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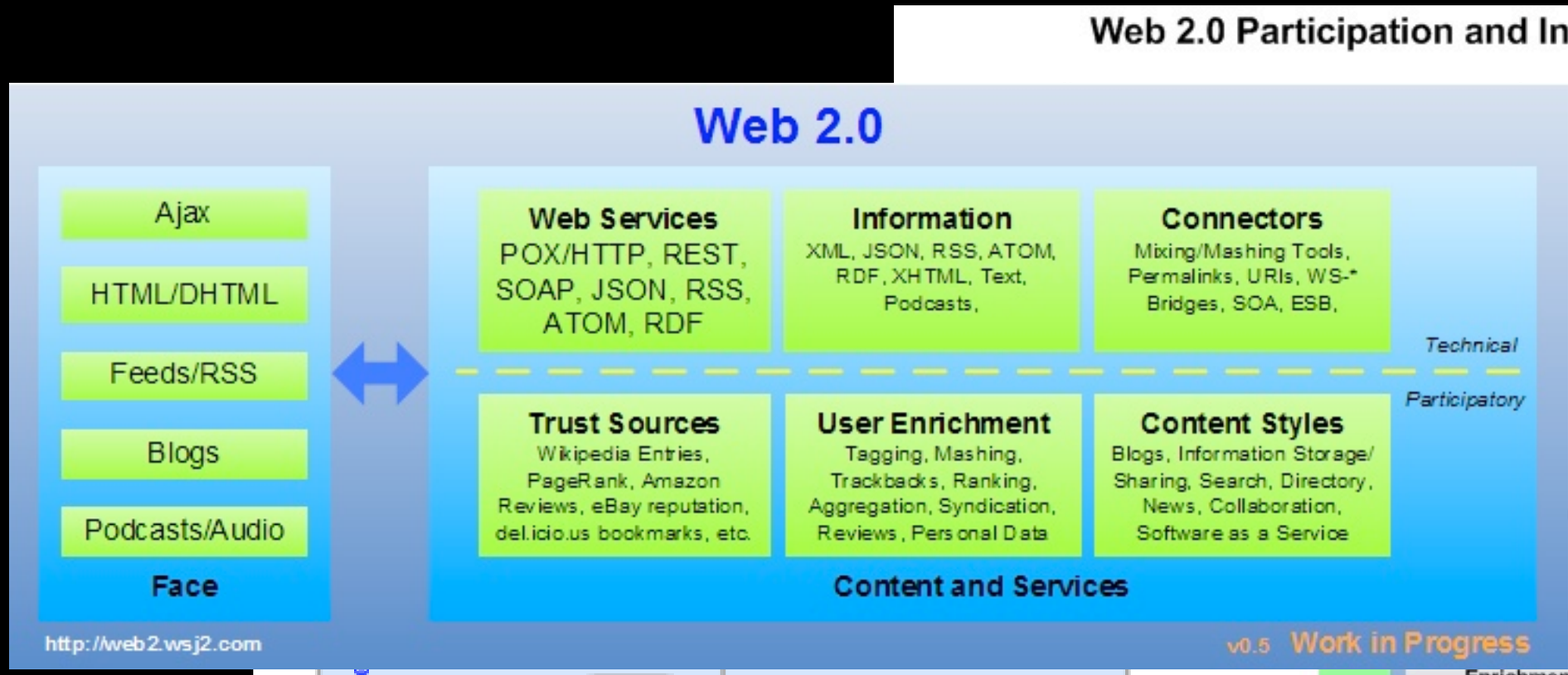
Evil communications corrupt good manners.

