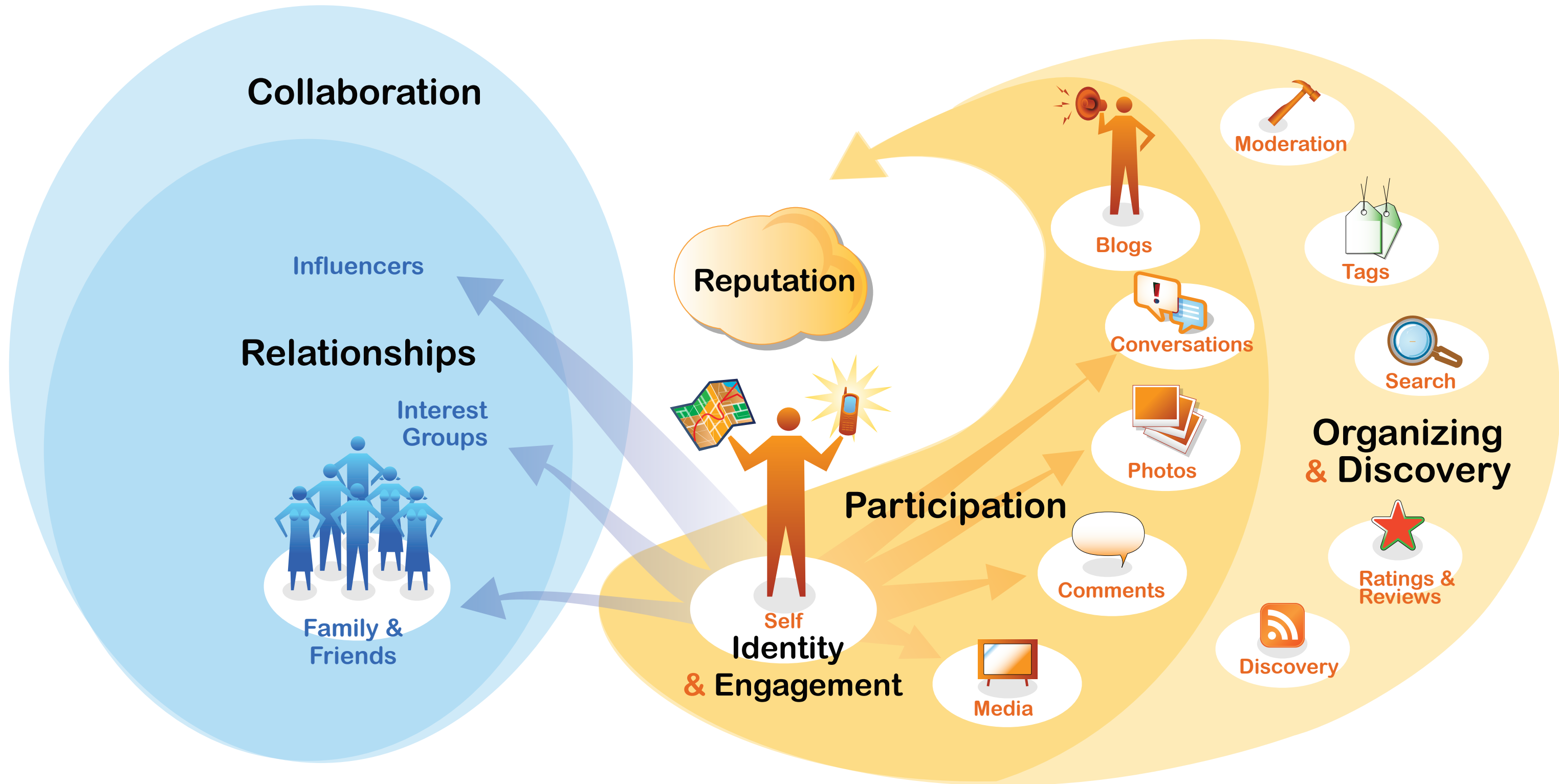
Social Media Patterns brainstorm results, with iterations, displayed as a mind-map/taxonomy.

