Designing Social

principles, patterns and anti-patterns for creating the social user experience

erin malone ::
interaction designer
photographer
author
People are unpredictable

Designing social is hard – It’s different – It’s new – It’s everywhere
Old – computer – person
New – computer – person – another person
Humans are complicated
Interfaces can’t predict and shouldn’t predict their behavior
Designing frameworks and generative environments

Agenda – 5 steps, 5 principles and 5 anti-patterns
So one of the moms at Girl Scouts told me she was going out to dinner with the troop leader's husband, sans the troop leader. #awkward #TMI

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

- Organic vs Static
- Emotional vs Data
- Relationships vs Transactions
- Continuum vs One Grand Gesture

~ Deb Shultz, Altimeter Group
The two leading reasons people contribute content to social [shopping] sites are the need to feel part of a community (31%) and recognition from peers (28%).

~IBM Institute for Business Value, August 2007
Defining the foundation
The Ecosystem

Activities

Social Spaces

Self

Community
The Social Object, in a nutshell, is the reason two people are talking to each other, as oppose
Social Networks form around Social Objects, not the other way around.

~ Hugh MacLeod
GapingVoid.com

Term Social Objects coined by Jyri Engstrom

The term “social networking” makes little sense if we leave out the objects that mediate the ties between people. Think about the object as the reason why people affiliate with each specific other and not just anyone.
Friendster and the fakesters

Friendster was an early social network focused on dating and building profiles. Once people made their profile they asked “Now what?” So folks created fake profiles around bands, movie stars and other items of interest and people rallied around these, talking together and sharing the common interest. Because these fake profiles were not what the company wanted and were against the terms of service, they deleted them. This action destroyed social groups that had been created and turned a lot of users off. Notice how often people mention Friendster nowadays.

Make sure there is a “there” there. Give users a reason to rally.

Why would someone come to your site? What’s your social object?
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

Who you target can and will affect the features you choose to develop.
Fundamental Principles
A motto often heard from supporters of microformats is “Pave the cowpaths,” which means, essentially, look where the paths are already being formed by behavior and then formalize them, rather than creating some sort of idealized path structure that ignores history and tradition and human nature and geometry and ergonomics and common sense. This principle is sometimes applied on campuses, and sometimes a rear-guard “keep off the grass” action is fought instead, to no avail.
Dogster started as a photosharing service. Shifted focus to pets once company saw people were primarily uploading pics and talking about their dogs.

Flickr started as a game neverending and switched focus when they saw that their photosharing feature was more popular than the game.
Talk Like a Person
Conversational Voice - Self-Deprecating Error Messages - Ask Questions
Your vs. My - No Joking Around

Be Authentic - to the community you are trying to build and to your brand

Model your tone and personality to your audience
Do you want to talk to your customers like this?

Or like this?

We’re actively looking for more, inviting feedback, skepticism, nuance
**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.

Be Open
Play Well With Others
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 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

Choose a display image to represent yourself.

Add Photo | Change Avatar | Remove
Respect the ethical dimension

Are you willing to keep people safe?

Are you allowing people to own their own content?

Are you respecting their privacy?

Are you willing to bend ethical rules to work around the cold start issues?

Know the issues and know where you stand.
Respect the ethical dimension

Tagged.com is a social networking site founded in 2004. Tagged is the subject of numerous customer complaints for sending deceptive bulk mail and is regarded as a phishing and spamming site and an 'E-mail scam' by consumer anti-fraud advocates.

A TIME magazine article called Tagged 'The World's Most Annoying Website'. Tagged asks users for their email username and password, checks their email address books for contacts and repeatedly sends email invitations to people who are not yet on Tagged, stating that they have been 'added as a friend' or that the inviter had sent them photos on Tagged. These emails were discussed as possible spam by Black Web 2.0. The resemblance to a virus has often been mentioned, including by urban legend site Snopes.com. The New York Times referred to the practice as 'contact scraping'.
Exercise 1

Define your social object, a target audience and delivery method.
Which principles are relevant?

Make sure you have a stack of Social cards – or share with a neighbor.
Review cards with neighbors
Consider how these items go together

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

What type of community do you want to foster?
Discuss with your neighbors, make suggestions to each other
Just what are patterns?
Origins

Solution to a problem in context

- A Pattern Language, Christopher Alexander, 1977
- Dissatisfied with sterile, impersonal design
- Defined it as:
  - Solution to a problem in context
- Captured
  - Situation
  - Competing constraints
  - Canonical solution
History of Patterns: The Spread

- **1995**, Applied to software design, known as Gang of four
- **1997**, Tidwell’s Common Ground collection presented at CHI
- Martin Van Welie’s pattern site
History of Patterns: The Spread