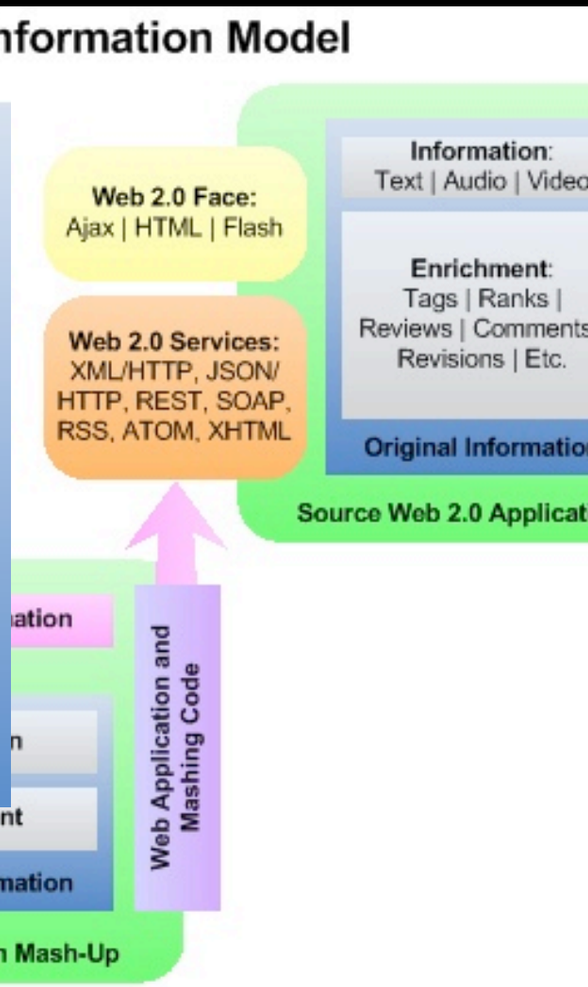
I Corinthians xv 33

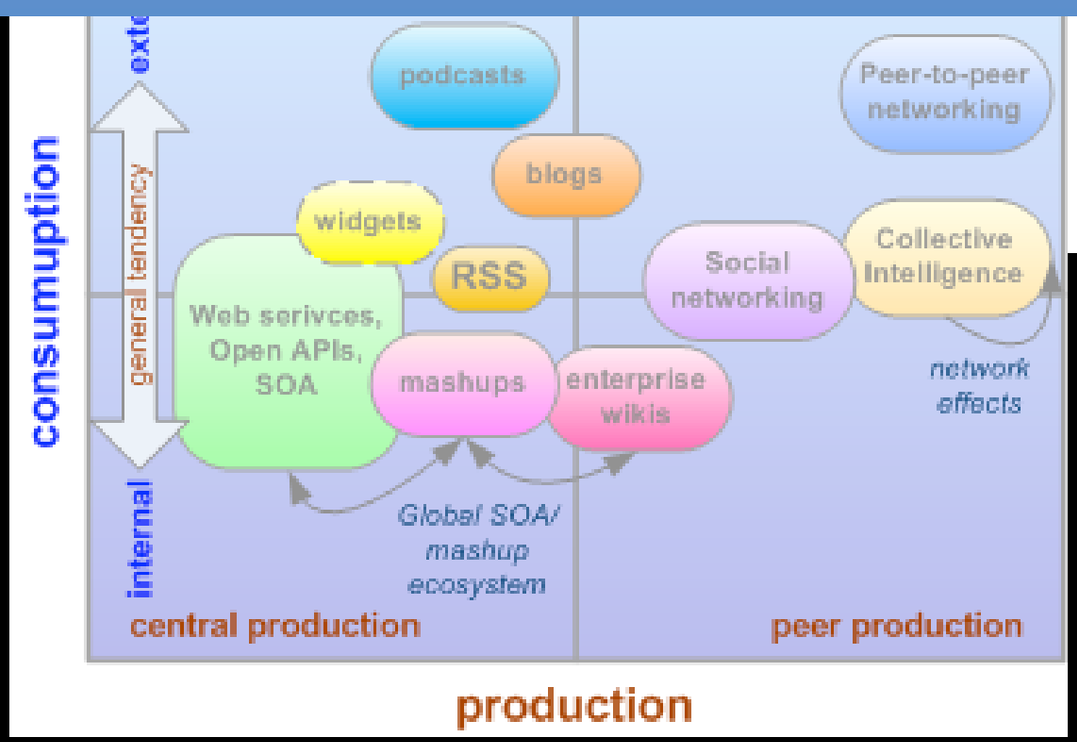
Web services

Web services are every
APIs.
Widgets.
SMS gateways.

Internet as platform







Infrastructure of services

http://www.flickr.com/photos/kabanski/147167269/

Creepy Bellboys

Tools

The Uncanny Valet

Defining manners for a digital age

Tom Armitage

Manners?

What are manners?

Protocols	Manners
Specific	General
Documented	Intuitive
Detailed	Vague
More	**Less**

“adhering to prescribed norms in social interactions, or about negotiating and making explicit interactional norms when they don’t exist”

Bickmore & Cassell describing ‘etiquette’

The applications and tools we are building are, whether we like it not, defining the manners of the web today.

Manners of control
Manners of communication
Manners and context
Manners of privacy

The manners of control

How users are addressed is important.

It looks like you're brushing your teeth.
Would you like help?
• Get help with brushing the teeth
• Just brush the teeth without help
Cancel

The manners of control

How users are addressed is important.

Over-familiarity breaks the illusion of control.

NB: *illusion* of control.

“Agents make people diminish themselves...[and] redefine themselves into lesser beings”

Jaron Lanier

"Anthropological representations destroy [users'] *sense of accomplishment"*

Shneiderman and Maes

Computers as Social Actors

(Clifford Nass)

Our interactions with computers are "*fundamentally social and natural*".

Little MOO

Endearing.

Reinforcing status as computer.

Building user’s relationship with company.

Naturally dissuading user from hitting reply.

Hello Tom

I'm Little MOO - the bit of software that will be managing your order with us. It will shortly be sent to Big MOO, our print machine who will print it for you in the next few days. I’ll let you know when it's done and on it's way to you.

Remember, I'm just a bit of software. So, if you have any questions regarding your order please contact customer services (who are real people) at:

flickr@moo.com

Thanks,

Little MOO, Print Robot

The illusion of control is especially hard to provide to new users.

