

Designing informal and formal social networks for individuals, groups and the society at large.

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**Jan2011**

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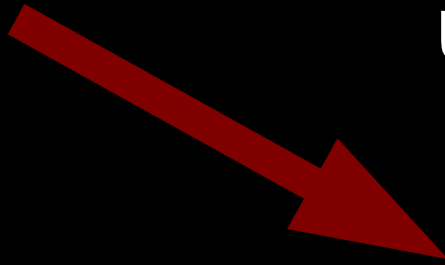
**MasarykUniversity**

Designing Social Networking Media  
&  
Social Interaction Design





**User**  **Software**





**User**  **Software**  **User**





**Individual**  **Physical World**  **Individual**









# Benefits of understanding the effects of architectural design

# Benefits of understanding the effects of architectural design

Predicting Interactions

Forcing\Manipulating Interactions

Why?

Why?

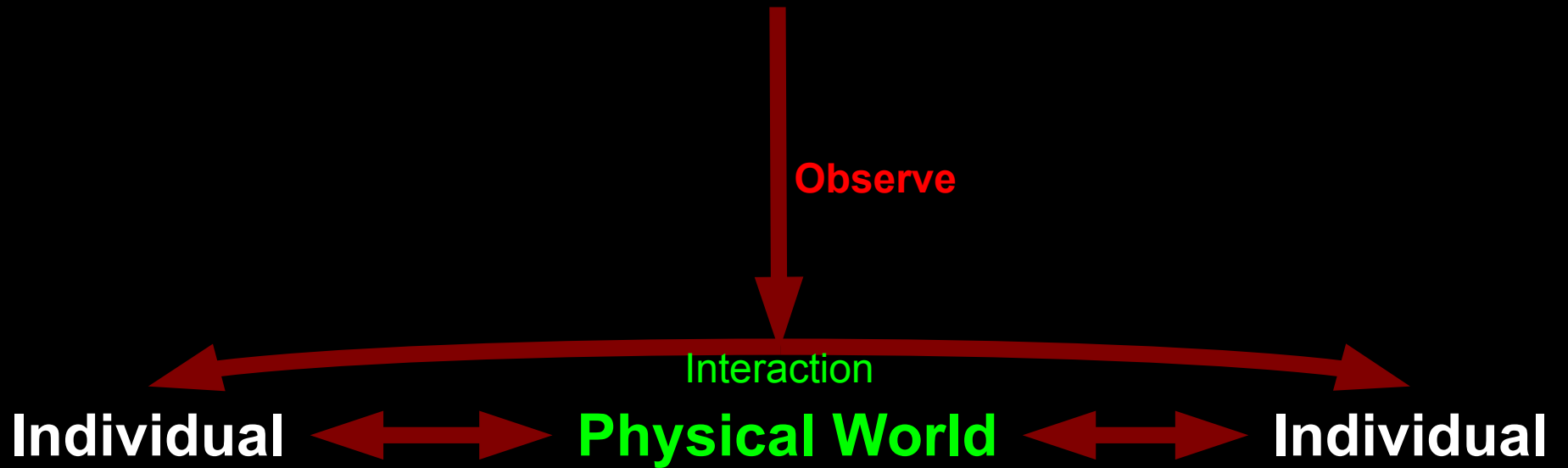
Economical issues

Ethical issues





# Social Sciences



# 1. Research into current existing theories from social sciences



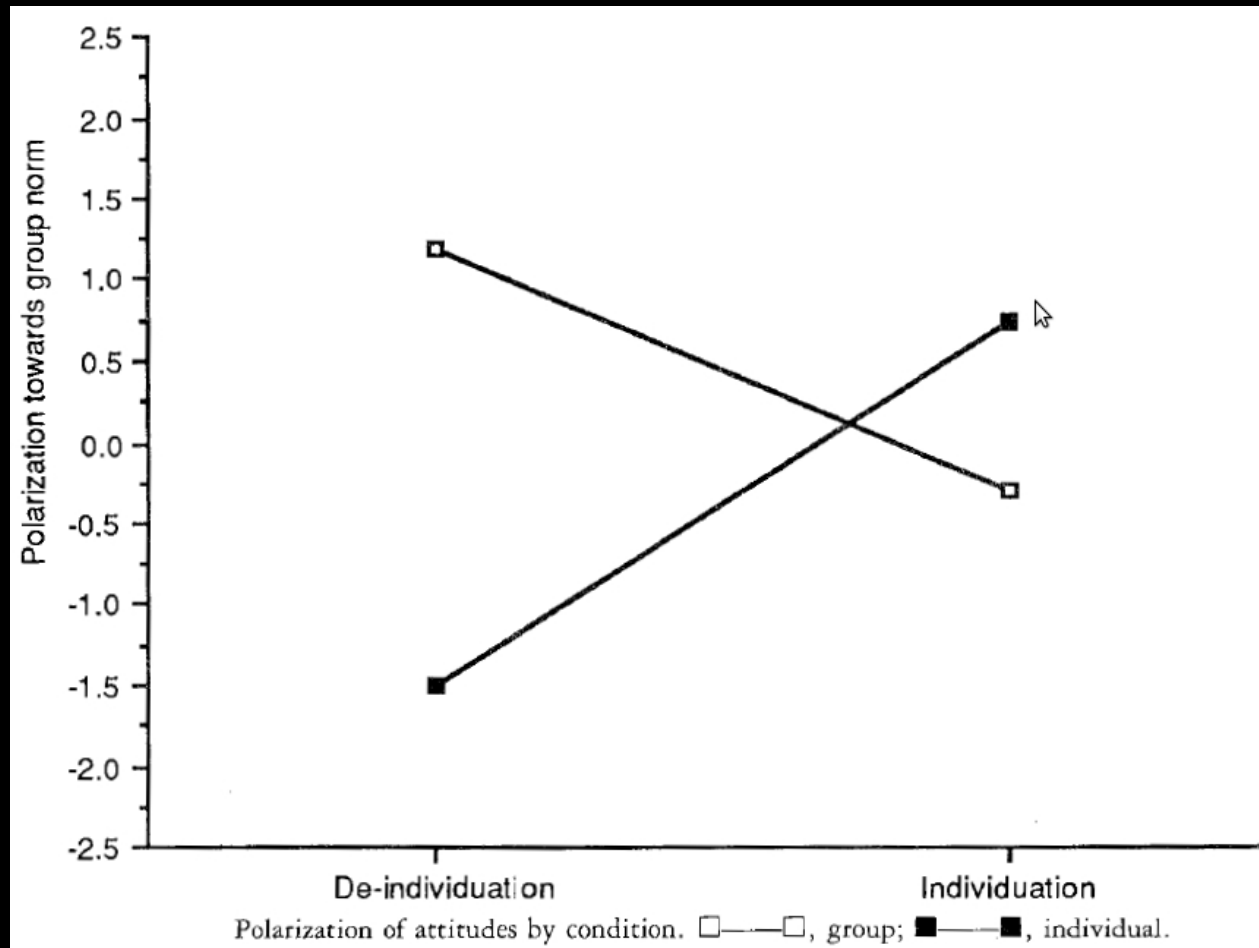
# Theories, principles about phenomena & behaviors



