

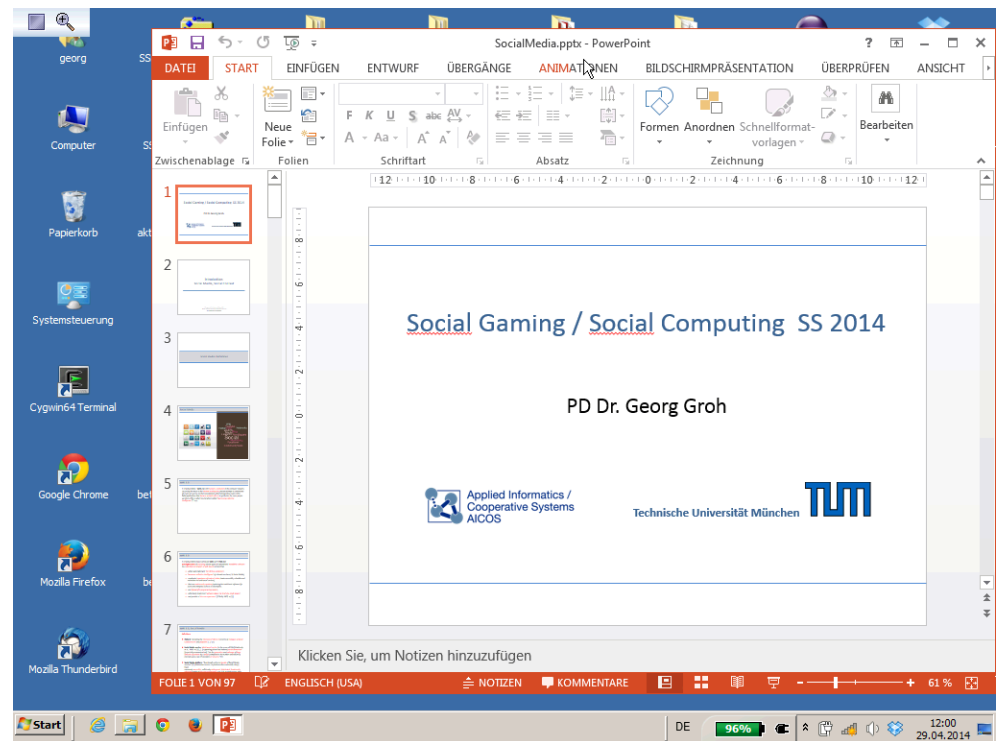
Script generated by TTT

Title: groh: profile1 (29.04.2014)

Date: Tue Apr 29 12:00:14 CEST 2014

Duration: 87:57 min

Pages: 53



web 2.0

T. O'Reilly (2007) (more technical): **Web 1.0** → **Web 2.0**:
paradigm switch of replacing certain types of conventional **monolithic software** by a **collection or network of web based** services that

- utilize and implement *'the Web as a platform'*,
- *'harnesses collective intelligence'* of a broad user base (→ Social Media),
- emphasize **importance of content / data** (made accessible, relatable and extensible via web-based services),
- that are **continuously updated** (replacing the traditional software life cycle) and integrate users as co-developers,
- use **lightweight programming models**,
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definitions

- **Web2.0:** “denoting the *extension of Web 1.0 in terms of instances of Social Media services and platforms [...]*” [2]
- **Social Media service:** *Web-based service* (in the sense of SOA [MacKenzie et al., 2006; in (2)] „[...] supporting (direct and indirect) *social interaction*” [(especially communication)] “via the *generation and exchange of large amounts of content* by a *broad* (compared to the number and nature of Internet users), non-IT-specialist *set of users.*” [2]
- **Social Media platform:** “functionally coherent *bundle* of Social Media services” [2] (distinction service ↔ platform often not totally sharp)
PLUS
commonly *accessible*, sufficiently *widespread*, *distributed*, *functionally coherent* bundle of *network technologies* (e.g. P2P or client-server Web-Protocols) on which it operates



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definitions (contd.)

