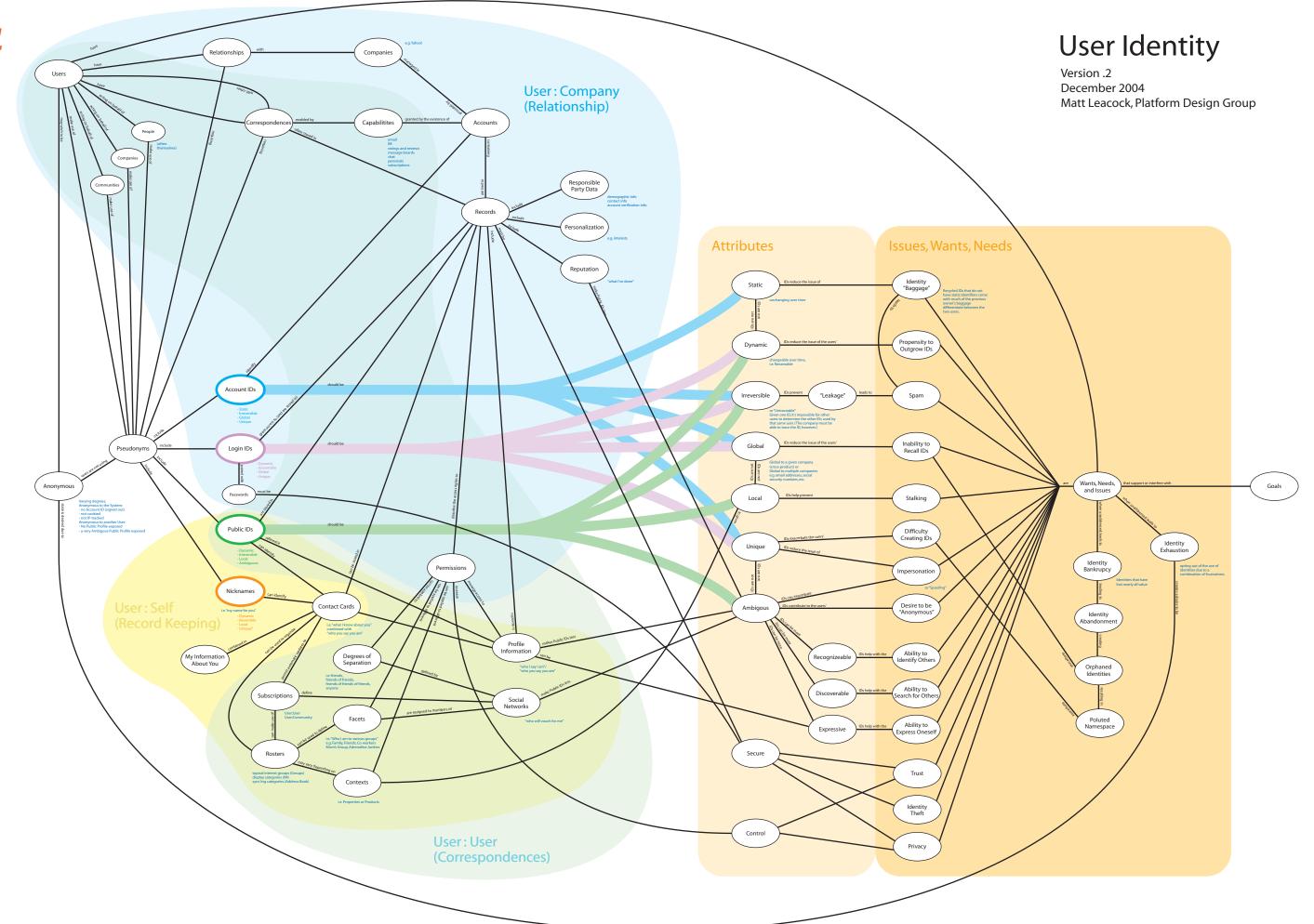
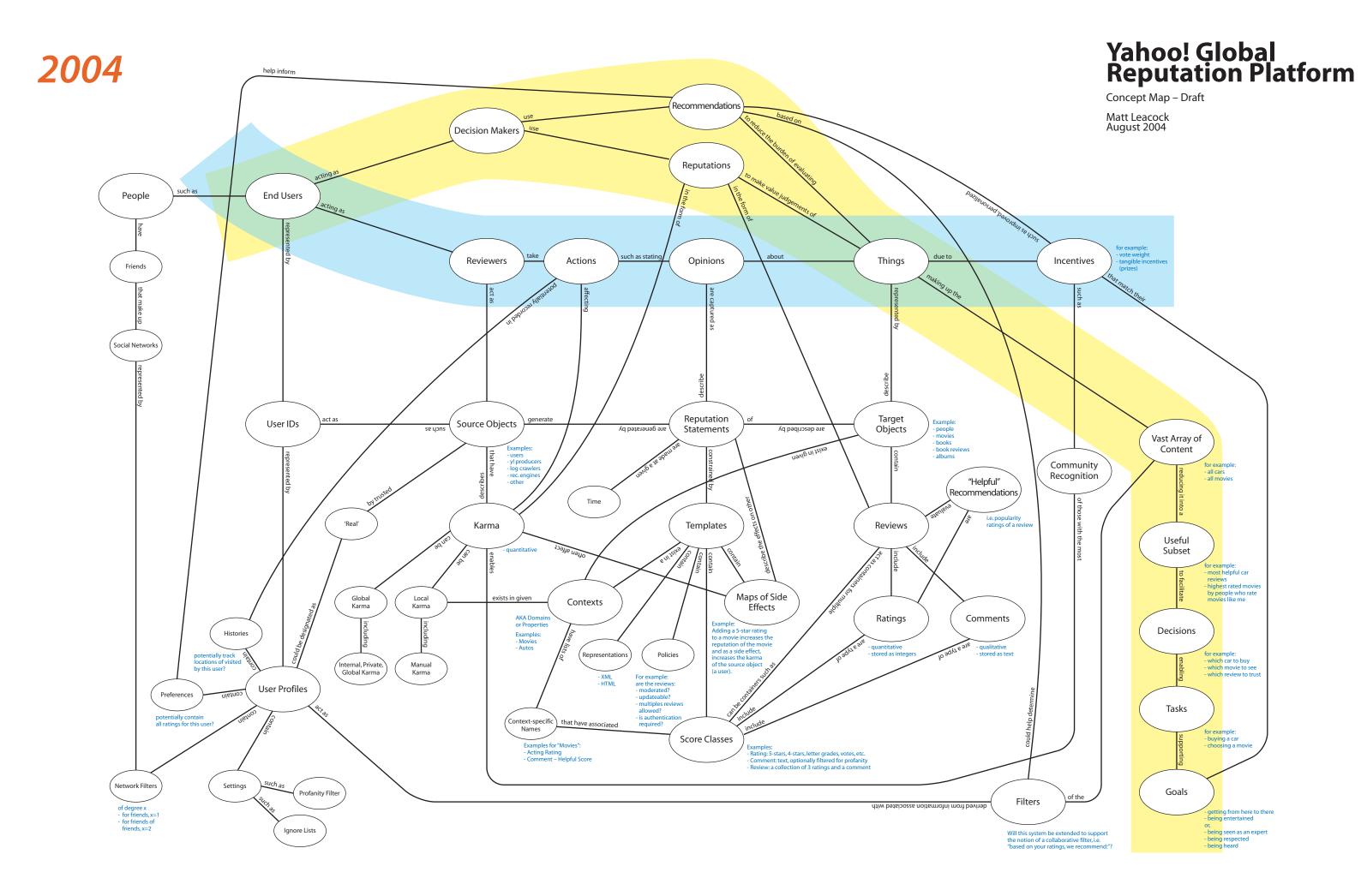
# Designing Social Interfaces: The Social Ecosystem

