

NVHA Innovations Conference
Social Network Media
February 28, 2005



Innovation &
Social Software
Christopher Allen





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Good morning. My name is Chris Allen and I am an entrepreneur, investor, and technologist based in Berkeley, CA. My blog is “Life With Alacrity” where I write about social software, collaboration and internet tools.

I’ve been asked today to introduce to you “social software”, give you some history, some examples, and offer some concepts that you will find useful as you listen to other sessions here at this conference.

Please forgive me in advance if I race this presentation a little fast -- there is a lot of territory to cover, but I want to give you a least high level overview on social software. And I’d like to have lots of time for Q&A. I will make a copy of this presentation available online -- check the MVHA blog website later today.

Social Software Definitions



► What is Social Software?



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First, what is Social Software?

Social Software Definitions



► What is Social Software?

- Software that supports group interaction.

-- clay shirky



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The first use of the term “Social Software” that I’ve been able to find was back in 1987, by Eric Drexler. However, Clay Shirky is credited for popularizing the term “Social Software” starting in about 2002. His definition: “Social Software is software that supports group interaction”.

I asked him one day, why did he choose “Social Software”? He said that he was looking for a phrase that included all uses of software that supported interacting groups. The old term “Groupware” was an obvious choice, but it had become horribly polluted by enterprise software such as Microsoft Exchange. Clay also wanted to call to attention the explosion of new software for groups that fell outside of traditional online communities, such as dating, online games, and other other “fun” group activities.

Social Software Definitions



► What is Social Software?

- Software that supports group interaction.

-- clay shirky

- Software that supports, extends, or derives value from human social behavior

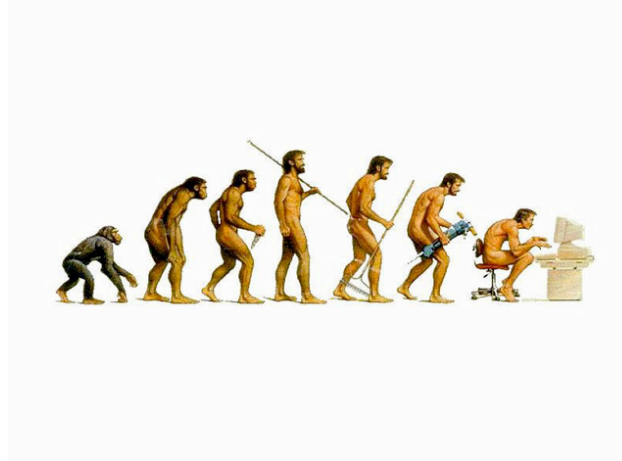
-- tom coates



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My current favorite definition of ‘social software’ is from blogger Tom Coates: “Social Software is software that supports, extends, or derives value from human social behavior”. I think this last point is important -- “derives value from human social behavior”, because not all Social Software obviously supports or extends group processes. For instance, at first glance blogs might not be considered Social Software. However, as you examine how they function you understand that they are so effective because they take advantage of normal human social behaviors.

Roots of Social Software



The roots of Social Software goes a long ways back.

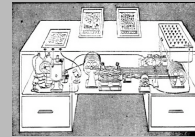
Roots of Social Software



► Vision

- Vannevar Bush's "Memex" (1945)

Vannevar Bush



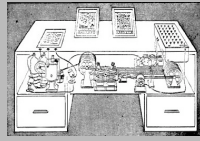
7

Vannevar Bush was an early visionary of computing. He was never directly involved with the creation of the Internet. Yet many consider Vannevar Bush to be the "Godfather of the Web" because of his 1945 essay, "As We May Think." In this article, he described a theoretical machine he called a "memex," which allowed the user to store and retrieve documents linked by associations.

Roots of Social Software



Vannevar Bush



“Wholly new forms of encyclopedias will appear, ready-made with a mesh of associative trails running through them.”

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I find this quote from “As We May Think” quite remarkable. Here he speaks of online encyclopedia with meshes of associative trails -- this is amazingly close to the Wikipedia that we have available today on the web.

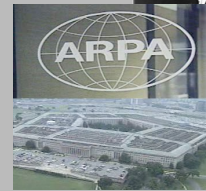
Roots of Social Software



► Vision

- Vannevar Bush's "Memex" (1945)
- J.C.R. Licklider and ARPA (1958)

J.C.R. Licklider



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If Vannevar Bush was the “Godfather of the Web”, then Dr. J.C.R. Licklider should be considered the “Grandfather of the Web”. In the late 60’s he took over the ARPA, the Advance Research Projects Agency at the Department of Defence, and funded of the initial development of ARPAnet, which later evolved to become today’s Internet.

Roots of Social Software



J.C.R. Licklider



“...one must consider the dynamics of ‘critical mass,’ as it applies to cooperation in creative endeavor. Take any problem worthy of the name, and you find only a few people who can contribute effectively to its solution. (...) There has to be some way of facilitating communication among people without bringing them together in one place.”

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In Licklider’s writings I find the first mentions of group process, with usage of terms like “critical mass”, “creative endeavor”, and “facilitating communications”. In this quote you also see his desire to allow people to collaborate over a distance.

Roots of Social Software



► Vision

- Vannevar Bush's "Memex" (1945)
- J.C.R. Licklider and ARPA (1958)
- Doug Engelbart (1962)

Doug Engelbart



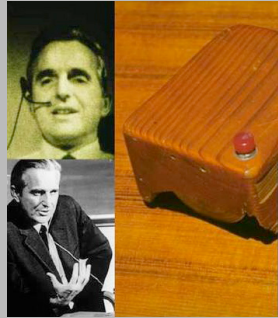
11

Another visionary is Doug Engelbart. He is the man credited for inventing hypertext as well the first mouse. He also wrote about collaborating online.

Roots of Social Software



Doug Engelbart



“(In order to design such tools) we must integrate psychology and organizational development with all of these advances in computing technology.”

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From this quote you can see that Engelbart desired to integrate psychology and organizational development into advances in computing technology.

These visionaries inspired the next generation of social software thinkers, the people who actually will implement the first “social software” applications, although in those days it was called “Office Augmentation” or “Groupware” or “Computer-Supported Cooperative Work”.

Roots of Social Software



- ▶ Early Implementations
 - ▶ First True “Social Software”
 - ▶ EMISARI
(Murray Turoff 1971)

Murray Turoff



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The first “true” Social Software that I’ve been able to identify is EMISARI (the Emergency Management Information Systems And Reference Index) developed by Murray Turoff in 1971 for the US Office of Emergency Preparedness (OEP).

It had many community features that we’d recognize today. It had email, it had the first known chat room (called the “Party Line”), and it had the first known discussion boards. But it also had many advanced features rarely seen today, such as real-time polls, delphic polls (a technique where you can change your vote on a poll “today” based on how people voted “yesterday”), and discussion lists associated with database elements. EMISARI was used by Nixon administration in the early 70’s for decision making on the price control programs to prevent inflation.

Roots of Social Software



- ▶ Early Implementations
 - ▶ First True “Social Software”
 - ▶ EMISARI (Murray Turoff 1971)
 - ▶ Commercial Services
 - ▶ Discussion Lists: EIES, Plato, CompuServe, & The Source (late 70's, early 80s)
 - ▶ Email: CompuServe, MCI Mail (early 80s)



Image Instruments: Portable Memory Terminal Model 765 used in PLANET and EIES teleconferences.

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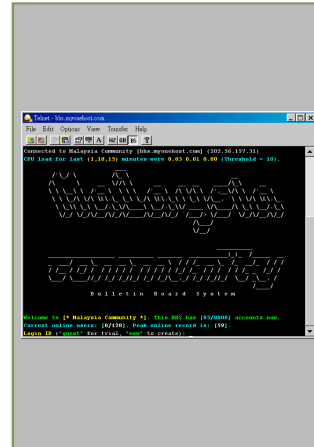
All of this initial social software was developed on commercial timesharing systems, before the existence of the internet -- each resided on big mainframes with many dumb terminals connected by slow speed modems.

Over time EMISARI evolved into EIES. EIES is now considered the foundation that most subsequent implementations of chat and discussion boards came from. These would eventually include such commercial products as Plato, CompuServe, the Source, and MCI Mail.

Roots of Social Software



- ▶ Early Implementations
 - ▶ First True “Social Software”
 - ▶ EMISARI (Murray Turoff 1971)
 - ▶ Commercial Services
 - ▶ Discussion Lists: EIES, Plato, CompuServe, & The Source (late 70's, early 80s)
 - ▶ Email: CompuServe, MCI Mail (early 80s)
 - ▶ Amateur Services
 - ▶ First microcomputer BBS: Ward Christianson's CBBS (early 80s)



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These services then inspired an explosion of amateur communities in the 80's using discussion software called Bulletin Board Systems, or BBSes, the first of which was CBBS by Ward Christianson.

Types of Social Software



► Traditional Social Software



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So “social software” has a long history. Let’s take a closer look at some of the different types of social software.

I will begin with what I call “Traditional Social Software”, as these all existed in some form before the internet was even created. Many of them should be already familiar to you.

Types of Social Software



- ▶ Traditional Social Software
 - ▶ Synchronous (Same Time)



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Within Traditional Social Software, I divide the categories into two broad types, the first being “synchronous”, meaning that the users are communicating together at the same time.

Types of Social Software



- ▶ Traditional Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Chat Room (Remote Conversation)
 - ▶ CompuServe CB channels (early 80s)
 - ▶ AOL Chat (late 80s)
 - ▶ IRC Chat (Jarkko Oikarinen, 1988)



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The initial category of “synchronous social software” I call “Chat Rooms”. The first popular chat rooms were offered by CompuServe -- they called them “CB Channels” in the early 80s. Like the popular CB radio fad at the time, there were many different chat “channels”, some devoted to serious discussions like politics and business, but most devoted to casual chat. In the late 80’s, America Online arrived with a much better user-interface to chat, and by 1990 almost half of AOL’s bandwidth was used by various chat rooms. Then finally, in 1988, the first internet-based chat service, called IRC, was released, and is still in use today.

The image shows a screenshot of a web-based chat room interface. On the left is a green sidebar with a logo of a green leaf with a white Greek letter alpha (α) inside. Below the logo, the text reads "Traditional Social Software" and "Synchronous: Chat Room". The main chat window is titled "DigiChat: Fibromyalgia Room: test" and features the "ProHealthNetwork.com" logo with the tagline "Your Gateway to Better Health". The chat area displays a list of messages from users like "dazedNconfused", "aimee79", and "idaann". A text input field at the bottom contains the text "How is everyone". To the right of the chat area is a "USERS" list showing "dazedNconfused", "idaann", "mike3318", and "natty". Below the users list are buttons for "SETTINGS", "LOGOUT", and "SEND MESSAGE". At the bottom of the chat window, there is a "Chat Tips" section and a "Warning: Applet Window" message. The entire interface is set against a light green background.