- **Social Media service or platform instance:** *instance* of service or platform with an associated *user base* and *information space*
- **Social Media service class:** *examples:* Wiki, Blog, discussion board etc.
- **Social Media service software:** *implementing* Social Media services; example: mediaWiki [med, 2012; in (2)] implementing Wikipedia
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definition issues:

- **CSCW software:** **collaboration** is **form of social interaction** → CSCW software / services (examples: Revision Control Software (e.g. SVN [svn, 2012; in (2)]), Google Docs [goo, 2012a; in (2)], or professional collaboration platforms (e.g. Creativity Support Systems, Open Innovation platforms (see (2), chapter 11), Company Social Networking platforms (see [Koch and Richter, 2009; in (2)]) **also Social Media** software / services ?
- **Social Media:** involving user-generated **content** that is “*created outside of professional routines and practices*” [OECD, 2009, in (2)] [Kaplan and Haenlein, 2010; in (2)] but: constant **blurring** between „**professional**“ and „**non-professional**“
- [OECD, 2009 ; in (2)], [Kaplan and Haenlein, 2010 ; in (2)]: **user-generated content** in Social Media should “*show a certain amount of creative effort*” and should be published to a **larger audience** → **exclude** classic **messaging** services (e.g. email) from Social Media?



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Social Media - Characteristics

Social Media characteristics

- **openness:** admissibility, low technical barriers
- **content:** subject to constant change
- more **interactive** → e.g. enabling back-channeling [Sutton et al., 2008]
- **dynamics:** fast media → **emergent social effects:** e.g. triggering initiatives in cases of disasters, e.g. in
 - 2007 Southern California wildfire [Sutton et al., 2008; in (2)];
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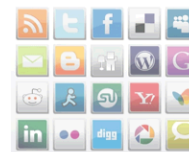
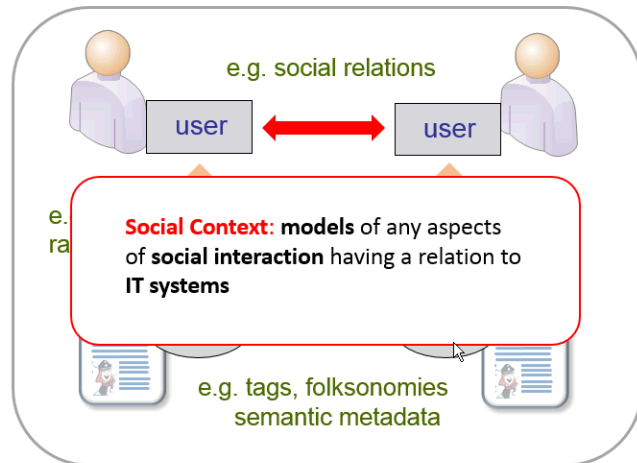
social information processing paradigm: collectively solve problems beyond individual capabilities [Lermann 2007 in (2)]:

- (Authoring tools → Blogs), Micro-Blogs, ...
- Collaboration tools → Wikis, Wikipedia, ...
- Tagging systems → del.icio.us, Flickr, CiteULike, ...
- Social Networking → Facebook, Xing, ...
- Collaborative Filtering → Digg, Amazon, ...
- Social Games → MMOGs (WoW etc.), ...



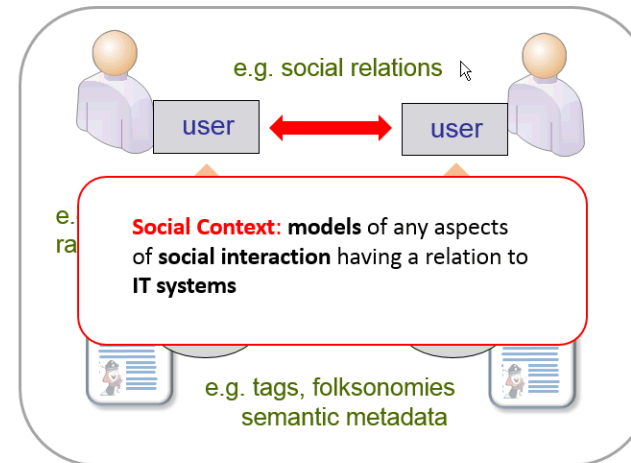
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Users **collaboratively explicate / model relations** of various kinds:



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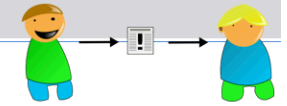
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Social Media: Technologies

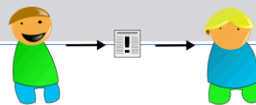
general enabler technologies for Social Media: technologies for building general **Rich Internet Applications** (RIAs) or **Web-applications** (see e.g. [Shklar and Rosen, 2009; in (2)]):

- basic Web **protocols** (e.g. HTTP(S))
- languages for declarative representation of **structure**, actual **content**, and **format** of content (e.g. HTML5, XML + related (e.g. XSLT), **specialized XML languages** (e.g. GML))
- **Semantic Web** languages (e.g. RDF(S), OWL, SPARQL), **Social Semantic Web Ontologies** (e.g. SIOC, FOAF)
- **client-side** technologies (e.g. Flash, JavaScript, JSON, AJAX, Silverlight)
- **server-side** technologies (e.g. PHP, JSP, ASP, Ruby on Rails, Spring, Databases)
- **syndication** and **mash-up** of content (e.g. RSS, Atom)
- **Social Software** (e.g. Elgg, MediaWiki)



communication axes (contd.):

- **Content:** {**textual, graphical, video, contextual** (locations, social relations, user-item-relations etc.)}
- **Transmission:** {**stream, discrete**}
- **User Interface / Device / Usage Pattern:** {**mobile, laptop, desktop**}
- **Goals** (may overlap):
 - higher level of abstraction: {**informing or being informed, create or gain awareness, collaborate, chat, etc.**}
 - lower level of abstraction: {**find a partner, maintain + expand social network, generate + manage ideas, exchange movies or music, entertain or be entertained, explicate and organize knowledge, etc.**}
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Axes Characterizing Communication



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Social Media Classes

A C I

coarse classes of Social Media

- **Awareness services** (/ contextual services):
 - inform users about events or states directly linked with other users that fulfill certain (contextual) criteria, proactively or on request
 - manage contextual data (social network, privacy settings etc.)
 - primary form of content: contextual information.
 - typical form of communication: 1:n and m:n; indirect; non-anonymous; non-threaded; contextual (e.g. locations, social relations, online-status etc.); discrete transfer; non-commercial.
 - example sub-class: Location-Based Awareness services
- **Direct Communication services:**
 - support direct communication of all forms (emphasis on 1:n, 1:m)
 - examples: group-messaging, certain forms of Micro-Blogging, chat
- **Information services:**
 - support indirect communication (if not already classified as Awareness service)
 - comprise the majority of the finer grained Social Media classes discussed above.



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classes with an emphasis on certain forms of communication



- **Blogs**:
 - **examples**: Blogspot [blo, 2012; in (2)] (Blog hosting platform), official Google blog (an instance) [goo, 2012c in (2)].
 - **Social Software** example:WordPress [wor, 2012].
 - **overlaps** with: Microblogs. Superclass: information services.
 - supported typical **communication form**: 1:n; indirect; non-anonymous; non-threaded; textual (+ photos); desktop or laptop; discrete transfer; noncommercial;
 - typical **goals**: self-presentation, informing, awareness.



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classes with an emphasis on certain forms of communication



- **Microblogs**.
 - **examples**: Twitter [twi, 2012], Tumblr [tbl, 2014]
 - **overlaps** with: direct communication services.
 - **superclass**: information services.
 - emphasis on short blog items and mobile use.
 - supported typical **communication form**: 1:n; indirect (and also direct); non-anonymous; non-threaded; short textual; mobile; discrete transfer; non-commercial
 - typical **goals**: self-presentation, informing, awareness.