Visualizing the social taxonomy and ecosystem

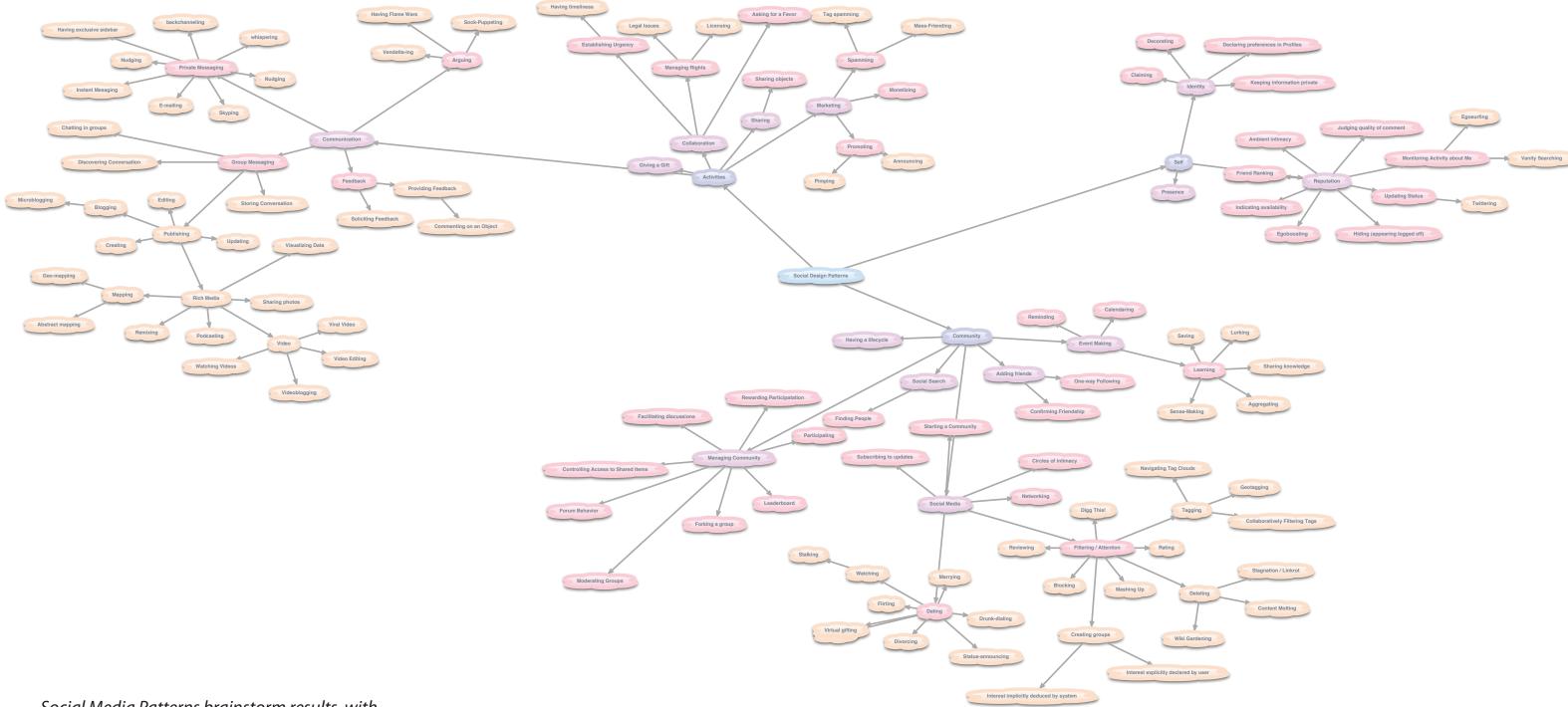
erin malone and christian crumlish

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