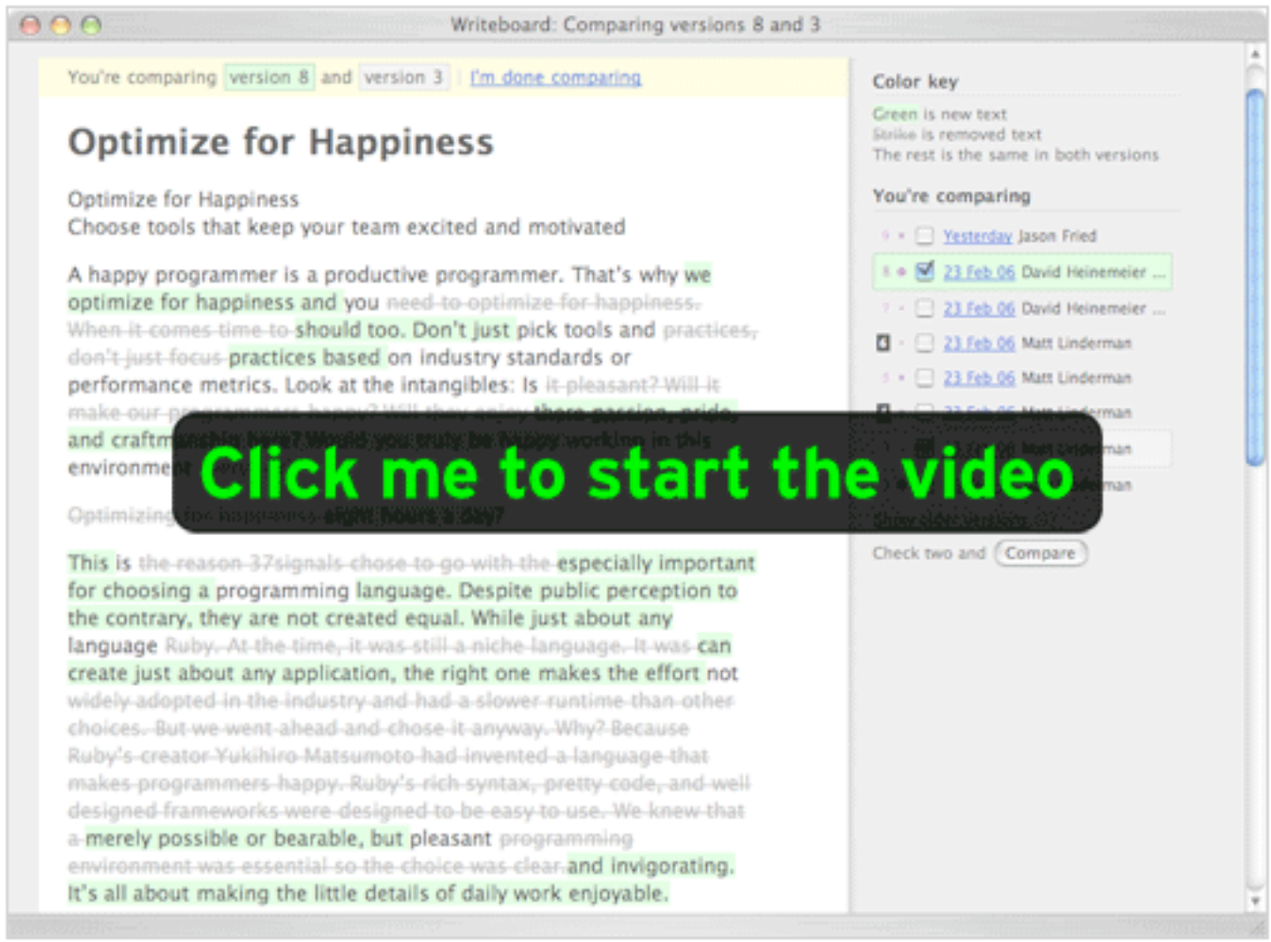
12:00

Writeboards

Create the first writeboard for this project

Writeboards make collaborative writing simple.

Learn about writeboards: Watch a video demo below



Principle of Least Astonishment

The modern web brings lots of potential surprises:

- Ajax
- Drag-and-drop
- Rich interfaces
- Flash

Clicking on an RSS feed

Breaking frame is rude.

Desktop manners are inappropriate on the web.

How do you give users control whilst minimising the chance they will break things?

The Jack Principles

Maintaining Pacing
Create Illusion of Awareness
Maintain Illusion of Awareness

In "*Maintaining Pacing*"

Make sure the user only has one task to perform at once.
Limit the number of choices the user has at any one time.
Only give the user meaningful choices.
Make sure the user knows what to do at any one time.