Social Media Classes

classes with an emphasis on certain forms of communication



● (IP-Telephony)

- **example:** Skype [sky, 2012].
- **superclass:** direct communication services.
- supported typical **communication form:** 1:n, m:n, and 1:1; directed; non-anonymous; non-threaded; audio + video; desktop or laptop; streaming; non-commercial
- typical **goals:** informing, chatting, collaborating etc.
- usually **not** considered to be Social Media but matching our definition of Social Media in case of n:m (group communication)



Social Media Classes

classes with an emphasis on certain forms of communication



● (Chat)

- **superclass:** direct communication services.
- supported typical **communication form:** m:n and 1:1; mostly directed; non-anonymous; nonthreaded; textual; desktop or laptop; streaming; non-commercial
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● Social Games

- **examples:** Farmville, World of Warcraft
- supported typical **communication form:** 1:1, m:n; directed; non-anonymous; non-threaded; via game elements emulating human social interaction; mobile, desktop or laptop; streaming, commercial and non-commercial
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Social Media Classes

collaboration oriented classes:



● (Revision Control)

- **example** Social Software: SVN [svn, 2012; in (2)].
- **superclass:** Information services.
- **overlaps** with: content oriented classes, especially document management.
- supported typical **communication form:** 1:n; undirected; non-anonymous; threaded; code; desktop or laptop; discrete transfer; commercial and non-commercial
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Social Networking and related classes



● Company Community / Social Networking platforms.

- **examples**: IBM's SocialBlue [soc, 2012; in(2)] (formerly called Beehive).
- similar to Social Networking and community platforms, targeted to members of large companies.
- goals of communication: maintain and expand social network within the company (including self-presentation), expert-finding (see e.g. [Nauerz and Groh, 2008; in (2)]), yellow pages function.
- companies may also use Blogs and Wikis as instruments of knowledge management or project management [Koch and Richter, 2009; in (2)].
- **overlaps** with: Social Networking and community platforms; slightly overlaps with: Open Innovation platforms.



goal oriented classes



● Altruistic Community platforms

- **examples**:
 - Utopia [uto, 2012; in (2)]: support sustainable consumption,
 - Causes [cau, 2012; in (2)]: meta-community platform for communities focusing on social issues,
 - IndieGoGo [ind, 2012; in (2)]: crowd funding
- spectrum of services and **communication forms** comparable to other Community platforms.
- **superclass**: community platforms
- **overlaps** with: Social Networking platforms, Political Community platforms.



goal oriented classes



● Political Community platforms

- **example**: Occupy movement platforms (e.g. Occupy Wallstreet [occ, 2012; in (2)]), Wikileaks [wik, 2012c; in (2)].
- **overlaps** with: altruistic community platforms.
- Wikileaks: may not be a typical Social Media service since not as open for uncontrolled user-generated content; relies on whistleblowers
- implements a special form of 1:n, anonymous, indirect, textual form of **communication**
- **goal**: function as control instance for organizations, governments and companies via leaking classified information documenting unethical behavior.



● Knowledge Codification services

- **example**: Wikipedia;
- may be listed here as well



classes with an emphasis on content



● Events services / platforms

- **example:** Eventful [eve, 2012; in (2)] (users can upload, comment, demand, state planned attendance for events).
- most important **communication forms:** 1:n, n:m; indirect; anonymous and non-anonymous; non-threaded; contextual (spatio-temporal), textual + photo; mobile, desktop, or laptop; discrete transfer; non-commercial;
- **goals:** awareness, information in view of events.
- **superclass:** Awareness services.
- slightly **overlaps** with: Microblogging; overlaps with: News services.



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● News

- **example:** Digg [dig, 2012; in (2)] (users can submit and rate news articles).
- **overlaps** with: events services.
- **superclass:** Information services
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- **goals:** awareness, information.



classes with an emphasis on content



● File Sharing services.

- **examples / example social software:** BitTorrent [bit, 2012; in (2)] Peer-to-Peer file sharing protocol and abstract distributed service.
- **superclass:** Content Sharing.