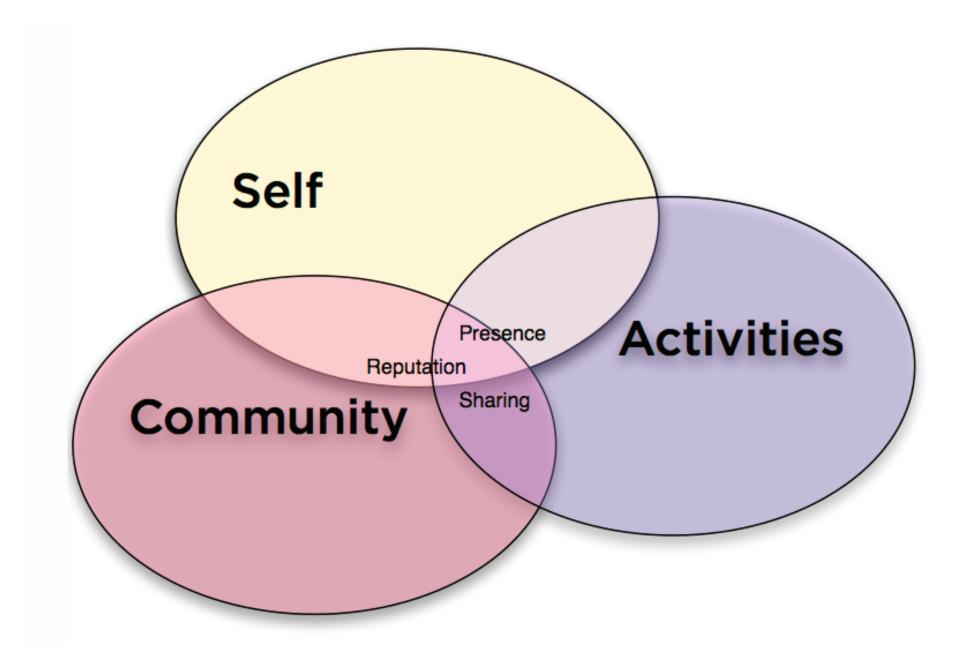




#### 2007 - 2008

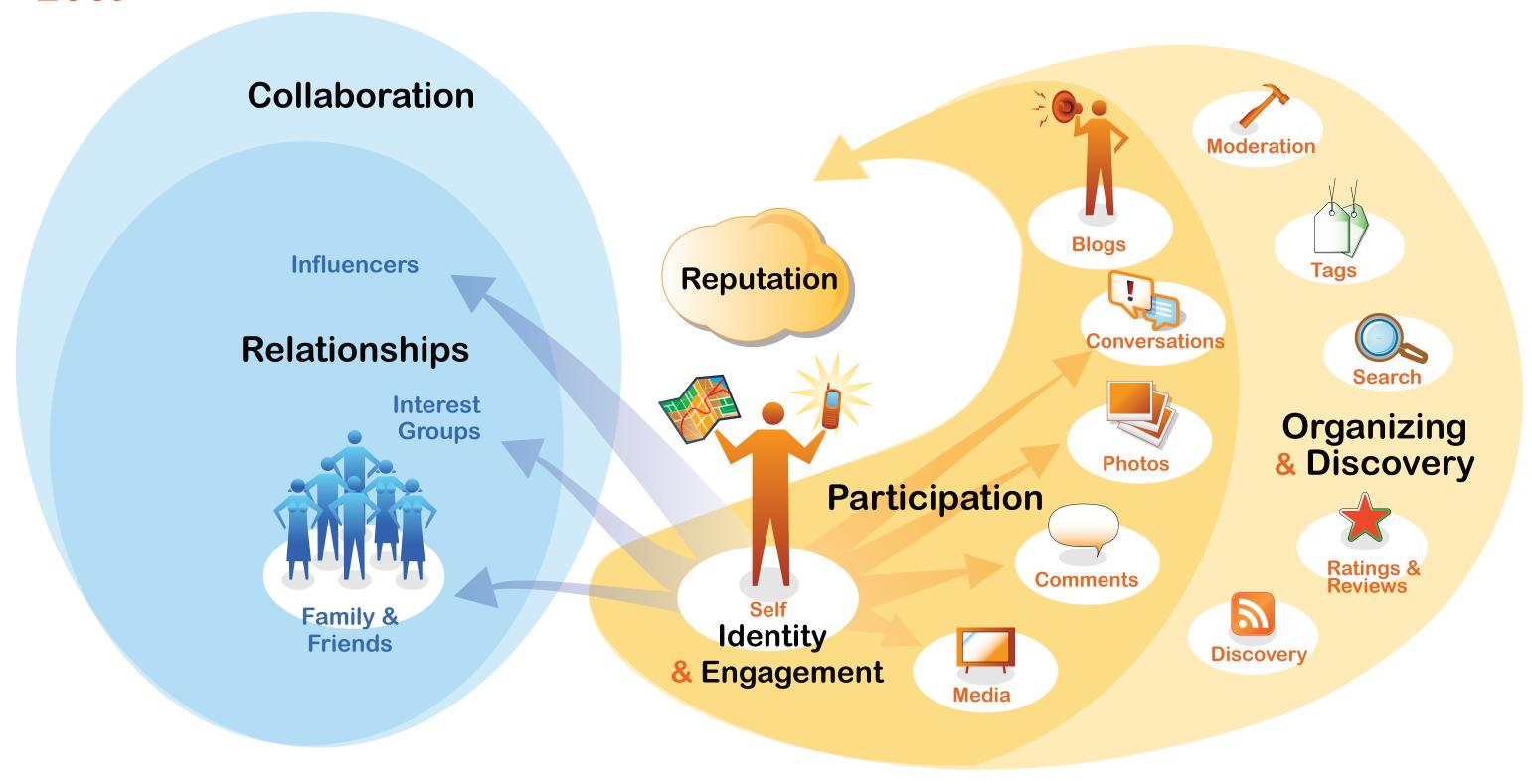


Social Media Patterns brainstorm results, with iterations, displayed as a mind-map/taxonomy.