2008



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

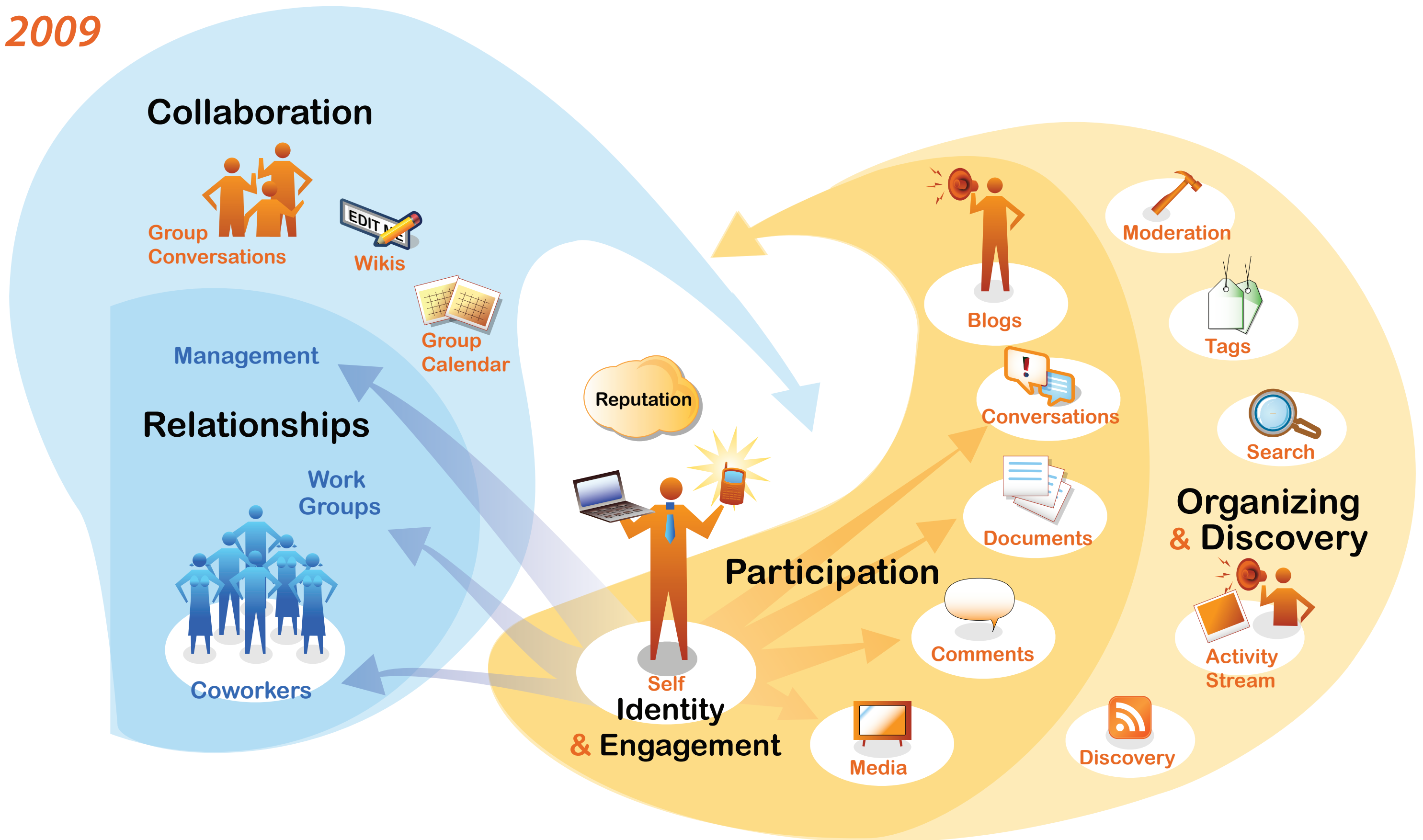
2009



Social Media Ecosystem

diagram evolved from an original diagram by Bryce Glass, 2007

2009



Social in the Enterprise

diagram evolved from an original diagram by Bryce Glass, 2007

2009

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, Levels, Labels, Ranking)

Actions

- Collecting
- Broadcasting
- Communicating
- Feedback
(ex: Comments, Vote to Promote)
- Sharing
(ex: Bookmarklet)
- Collaboration
(ex: the Wiki Way, Crowdsourcing)
- Social Media
(ex: Managing Attention)

Community

- Relationships
(ex: Circles of Connection)
- Groups
(ex: Ridiculously Easy Group Formation)
- Community Moderation
(ex: Norms, Don't Feed the Troll)
- Place/Geography/Location
(ex: Event-Making, Mapping)

Other Considerations

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



Visualization of social components based on *Designing Social Interfaces* by Erin Malone and Christian Crumlish.
Diagram - Erin Malone, 2009, riffing off of Gene Smith's *Social Media Honeycomb*.

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

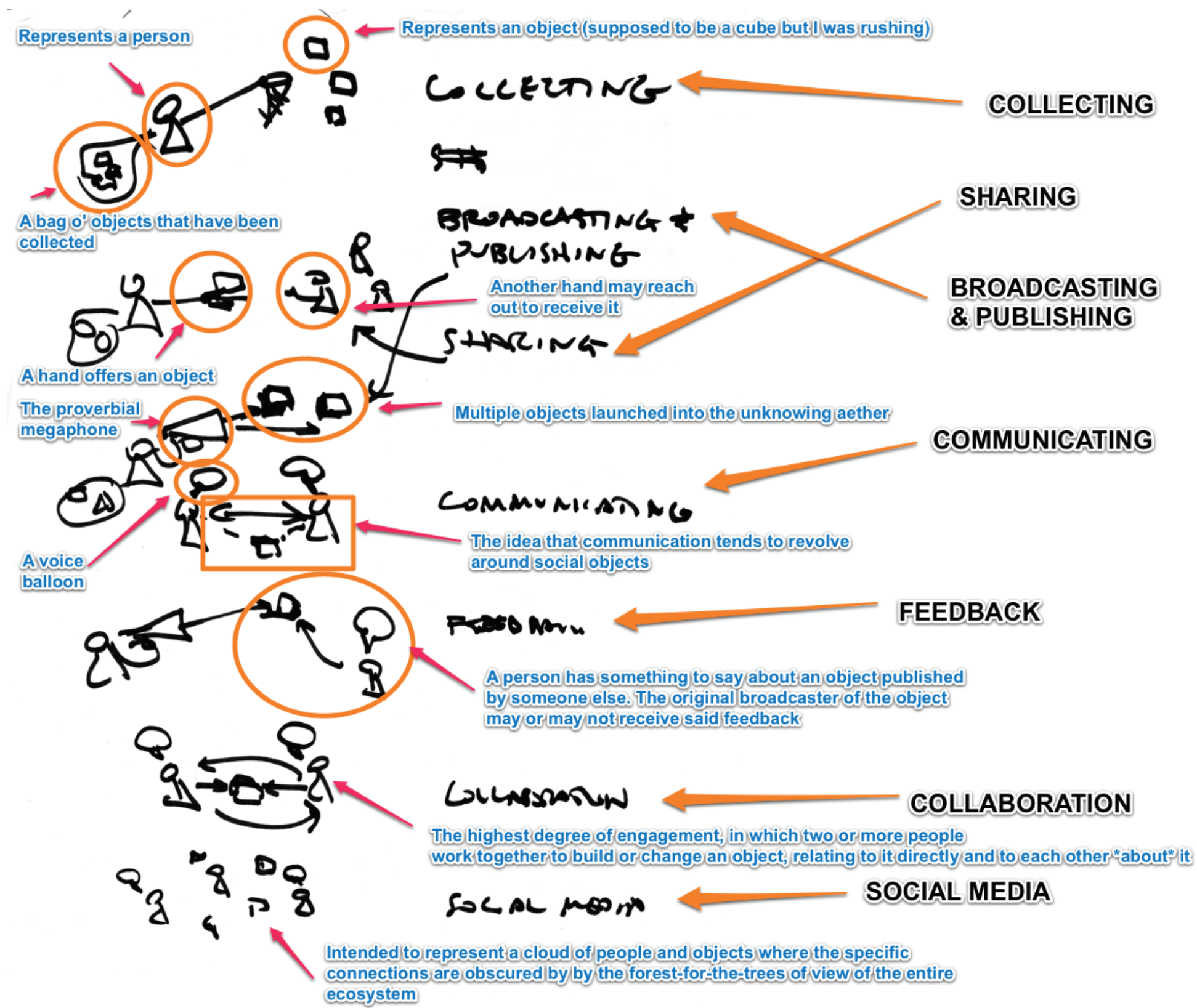
- Underpants Gnome
- Sock Puppets

- Leaderboard
(in most contexts)

Check out the patterns:

<http://www.designingsocialinterfaces.com/patterns.wiki>

2009



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

2009 - 2010

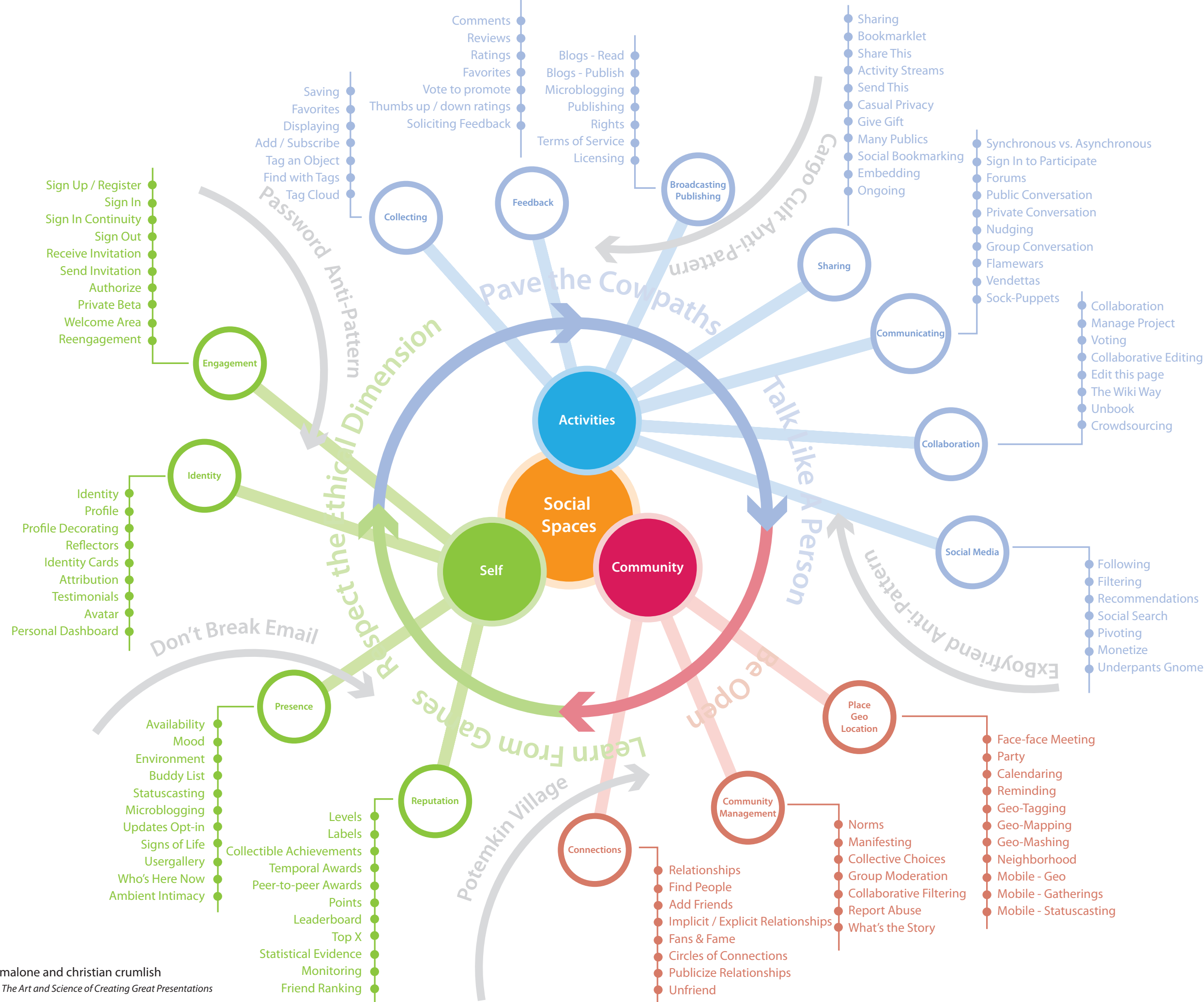
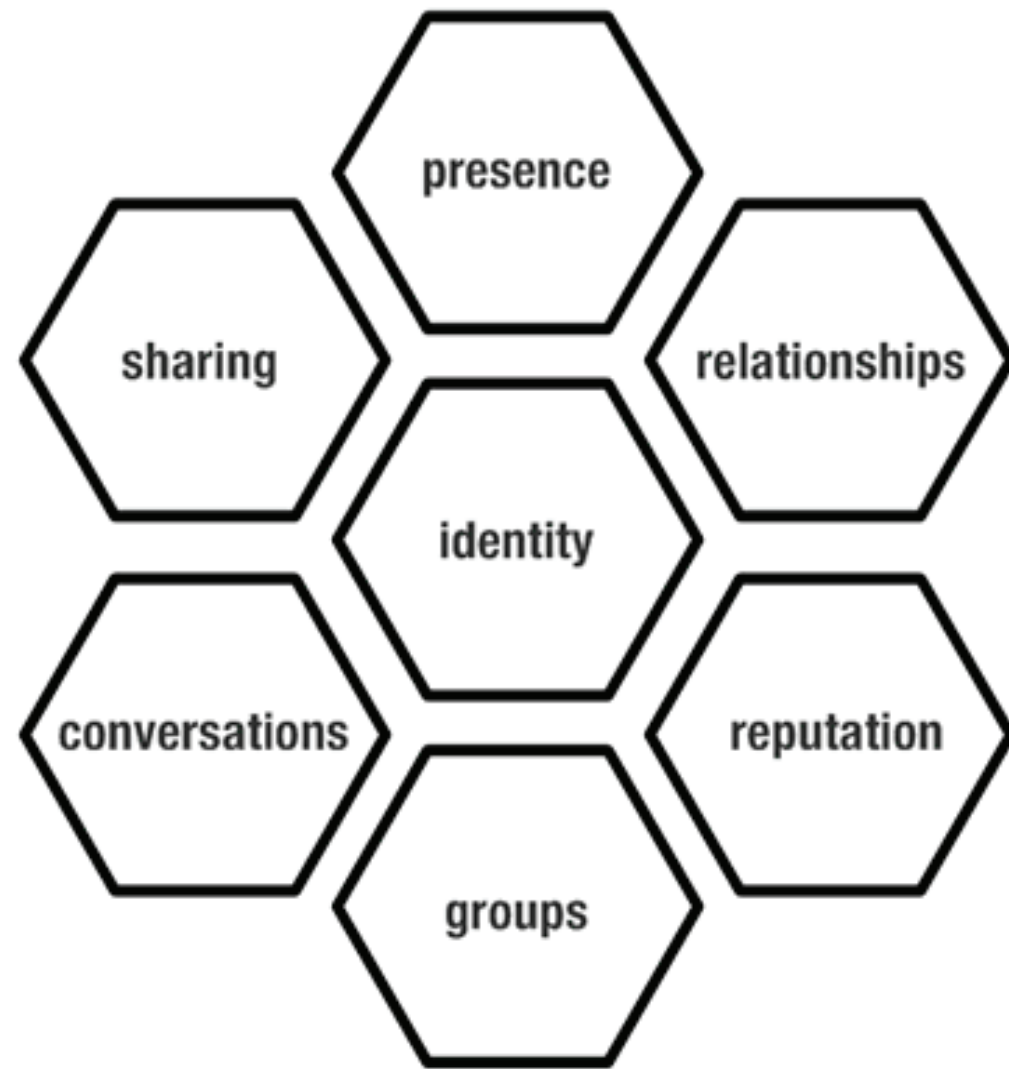


diagram by erin malone
content from Designing Social Interfaces by erin malone and christian crumlish
diagram inspired by Nancy Duarte, from her book *slide:ology: The Art and Science of Creating Great Presentations*