● Video Sharing services

- **example:** Youtube
- **superclass:** Content Sharing



● Photo Sharing services

- **example:** Flickr [fli, 2012; in (2)]
- **superclass:** Content Sharing



● Teaching Material Sharing services:

- **example:** Slideshare [sli, 2012; in (2)]
- **superclass:** Content Sharing



Social Media ↔ Social Games

Games, Social Games	Social Media
<p>play:</p> <ul style="list-style-type: none"> ● free, voluntary [Huizinga, 1939; in (1)], [Caillouis, 1961; in (1)] ● outside “ordinary” life, “not serious” [Huizinga, 1939; in (1)], ● unproductive [Caillouis, 1961; in (1)] ● subjective [Frasca, 2007; in (1)] ● engaging [Frasca, 2007; in (1)] ● absorbing the player intensely and utterly [Huizinga, 1939; in (1)], ● make believe [Frasca, 2007; in (1)], [Caillouis, 1961; in (1)] (↔ blurring: real - virtual, true - fictional); ● play as the imaginary [Sutton Smith, 1997; in (1)]; ● rules [Huizinga, 1939; in (1)] [Caillouis, 1961; in (1)] [Suits, 1978, in (1)] 	<ul style="list-style-type: none"> ✓ } SM is not “outside ordinary life”, but rather outside many aspects of “serious” life. SM seen as communication support → cross divisional role of SM (✓) } (-) must be negated for knowledge codification, collaboration classes etc. (✓) insofar as communication is subjective ✓ } yes but not exactly as much as for games (✓) } ((✓)) } only insofar as the communicated contents are intended or absorbed in an imaginary / make believe way - } ✓ rules of social interaction, emergent special rules of SM (e.g. “nettiquette”)

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<p>play:</p> <ul style="list-style-type: none"> ● free, voluntary [Huizinga, 1939; in (1)], [Caillouis, 1961; in (1)] ● outside “ordinary” life, “not serious” [Huizinga, 1939; in (1)], ● unproductive [Caillouis, 1961; in (1)] ● subjective [Frasca, 2007; in (1)] ● engaging [Frasca, 2007; in (1)] ● absorbing the player intensely and utterly [Huizinga, 1939; in (1)], ● make believe [Frasca, 2007; in (1)], [Caillouis, 1961; in (1)] (↔ blurring: real - virtual, true - fictional); ● play as the imaginary [Sutton Smith, 1997; in (1)]; ● rules [Huizinga, 1939; in (1)] [Caillouis, 1961; in (1)] [Suits, 1978, in (1)] 	<ul style="list-style-type: none"> ✓ } SM is not “outside ordinary life”, but rather outside many aspects of “serious” life. SM seen as communication support → cross divisional role of SM (✓) } (-) must be negated for knowledge codification, collaboration classes etc. (✓) insofar as communication is subjective ✓ } yes but not exactly as much as for games (✓) } ((✓)) } only insofar as the communicated contents are intended or absorbed in an imaginary / make believe way - } ✓ rules of social interaction, emergent special rules of SM (e.g. “nettiquette”)

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<p>play:</p> <ul style="list-style-type: none"> ● no material interest ● limits actor's future [Frasca, 2007; in (1)] ● actor: tolerance of outcomes [Frasca, 2007; in (1)] ● formation of social groupings [Huizinga, 1939; in (1)] ● transformative social play: players extend, transform, and manipulate existing social relationships [Salen and Zimmerman, 2004; in (1)] ● “manipulation that indulges curiosity” [Schell 2010; in (1)] ● involving fate, uncertainty [Sutton Smith, 1997; in (1)] ● play as indentity [Sutton Smith, 1997; in (1)] ● competition [Sutton Smith, 1997; in (1)] 	<ul style="list-style-type: none"> ✓ } (✓) } other flavors of these aspects (✓) } ✓ } ✓ (transformative use: many examples) (✓) } (✓) } ((✓)) (social reactions not exactly foreseeable) ✓ } ✓ }