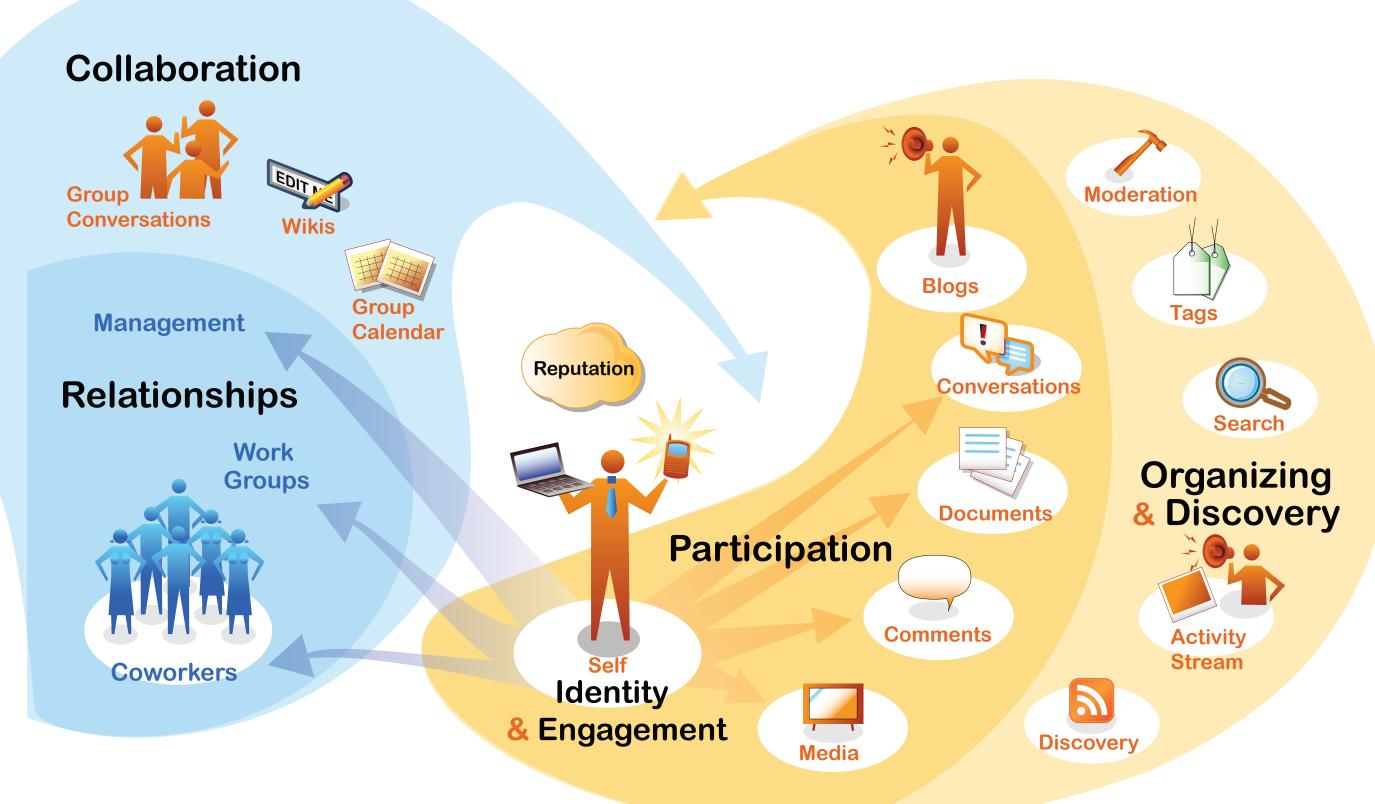
Initial visualization sketch inspired by the honeycomb diagram and other ideas.

#### 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

### 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

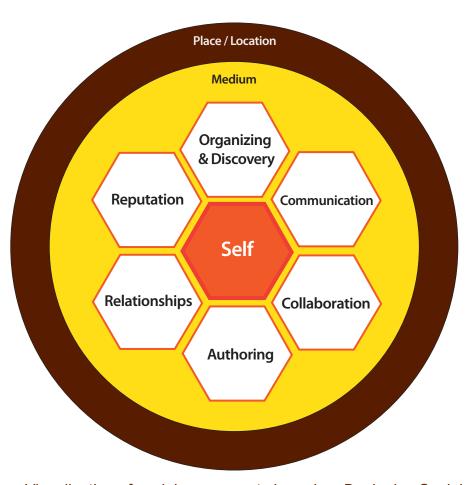
   (ex: Managing Attention)

#### **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.

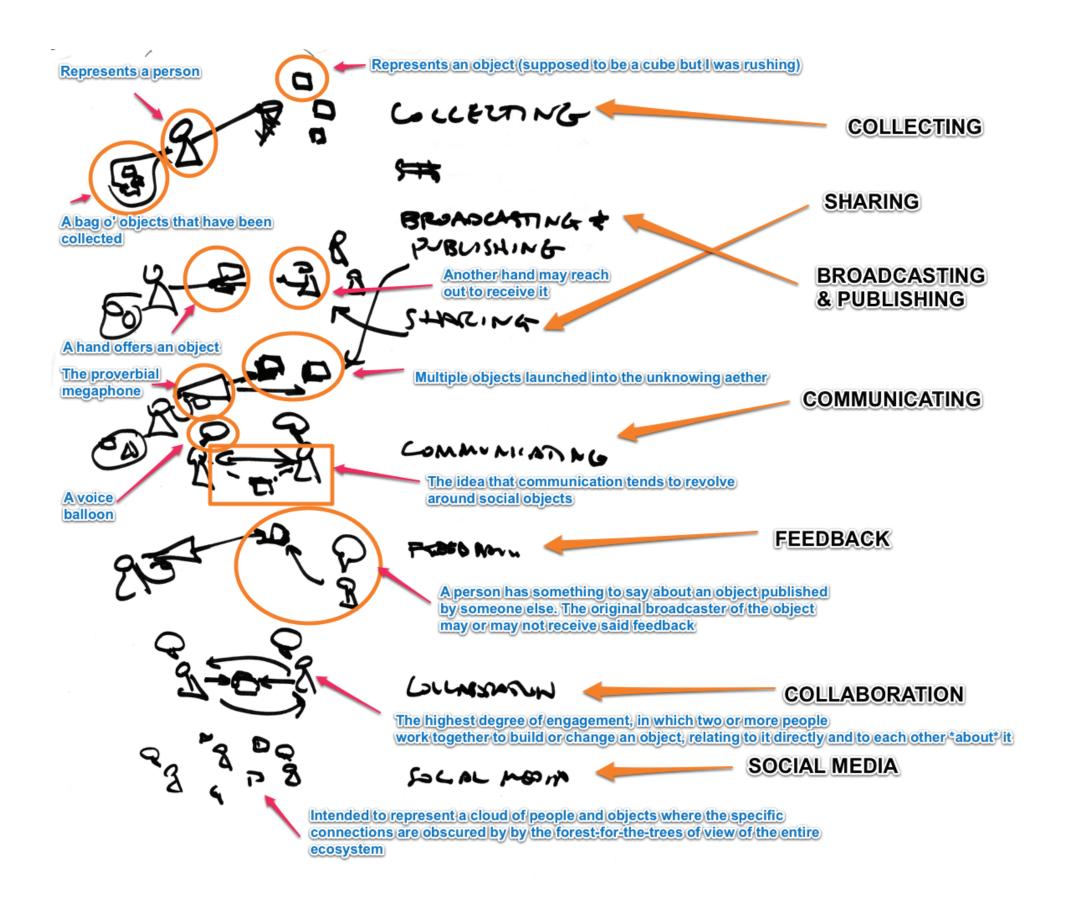
Diagram - Erin Malone, 2009, riffing off of Gene Smith's Social Media Honeycomb.