Chat Room

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All of these chat rooms had three things in common. They had a display area where you could see the chat in progress and enter text. They displayed a list of the current users participating in the chat, and they provided a way for you to enter into a more private discussion or a one-on-one conversation with individual participants.

Types of Social Software



- ▶ Traditional Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Chat Room (Remote Conversation)
 - ▶ Teleconference w/BackChannel (Voice with Text)



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The next type of synchronous social software is what I call “Teleconference w/ BackChannel”. This really uses the same “chat room” software that I just described, but it is operated differently by the participants.

Instead of using the text exclusively, the participants use voice teleconferencing, either by telephone, or by the internet. But while they are speaking, the chat room is used as “back channel” for defining the agenda, asking questions, passing detailed info like phone numbers or addresses, and finally the transcript of the chat can be turned into meeting minutes.

Types of Social Software



▶ Traditional Social Software

▶ Synchronous (Same Time)

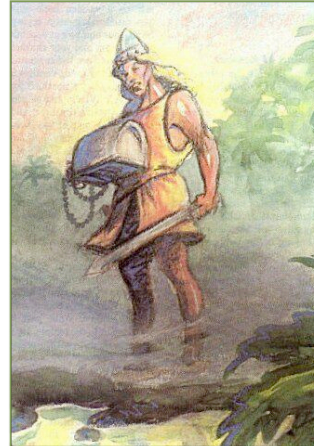
▶ Chat Room (Remote Conversation)

▶ Teleconference w/BackChannel (Remote Conversation)

▶ Avatar Chat (Chat with Context)

▶ Multi User Dungeon (MUD 1: Trubshaw & Bartle, 1978)

▶ MUSH (Multi User Shared Hallucination) (TinyMUD: Jim Aspnes, 1989)



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The next type of traditional synchronous social software is what I call “Avatar Chat”. The innovation that it has over a Chat Room is that the participants have a context -- they are located in an imaginary place, which might be a pub, an office, or a dungeon; they also have an identity (which may or may not be their own); and they have props to play with.

Roy Trubshaw and Richard Bartle at Essex University in England created the first MUD, or multi-user dimension, back in in 1978, which was named simply MUD 1. Modeled on single-player adventure games like Colossal Cave and Zork, these games rapidly grew communities of hundreds of players.



**Traditional
Social
Software**

Synchronous:
Avatar Chat



```

|| | | | | | | | | | | | | | | | |
A   S   |  arc sword shield chain
/ >  **** |  A Jennie e
      **** |  A 2 skeletons
B   dn   |  B troll

Swing hits with moderate damage
skeleton is slain.
orc is blocked by your armour
troll: kia urdada luuppatar na

>throw bottle at troll
R mace Hits Hits On Stamina Exper. M. Pats.
L bottle 35 5 10 6523 9
```

Early Multiplayer Game

(Island of Kesmai, on CompuServe - 1982)

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Later, this MUD 1 was ported to the commercial service CompuServe and renamed British Legends, and sustained thousands of simultaneous users. During this period I understand that some of these first online services made as much as half of their revenues off of these early text-based online games.

MUD 1, and some of its early brothers, are considered to be the root of modern online games such as Everquest, Star Wars Online, and Worlds of Wonder -- each today with hundreds of thousands of users.

Traditional Social Software

Synchronous:
Avatar Chat

```
MOOville - tkMOO-light
Connect Edit Tools Preferences tkMOO-light Help
:wrestles with screen grabs.
Bradley wrestles with screen grabs.
"I'm off to write some help doc. I'll post about some of this stuff soon.
You say, "I'm off to write some help doc. I'll post about some of this stuff soon."
:waves.
Bradley waves.
Grasopr0nr1 waves back.
Grasopr0nr1 says, "bye"
Grasopr0nr1 goes northeast.
walk to picnic area
The Rolfs Hall Entrance
The South Vestibule
The Picnic Area
A nice place to have lunch. A huge picnic table sits in the middle of a paved open area. Murdock is sitting at one of its seats. Some palm trees rise from a planter over the picnic table. North leads to the Rolfs Canyon. You see Vending Machines to the southeast. A narrow passage to the southwest leads to the South Vestibule.
Murdock is here, asleep.
You have arrived.
@edit tree.event_enter
the palm trees has no 'event_enter' to edit.
@edit tree:event_enter
```

MUSH (Chat with Geography)
(Mooville - 1995)

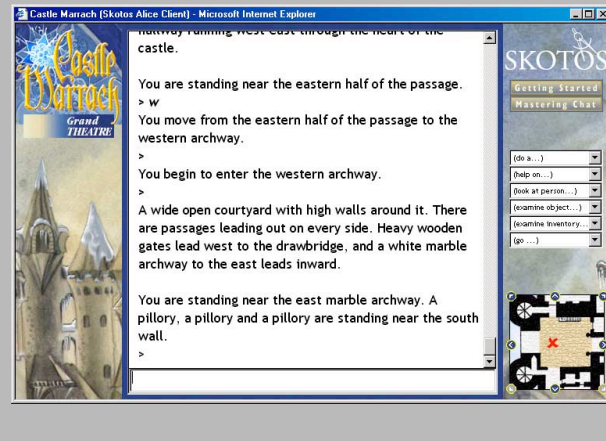
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In 1989, Jim Aspnes wrote the first MUSH, or multi-user shared hallucination. These avatar chats focused less on adventure or combat, and more on virtual problem solving, user cooperation, social interaction and shared stories.



Traditional Social Software

Synchronous:
Avatar Chat



Social Games on the Web (Castle Marrach, by Skotos - 2000)

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This social focus, together with the fact that MUSHes ran on a wide variety of Unix systems, have resulted in many thousands of MUSHes available today. Some now use hybrid text and web user-interfaces, for instance this one has a map and you can enter commands using web menus.



**Traditional
Social
Software**

Synchronous:
Avatar Chat



3-D Chat
Town Hall Meeting
(Second Life, by Linden Labs - 2005)

25

Now that we have more powerful computers and high-speed online connections, avatar chat is going 3D. Here we see a town hall meeting in the online community Second Life, with over 70 people participating.

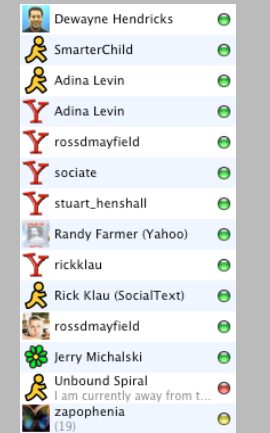
Types of Social Software



▶ Traditional Social Software

▶ Synchronous (Same Time)

- ▶ Chat Room (Remote Conversation)
- ▶ Teleconference w/BackChannel (Remote Conversation)
- ▶ Avatar Chat (Chat with Context)
- ▶ Instant Message (Chat w/Presence)
 - ▶ AIM - AOL Instant Messenger (1989)
 - ▶ ICQ - "I Seek You" (Mirabilis 1996, AOL 1998)
 - ▶ Yahoo Messenger, MSN Messenger, Jabber



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The last type of traditional synchronous social software is the Instant Message. Popularized in 1989 by AOL, and reaching critical mass with ICQ in 1998, Instant Messages differed from Chat Room in that the chat requests come to you, rather than you going to the chat room. This is because the innovation of the client maintaining “presence” information about you -- are you here? or how long you’ve been idle, are you away from your computer, etc. This presence information acts as a virtual water-cooler -- instant message users can see when other users are online and available for chat.

Here you can see a list of people that are available for chat in green, those that have been idle for some time in yellow, and those that are away in red.

Types of Social Software



- ▶ Traditional Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Chat Room (Remote Conversation)
 - ▶ Teleconference w/BackChannel (Remote Conversation)
 - ▶ Avatar Chat (Chat with Context)
 - ▶ Instant Message (Chat w/Presence)
 - ▶ Asynchronous (Different Time)



27

Those were the traditional synchronous applications. The next are asynchronous, that is, the users are communicating at different times.

Types of Social Software



▶ Traditional Social Software

- ▶ Synchronous (Same Time)
 - ▶ Chat Room (Remote Conversation)
 - ▶ Teleconference w/BackChannel (Remote Conversation)
 - ▶ Avatar Chat (Chat with Context)
 - ▶ Instant Message (Chat w/Presence)
- ▶ Asynchronous (Different Time)
 - ▶ Email



28

First of course, is email, which became social software with the invention of Carbon Copy and Blind Carbon Copy. This is one social software that you are all familiar with.

Types of Social Software



- ▶ Traditional Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Chat Room (Remote Conversation)
 - ▶ Teleconference w/BackChannel (Remote Conversation)
 - ▶ Avatar Chat (Chat with Context)
 - ▶ Instant Message (Chat w/Presence)
 - ▶ Asynchronous (Different Time)
 - ▶ Email
 - ▶ Discussion Lists (Email with Persistence)



29

Discussion lists resemble email, but the innovation that it adds is persistence, as anyone can go back and review the past history of a discussion. This means that a topic that would have died using traditional email, potentially can be viable for a longer time when done on a discussion list.

Types of Social Software



▶ Traditional Social Software

- ▶ Synchronous (Same Time)
 - ▶ Chat Room (Remote Conversation)
 - ▶ Teleconference w/BackChannel (Remote Conversation)
 - ▶ Avatar Chat (Chat with Context)
 - ▶ Instant Message (Chat w/Presence)
- ▶ Asynchronous (Different Time)
 - ▶ Email
 - ▶ Discussion Lists (Email with Persistence)
 - ▶ Flat vs. Threaded vs. Reputation Filtered



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There appear to be three broad styles of discussion list, flat, where all the messages are displayed and archived chronologically; threaded, where the display and archives are arranged by topic first, then by date. Finally, recently there has emerged a third kind of discussion list which is reputation filtered. These are used by giant discussion groups where poor quality or irrelevant posts are filtered out by members, so that the information flow isn't overwhelming. One of the best examples of this is SlashDot.

Types of Social Software



► Modern Social Software



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Before the internet, there were many variations of these chat, email, and discussion lists. The following software is new, and was made possible only because of the innovations brought by the modern Internet.

Types of Social Software



- ▶ Modern Social Software
 - ▶ Synchronous (Same Time)



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Like before, I divide them up into Synchronous and Asynchronous. The synchronous first.