- 2004, Internal Yahoo! library
History of Patterns: The Spread

- **2005**, Jenifer Tidwell, Designing Interfaces book
- **2006**, Open Pattern Library from Yahoo!
- **2008**, Bill Scott and Theresa Neil, Designing Web Interfaces book
- **2008**, Dan Saffer, Designing Gestural Interfaces Book
- **2009**, Designing Social Interfaces
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

Christopher Alexander’s book
- Patterns first spotted in architecture
- Applied to object oriented programming
- Applied to interaction design
## 5 parts of a design pattern

**Problem**
What does the user want?
| WHAT      | What does the user want? |
5 parts of a design pattern

**WHAT**
What does the user want?

**Examples**
An archetypal example of the solution
5 parts of a design pattern

**WHAT**
What does the user want?

**Examples**
An archetypal example of the solution

**Context**
When to use it
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
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

Solution
How to meet the user’s needs
<table>
<thead>
<tr>
<th>5 parts of a design pattern</th>
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<tbody>
<tr>
<td><strong>WHAT</strong></td>
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<td><strong>HOW</strong></td>
</tr>
<tr>
<td>How to meet the user’s needs</td>
</tr>
</tbody>
</table>
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

**Rationale**
Why is this a good solution?
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<td>-----------------------------</td>
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<tr>
<td>WHAT</td>
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</tbody>
</table>

"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
<table>
<thead>
<tr>
<th>Patterns</th>
<th>Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td>a generalized set of considerations</td>
<td>detailed instructions that define the solution</td>
</tr>
<tr>
<td>can be interpreted multiple ways</td>
<td>the ONE way you are going to implement</td>
</tr>
<tr>
<td>have a slow rate of change</td>
<td>may change frequently depending on change in technology</td>
</tr>
<tr>
<td>technology agnostic</td>
<td>generally taking advantage of a technology (i.e. flash or ajax or java)</td>
</tr>
</tbody>
</table>
Not the last

But are a great place
Practices
or a how to use the social patterns
or a brief tour through 96 patterns
Representations of the **Self**
self-expression, identity, presence

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

**Community** as expressed by relationships, location and model citizenship
Support activity your users are already doing around
Welcome people to the party

Registration
Sign In
Welcome Area
Invitations
Private Beta
Reengagement
Authorize

http://www.flickr.com/photos/paoteasposo/1408097351/
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
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
Give people a way to be identified.

Personas - Erin Malone - Sports star, writer, singer, IA/UX person
Personas Project – by Aaron Zinman as a project at MIT

PHILOSOPHY
In a world where fortunes are sought through data-mining vast information repositories, the computer is our indispensable but far from infallible assistant. Personas demonstrates the computer's uncanny insights and its inadvertent errors, such as the mischaracterizations caused by the inability to separate data from multiple owners of the same name. It is meant for the viewer to reflect on our current and future world, where digital histories are as important if not more important than oral histories, and computational methods of condensing our digital traces are opaque and socially ignorant.

Purposely shows the inability to disambiguate between people based on name alone

Clearly shows that you need multiple pieces of data to make a clear distinction.
<table>
<thead>
<tr>
<th>Personas - erin Malone - sports star, writer, singer, IA/UX person</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TRACK STAR</strong></td>
</tr>
<tr>
<td>High Hurdles</td>
</tr>
<tr>
<td>First in District</td>
</tr>
<tr>
<td>Second in State</td>
</tr>
</tbody>
</table>

**AUTHOR**

Edited by Random House Editor

Reader at Open Books Seatle

**SPA WORKER**
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.

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

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

Identity doesn't always have to manifest itself in a complicated or robust profile. Be appropriate for your context.
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
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
Exercise 2
Consider your social object and your target audience
What techniques might be appropriate for engaging your users?
What kind of identity will be “just

Review the patterns we have discussed so far with your neighbors.
Look at the Engagement and Identity cards.

What options are you considering?

What is enough? What’s too much? Not enough?

Discuss with your neighbors, make suggestions to each other

How do the principles discussed earlier affect your decisions?
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
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 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
“Your reputation is equal to the sum of your past actions within a community.”

~ Bryce Glass, co-author Building Web Reputation Systems
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
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 additive 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
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
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
Exercise 3
Consider your social object and your target audience
Are presence features appropriate?
What type of reputation would work for your social product? Why?

Review the patterns we have discussed so far with your neighbors.
Look at the Presence and Reputation cards.