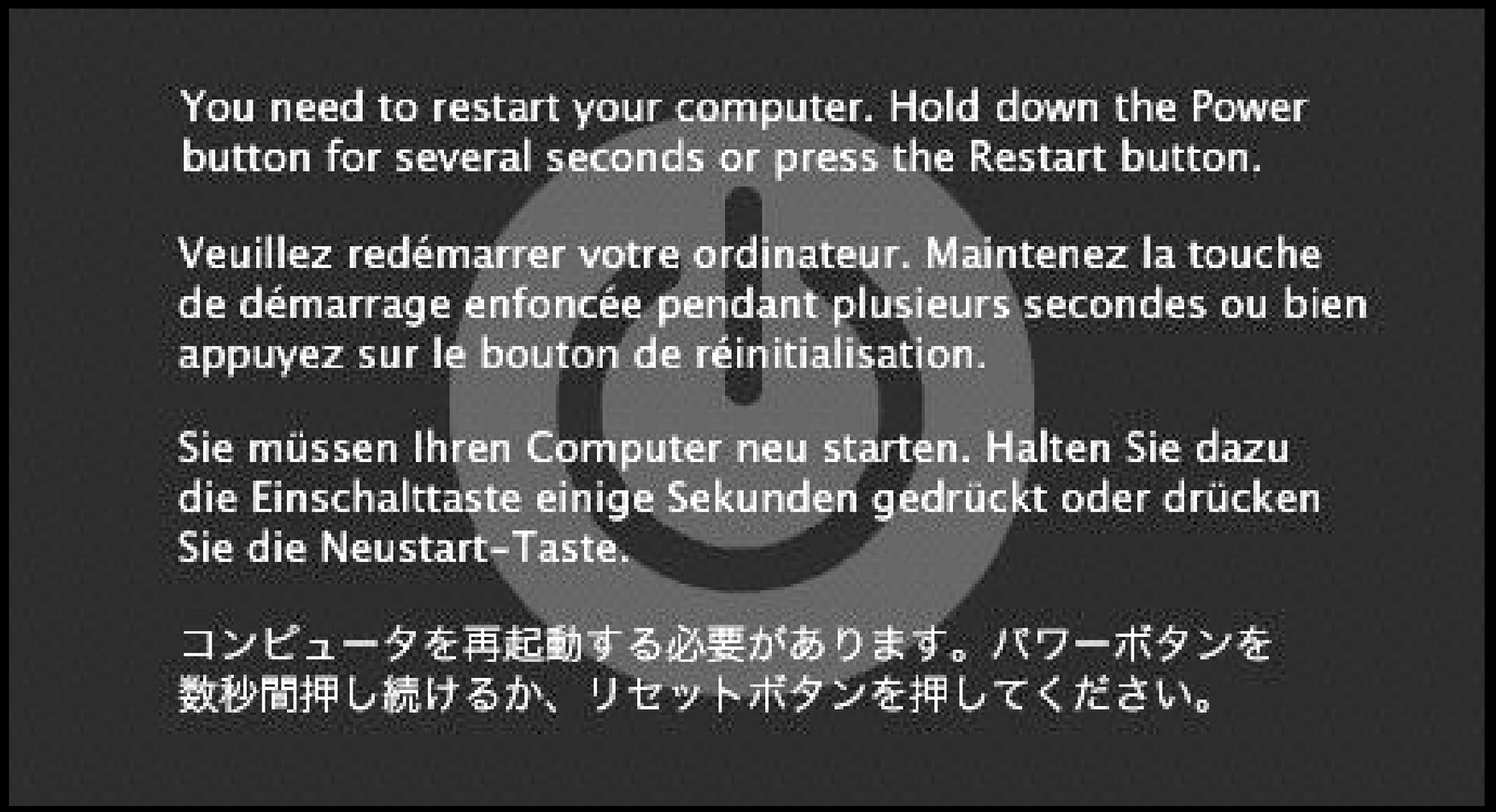
Manners of communication

Pester

You’ve got mail!

You’ve got mail! You’ve got

Sometimes pester is good.



“social presences that are available when we want them and not when you don’t are the people we should model”

Clifford Nass

Degrees of Pester

Email Notifications

Facebook notifies you by email whenever actions are taken on Facebook that involve you. You can control which email notifications you receive.

Email me at **tom@infovore.org** when someone...

- [x] Sends me a message
- [x] Adds me as a friend
- [x] Writes on my Wall
- [ ] Pokes me
- [x] Tags me in a photo
- [x] Tags me in a note
- [x] Tags one of my photos
- [x] Invites me to join a group
- [x] Invites me to an event
- [x] Requests to join a group of which I am an admin
- [x] Requests to join an event of which I am an admin
- [x] Comments on my notes
- [x] Comments on my photos
- [x] Comments on my posted items
- [x] Comments on a photo of me
- [x] Comments after me in a photo
- [x] Comments after me in a note
- [x] Comments after me in a posted item
- [x] Tags me in a video
- [x] Comments on my videos
- [x] Comments on a video of me

Save Changes

Even if you turn off all notifications, we may sometim
important notices about your account.

Gentle notification.

Glancing (Matt Webb)

Group communication facilitator.

“looking up”.

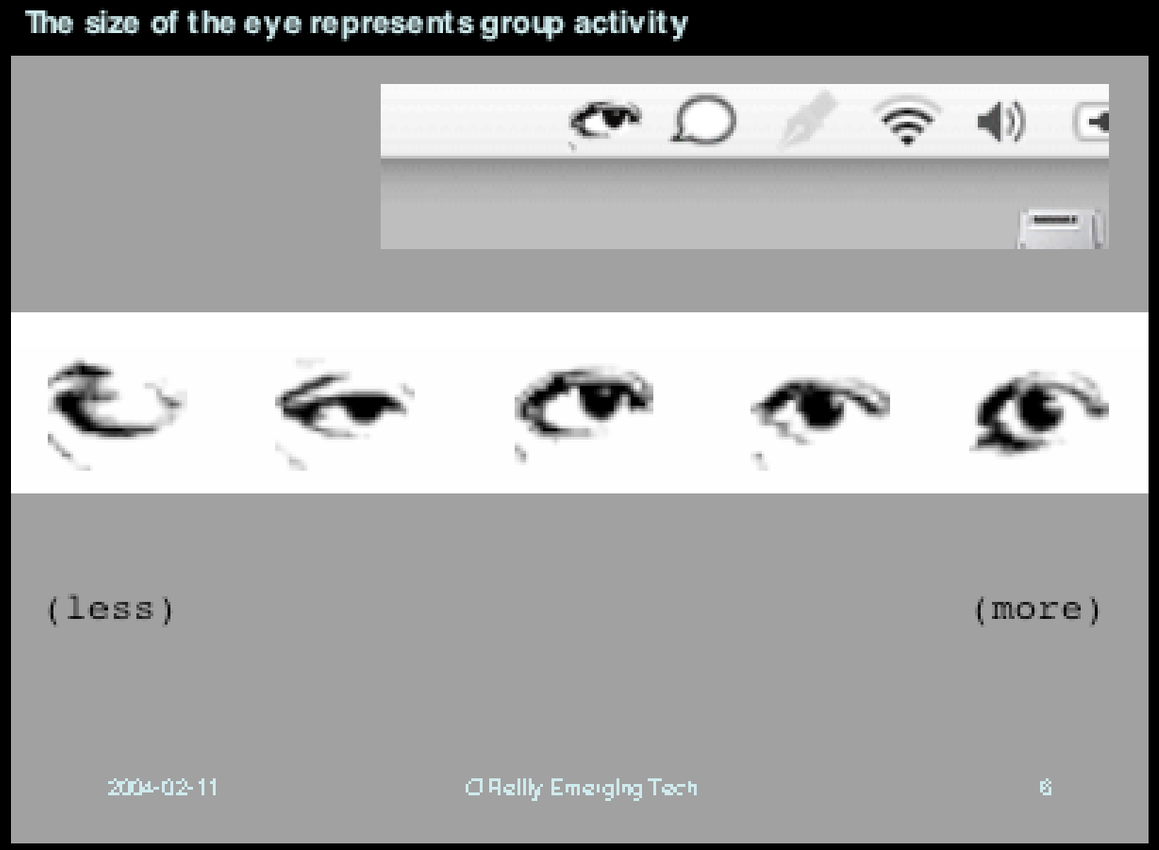
Looking at who’s online is a glance.