Influences over the years



Flickr



Twitter



Digg

Inspired by Stewart Butterfield

in a blog post from 2003

(http://www.sylloge.com/personal/2003_03_01_s.html#91273866),

Matt Webb in 2004

(http://interconnected.org/home/2004/04/28/on_social_software),

Peter Morville's UX Octagons

(<http://semanticstudios.com/publications/semantics/000029.php>),

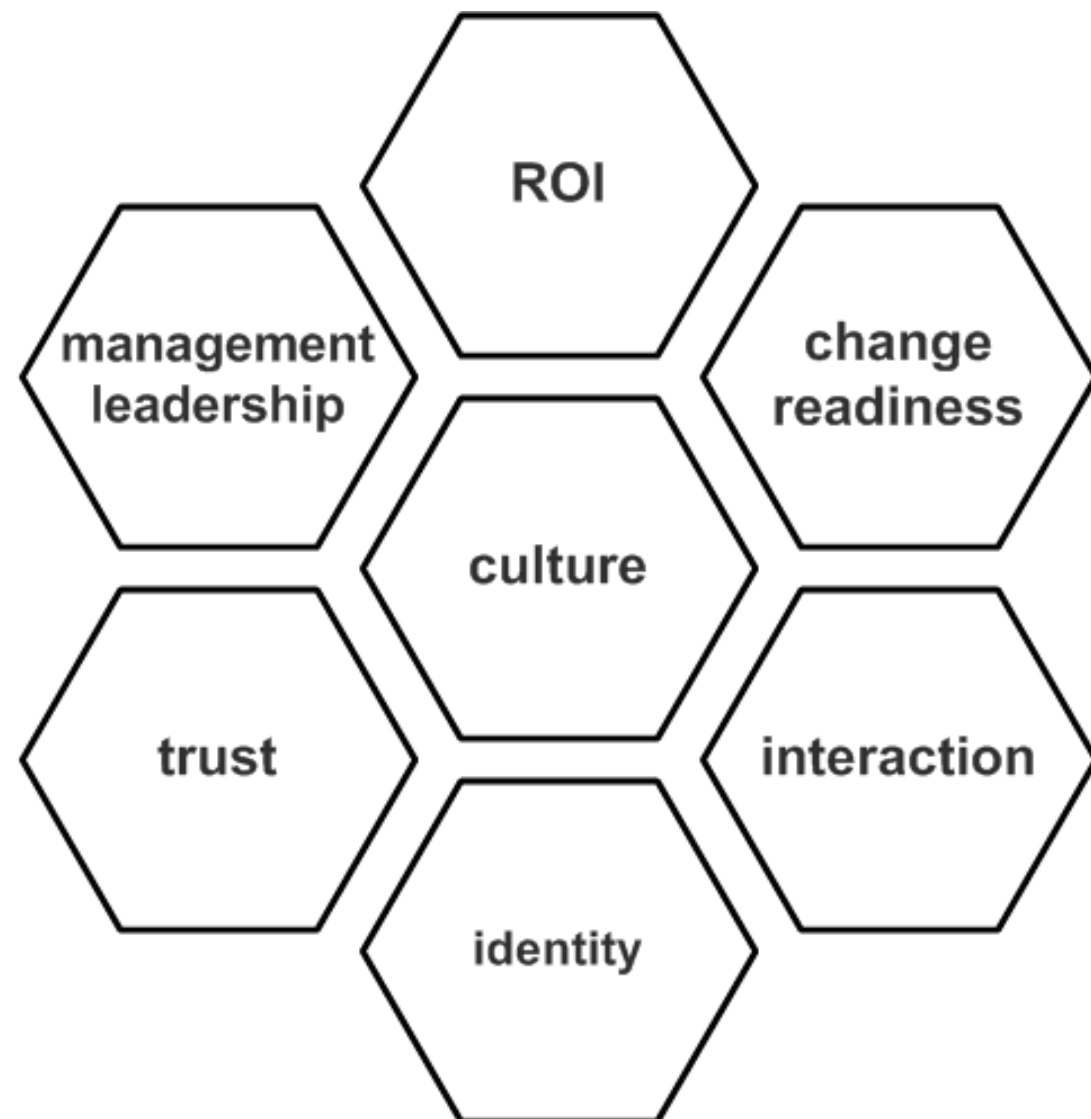
Gene Smith puts forth the Social Media Honeycomb

(<http://nform.ca/publications/social-software-building-block>)

(<http://www.findability.org/archives/000166.php>)

*as the building blocks for thinking about the parts needed
for social softw*

Influences over the years



Inspired by Gene Smith's Honeycomb model and Stuart French, who writes about collaboration in the Enterprise, Matt Hodgson (<http://magia3e.wordpress.com/>) created this model to try and capture cultural and business influences on social media strategy.