Types of Social Software

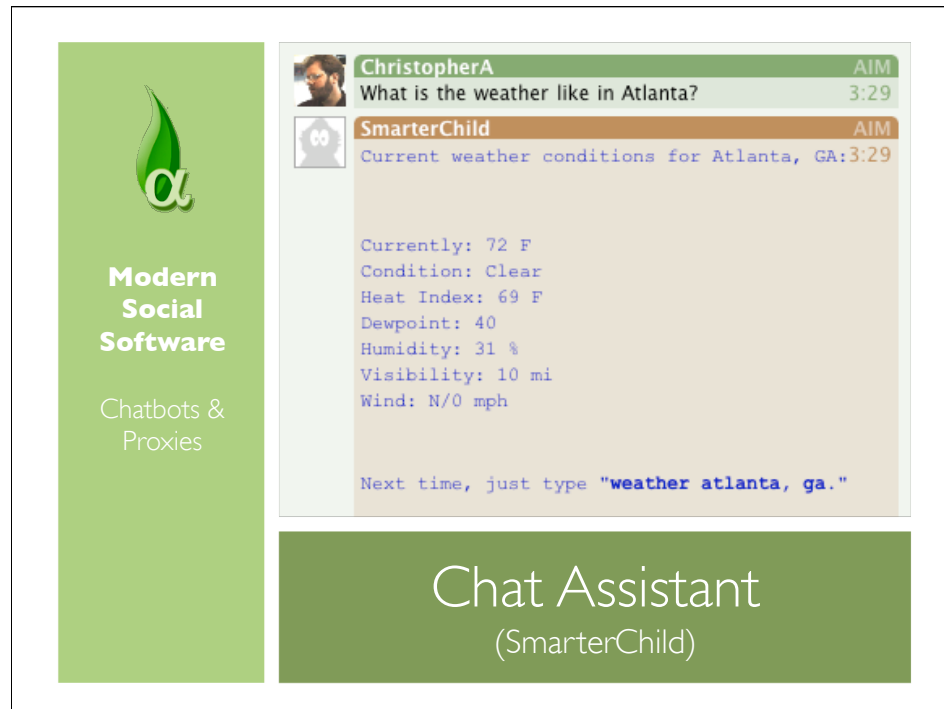


- ▶ Modern Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Chatbots & Proxies (Chat w/Butlers)



33

The first category of modern synchronous social software I call “Chatbots & Proxies”. A chatbot is a computer program that resides in the same chatroom as real people. The innovation that it a chatbot in a chat offers is that a Chatbot acts as an assistant, or a “butler” for that chat room.



The image shows a chat window with a green sidebar on the left and a main chat area on the right. The sidebar contains a logo with a green leaf and the Greek letter alpha (α), the text "Modern Social Software", and "Chatbots & Proxies". The chat area shows a conversation between ChristopherA and SmarterChild. ChristopherA asks "What is the weather like in Atlanta?". SmarterChild responds with a detailed weather report for Atlanta, GA, including current temperature, condition, heat index, dewpoint, humidity, visibility, and wind. At the bottom of the chat area, it says "Next time, just type 'weather atlanta, ga.'". Below the chat area, a green box contains the text "Chat Assistant (SmarterChild)".

Modern Social Software
Chatbots & Proxies

ChristopherA AIM 3:29
What is the weather like in Atlanta?

SmarterChild AIM 3:29
Current weather conditions for Atlanta, GA:
Currently: 72 F
Condition: Clear
Heat Index: 69 F
Dewpoint: 40
Humidity: 31 %
Visibility: 10 mi
Wind: N/0 mph

Next time, just type "weather atlanta, ga."

Chat Assistant
(SmarterChild)

34

Here is a Chat Bot called SmarterChild. You can ask it natural language questions, like "What is the weather in Atlanta?" and it will answer.

The image shows a screenshot of an IRC chat window titled "alevin on #joito (+n): Extended Warranty Protection for your vehicle(s)". The window displays a list of users on the left and a chat log on the right. The chat log shows a message from the chatbot, <jibot>, which has just joined the channel and announced the topic for #joito is "Extended Warranty Protection for your vehicle(s)". The chatbot also mentions that it was set up by a user named 'ado' on Thursday, February 24, 2005 at 1:24:15 AM. The chatbot's name is <jibot> and it has a web address: http://www.alevin.com/weblog and Adina Levin.

Modern Social Software
Chatbots & Proxies

Chat Butler
(Joi Ito's "Jibot")

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This is Jibot, a Chatbot for a 24-hour IRC chat room run by Japanese Venture Capitalist Joi Ito. Since there are so many people using this channel, each coming from different time zones, the JiBot serves as a persistent memory of people and events. For instance, in the above example Adina just logged in, and the JiBot announced to everyone that she has arrived and who she is.

Modern Social Software

Chatbots & Proxies

Chat Butler
(Joi Ito's "Jibot")

URL irc://greenode.joito Mode +n Users 108, 1(@), 0%, 0%

Topic RIP, Jef Raskin: <http://www.digibarn.com/friends/jef-raskin/index.html> | <http://jef.raskincenter.org/home/index.html>

<jeannelap> a "fraud", Poo?

<alevin> joito++

jeannelap wonders with Poo is talking about

<jeannelap> ADINA!

<alevin> ?karma joito

<jibot> joito has 97 points

<cadence90> haha

<alevin> hi, jeannie

<jeannelap> You just pop in to check on Joi's karma, Adina?

<cadence90> alevin++

<alevin> (somebody asked me to demo karma)


<alevin> 😊

<adamhill> hey adina

<alevin> hi adamhill

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The JiBot can also store persistent information, such as kudos called karma that participants can give to other participants for good efforts. It can tell you how long it has been since certain people had used the chat room, store and forward information for future participants, and it has many other features. JiBot is still sort of a toy, but I think there is some real future here.



**Modern
Social
Software**

Chatbots &
Proxies

IM Login Status	
skotosboss	logged in 9 minutes ago from 70.58.77.1
christopherrayallen	logged in 8½ minutes ago from 70.58.77.1
179444319	logged in 6½ minutes ago from 70.58.77.1

Recent Chats	
IM Handle	When
247448034	2½ days ago
johnbuckman	2½ days ago
kirindave	4 days ago
clairengan	5½ days ago
37693296	6½ days ago
33549458	6½ days ago
sissybug7445	6½ days ago
jackel0pe	7½ days ago
chazathoth	7½ days ago
aiza_cano	8½ days ago

URLs, Emails, and Phone Numbers	
IM Handle	Found
jackel0pe	707-292-0000
izamick	shazam@hushmail, fezwoggin@...tom...hmm. These would be the

Chat w/Persistence

(IMSmarter Proxy)

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Here is an example of a Chat Proxy -- instead of residing in the chatroom, the innovation of the Proxy is that it resides between you and the Chat Room, and act as your personal secretary. Here is IMSmarter, a Chat Proxy that watches your Instant Message traffic. It keeps track of who and when you've spoken to various people last, and also keeps track of phone numbers, emails, and links that you've sent or received.

Modern Social Software
Chatbots & Proxies

Chat w/Persistence
(IMSmarter Proxy)

IMSmarter™ THE SMART NEW WAY TO ENHANCE YOUR INSTANT MESSENGER.

Home Account Blog Developer Forums Help Logout

Search Chats skotos all chats Search Chats

Showing matching messages 1 - 25 of 55 for skotos

February 16 2005, 8:00 PM	jackel0pe	skotos has come a long way it sounds.
February 16 2005, 7:59 PM	jackel0pe	We also have the award winning Ticket to Ride at Skotos now.
February 16 2005, 7:58 PM	jackel0pe	really, is this Skotos specific?
February 14 2005, 6:45 PM	jzamick	lovecraft.skotos.net
February 14 2005, 5:48 PM	jzamick	Hey there... was going to take a look at some of the Skotos games finally... :) How do I go about doing it? Any way to get a temp acct?
February 7 2005, 2:33 PM	FRandallFarmer	Not sure what to do about GDC. It is close by this time, and Shannon hates the schmoozing thing, but I'm really not very deeply involved with Skotos right now.
February 1 2005, 4:08 PM	37693296	troll.skotos.net/twiki/bin/view/Builders/EngProjectList
February 1 2005, 4:07 PM	37693296	troll.skotos.net/twiki/bin/view/Skotos/EngPriority
February 1 2005, 2:32 PM	37693296	It got into Skotos-Inbox now.
February 1 2005, 2:19 PM	37693296	(right now my outlook is stuck trying to read skotos/christophera/ProbabJunk -- still too many messages in there to open, I guess.
February 1 2005, 2:15 PM	37693296	everything to everybody@skotos.net I'm not getting, but I am getting eno-fire.

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It also serves as a searchable archive for your personal instant message traffic. Here you can see a number of conversations that I had with different people about a company called Skotos.

Like JiBot, this social software is in it's infancy, but I see some great promise here.

Types of Social Software



- ▶ Modern Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Chatbots (Chat w/Butlers)
 - ▶ Chat Proxies (Chat w/Persistence)
 - ▶ Cooperative Editors



39

The next type of synchronous social software are what I call Cooperative Editors.

The image shows a screenshot of the SubEthaEdit application on a Macintosh. The window title is "Meeting Minutes". The main text area contains the following content:

```
1  
2  
3  
4 Time: 17.03.2003, 16:40  
5 Participants: Martin Ott, Martin Pittenauer, Dominik Wagner  
6 Minute Taker: all  
7  
8  
9 Release Plan:  
10 16.40 - Code, code, code  
11 17.30 - Release, release, release  
12 18.00 - Party.  
13  
14  
15 After Release Plan:  
16 - Vacation  
17 - Bug fixes  
18 - New features  
19 - WDC  
20  
21  
22  
23  
24  
25
```

The text is color-coded: "Time" is green, "Participants" is blue, "Minute Taker" is pink, "Release Plan:" is blue, "16.40 - Code, code, code" is green, "17.30 - Release, release, release" is blue, "18.00 - Party." is pink, "After Release Plan:" is blue, and the list items are pink. The status bar at the bottom shows "Default Spaces (4) (LF) Unicode (UTF-8) 60w".

On the left side of the screenshot, there is a green vertical bar with a logo consisting of a green leaf and the Greek letter alpha (α). Below the logo, the text reads "Modern Social Software" and "Cooperative Editors".


On the right side of the screenshot, there is an "Access Control" panel. It is currently "Locked". Below the lock, there are three user entries:

- Martin Pittenauer: 20:0 (Read/Write)
- Martin Ott: 12:8 (5) (Read/Write)
- Dominik Wagner: 10:20 (4) (Read/Write)

At the bottom of the screenshot, there is a green bar with the text "SubEthaEdit (Macintosh)".