“Eye contact is a polite way to start conversations”.

Low-effort, high value.

Fits around existing routines and into existing tools (IM).

Easily ignored.



Poking (Facebook)

Simple, lightweight interaction.

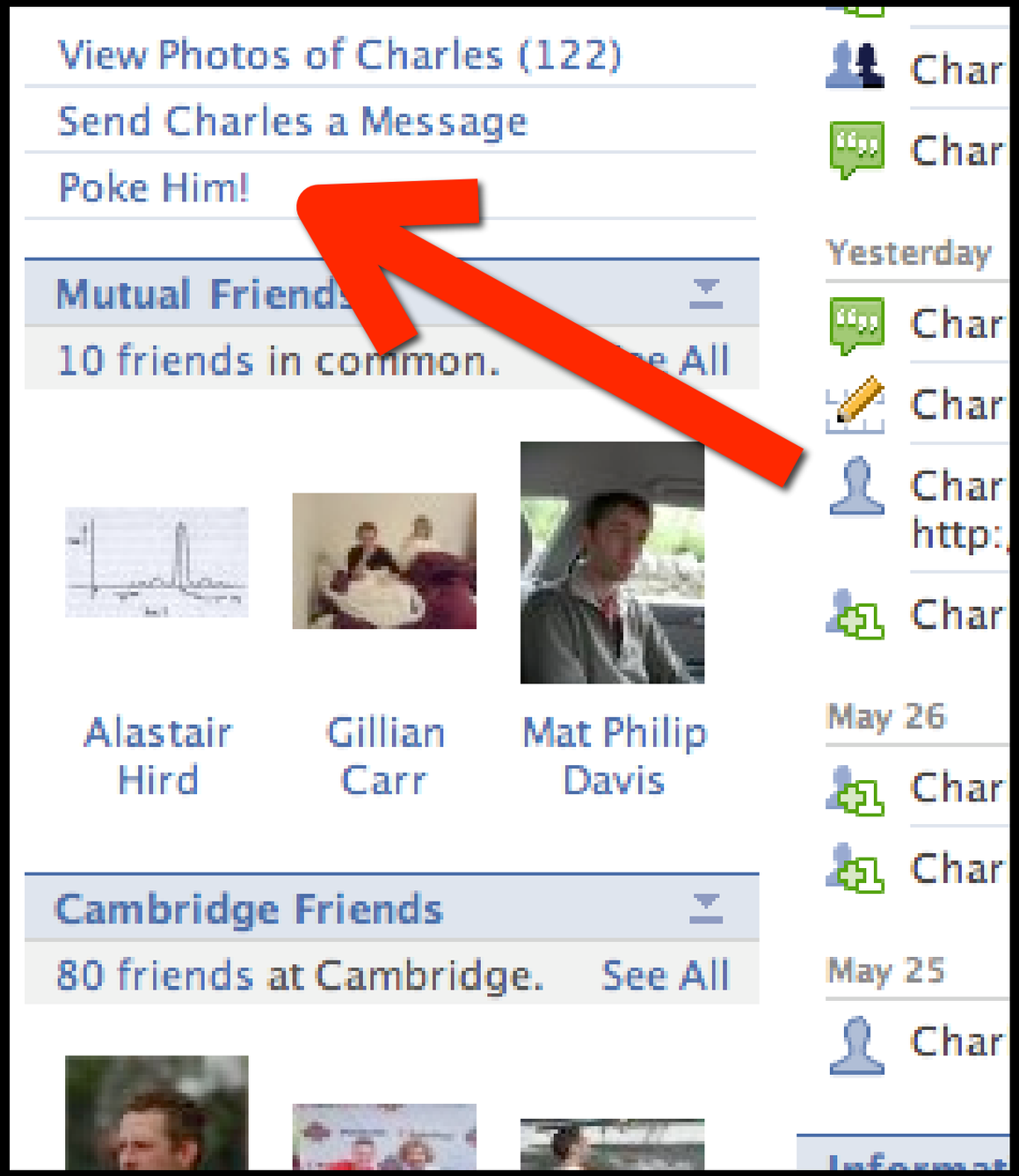
“Meaningless”

Meaning less.

Appropriate language.

Interesting side-effect.

Easily ignored.