Top-down strategy



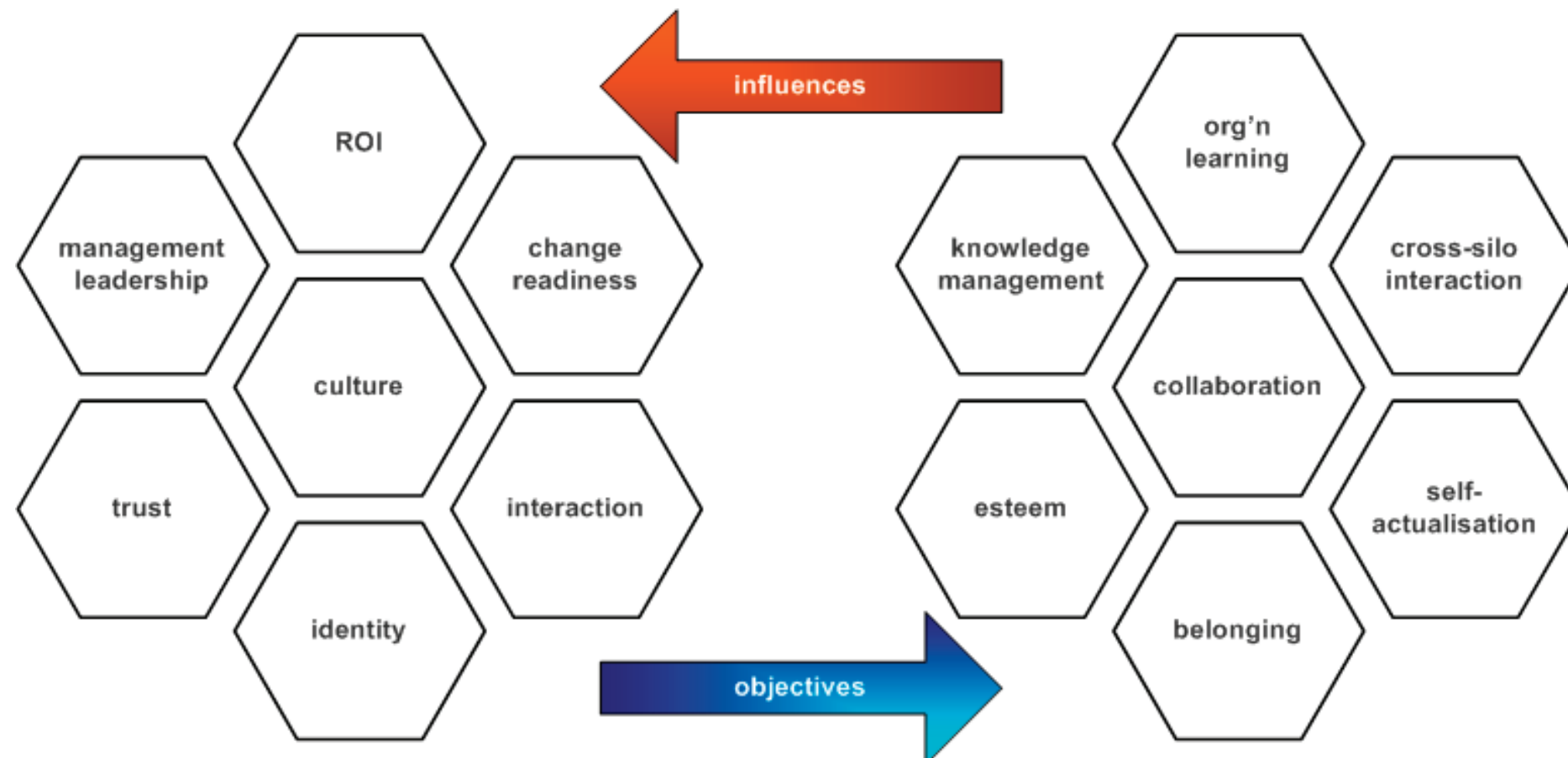
Bottom-up strategy



Technology strategy



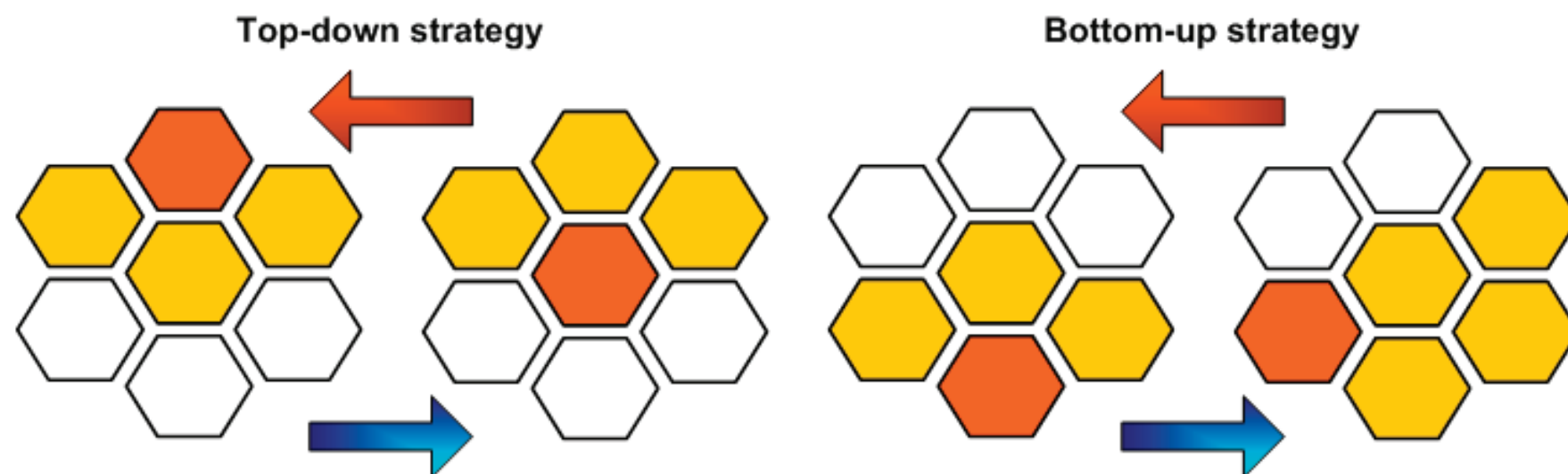
Influences over the years



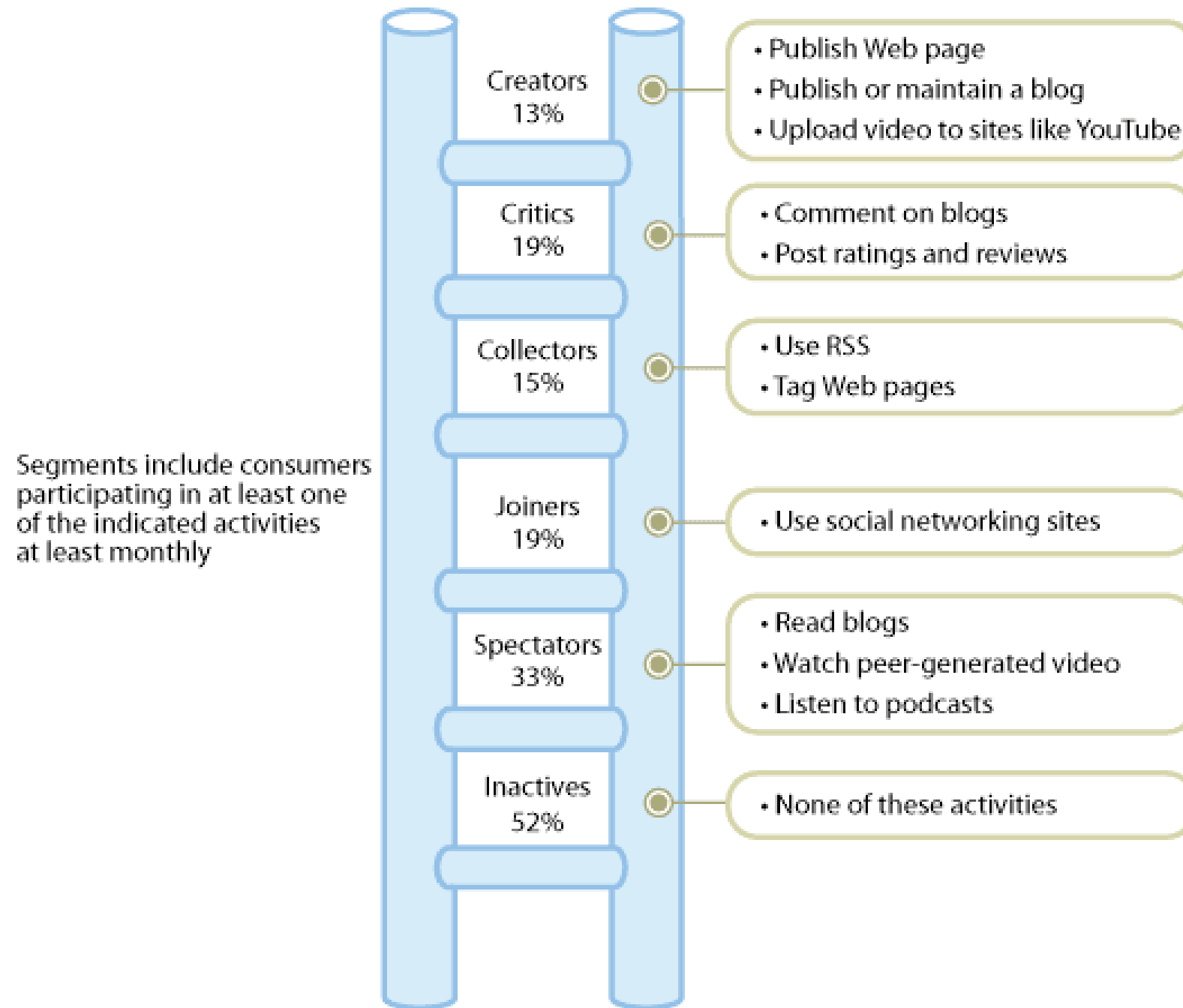
Further thinking by Matt Hodgson about Social Media in the Enterprise:

"Using Stuart French's terms, a top-down strategy results in mandated interaction, whereas a bottom-up strategy results in spontaneous interaction. The more activity that occurs between the two-sides of objectives and influences the greater the impact on the culture and collaboration factors."