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

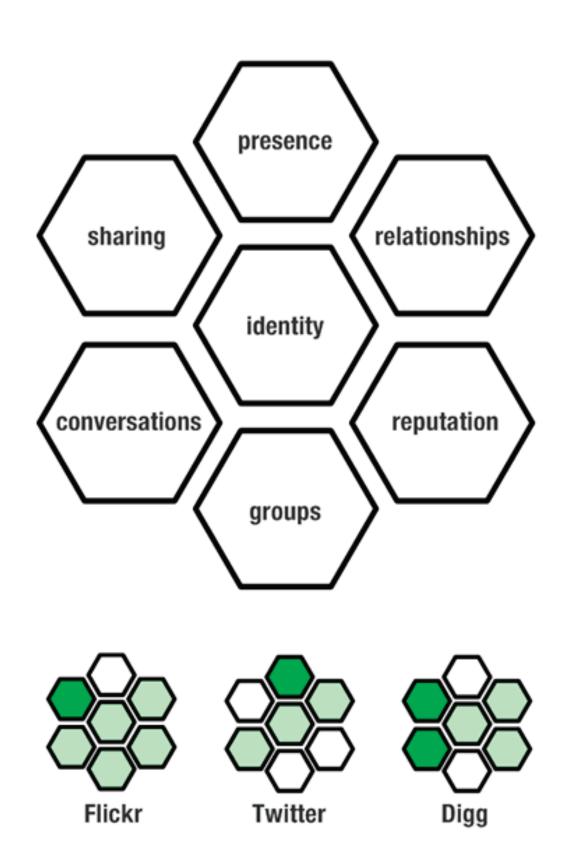
Leaderboard (in most contexts) Check out the patterns:

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



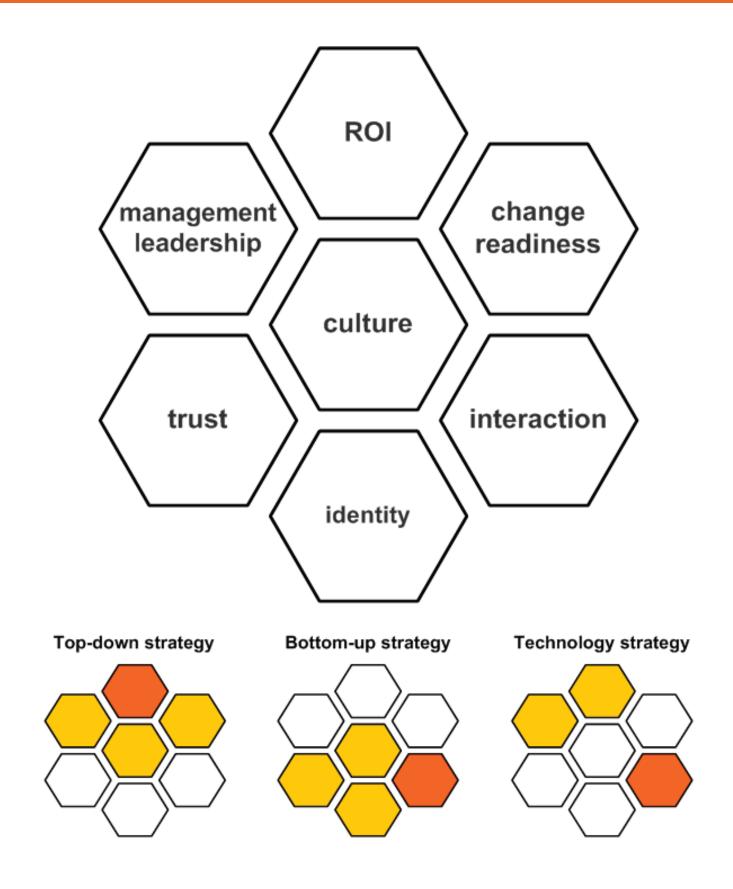
#### Sharing Comments ■ Bookmarklet Reviews 2009 - 2010 Blogs - Read Share This Ratings Activity Streams **Favorites** Blogs - Publish Send This Vote to promote Microblogging Saving • Casual Privacy Thumbs up / down ratings Publishing Favorites • Give Gift Ma. Sor. Soliciting Feedback Rights Displaying Many Publics Terms of Service Add / Subscribe Synchronous vs. Asynchronous Social Bookmarking Licensing d Tag an Object Sign In to Participate Embedding Find with Tags Forums Sign Up / Register A Tag Cloud Ongoing Public Conversation Sign In Feedback Private Conversation Collecting Sign In Continuity Nudging Sign Out Group Conversation Receive Invitation pave the Coupath. Anti-Pattern Flamewars **Send Invitation** Vendettas Authorize Sock-Puppets Private Beta Collaboration oinension. Welcome Area Manage Project Reengagement d Voting Collaborative Editing Edit this page S. K. The Wiki Way Unbook **Activities** Crowdsourcing Collaboration Identity Identity Social Profile **Spaces** Profile Decorating the erson ExBoyfriend Anni-parke Reflectors **Identity Cards** Following **Community** Self Attribution Filtering **Testimonials** Recommendations Avatar Don't Break Email Social Search Personal Dashboard Pivoting Monetize Underpants Gnome Learn From Gangs Presence Geo Location **Availability** Face-face Meeting Mood Party Environment Calendaring **Buddy List** Reminding Statuscasting Reputation Geo-Tagging Microblogging Managemen Levels Norms Geo-Mapping **Updates Opt-in** Labels Geo-Mashing Manifesting Signs of Life Collectible Achievements Collective Choices Neighborhood Usergallery **Temporal Awards** Relationships Group Moderation Mobile - Geo Who's Here Now Peer-to-peer Awards Find People Collaborative Filtering Mobile - Gatherings **Ambient Intimacy Points** Add Friends Report Abuse Mobile - Statuscasting Implicit / Explicit Relationships What's the Story Leaderboard