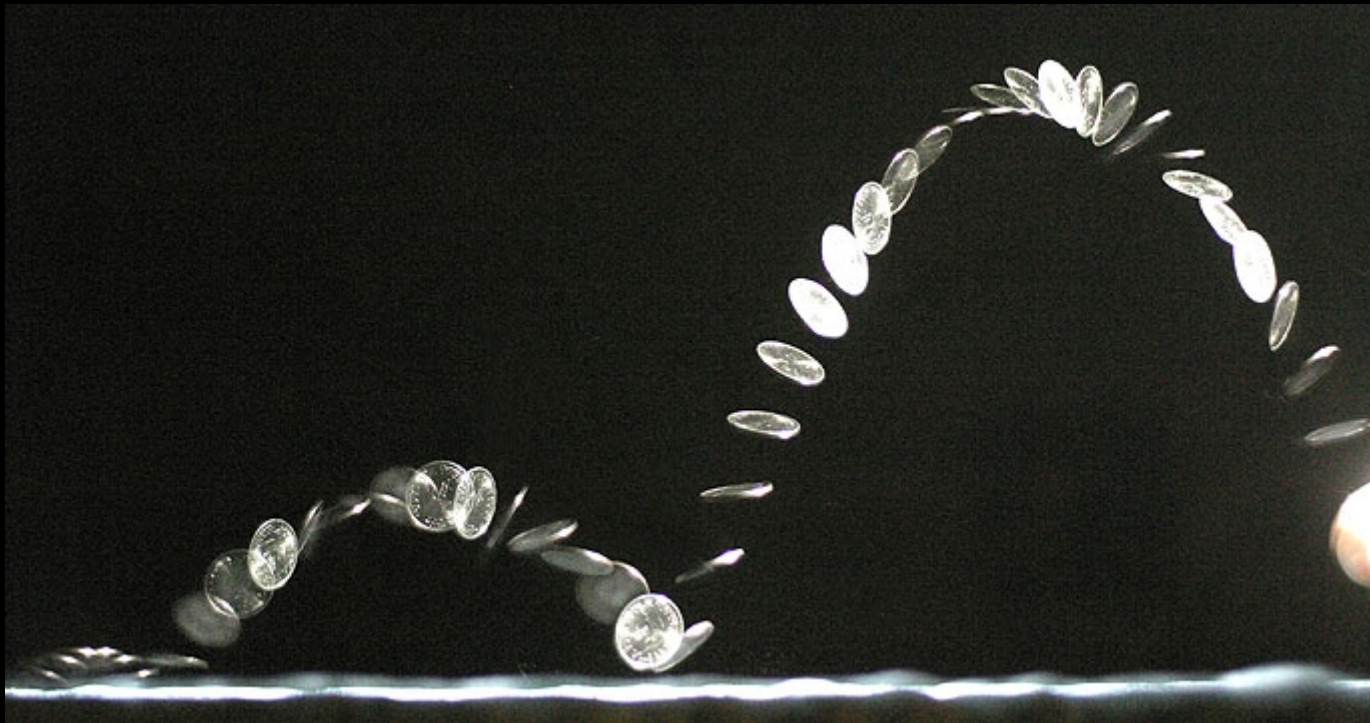
Effects



## 2. Determining the effects



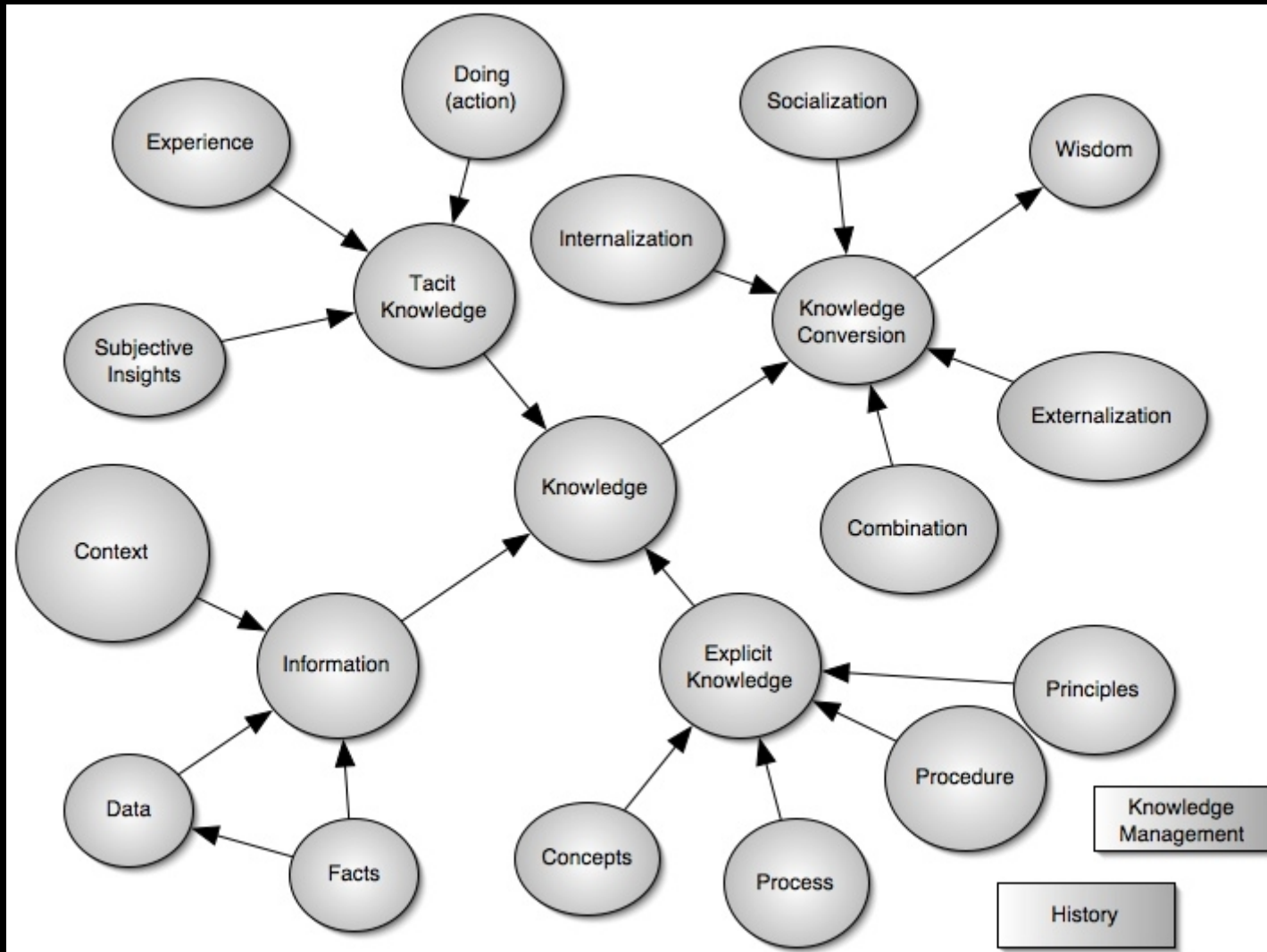
Unable to determine precisely



# 3. Experimentation



# Gathering all the information





## 4. Revising a set of recommendations that should be implemented in the design process







Groupthink

# Examples of Groupthink

Photo # 80-G-474789 Burning ships in Pearl Harbor drydocks, 7 December 1941



# Causes for Groupthink

1

# Directive Leadership



2

Homogeneity of members' social  
background and ideology





3

Isolation of the group from  
outside sources of information  
and analysis

# Preventing Groupthink

1

reduce conformity pressures that  
contribute to apparent consensus

2

ensure that groups should  
consist from different  
backgrounds

3

ensure adequate consideration of  
alternatives



Aggression

# **Frustration-aggression theory**



Reduce frustration

# Repetition

Form entries incomplete or invalid.

- A value must be entered for the RESTORATION field.

Please go [back](#) and correct the problem.



Home > Administer > People

## People

- Username field is required.
- Password field is required.
- The e-mail address *brandon@ojctech.com* is already taken.

This web page allows administrators to register new users. Users' e-mail addresses and usernames must be unique.

### Account information

**Username \* Field is required.**

Spaces are allowed; punctuation is not allowed except for periods, hyphens, apostrophes, and underscores.

**E-mail address \* The e-mail address *brandon@ojctech.com* is already taken.**

A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.

**Password \***

**Confirm password \* Field is required.**

Password strength:

### Search this site

Search

## Management

- ▶ Add new content
- ▼ Administer
  - Content
  - Structure
  - Appearance
  - People
- ▶ Site configuration
- ▶ Configuration and modules
- ▶ Reports
- Help



# Errors



# Two fundamental changes that games need

**1. guide the user out of an error**

**2. inform the other players  
that there was a problem**

# Errors on websites

**do require the user's response**

**do not require the user's response**



# Not Found

The requested URL `/bookz` was not found on this server.