I figured that collaboration was likely to be the central concern for an organisation in introducing social computing tools into the enterprise, out of which would come sharing of knowledge within silos and across them. I decided that "esteem" was probably the most important to (many) individuals given it's "whats-in-it-for-me" factor. Here, French and Raven's referent power and expert power explicitly reinforces individuals collaboration behaviour."



Influences over the years



Base: US adult online consumers

Participation Ladder

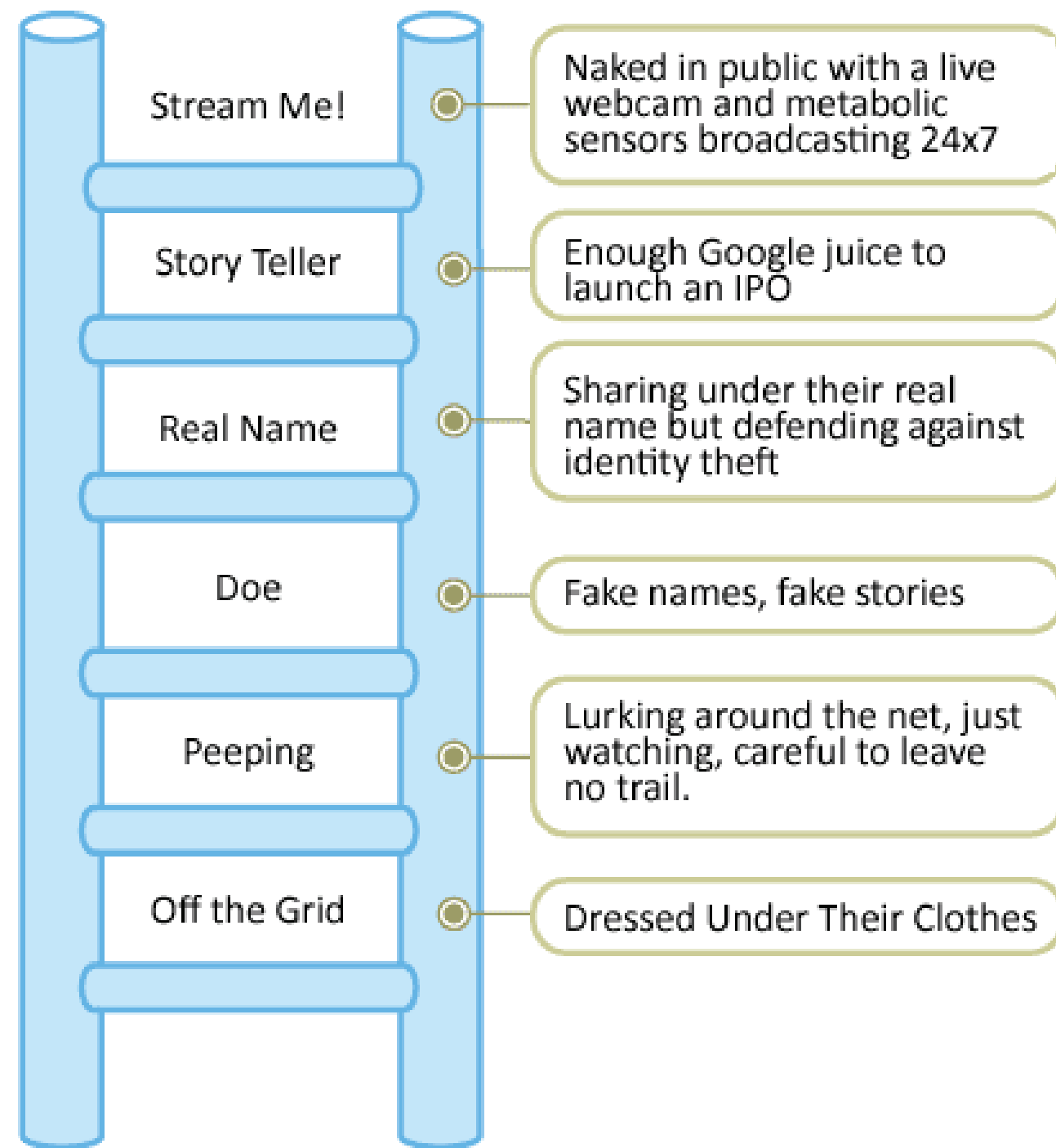
Forrester Research, 2006

They have since added a section called "Conversationalists" in an updated version of the ladder.