Top X Fans & Fame Statistical Evidence Circles of Connections diagram by erin malone Monitoring content from Designing Social Interfaces by erin malone and christian crumlish Publicize Relationships Friend Ranking diagram inspired by Nancy Duarte, from her book slide:ology: The Art and Science of Creating Great Presentations Unfriend

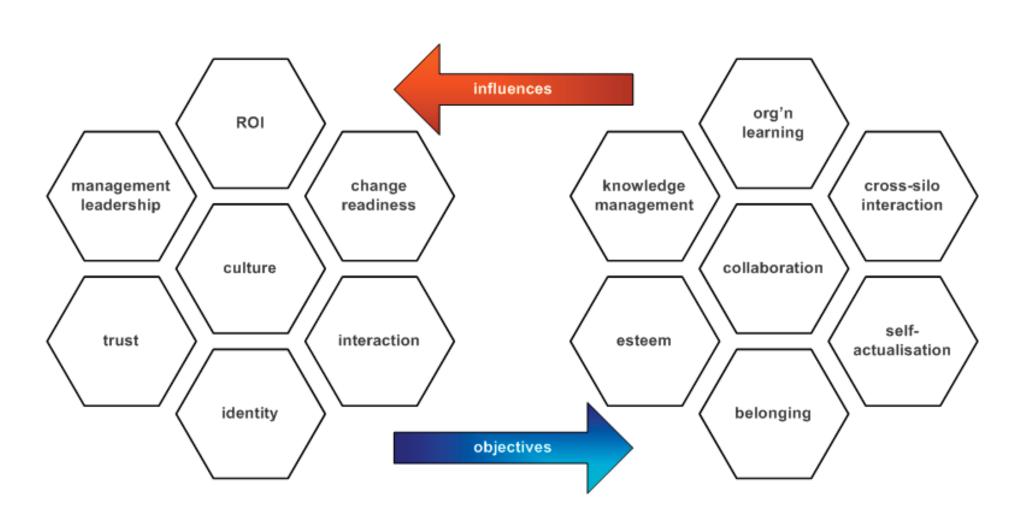


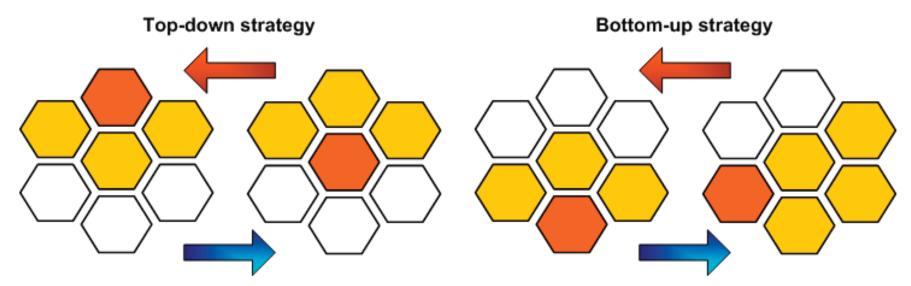
Inspired by Stewart Butterfield in a blog post from 2003 (http://www.sylloge.com/personal/2003\_03\_01\_s.html#91273866), Matt Webb in 2004 (http://interconnected.org/home/2004/04/28/on\_social\_software), Peter Morville's UX Octagons (http://semanticstudios.com/publications/semantics/000029.php),

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



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.

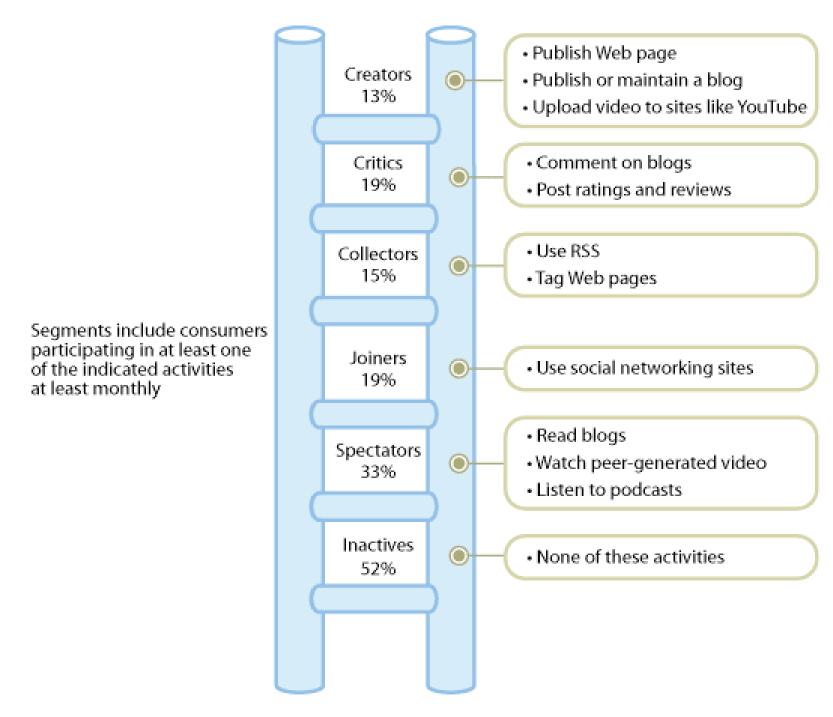




Further thinking by Matt Hodgson about Social Media in the Enterprise:

"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."