“Last.fm's ‘who recently viewed my profile’ function makes me feel the same discomfort as when you make eye contact in a corridor but you're too far away to say hello and it's rude to drop eye contact and it's rude to stare.”

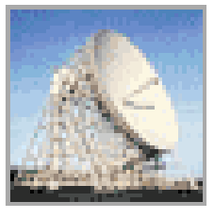
This doesn’t always work, though.

Gentle communication.

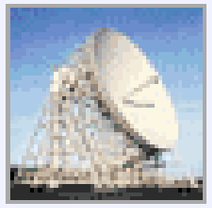
Overhearing Machines

Overhearing Machines

With Friends



LovellTelescope Observing: space (02:05:37 +64:49:42)
http://www.jb.man.ac.uk/vlb... 16 minutes ago from web



LovellTelescope Observing: B1112+50 - pulsar
http://www.jb.man.ac.uk/vlb... 42 minutes ago from web

MKII Observing: NGC1275 - Seyfert galaxy (3C84)
http://www.jb.man.ac.uk/vlb... about 1 hour ago from web

32m Observing: NGC1275 - Seyfert galaxy (3C84)
http://www.jb.man.ac.uk/vlb... about 1 hour ago from web

“When I develop something new these days, I automatically think of using Twitter as a back-end to connect users of my software. If other developers aren't doing this, I imagine they will soon... Twitter, for me, is becoming a coral reef.”

Dave Winer

Manners are contextual.

Context

Online services are now displaying more facets than ever:

- Web
- RSS
- Mobile (web)
- Mobile (SMS)
- Other?

Different contexts require different etiquette.

What is context based on?

Input:

- Functionality
- Senses

Output:

- Functionality
- Manipulators

Other tasks that are occurring:

- Other running applications
- Other input being performed

“Flow”

You can always ask for it.

Contextual sociability

Email: hundreds of other people.
Phonebook: about ninety, about 20 of whom are high-traffic.
IM: about 50, about 20 of whom are high-traffic.
Twitter: about 25 (50-odd via web, but I follow about half).
Pub conversation: 8.
Availabot: 1 (easily ignored).
Phone conversation: 1 (hard to ignore).