<http://forrester.typepad.com/groundswell/2010/01/conversationalists-get-onto-the-ladder.html>

Source: Forrester's NACTAS Q4 2006 Devices & Access Online Survey

Influences over the years

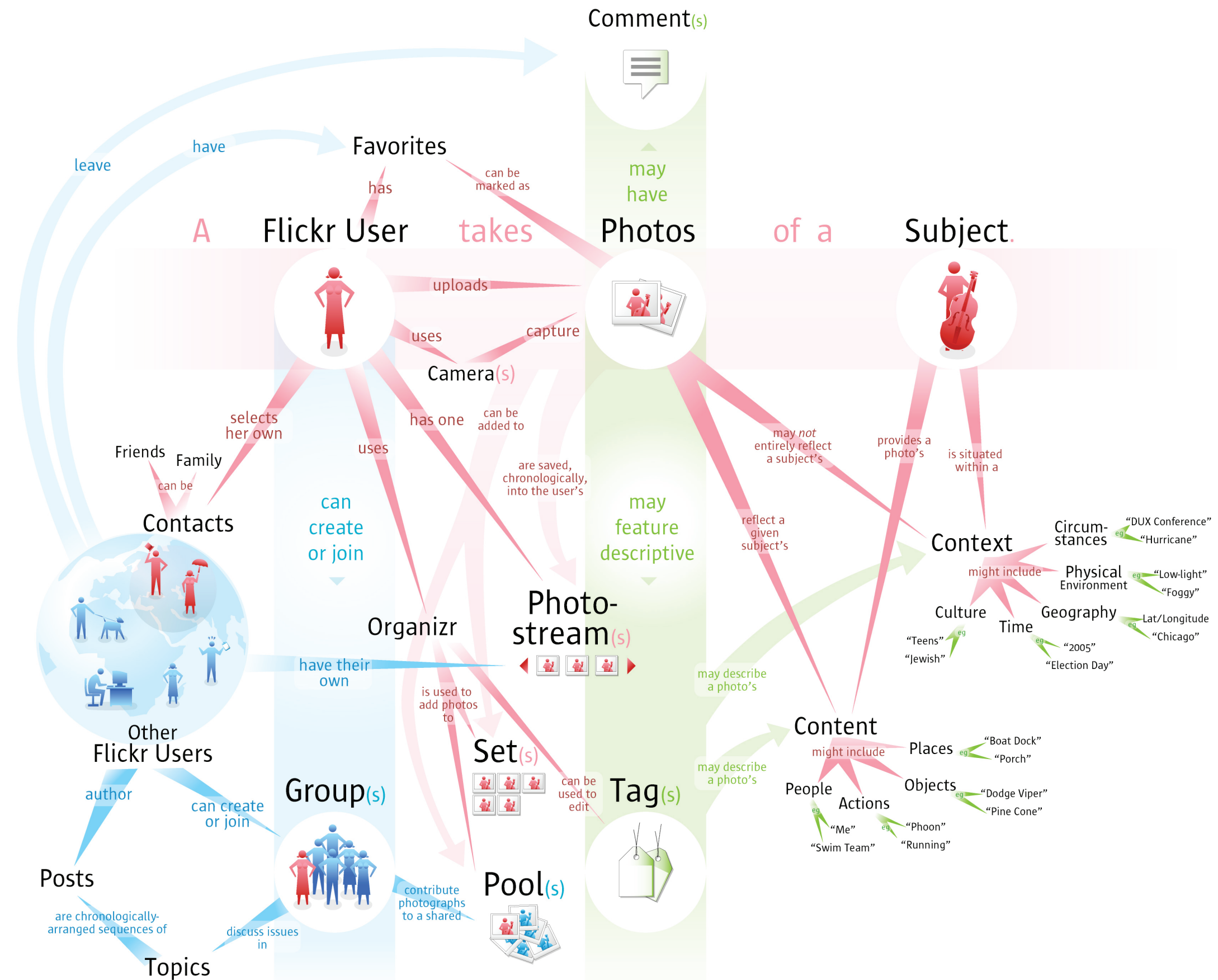


Knock off of the Participation Ladder - diagrams the level of disclosure for participants in social networking situations