---



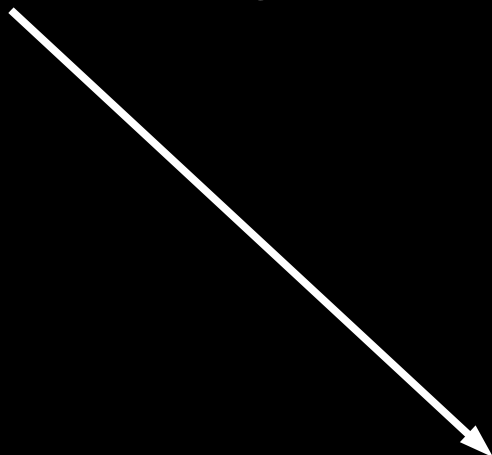
Evolving the social norms

# Lag



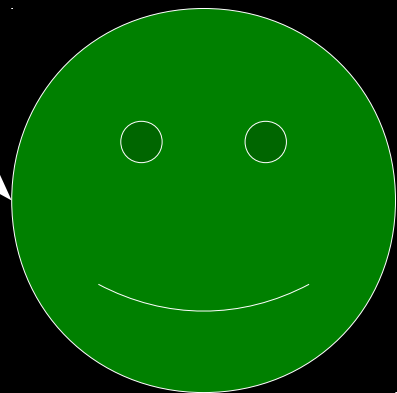
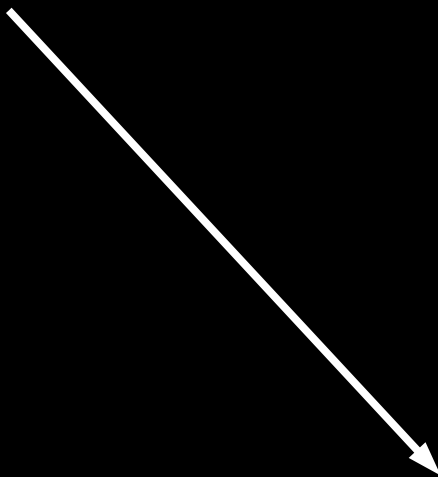
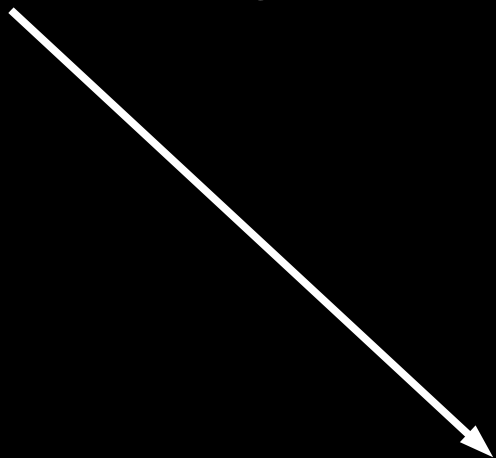
I am happy!

I am happy!



: - )

I am happy!



# Fighting waiting time

## Upload Paper

The submission must be in the PDF format (file extension .pdf). If you submit only an abstract, then tick the

Paper:

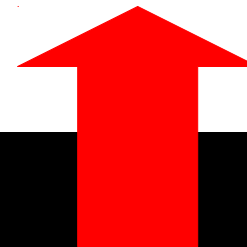
Browse...

Abstract Only:

## Ready?

If you filled out the form, press the 'Submit' button below. Do not press the button twice: uploading may take

Submit



# Anonymity



# Alternatives to framing

>Hello are you there?

Yes i am here.

>Are we going there tomorrow?

Sure thing!



## Freezes on Direct 9

by Abdusamed on Sunday October 24th 2010, 3:33

Installer freezes on installing Direct9 what to do?

[\[post new\]](#) [\[reply to this\]](#)



- [RE: Freezes on Direct 9](#) by Abdusamed on Sunday

### RE: Freezes on Direct 9

by Abdusamed on Sunday October 24th 2010,

I also get [ahie@bahie-laptop:~\\$](#) sh winetricks

-----  
sha1sum mismatch! Rename /home/bahie/.ca

when trying to install d3dx9

[\[post new\]](#) [\[reply to this\]](#)

- [RE: Freezes on Direct 9](#) by Abdusamed

### RE: Freezes on Direct 9

by Abdusamed on Sunday October

its in a dvd

[\[post new\]](#) [\[reply to this\]](#)

- [RE: Freezes on Direct 9](#) by

### RE: Freezes on Direc

by Abdusamed on Sunc

I have the game instal  
didn't work.. I had to c  
game from