What options are you considering?
Are any of the presence features appropriate?
What type of reputation are you considering? Why?
Discuss with your neighbors, make suggestions to each other
How do the principles discussed earlier affect your...
Give people something to do
Activities – participation ladder
building blocks
Power Law of Participation from Ross Mayfield. Showing the continuum of engagement in relation to various social features.
Forrester’s model of participation showing the different levels of participation and types of activities.
Activities involving objects
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**

Collecting – passive
Sharing – one to one
Broadcasting – one to many
Feedback – commenting on objects
Communicating – conversations
Collaboration – making together
Social Media – the full ecosystem
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.
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.
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
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
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.
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.
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.
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.
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

Photos: Tagging

Restaurants: Labels, ratings, reviews, levels

News Articles: Sharing
Exercise 4
Consider your social object and your target audience
What activities make sense for your

Review the patterns we have discussed so far with your neighbors.
Look at the Activities cards.
Consider starting light and adding features over time.

What's your growth path?
What features / patterns will you build first?
How do these ideas work with the Identity and Reputation features?
Discuss with your neighbors, make suggestions to each other.
How do the principles discussed earlier affect your decisions?
Enable a bridge to real life

Let's put on a show = spontaneous gatherings, broadcasting of gatherings - enable, embrace location and mobile tools - and the crossover

Hey Kids - Let’s put on a show. The classic Andy Rooney / Judy Garland movies from 1939 involved gathering their group of friends together for a spontaneous show to raise money for something or other and then they would announce the show to everyone in town. The social tools that create a bridge to real life allow you to gather friends together, broadcast to friends, broadcast to others (public forum), plan real life meetups, and then capture the event and archive it for later viewing back online.
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.
Taking it offline

Mobile – Geo
Mobile –
Gatherings

Party,
Calendaring,
Reminding, Geo,
Especially...
And then back again

After the Party
Face-to-face meeting
Calendaring
Gently Moderate
Let the Community elevate people and content they value - of the people, by the people with some gentle oversight

Reputation, recommendations
gentle moderation
Flickr - interestingness - views, comments, favorites plus some gentle algorythm to elevate the objects the community values
  * Views, internal and external to Flickr, of the photo
  * Number of comments on the photo, and also who comments on the photo
  * Tags applied to the photo
  * Flickr discussion groups in which the photo appears
  * Favorites, a.k.a Flickr bookmarking, of the photo
  * Time varying behavior of the above factors
Connections and Community

Spaces

Self

Community

Person

Social Media

Follow
Filtering
Recommend
Social Search
Pivoting
Monitize
Underpants

Learn From Games

Pottekin Village

Connections

Relationships
Find People
Add Friends
Implicit / Explicit Relationships
Fans & Fame
Circles of Connections
Publicize Relationships
Unfriend

Community Management

Norms
Manifesting
Collective Choices
Group Moderation
Collaborative Filtering
Report Abuse
What's the Story

Place Geo Location

Face-face Meeting
Party
Calendaring
Reminding
Geo-Tagging
Geo-Mapping
Geo-Mashing
Neighborhood
Mobile - Geo
Mobile - Gatherings
Mobile - Statuscast
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
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: 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.
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 Moderation – flickr interestingness for example
Flickr – interestingness – views, comments, favorites plus some gentle algorithm to elevate the objects the community values
* Views, internal and external to Flickr, of the photo
* Number of comments on the photo, and also who comments on the photo
* Tags applied to the photo
* Flickr discussion groups in which the photo appears
* Favorites, a.k.a Flickr bookmarking, of the photo
* Time varying behavior of the above factors
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.
Exercise 5

Consider your social object and your target audience
What kind of relationships make sense for your product?

**Thinking about the product you are building:**
- How might you allow your community to move offline and back again?
- What safety and privacy measures might need to be considered?

Consider the relationship model you are thinking about.
How might this decision affect the dynamics of the community?

What behavior do you want to encourage and discourage?
How can you set a good example for the community?

What principles might you want to consider at this point?
Discuss with your neighbors.
What’s an Anti-Pattern?
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.
5 Anti-Patterns
Cargo Cult

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.

iPhone – Pre, Etc – other phones

Patterns – used blindly without understanding context and need
Cargo Cult
Cargo Cult
If you are piggybacking on already established conventions and technologies, don’t break the accepted and understood behavior.

Twitter DMs to email versus Basecamp replies to posts announced via email
Don’t break email

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

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.
More about the password anti-pattern:
Ex-Boyfriend Bug

The 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.
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.
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.
Exercise 6
Consider your social object and your target audience
What anti-patterns would you be tempted to use to get the product out the

Discuss the anti-patterns with your neighbors in relation to your product.
Which one(s) might be implemented despite the less than desirable consequences?

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

What could you do to avoid the anti-pattern?
What features might you implement instead?
The Ecosystem – it’s balance with tradeoffs
Questions

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available now
http://www.designingsocialinterfaces.com

Check out the companion wiki at http://www.designingsocialinterfaces.com/patterns.wiki