The Ladder of Disclosure

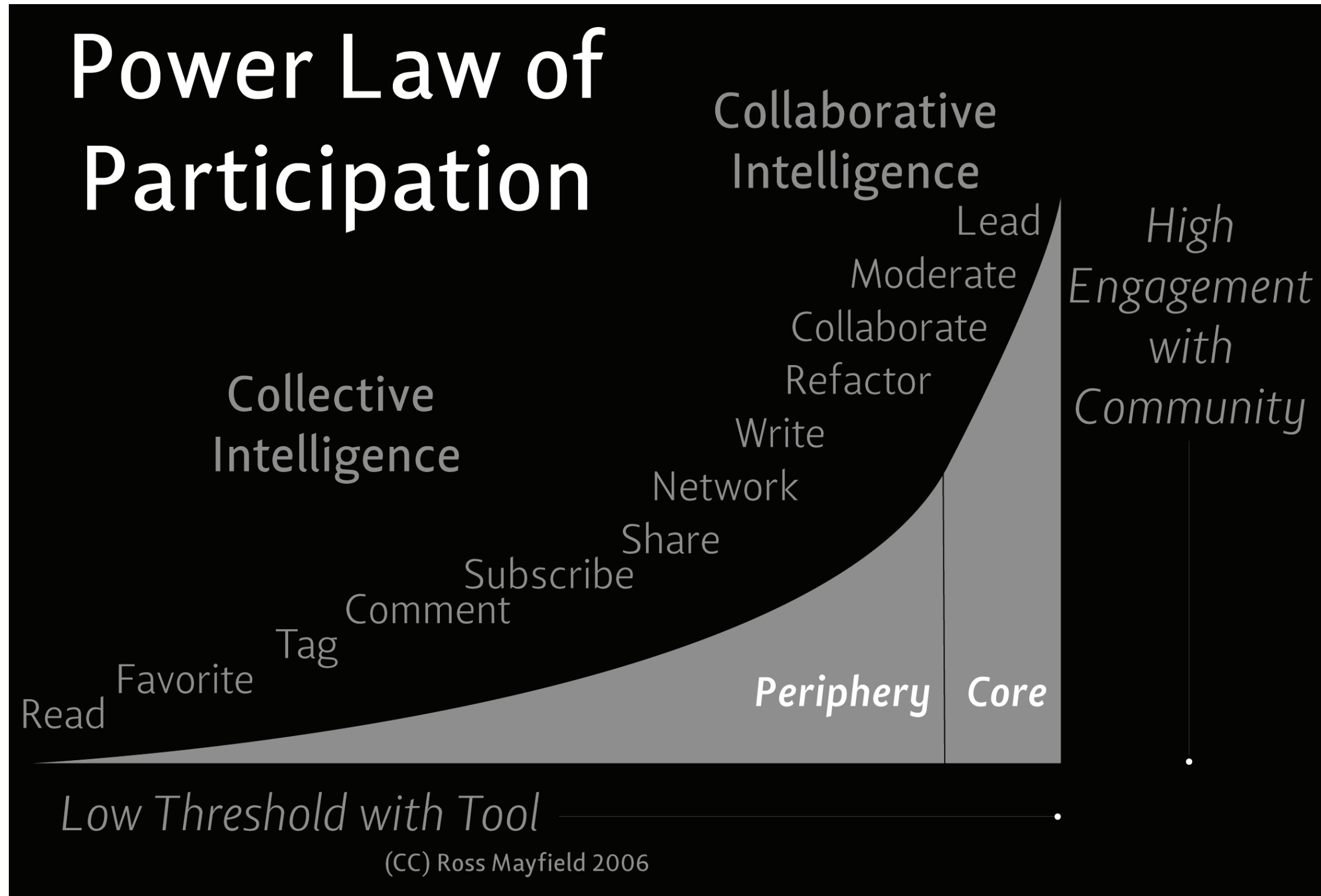
Influences over the years

Flickr: User Model Diagram
Contact: Bryce Glass (bryceglass@mindspring.com) http://soldierant.net • Released under a Creative Commons license – Attribution-NonCommercial-ShareAlike 2.5 26 October, 2005 v0.2



Created by Bryce Glass in 2005, this ecosystem or user model of flickr has long been an influence on how we thought about clustering social activities around objects.

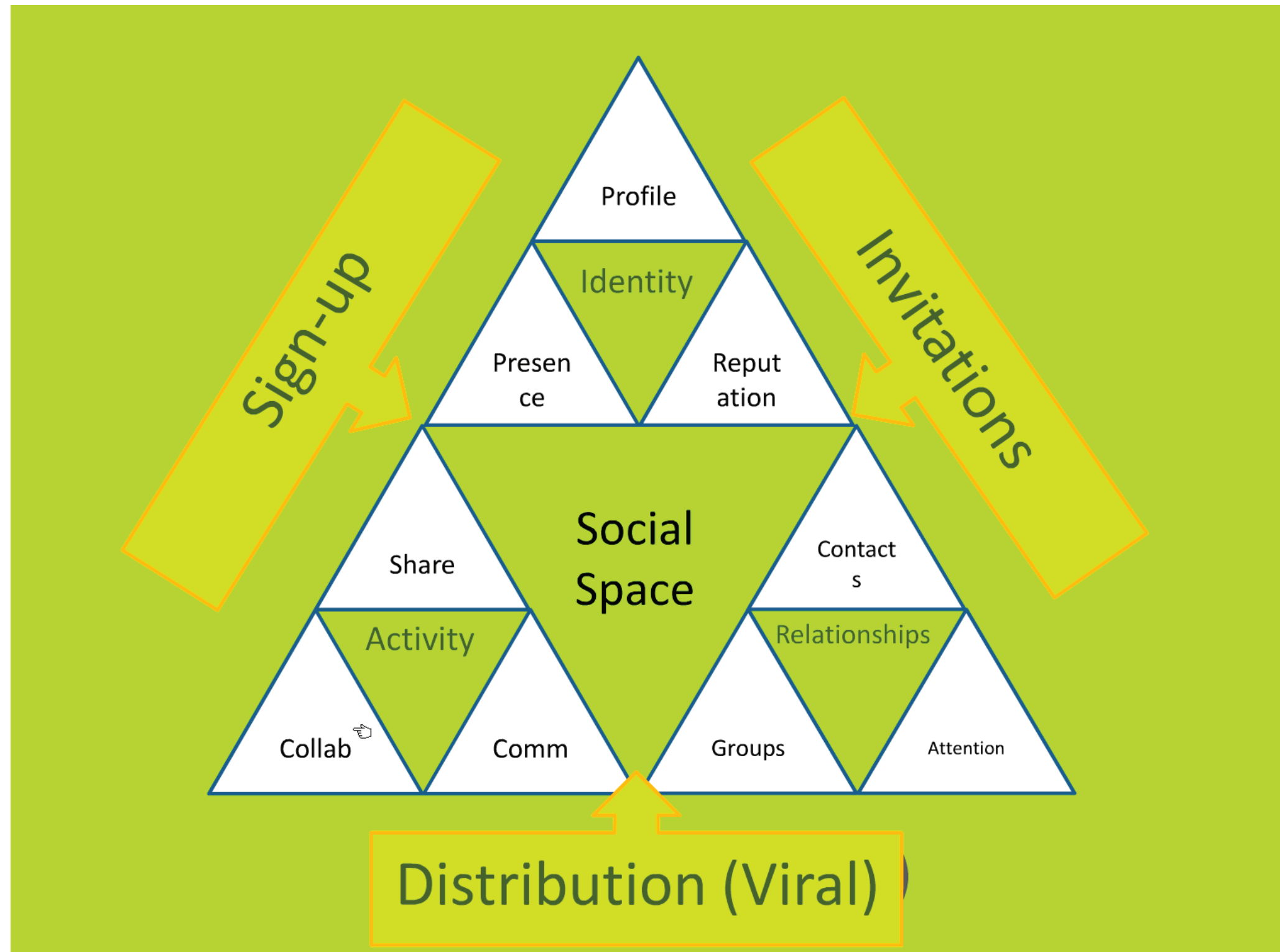
Influences over the years



*Power Law of Participation,
Ross Mayfield, 2006*

Demonstrates the curve of engagement and participation in a community based on typical activities.

Influences over the years



*Fractal social model
Christina Wodtke, 2009
From her workshop at Web 2.0 NY*

*[http://www.slideshare.net/cwodtke/
designing-the-social-web-web-20-expo-nyc-
version](http://www.slideshare.net/cwodtke/designing-the-social-web-web-20-expo-nyc-version)*