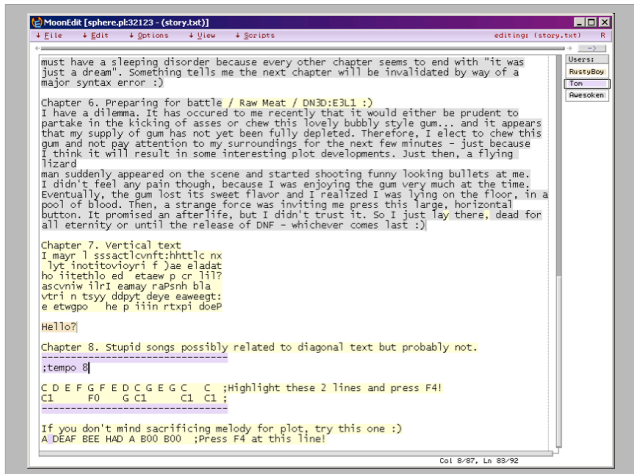
40

This one is called SubEthaEdit, which is available for the Macintosh. Here you see three users, each of whom can simultaneously edit this page, everyone at the same time. The colors you see, blue, green, and pink, show who wrote what. I've used SubEthaEdit during teleconferences and at big conventions to keep running notes about the current discussion, making it even better than a chat backchannel, as you can correct your notes, and collaboratively create a final document.



**Modern
Social
Software**

Cooperative
Editors



MoonEdit (Win/Linux)

41

This is a similar product called MoonEdit, which works on Windows and Linux.

Types of Social Software



- ▶ Modern Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Asynchronous (Different Time)



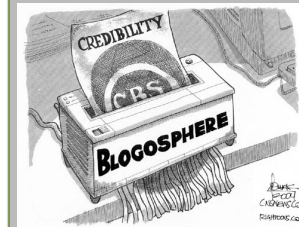
42

Those were the synchronous modern social software, here are the asynchronous ones:

Types of Social Software



- ▶ Modern Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Asynchronous (Different Time)
 - ▶ Blogs (Shared Diaries)



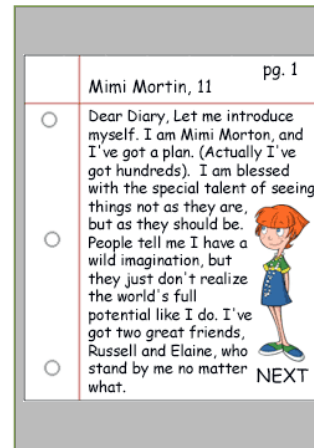
43

I'm sure everyone here has heard of blogs, even if you don't understand them. At the simplest level that are a shared online diary.

Types of Social Software



- ▶ Modern Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Asynchronous (Different Time)
 - ▶ Blogs (Shared Diaries)
 - ▶ “A frequent and chronological publication of personal thoughts, pictures and weblinks”



44

My personal favorite definition of a blog is “A frequent and chronological publication of personal thoughts, pictures and weblinks”.

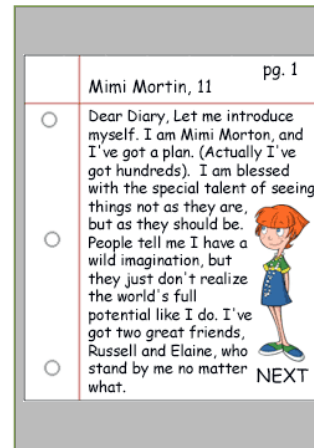
The key words for me in this definition are chronological and personal -- both seem to be an essential element of what makes up a blog.

Other speakers will be telling you a lot more about blogs in the next few days, but I'd like to introduce you to a few key concepts as to how they are “Social Software”.

Types of Social Software



- ▶ Modern Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Asynchronous (Different Time)
 - ▶ Blogs (Shared Diaries)
 - ▶ “A frequent and chronological publication of personal thoughts, pictures and weblinks”
 - ▶ Group Authored to Many
 - ▶ Personal Shared to Many
 - ▶ Personal Shared to Private



45

There appear to be three broad kinds of social interaction in blogs. First, there are the group blogs -- these are written by multiple people, with a common interest, who create postings and share them with others. The second is the most common type of blog -- a personal blog, written with the voice and opinions of a single individual, which are shared with the public. Last are personal blogs that are shared only with a small number of people, say a few friends, or just professional colleagues behind a corporate firewall.

Modern Social Software
Blog

Life With Alacrity
Alacrity, noun. From the Latin alacritas meaning promptitude. Similar to meaning to its synonyms Velocity and Celerity, all three mean quickness in action or movement. Alacrity stresses promptness in response to a suggestion or command, cheerful and eager willingness, appropriate quickness, and in general the beginning of fast movement.

Dunbar Triage: Too Many Connections

As someone who now has over 171 professional "connections" in my LinkedIn Profile, 198 "friends" on Orkut, many more non-intersecting friends and acquaintances on Tribe.Net, LiveJournal, and other social networking services, as well as a plethora of correspondents that I only interact with via email, I am trying to reconcile a mismatch between my connections and my own Dunbar Number.

A blog on social software, collaboration, trust, security, privacy, and internet tools, by Christopher Allen.

- Email Me
- Full RSS
- Comments RSS

My blog "Life With Alacrity"

46

Lets take a look at one blog and how it works socially. I write a blog called "Life With Alacrity", which is largely read only by the community of people interested in social software. Here is my most recent post, which, like in most blogs, will be at the top until replaced by a new post.

Posted on February 3, 2005 at 03:05 PM in [Social Software](#) | [Web/Tech](#) | [Permalink](#)

TrackBack

TrackBack URL for this entry:
<http://www.typepad.com/1/track-back/1774211>

Listed below are links to weblogs that reference [Dunbar Triage: Too Many Connections](#):

> [Chris Allen on "Dunbar Triage"](#) from Software Only
Chris graces us with one of his extremely thoughtful pieces regarding the fabric of social networking/software: Life With Alacrity: Dunbar Triage: Too Many Connections. This time he looks at the issue of maintaining relationships across multiple social... [\[Read More\]](#)

Tracked on February 4, 2005 03:09 PM

> [Tools and triage time.](#) from ALLABOUTGEORGE.com
I miss toggling between panes the way I like to in NetNewsWire, but I really, really like having e-mail and RSS together in trying out Thunderbird's RSS reader. (RSS

Trackbacks

47

After posting my blog, a number of people read it, and some decided to write something about it either in comments of my blog, or by postings in their own blog. So how do I know that they've written something in their own blog? I know this though a feature called trackback.

TrackBack

TrackBack URL for this entry:
<http://www.typepad.com/t/trackback/1774211>

Listed below are links to weblogs that reference **Dunbar Triage: Too Many Connections**:

> [Chris Allen on "Dunbar Triage"](#) from Software Only
Chris graces us with one of his extremely thoughtful pieces regarding the fabric social networking/ software: Life With Alacrity: Dunbar Triage: Too Many Connections. This time he looks at the issue of maintaining relationships across multiple social... [\[Read More\]](#)

Tracked on February 4, 2005 03:09 PM

Trackbacks

48

Here you can see my post's "Trackback URL". When someone else wrote about my post in their blog, their blog software notified my blog that there is a connection between the two posts. I can click on the trackback, and see...

The screenshot shows a blog page with a green sidebar on the left and a main content area on the right. The sidebar contains a logo with a green leaf and the Greek letter alpha, the text 'Modern Social Software', and the word 'Blog'. The main content area has a red header with the title 'Software Only' and the subtitle 'It's the Software, Stupid!'. Below the header is a navigation menu with links like '< Why privacy matters: Challenges and Opportunities | Main | Update: Social Media Consolidation - Act 2: Jeeves buys Bloglines >'. The main article is dated 'February 04, 2005' and titled 'Chris Allen on "Dunbar Triage"'. The article text begins with 'Chris graces us with one of his extremely thoughtful pieces regarding the fabric of social networking/software: Dunbar Triage: Too Many Connections. This time he looks at the issue of maintaining relationships across multiple social networks and systems, especially in light of Dunbar's theory that 150 is the upper limit of efficient social networks. Chris offers shares views as to how such networks can be maintained, and filtered.' The sidebar on the right includes sections for 'BUZZNET GALLERIES', 'Picture of the Day', 'Events: A Conference', and 'Main Photoblog'. At the bottom of the main content area, there are logos for 'Powered by FeedBurner', 'MY YAHOO!', and 'newsator'. A green footer bar at the bottom of the page contains the text 'A reader blogs'.

49

...someone else's opinion on my posting. This fast feedback is incredibly gratifying, and part of the reason why writing blogs is so addictive.

The image shows a screenshot of the Technorati search engine interface. On the left is a green sidebar with a logo featuring a green flame and the Greek letter alpha (α), and the text "Modern Social Software" and "Blog". The main content area has a grey header with the "Technorati" logo and "Sign in" and "Help" buttons. Below the header is a search bar containing the URL "http://www.lifewithalacrity.com/2005/02/dunbar_triage_t.html" and a "Search" button. The search results section shows "Cosmos Search Results:" followed by the URL and a "Make this a Watchlist" link. It reports "4 links from 3 sources in the past 7 days" and "Query took 0.668 seconds". The results are sorted by "Most Recent | Authority". The main result is titled "The Evolving Sociology .. and Engineering .. of... , Feb 20." and is 7 hours old. The snippet reads: "we work with integrity and artistry at being clear and honest and respectful, no matter whom we meet and with whom we connect. The full piece by Christopher Allen, at Life with Alacrity, is here ... **Dunbar Triage - Too Many Connections** Wirearchy :: Main Page". A link to "Wirearchy :: Main Page" is shown with "74 links from 31 sources". To the right of the main result is a "Sponsored Links" section with two items: "Gigabit Ethernet Server Adapters" and "Networking Anytime, Anywhere With".

50

There are also a number of online services that take advantage of this trackback mechanism to watch blogs postings as they are posted. Here is one, Technorati, which notes that this particular blog post has had 4 new links in the last 7 days.

Modern Social Software
Blog

Feedster
SEARCH | LINKS | BLOGS | JOBS | FEEDFINDER | MYFEEDSTER | MORE...
http://www.lifewithalacrity.com/2005/02/dunbe Search
Advanced Search

Subscribe to Search
Get Search by Email
Explain Search
Online Help

Link Search - Who's linking to whom 29 results / Page 1 of 3

We guessed that you want Link Search results. You can also perform a [general search](#).

Life With Alacrity: Dunbar Triage: Too Many Connections [MyFeedster](#)
[Get by Mail](#)
I read "Life With Alacrity: Dunbar Triage: Too Many Connections" a couple of days ago and then today, someone who I had asked to be a friend on MySpace emailed me and asked me how I was doing. My instant response was to ask him if we had...
From [Bruce Eisner's Vision Thing - 236](#) - Published 1 week, 3 days ago - [Cached](#) - [Similar](#) - [Doc](#)

Networkers Beware [MyFeedster](#) [Get by Mail](#)
Hmmm, maybe all these internet networking portals could have down falls? Maybe I should re-evaluate my little "digital networking" experiment? Christopher Allen, at Life with Alacrity, is warning us all about the hazards to internet...
From [whosnick.com - 245](#) - Published 1 week, 6 days ago - [Cached](#) - [Similar](#) - [Doc](#)

51

This is another tracking service, called "Feedster", which shows that since I wrote my post, 29 posts have been written referring to it.

