

**designing
for the
social web**

enquire
within upon
everything

Pre-web: BBS (bulletin boards), email.

The web: intended to be read/write.

Interaction: fora.

All of these enabled previously impossible collaborations but also introduced trolls and flaming.

dunbar

web 2.0

yuck!

leveraging collective intelligence

yuck!

Tim O'Reilly's buzzword.

Taking advantage of the network.

Networks scale, people don't: the Dunbar number.

Too many people interacting in the same space is not good for behaviour.

social objects

groups

upcoming events

flickr

photos

last.fm

music

Communication around a shared object.

Communication within a subset (group) works better than the Digg model.

The Session has a mix of both.

Tunes, sessions, events act as objects. Discussions are free-for-all (and my least favourite part of the site).

guidelines

**“be polite and respectful
in your interactions with
other members”**

**“use common sense
while posting”**

“be civil”

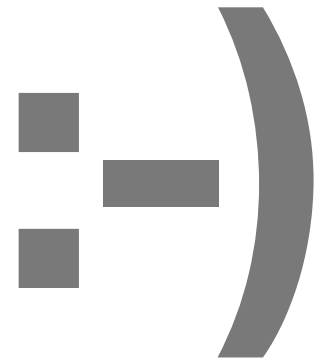
Not all solutions are technical. Block lists do help though.

When a site launches, treat it like the start of a dinner party—greet every newcomer.

One of the problems with online communication is the lack of what we get face to face...

twitter

phatic



ambient

intimacy

Those little things that ease communication (please, thank you, nodding your head, smiling).
Twitter has no social object but is great for ubiquitous phatic communication.
Facebook is good for ambient intimacy because of its timeline (still feels creepy though).

API

RSS

open data

mashup

lifestream

Users put the content in, they should be able to get the content out.
The website (Flickr, Twitter, etc.) is just one way of accessing this data.
APIs, RSS and microformats are handy ways for geeks to extract content.
But this may surprise some people who expect their data to stay on the website...

privacy

publicity

“Everything is private except what I choose to make public”
“Everything is public except what I choose to make private”
A generation gap? Culture shock?

portable social networks

DRY: Don't Repeat Yourself.

I'm repeating myself a lot.

New buzzword: The Social Graph (yuck!).

[flickr.com/people/adactio](https://www.flickr.com/people/adactio)

[last.fm/user/adactio](https://www.last.fm/user/adactio)

[corkd.com/user/adactio](https://www.corkd.com/user/adactio)

[pownce.com/adactio](https://www.pownce.com/adactio)

[del.icio.us/adactio](https://www.del.icio.us/adactio)

twitter.com/adactio

adactio.jaiku.com

adactio.com/journal