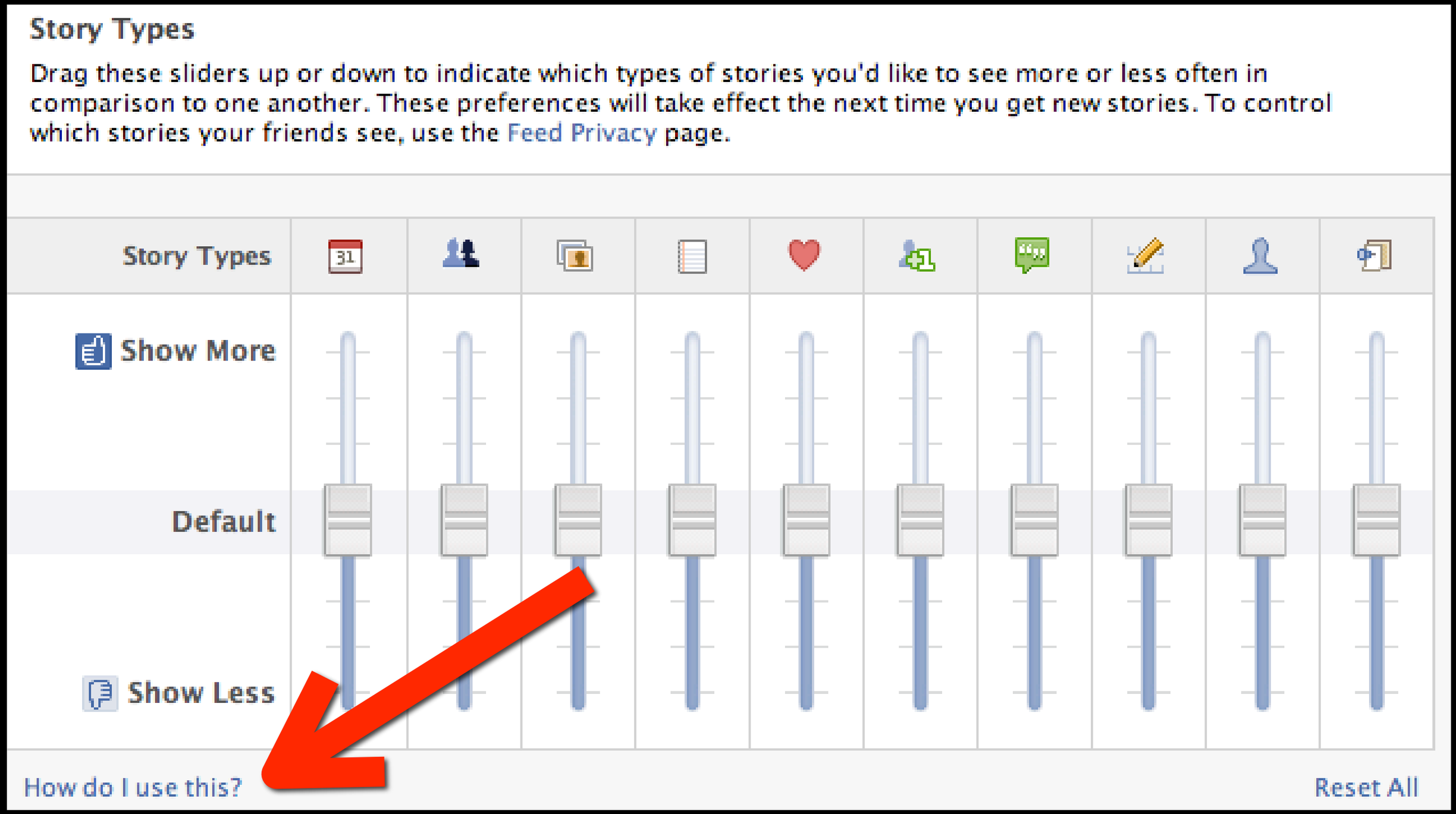
Contextual sociability

Email: Excellent filtering.
Phonebook: Simple screening (caller-ID).
IM: Good filtering (status, invisbility, caller-ID).
Twitter: Simple filtering (friends, following).
Pub conversation: Primitive filtering (not listening, moving).
Availabot: Primitive/powerful filtering (hiding it).
Phone conversation: No filtering (hanging up).

Convention over configuration.

The Rails Way

Configuration hell



Context is hard to ascertain.

Respecting privacy.

“Privacy is about control.”

Is it?

*Privacy is about **trust**.*

*Privacy is about **understanding**.*

Different levels of privacy suit different applications.

Privacy on Facebook

Profile
You are in two networks and you can control who can see your profile, contact information, groups, wall, photos, posted items, online status, and status updates. Edit Settings

Search
You can control who can find you in searches and what appears in your search listing. Edit Settings

News Feed and Mini-Feed
You can control what actions show up in your Mini-Feed and your friends' News Feeds. Edit Settings

Poke, Message, and Friend Request
You can select which parts of your profile are visible to people you contact through a poke, message, or friend request. Edit Settings

Applications
You can edit your privacy for applications you have added to your account, applications that you have used on another website, and other applications built on Facebook Platform. Edit Settings

Block People

If you block someone, they will not be able to search for you, see your profile, or contact you on Facebook. Any ties you currently have with a person you block will be broken (friendship connections, relationships, etc).

Person: Search

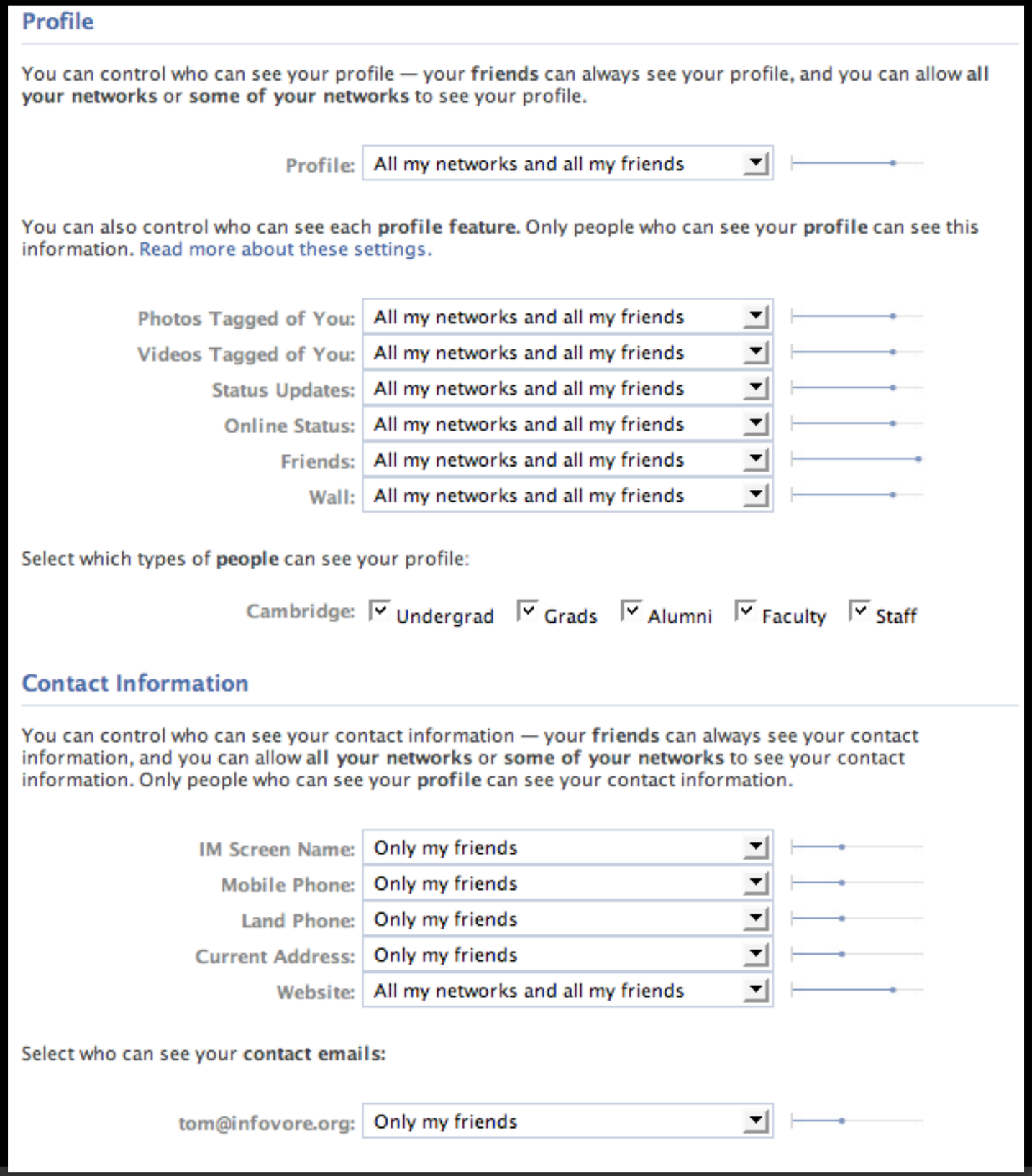
Limited Profile

If you want to hide some of the information in your profile from specific people, add them to your limited profile list below.