Modern Social Software
Blog

Life With Alacrity
Alacrity, nowa. From the Latin alacritas meaning promptitude. Similar to meaning to its synonyms Velocity and Celerity, all three mean quickness in action or movement. Alacrity stresses promptness in response to a suggestion or command, cheerful and eager willingness, appropriate quickness, and in general the beginning of fast movement.

Dunbar Triage: Too Many Connections

As someone who now has over 171 professional "connections" in my LinkedIn Profile, 198 "friends" on Orkut, many more non-intersecting friends and acquaintances on Tribe.Net, LiveJournal, and other social networking services, as well as a plethora of correspondents that I only interact with via email, I am trying reconcile a mismatch between my connections and my own Dunbar Number.

A blog on social software, collaboration, trust, security, privacy, and Internet tools, by Christopher Allen.

- Email Me
- Full RSS
- Comments RSS

RSS Links


52

So how is all this interconnection possible? Through something called RSS, or Real Simple Syndication.

The image shows a screenshot of a blog page layout. On the left is a green sidebar with a logo of a green leaf with a white Greek letter alpha (α) inside it. Below the logo, the text reads "Modern Social Software" and "Blog". The main content area is divided into three columns. The first column contains a large image of a blue, abstract, circular pattern of dots. The second column contains a portrait of a man with a beard and glasses. Below the portrait, there is a short paragraph of text: "A blog on social software, collaboration trust, security, privacy, and internet tools, by Christopher Allen." Below this text are three links: "Email Me", "Full RSS", and "Comments RSS". The "Full RSS" link is highlighted with a mouse cursor. At the bottom of the page is a green banner with the text "RSS Links".

53

On almost every blog page, and now many other types of online content, you will see a link to “RSS”. If you click on this link...



Modern Social Software
Blog

```
<?xml version="1.0" encoding="utf-8" ?>
- <rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
  xmlns:dc="http://purl.org/dc/elements/1.1/"
  xmlns:sy="http://purl.org/rss/1.0/modules/syndication/"
  xmlns:admin="http://webns.net/mvcb/"
  xmlns:content="http://purl.org/rss/1.0/modules/content/"
  xmlns:cc="http://web.resource.org/cc/" xmlns="http://purl.org/rss/1.0/">
- <channel rdf:about="http://www.lifewithalacrity.com/">
  <title>Life With Alacrity</title>
  <link>http://www.lifewithalacrity.com/</link>
  <description>A blog on social software, collaboration, trust, security, privacy, and internet
  tools, by Christopher Allen.</description>
  <dc:language>en_US</dc:language>
  <dc:creator />
  <dc:date>2005-02-03T15:05:50-08:00</dc:date>
  <admin:generatorAgent rdf:resource="http://www.typepad.com/?v=1.5.1" />
- <image>
  <url>http://www.alacritymanagement.com/images/ChristopherAllen(48x48).gif</url>
  <title>Life With Alacrity</title>
  <link>http://www.lifewithalacrity.com/</link>
  <width>48</width>
  <height>48</height>
</image>
- <items>
  <rdf:Seq>
    <rdf:li
      rdf:resource="http://www.lifewithalacrity.com/2005/02/dunbar_triage_t.html" />
    <rdf:li
```

An RSS file using XML

54

... you will see computer readable XML data that represents the semantic data about your blog posting, including the text of your post, date, keywords, links, etc. It is this RSS information that ties what is known as the “blogosphere” together.

Top 40 | Top News | Top Posts | Word Bursts | News Bursts | Top Wishlist | Top Weblogs | Blogstats

DAYPOP Search | News & Weblogs

Top Weblog Posts updated 2005-02-27 12:45:01 XML

This Top Posts page is for following the most popular weblogging posts that are making the rounds in the blogging world. For a filtered list of news articles that are popular today, try the [Top News](#) page. For an unfiltered list of top links, check out the [Top 40](#).

[New Weblog, Community](#) Free blog & avatar publishing tools community as neighbor, club, square

[Free Blog](#) Create Your Own Blog - Its Free Post, Publish, Get Feedback Ads by Google

1. ["OPINION: The Making Of A 9/11 Republican"](#)
[SF Gate: News and Information for the San Francisco Bay Area](#)
 sfgate.com/cgi-bin/article.cgi?file=/g/a/2005/02/24/cstillwell.DTL - [Citations](#)
2. ["Google Movies, Yet Another Category Killer, from Ben Hammersley's Dangerous Precedent"](#)
[Ben Hammersley](#)
 www.benhammersley.com/weblog/2005/02/24/google_movies_yet_another_category_killer.html - [Citations](#)

DayPop Top Posts

55

For instance, Daypop is a service that uses this RSS information to tell you which posts are the most popular today, what interesting new words and news are being talked about today, and who the top webloggers are.

Each of these services, Technorati, Feedster, Daypop, and many more, help people navigate the blogosphere. I can subscribe to specific blogs, or subscribe to specific topics, or subscribe to postings that are of interest to different communities. I get to choose what I want to meet my needs.

Types of Social Software



- ▶ Modern Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Asynchronous (Different Time)
 - ▶ Blogs (Shared Diaries)
 - ▶ Wiki (Collaborative Web Pages)



56

I showed you some synchronous collaborative editing tools earlier. Wikis are the asynchronous equivalent.

The image is a composite graphic. On the left is a green vertical bar containing a stylized green leaf logo with a white Greek letter alpha (α) inside it. Below the logo, the text reads "Modern Social Software" and "Wiki". In the center is a screenshot of a Wikipedia article titled "Heavy metal umlaut". The article text discusses the use of umlauts in heavy metal band names and logos, mentioning "Germanic 'toughness'" and "heavy metal umlauts". It also references a parody in the film "This Is Spinal Tap" and a quote from "Spin magazine". To the right of the article text is a small image of the Motorhead logo. Below the article text is a "Contents" table of contents and a "Umlauts and diaereses" section. On the right side of the screenshot, there is a small image of the Motorhead logo with a caption: "The graphic designer added the umlaut to the cover of Motorhead's first album for aesthetic reasons." At the bottom of the composite image is a green horizontal bar with the word "Wikipedia" in white.


57

Here is Wikipedia, a wonderful free encyclopedia on the internet, completely written by internet users at large. This encyclopedia already has more entries in it than the Encyclopedia Britannica.

Here is a very obscure entry, on the use, by heavy metal rock bands, of a germanic character resembling an umlaut. This entry goes into the detail of what is an umlaut, the history of use and misuse of the umlaut by rock bands, and how the idea of using special characters in band logos has spread. It is quite a deep scholarly entry about a very obscure topic.

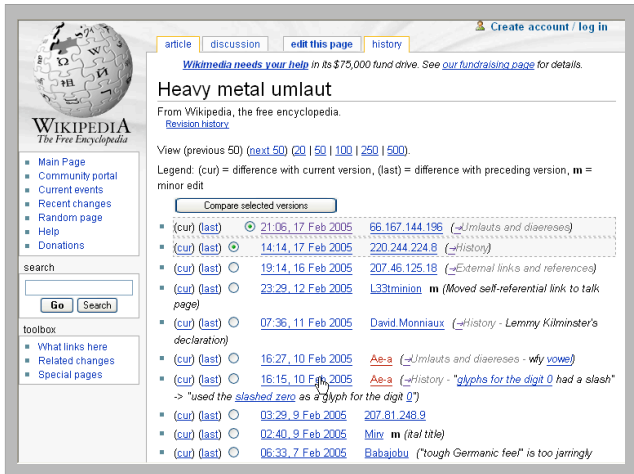
58

If I were a heavy metal fan, I might have noticed an error in this article -- maybe the date of the founding of a rock band was wrong, or if I was a germanic language specialist I might know something different about the historical use of the umlaut. So all I have to do to correct this article is to click on "Edit this Page", and the raw text of this article is available for me to edit. Anyone can do it -- you don't need permission.



Modern
Social
Software


Wiki



Wiki History

59

So how is this possible? Wouldn't bad information be put into the Wiki? Part of the reason that this doesn't happen is because Wikis keep track of history. Every change that someone makes to a wiki page is tracked, and if someone makes a bad change, the wiki page can be reverted the last known good page.



Modern Social Software

Wiki

Updates in the last 7 days

[1 day](#) | [2 days](#) | [7 days](#) | [30 days](#) | [45 days](#)
[List new changes starting from](#) February 21, 2005 2:04 pm

February 21, 2005

- [\(diff\) ProjetMeatBall](#) 2:04 pm [[fr] first draft... to be continued.] [ChristopheDucamp](#)
- [\(diff\) FaqWiki](#) 1:50 pm [[fr] first draft translation of WikiFaq ; any idea on the way to translate in french "bilabial fricative"] [ChristopheDucamp](#)
- [\(diff\) WzWikiServer](#) 1:28 pm (8 changes) 082-146-104-168.dyn.adsl.xs4all.be
- [\(diff\) LaLeve](#) 10:19 am [[fr] First draft translation to be continued on discussion] [ChristopheDucamp](#)
- [\(diff\) MeatballWiki](#) 9:29 am (292 changes) [Guess that is ambien and alcohol ambien and alcohol! http://ambien-and-alcohol.uni.cc] 195-238-48-12.direcpc.eu.com
- [\(diff\) LangueFrancaise](#) 9:24 am (5 changes) [LaLeve could the official translation of BarnRaising (via Charles)] [ChristopheDucamp](#)
- [\(diff\) CharlesNepote](#) 8:55 am [EtoileDeGrange pour Charles ; he translated BarnRaising in LeveDeGrange : I love it for LangueFrancaise !] [ChristopheDucamp](#)
- [\(diff\) TourBusChanges](#) 8:43 am [Desynchronization detected!] 65.110.6.133
- [\(diff\) ErnstGruber](#) 7:27 am chello062178106047.8.12.vie.surfer.at
- [\(diff\) AntiAuthoritarian](#) 6:43 am (3 changes) [HelmutLeitner](#)

Wiki Recent Changes

60

In addition to being able to edit pages and keep track of page changes, one feature that all wikis have in common is to see the recent changes to all the entries. Here is the list of recent changes in another wiki. You can see all the entries that have changed in the last few days, and if you are member of this wiki's community, you'll keep an eye on these recent changes to ensure that every entry is of high quality.