Base: US adult online consumers

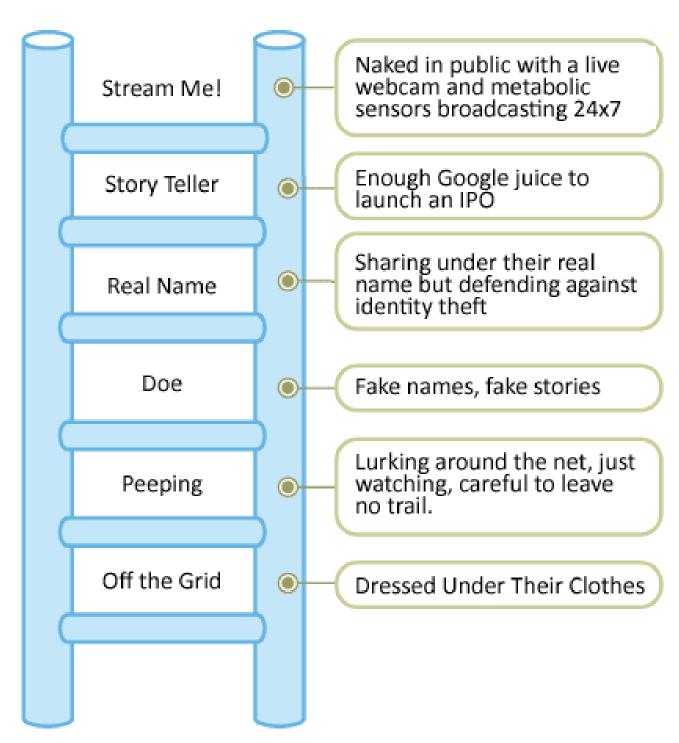
Source: Forrester's NACTAS Q4 2006 Devices & Access Online Survey

Participation Ladder

Forrester Research, 2006

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

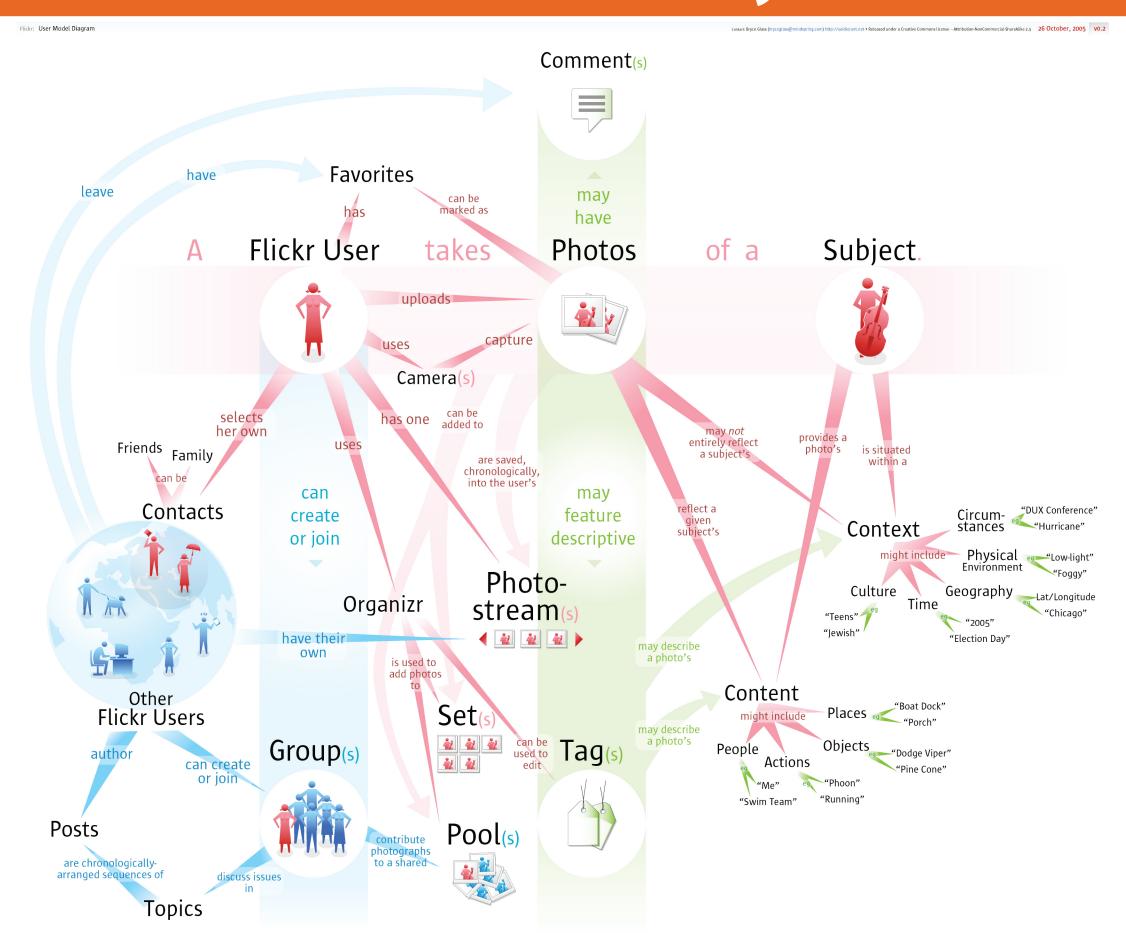
http://forrester.typepad.com/groundswell/2010/01/conversationalists-get-onto-the-ladder.html