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game:	
● social <small>[Frasca, 2007; in (1)]</small>	✓
● rules <small>[Frasca, 2007; in (1)] [Juul, 2005; in(1)] [Salen and Zimmerman, 2004 in (1)] [Juul, 2005 in (1)]</small>	✓
● utility function for states and outcomes (inspired by social motives): <small>[Frasca, 2007; in (1)] [Juul, 2005; in(1)]</small>	✓
● → cooperation, competition <small>[Salen and Zimmerman, 2004 in (1)]</small>	✓
● active player participation, effort, skills <small>[Frasca, 2007; in (1)] [Juul, 2005; in(1)]</small>	✓
● emotional attachment <small>[Juul, 2005; in(1)]</small>	✓
● emergent (social) systems <small>[Salen and Zimmerman, 2004; in (1)]</small>	✓
● game: „a problem-solving activity, approached with a playful attitude” <small>[Schell 2010; in (1)]</small>	✓
● chance + uncertainty <small>[Salen and Zimmerman, 2004 in (1)]</small>	✓
● systems of information <small>[Salen and Zimmerman, 2004 in (1)]</small>	✓

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Social Media ↔ Social Games

Games, Social Games	Social Media
● <small>[Novak, 2012; in (1)]:</small>	
○ extrinsic / intrinsic motivation	✓
○ seamless technology: deep embedding into all day life / blurring between virtual and real (especially in Pervasive Games)	✓
○ interaction forms: information retrieval, immediate social interaction --> involves communication	✓
● <small>[Klastrup, 2003; in (1)]:</small> spatiotemporal context ↔ social play	✓ (see later in slides)
● <small>[Steinkuehler and Williams, 2006; in (1)]:</small> groups and their social context important in games	✓ (see later in lecture)
● <small>[Isbister, 2009; in (1)]:</small> key elements of social play: emotional contagion, performance / Hawthorne effect, learning, relationship building	✓ (editorial story / story elements missing / created by interacting users)

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Social Media ↔ Social Games

Games, Social Games	Social Media
<ul style="list-style-type: none"> • [LeBlanc, 1999; in (1)], [Hunicke et al., 2004; in (1)]: Fellowship fun • [Lazzaro, 2009; in (1)]: People Fun • [Wang and Sun, 2011; in (1)]: social value as characteristic of reward, sociality as utilization of reward • [Maslov, 1943 in (1)]→[Schell, 2010 in (1)]: most achievements of games: <ul style="list-style-type: none"> ○ Self Esteem level ○ Belonging Love level (social games) • [Radoff, 2011; in (1)]: most players develop into socializers over time • [Juul, 2005; in (1)]: narrative structure: games of emergence, games of progression ↔ social media 	<ul style="list-style-type: none"> ✓ ✓ ✓ ↔ "like" in Facebook ✓ ✓ (✓) decentralized narrative structure; stories that emerge from social communication forms (blogs, facebook-chronic)

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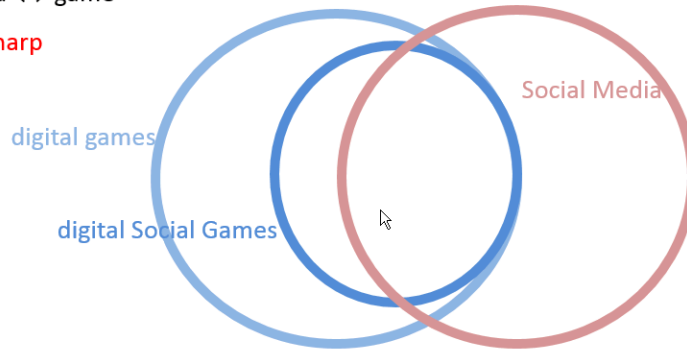
Games, Social Games	Social Media
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Social Media ↔ Social Games

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Social Media ↔ Social Games

- Social Media and (Social) Games **share a lot of characteristics**
- The distinctions
 - game ↔ not game
 - Social Media ↔ not Social Media
 - Social Media ↔ gameare **not fully sharp**



Social Media ↔ Social Games

Social Media ↔ (Social) Games:

“unifying” class:

leisure time oriented applications, services and platforms