Types of Social Software

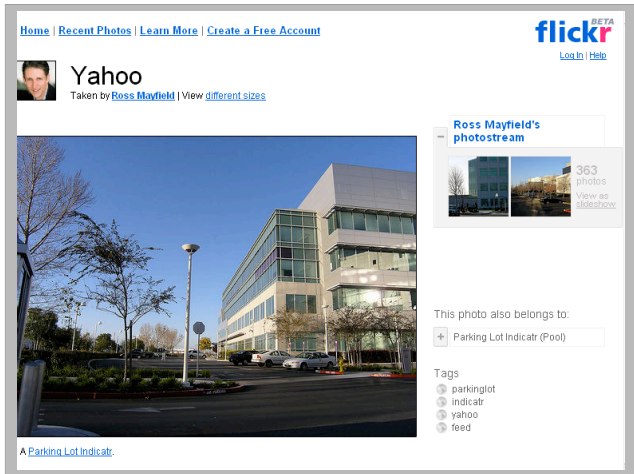


- ▶ Modern Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Asynchronous (Different Time)
 - ▶ Blogs (Shared Diaries)
 - ▶ Wiki (Collaborative Web Pages)
 - ▶ Collaborative Sharing



61

Another type of asynchronous social software is what I call “Collaborative Sharing”. These are servers that let you share information with others in a way that adds value to all the other users. In particular, they help you create in your communities a shared language, a “folksonomy” of keywords.



The image shows a screenshot of a Flickr photo page. On the left, there is a green vertical banner with a white Greek letter alpha (α) logo and the text "Modern Social Software" and "Collaborative Sharing". The main content area shows a Flickr page for a photo titled "Yahoo", taken by Ross Mayfield. The photo depicts a modern multi-story building with a glass facade and a parking lot in the foreground. To the right of the photo, there is a sidebar with the Flickr logo, a user profile for Ross Mayfield, and a list of tags including "parkinglot", "indicatr", "yahoo", and "feed". Below the photo, there is a caption "A Parking Lot Indicatr" and a link to "Parking Lot Indicatr (Pool)".

Photo Sharing
(Flickr)

62


Here is one example, Flickr, a photo sharing site. The ability to upload photos online has been around for some time, but Flickr added a strong social element to this sharing. Here is an example -- there is a myth in Silicon Valley that you can see what companies are getting ready to release a new product by looking at the number of cars in the parking lot during weekends. If there are lots of cars, the company is crunching to finish a new product. Using Flickr, a number of people are each uploading their own photographs of various company parking lots on weekends, sharing them together, and discussing them online. There are now thousands of different groups sharing images for fun using Flickr.

The image shows a screenshot of a del.icio.us search results page. On the left, there is a green sidebar with a logo of a green leaf with a white Greek letter alpha (α) inside it. Below the logo, the text reads "Modern Social Software" and "Collaborative Sharing". The main content area shows the del.icio.us search interface. At the top, it says "del.icio.us / search settings | search | bookmarks | inbox | logout". Below that is a search box containing "social software" and a "Submit Query" button. The search results show "» searched your bookmarks for social software ... 4 items found." The first result is "Social Bookmarks Chart 1.0" with a description: "Table comparing features of various online bookmark services" and a list of tags: "table chart comparison features bookmark service social Furl Spurl del.icio.us HLOM Gibeo CiteULike Connotea Linkroll openBM Simpy FeedMe by ChristopherA ... and 24 other people ... edit this item". The second result is "Mozilla Firefox del.icio.us extension" with a description: "Adds context menu integration, toolbar integration, sidebar integration, nutr.icious.us support, keyboard shortcuts, and social find" and tags: "Firefox Mozilla bookmark context del.icio.us extension nutr.icious.us sidebar toolbar utility metadelicious by ChristopherA ... and 131 other people ... edit this item". The third result is "CodeCon 2005 (Demo for geeks by geeks): Program Sessions" with a description: "CodeCon is the premier showcase of cutting edge software development. It is a workshop for developers of real-world applications with working code and active development projects. All presentations will be given by one of the active developers, and accomp" and tags: "codecon codecon2005 program sessions technology cypherpunk hacks geek by ChristopherA ... and 23 other people ... edit this item". The fourth result is "UltraGleeper: a Recommendation Engine for Web Pages" with a description: "As demoed at CodeCon 2005. The Ultra Gleeper takes your weblog". At the bottom of the screenshot, there is a green box with the text "Link Sharing (del.icio.us)".

63

Here is another example of collaborative sharing, delicious. This service allows me to post bookmarks to share with others. The real power of delicious is when collectively we can see what other people, in particular friends and colleagues, have bookmarked on related topics.

Here we see a few of my own delicious bookmarks on the topic of social software. The first one was also bookmarked by 24 other people. I click on that link:



**Modern
Social
Software**

Collaborative
Sharing

del.icio.us / url

[socialbookmarks.pdf \(application/pdf Object\)](#)
to del.icio.us bookmarks tagging by hurricane ... on 2005-02-25 ... copy this item

[socialbookmarks.pdf \(application/pdf Object\)](#)
Great comparison of social bookmarking programs
to social tagging del.icio.us created by apradunford ... on 2005-02-22 ... copy this item

[socialbookmarks comparison chart](#)
to social bookmarks guide by prau ... on 2005-02-19 ... copy this item

[socialbookmarks.pdf \(application/pdf Object\)](#)
to bookmarks by noondesertsy ... on 2005-02-19 ... copy this item

[Social Boomarking tools chart v.1.1](#)
to SocialSoftware Tagging by thob ... on 2005-02-17 ... copy this item

[socialbookmarks.pdf \(application/pdf Object\)](#)
to social bookmarks by sonnyotewars ... on 2005-02-17 ... copy this item

[socialbookmarks.pdf](#)
Social Bookmark Services Compared
to del.icio.us Furl Social Spurl Interesting Useful by NinthWave ... on 2005-02-17 ... copy this item

[Social bookmarks' charts](#)
to social-software social-bookmarks by spdegabrielle ... on 2005-02-16 ... copy this item

[socialbookmarks.pdf \(application/pdf Object\)](#)
social bookmarking engines side-by-side feature comparison. Author uses spurl+del.icio.us
to linklogging del.icio.us by sebpaquet ... on 2005-02-14 ... copy this item

common tags

- 8 del.icio.us
- 6 social
- 4 bookmarks
- 3 tagging
- 3 bookmark
- 2 spurl
- 2 service
- 2 furl
- 2 citeulike
- 2 socialsoftware

many bookmarks to same page
(del.icio.us)

64

Here we see all of the various bookmarks to this specific URL by different users. I can click on sebpaquet to see what else he has bookmarked recently....

The image shows a screenshot of a del.icio.us bookmark page. On the left, there is a green sidebar with a logo of a green leaf with the Greek letter alpha (α) inside. Below the logo, the text reads "Modern Social Software" and "Collaborative Sharing". The main content area is a white box with a grey border. At the top, it says "del.icio.us / sebpaquet by Sebastian Paquet". Below that, there are navigation links like "bookmarks | inbox | post | settings | logout | about | popular" and "subscribe | ignore". The main content features a link titled "Social Software in the Academy Workshop" with a description: "A new wave of tools for communication and collaboration has surfaced under the name 'social software' including tools like weblogs, wikis, del.cio.us, Flickr, tagging, etc. Researchers are exploring how these tools fit into everyday life and how they can...". To the right of the main content is a list of "all tags" including "academia", "adaptability", "age", "aggregator", "amateur", "answers", "app", "arch", "art", "attention", "authority", "authorship", "behavior", "bibliography", "BigChallenges", "blog", "BlogAddons", "BlogCo", "blogReading", "blogResearch", "biogroll", "blogServiceDesign", "book", "boston", "breeze", and "bidding". At the bottom of the screenshot, there is a green banner with the text "discovery of new links (del.icio.us)".

65

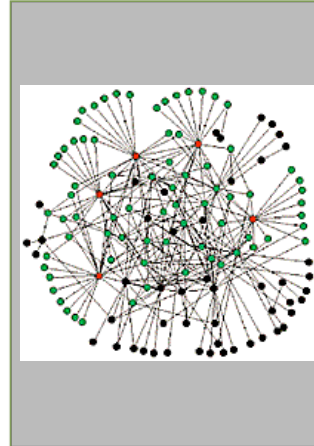
And here I see an interesting bookmark on Social Software that I've not seen before.

This ability to shared and discover bookmarks is a very different experience then google. Not only do you know that someone else thinks this document is important, but you also can communicate with the bookmark author to see what they thought of the bookmarked document.

Types of Social Software



- ▶ Modern Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Asynchronous (Different Time)
 - ▶ Blogs (Shared Diaries)
 - ▶ Wiki (Collaborative Web Pages)
 - ▶ Collaborative Sharing
 - ▶ Social Networking



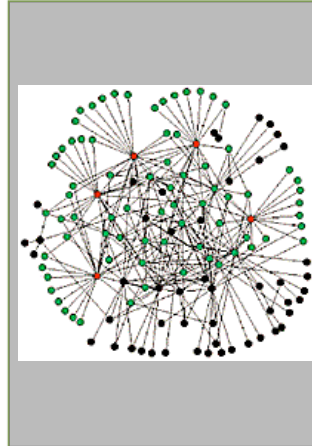
66

The next category of asynchronous social software is known as “Social Networking”. These all work on the principle of “six degrees of separation”, a theory that everyone in the world can be reached through a link of six friends.

Types of Social Software



- ▶ Modern Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Asynchronous (Different Time)
 - ▶ Blogs (Shared Diaries)
 - ▶ Wiki (Collaborative Web Pages)
 - ▶ Collaborative Sharing
 - ▶ Social Networking
 - ▶ Professional Networks



67

Social Networking has become recently a very popular social software category, with over 380 different services that have social networking features, and more on the way. They do appear to fit into a number of broad sub-categories. The first is social networking for professional networks.

The image shows a screenshot of a LinkedIn professional profile. On the left, there is a green sidebar with a logo and text: "Modern Social Software" and "Social Network Services: Professional". The main content area displays the LinkedIn interface with a navigation bar (Home, Find People, Find Jobs, Find Services, My Profile, My Contacts) and a sub-navigation bar (Profile, Endorsements, Contact Settings). The profile is for Christopher Allen, an Entrepreneur, Visionary & Technologist in the San Francisco Bay Area. It lists his current role as a writer and columnist at Life With Alacrity, and his previous roles as founder and chairman at Skotos Tech Inc. and founder/general manager at Alacrity Ventures. It also lists several companies he has worked for, including Magnatune, MG Taylor Corporation, Certicom Corp, Consensus Development, America Online (AOL), and Dreams of the Phoenix. The primary industry is listed as Internet. A summary section describes him as an entrepreneur, advisor, and technologist specializing in online security and social software. A connections widget shows 201 connections.