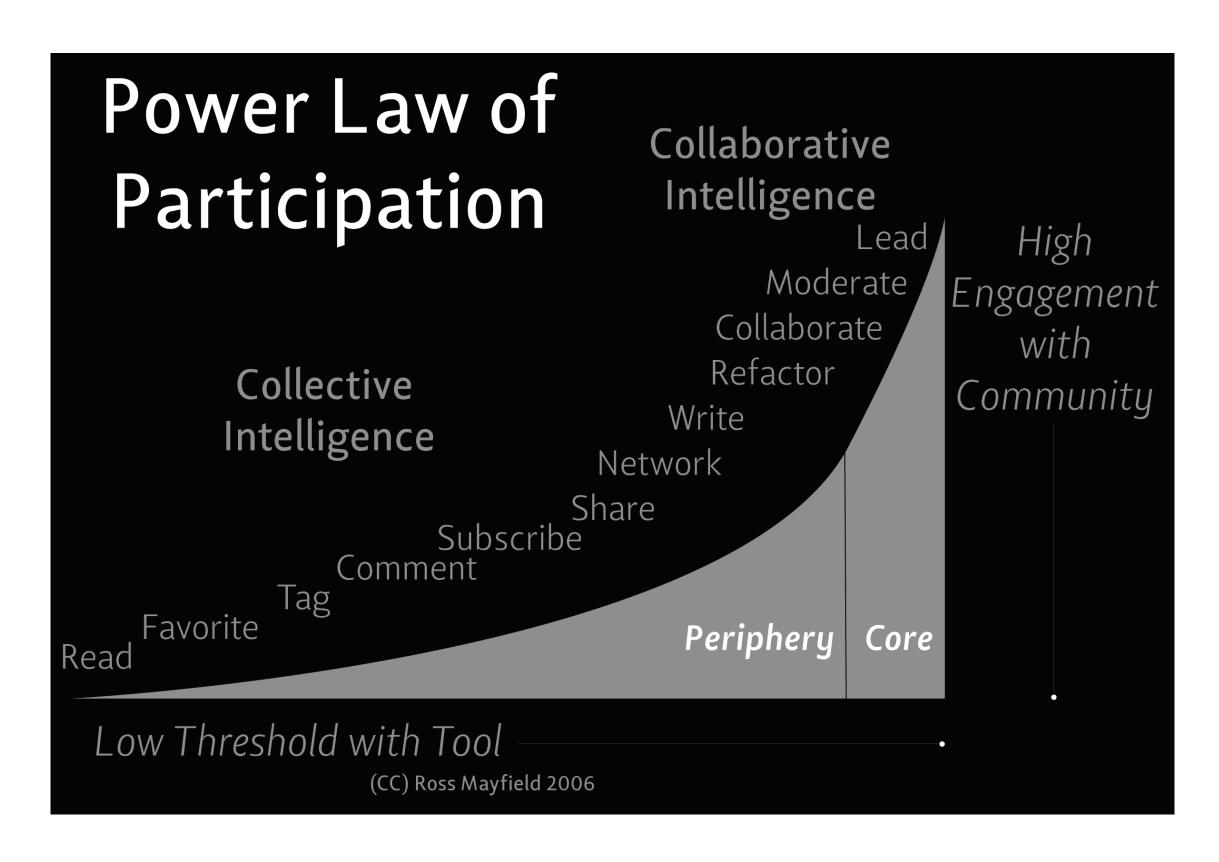
The Ladder of Disclosure

Source: Skype Journal

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

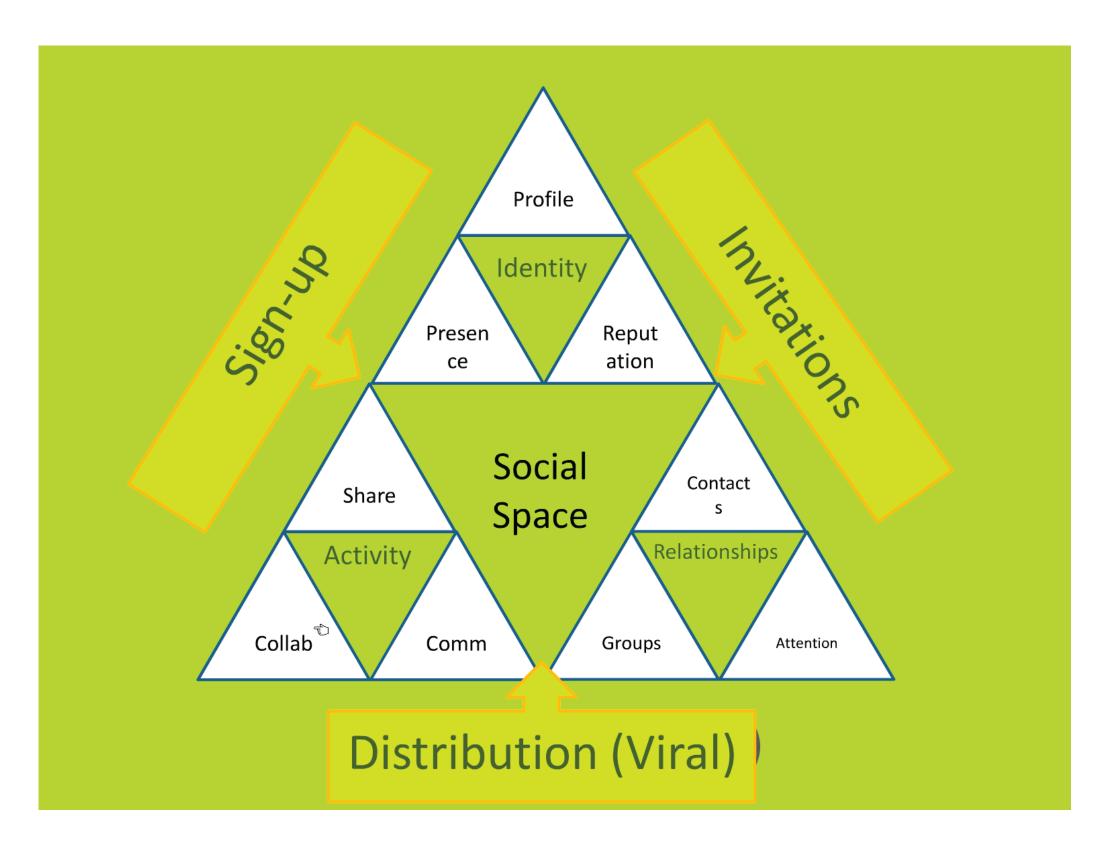


Created by Bryce Glass in 2005, this ecosystem or user model of flickr has long been an influence on how we thought about clustering social activities around objects.



Power Law of Participation, Ross Mayfield, 2006

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



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-nycversion