Edit Settings

Person: Add

Privacy on Facebook



Profile

You can control who can see your profile — your **friends** can always see your profile, and you can allow **all your networks** or **some of your networks** to see your profile.

Profile: All my networks and all my friends

You can also control who can see each **profile feature**. Only people who can see your **profile** can see this information. Read more about these settings.

Photos Tagged of You: All my networks and all my friends
Videos Tagged of You: All my networks and all my friends
Status Updates: All my networks and all my friends
Online Status: All my networks and all my friends
Friends: All my networks and all my friends
Wall: All my networks and all my friends

Select which types of **people** can see your profile:

Cambridge: Undergrad Grads Alumni Faculty Staff

Contact Information

You can control who can see your contact information — your **friends** can always see your contact information, and you can allow **all your networks** or **some of your networks** to see your contact information. Only people who can see your **profile** can see your contact information.

IM Screen Name: Only my friends
Mobile Phone: Only my friends
Land Phone: Only my friends
Current Address: Only my friends
Website: All my networks and all my friends

Select who can see your **contact emails:**

tom@infovore.org: Only my friends

Privacy on Facebook

Who Can Find Me in Search

You can allow **everyone** on Facebook to find you in search results, including browse and group members list, or you can select **restricted** settings to allow only certain people from inside and **outside** your networks to find you in search results. Your friends can always find you in search results.

Everyone

- [x] People in college networks
- [x] People in high school networks
- [x] People in company networks
- [x] People in regional networks
- [x] People with no networks

What Can People Do With My Search Results

You can choose what is in your search listing. People who can see your profile are allowed to do all of the actions below. People who can't see your profile can:

- [x] See your picture
- [x] Send you a message
- [x] Poke you
- [x] Add you as a friend
- [x] View your friend list

Privacy on Facebook

News Feed and Mini-Feed Privacy

Back to Privacy Overview without saving changes.

Please Read This!
It's very important

Facebook will only publish stories about you on your Mini-Feed and the News Feeds of your friends.

Publish stories when I...

- [ ] Remove Profile Info
- [x] Write a Wall Post
- [x] Comment on a Note
- [x] Comment on a Photo
- [x] Comment on a Video
- [x] Comment on a Posted Item
- [x] Post on a Discussion Board
- [x] Add a Friend
- [ ] Remove my Relationship Status
- [ ] Leave a Group
- [ ] Leave a Network

Have something you'd like to see here?

Mini-Feed can show the time when stories were published.

- [ ] Show times in my Mini-Feed

Save Changes | Cancel

News Feed and Mini-Feed will **never** publish stories about:

- Pokes
- Messages
- Whose profile you view
- Whose photos you view
- Whose notes you read
- Groups and Events you decline to join
- People you reject as friends
- People you remove from your friends
- Notes and photos you delete

News Feed and Mini-Feed may publish stories about:

- Things you add to your profile
- Photos you upload or are tagged in
- Notes you write or are tagged in
- Groups you join or create
- Events you create or attend
- Networks you've joined
- Content you've posted to your profile
- Status updates

For more info, visit our help page.

Privacy on Facebook

Information

Select the information to display in your **profile** to the people that you contact through a poke, message, or friend request.

- [x] Basic Info
- [ ] Contact Info
- [x] Personal Info
- [x] Education Info
- [x] Work Info
- [ ] Wall
- [x] Photos Tagged of Me
- [x] Videos Tagged of Me
- [ ] Online Status
- [ ] Status Updates
- [x] Friends
- [x] Posted Items
- [ ] Notes
- [ ] Groups

Save Cancel

Preview

The preview below shows what your profile will look like to people who you contact through a poke, message, or friend request.

People Who Can See Your Profile

These people can see the information you selected on your profile because you have contacted them through a poke, message, or friend request.

Nick Black (UCL)
Anthony Lyons (No Network)
Steve Coast (No Network)

Privacy is:

hard to explain on the web of data.

high priority for everyone -

make it simple.

Login boxes

Login boxes break frame: they snap you out of flow.
Snap users back into flow as fast as possible.
How much should be visible to non-logged in users?
It’s impolite to keep safe things secret.

NB: Exchanging username and password changes the relationship a user has with *anything*.

Does openID change this?

Sort-of.

Brings a whole new set of complexities.

Bouncing people around websites is “rude”.

Explaining flow when you’re sending people away is *hard*.

The insecurities are more complex, too.

“adhering to prescribed norms in social interactions, or about negotiating and making explicit interactional norms when they don’t exist”

Bickmore & Cassell describing ‘etiquette’

Manners are about less

Services are proscriptive; tools are adaptive.

Unexpected uses are exciting:

  for the user.

  for the designer.

Hacking and playing about is an inherent part of making.

This is easier when there's less to unpick.

Sealed boxes are rude.

Hiding the source is rude.

The applications and tools we are building are, whether we like it not, defining the manners of the web today.

We should be careful to consider the behaviours we wish to reinforce, and those we don’t.

The Uncanny Valet

Defining manners for a digital age

Tom Armitage