68

Here is LinkedIn, a professional introduction network. Here we see my professional profile, along with a summary of who I am, my interests, and my professional work history. Also you can see that I have many connections, some of which may be people you know or want to know.

The screenshot displays a LinkedIn interface with a green sidebar on the left containing the logo and text: "Modern Social Software" and "Social Network Services: Professional". The main content area is titled "Comments from Forwarders" and contains a note from Gifford Pinchot to Christopher Allen dated February 23, 2005, asking to pass a request to Dorit. Below this is a "Request Details" section showing the request is from Gifford Pinchot to Dorit Matthews, dated February 23, 2005, with a status of "Request moving quickly". A diagram below the details shows a path from Gifford Pinchot to Christopher Allen to Dorit Matthews. At the bottom, a green box contains the text "A 2 Degree Request (LinkedIn)".

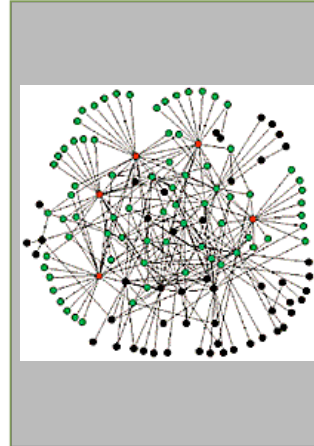
69

Using LinkedIn, you can forward requests between these connections. Here is a second degree request, where one of my connections has requested contact with different one of my connections. LinkedIn supports not only these simple 2 degree requests, but also supports 3 and 4 degree requests. These may pass through as many as 3 intermediaries before reaching the final recipient.

Types of Social Software



- ▶ Modern Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Asynchronous (Different Time)
 - ▶ Blogs (Shared Diaries)
 - ▶ Wiki (Collaborative Web Pages)
 - ▶ Collaborative Sharing
 - ▶ Social Networking
 - ▶ Professional Networks
 - ▶ Friend Networks



70

Another popular subtype of social networking software is the friends network.



**Modern
Social
Software**

Social Network
Services:
Friends



**Friend Profile
(Orkut by Google)**

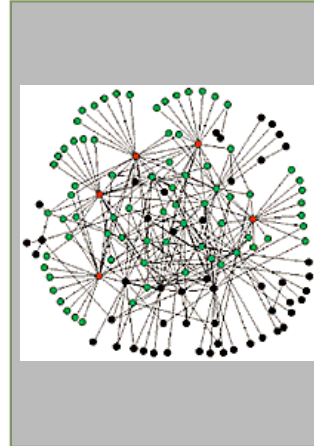
71

Here is one of the more popular friends networks, Orkut, which is in beta from Google. We can see that it is different from the professional social network software -- the information you share is much more casual, it emphasizes photos of your friends, and most notably different from professional social networks, you list various communities that you belong to and share interests with.

Types of Social Software



- ▶ Modern Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Asynchronous (Different Time)
 - ▶ Blogs (Shared Diaries)
 - ▶ Wiki (Collaborative Web Pages)
 - ▶ Collaborative Sharing
 - ▶ Social Networking
 - ▶ Professional Networks
 - ▶ Friend Networks
 - ▶ Meeting Facilitation



72

Another sub-category are social networks for meeting facilitation.

The image shows a screenshot of the Meetup website interface. On the left, there is a green sidebar with the Meetup logo (a green leaf with a white alpha symbol) and the text "Modern Social Software" and "Social Network Services: Meetings". The main content area is a screenshot of the Meetup search results page. At the top, there are navigation links for "Home", "Sign In", "Register", and "Help". Below that, there are buttons for "START A MEETUP GROUP" and "FIND A MEETUP GROUP". A yellow banner indicates that the Terms of Service have been updated. The search results for "Cancer" show 25 results. The "Meetup Topics" section lists several categories: "Lung Cancer Survivors" (27 Meetup Groups), "Ovarian Cancer Survivors" (36 Meetup Groups), "Breast Cancer Survivors" (322 Meetup Groups), and "Lymphoma" (No Meetup Groups yet). The bottom of the screenshot features a green banner with the text "Finding Meetings (Meetup)".

73

Here is Meetup, which became very popular during the last election season, used by both Democrats and Republicans. This software allows you to find people of common interests and meet with them in person. Here we see a search for groups meeting on the topic of various kinds of cancer -- you can see 27 groups meeting in person to talk about lung cancer, 36 on ovarian cancer, and 322 groups for breast cancer survivors. Likely one of those will located be near you.



**Modern
Social
Software**

Social Network
Services:
Meetings



From: Nina Davis & Jeff Ubois
Location: Jeff's place
1412 Scenic Ave, Berkeley, CA
[View Map](#)
When: Saturday, January 22, 11:00am to 2:30pm
Phone: 510.717.5985

Happy New Year! It's 2005 (also soon to be the Year of the Rooster), and we hope you're ready for another monthly-ish brunch.

As usual (I hope) it will be a time for good conversations with interesting people; feel free to bring your significant other and munchkins. We'll have mimosas and other brunch basics, plus any tasty thing you decide to bring.

Guest List

Who's coming?

15 11 24 66

As of February 21, 2005, 2:03 pm.

Because of the large number of invitees -- the responses have been condensed (Use the links to expand any section)

Definitely 15

Nina Davis & Jeff Ubois (The Organizer)
rachna (+ 1 guest)
you know I can not refuse a hat party :)

Reply Here

Guest Options

Check out the New Evite

- ▶ [Find your friends favorite bars and restaurants](#)
- ▶ [See what's happening in your area](#)
- ▶ [Connect with guests from past events](#)

Facilitating Invites

(eVite)

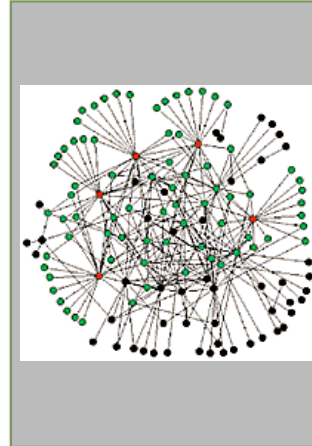
74

Here is another example – eVite. This software facilitates the meeting invitation process, including negotiation about time and place, managing RSVPs, and helping to make sure that all 20 of your potluck guests don't decide to bring just bread.

Types of Social Software



- ▶ Modern Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Asynchronous (Different Time)
 - ▶ Blogs (Shared Diaries)
 - ▶ Wiki (Collaborative Web Pages)
 - ▶ Collaborative Sharing
 - ▶ Social Networking
 - ▶ Professional Networks
 - ▶ Friend Networks
 - ▶ Meeting Facilitation
 - ▶ Shared Interest
 - ▶ Dating



75

Finally, there are a number of dating services that are adding social networking capabilities to their software. The basic idea being that you'd be more interested in dating someone that was referred by a friend, or by a friend of a friend, then a stranger.

Types of Social Software



- ▶ Modern Social Software
 - ▶ Synchronous (Same Time)
 - ▶ Asynchronous (Different Time)
 - ▶ Blogs (Shared Diaries)
 - ▶ Wiki (Collaborative Web Pages)
 - ▶ Info Sharing
 - ▶ Social Networking
 - ▶ Hybrids



76

My last category of asynchronous social software are the hybrids, those that are incorporating more than one style of social software in one product.



**Modern
Social
Software**

Hybrids


LIVE JOURNAL™

User: [christophera](#) (1574429)

Name: christophera_

Website: [Life With Alacrity](#)

E-mail: christophera@alacritymanagement.com

Memories: [1 entry](#)

Interests: 5: [castle marrach](#), [lovecraft](#), [lovecraft country](#), [marrach](#), [skotos](#) [Remove some]

Friends:

- 👤 28: [age_age](#), [angelbob](#), [artegal](#), [boot_slut](#), [britgeekgrl](#), [cartazon](#), [cathaysun](#), [catwithclaws](#), [chessysorcha](#), [chindora](#), [damnedduck](#), [dancingshaman](#), [fierystix](#), [hollydragon](#), [japlady](#), [jessifurs_ryot](#), [kimberly_a](#), [lady_silverwolf](#), [luminousshadows](#), [lydialicious](#), [monokerata](#), [ocannie](#), [cathba](#), [sebaquet](#), [seidi](#), [shannon_a](#), [spustofdoom](#), [sueir](#)
- 👤 2: [hayarea_larping](#), [disterhouse](#)
- 👤 1: [skotos_articles](#)


Friend of: 22: [age_age](#), [aloxopp](#), [angelbob](#), [artegal](#), [boot_slut](#), [cartazon](#), [cathaysun](#), [catwithclaws](#), [chindora](#), [damnedduck](#), [dancingshaman](#), [fierystix](#), [hollydragon](#), [japlady](#), [jessifurs_ryot](#), [kimberly_a](#), [lady_silverwolf](#), [luminousshadows](#), [ocannie](#), [sebaquet](#), [seidi](#), [shannon_a](#)

Member of: 1: [disterhouse](#)

Blogging & Friends Network
(LiveJournal)


77

For instance, this is LiveJournal. It is a popular blogging service, but also offers strong social network features -- like social networks, you can create a profile of yourself and your interests, and you can limit blog postings to only be available to friends, to specific groups of friends, or block commenting unless you are a friend.



Modern Social Software

Hybrids



dodgeball.com get some

how do I use it?

Whenever you're out, tell us where you are by sending a text message to sf@dodgeball.com

message	result
@Ace Bar	- broadcast your location to all your friends - check for nearby friends-of-friends
Ace Bar?	- return the address/cross street for Ace Bar
I party at my apt	- broadcast this message to all of your friends
off	- stop receiving messages for the rest of the night

SMS / IM & Friends Network
(dodgeball.com)

78

This is dodgeball, which combines a ChatBot for SMS cell phone messages and social networking. You can send a message like “@ace bar” and all of your friends who are not “off” for the night will be notified on their cell phones that you are now located at the ace bar and are available to meet.

Social Software Concepts



79

So that was my overview of a number of social software products, now I'd like to introduce some social software concepts. These will I believe help inform you in the next two days as you look deeper into social software.

Social Software Concepts



- ▶ Innovation
 - ▶ Hybrids
 - ▶ Approaches
 - ▶ Asynchronous (email)
 - ▶ Casual & Synchronous (chat room)
 - ▶ Presence (instant message)
 - ▶ Context & Role (avatar chat)
 - ▶ Butler & Secretary (chatbot, proxy)
 - ▶ Persistence (discussion list)
 - ▶ Trackback (blog)
 - ▶ Semantic Knowledge (blog/rss)
 - ▶ Edit This Page (wiki)
 - ▶ History & Revision (wiki)
 - ▶ Shared Language/Folksonomy (del.icio.us, flicker)
 - ▶ Awareness of Relationships (social networks)



80

I feel that there are going to be more and more products in the future that are hybrids of the various forms of social software. For instance, what are the possibilities of a chatbot that can post to wiki? Or using social networking to filter email spam? Or combine the synchronous collaborative editor with an asynchronous wiki.

In addition to combining these different forms, I also believe that learning from the approaches that made each them innovative is quite valuable. For instance, there are lessons to learn from the “presence” information that the Instant Message category uses, and from the Avatar Chat category we have much to learn about the use of “roles” and “context”.

Looking at approaches allows us to think of out-of-the-box ideas of what might happens when you add presence information to a blog, or what what might be possible if we add trackback to a wiki.

Social Software Concepts



- ▶ Innovations
- ▶ Dark Side of Social Software



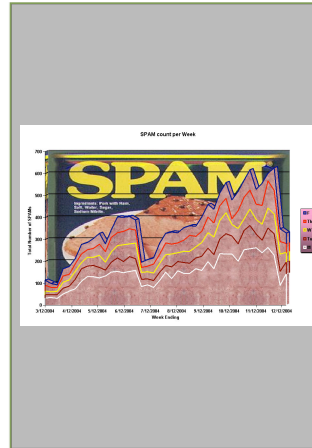
81

Next, let's take a look at the "Dark Side" of Social Software.

Concepts: Dark Side of Social Software

► Alternative Social Software Definitions

- Software that gets spammed
-- clay shirky



82

Remember those definitions of social software that I gave earlier? Well, here are three more.

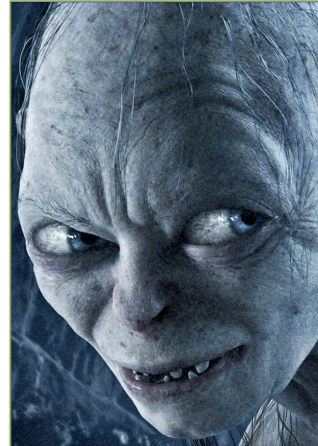
Clay Shirky's alternative definition for 'social software' is "software that gets spammed". This turns out to be quite true, as almost all social software is vulnerable to inappropriate postings, advertisements, etc. When you are evaluating social software you should take a look at how they handle issues of spam.

Concepts: Dark Side of Social Software

► Alternative Social Software Definitions

► Software that gets spammed
-- clay shirky

► Software that gets trolls
-- sunir shah



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Related, Sunir Shah notes that social software is “software that gets trolls”. Trolls are people that are socially inept, are looking for attention, or enjoy using these social tools to annoy or disturb people. All social software needs methods of managing or avoiding trolls, else the communities they support may devolve into flame wars.

Concepts: Dark Side of Social Software

► Alternative Social Software Definitions

- Software that gets spammed
-- clay shirky
- Software that gets trolls
-- sunir shah
- Software that gets you laid
-- jamie zawinski



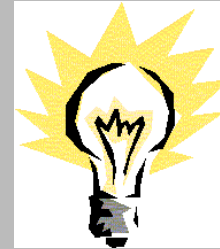
84

Last, Jamie notes that social software is “software that gets you laid”. This dark side of social software comes from the pseudo-anonymous and remote nature of this medium. Social Software often serves as a place for flirtation and other inappropriate discussions that would not happen in a more public environment. The answer to this is just like relationships in the office -- our communities must establish community standards encourage the participants to be subtle or take their relationships elsewhere.

Social Software Concepts

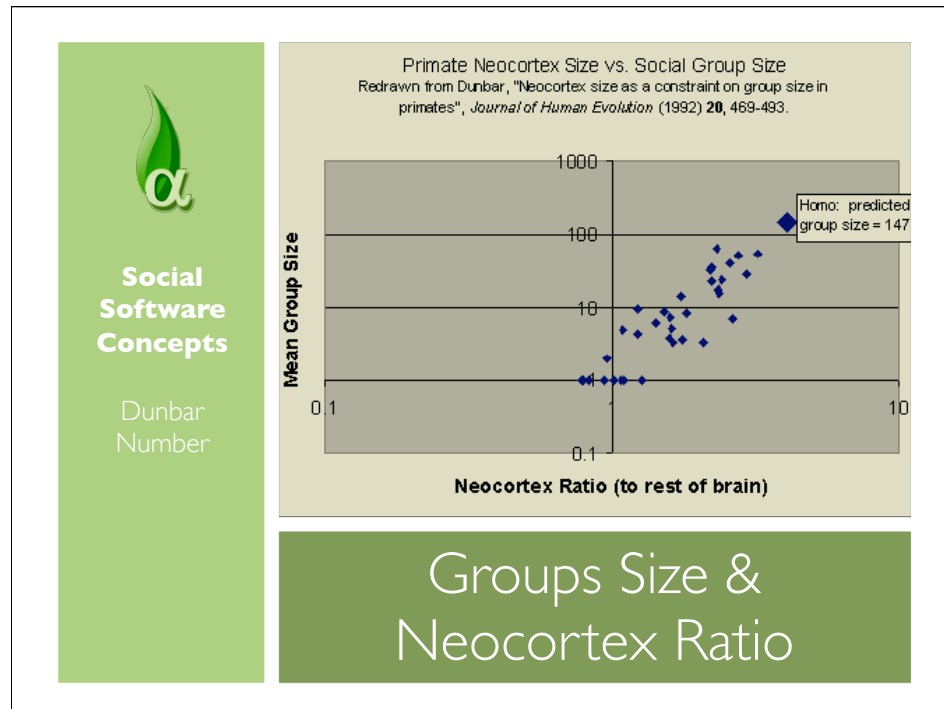


- ▶ Innovations
- ▶ Dark Side of Social Software
- ▶ Dunbar Number



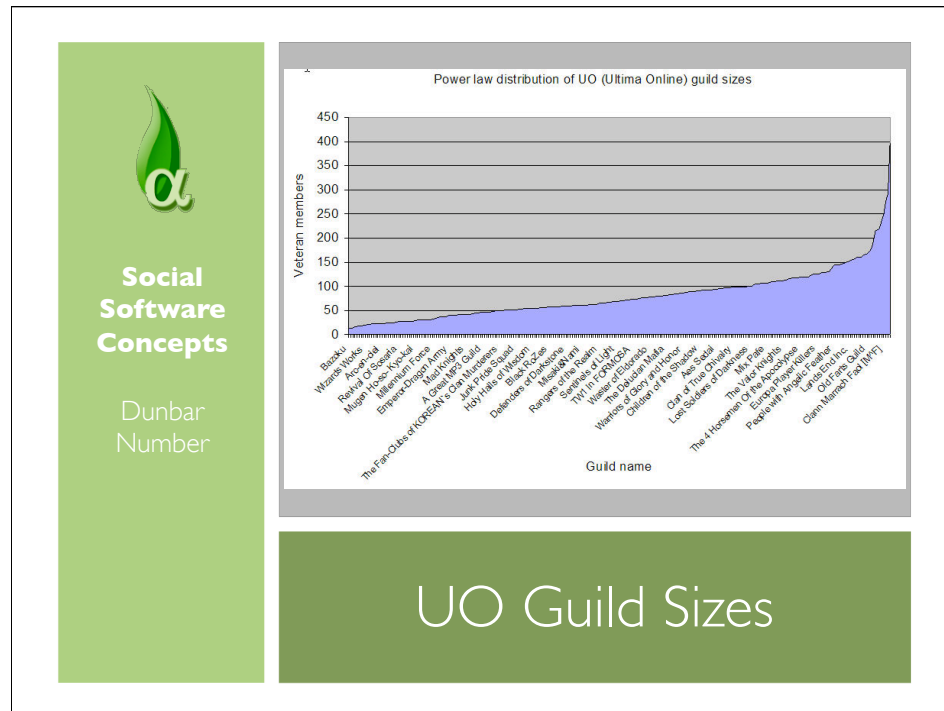
85

Another concept that is useful to consider when looking at social software is the “Dunbar Number”.



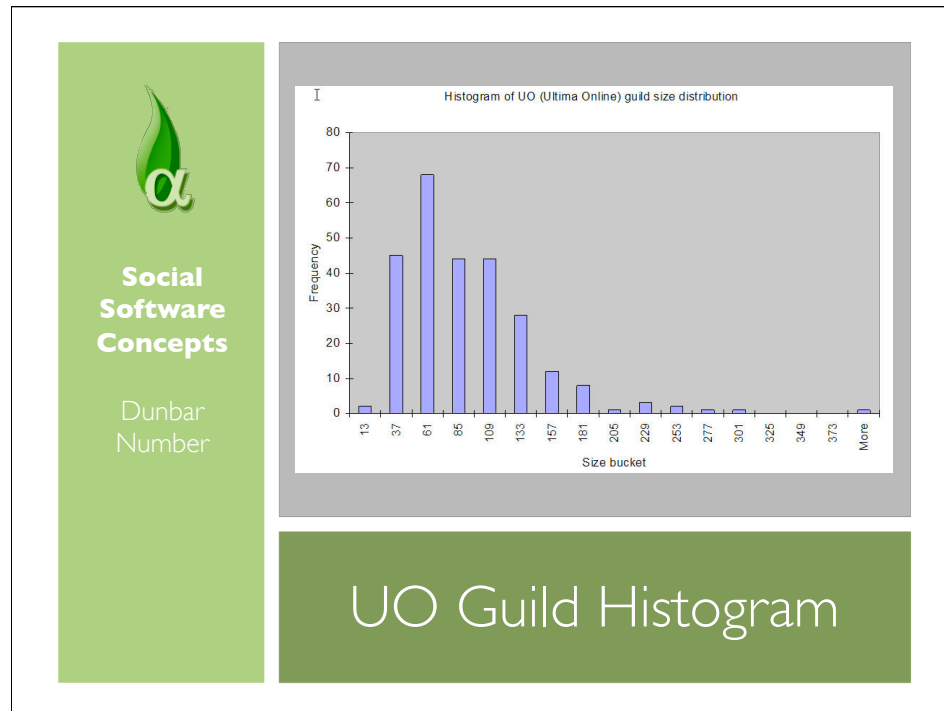
86

Robin Dunbar is an anthropologist in England who studies the social relationships of the primates, ranging from monkeys and up through the apes on to humans. Based on field studies that compared the mean group sizes of various primates to their brain sizes, he discovered a strong correlation between these two values. Based on this correlation, he predicated that the “mean group size” for humans should be about 147. He then demonstrated that this data matched the group sizes of various villages and tribes in many cultures. Since the release of this hypothesis, there has been further evidence to show that this “dunbar number” applies to a broad number of groups, mainly those that require strong unstructured trust, including sizes of command structures in armies, the size of mafia and terrorist organizations, and even the size of certain kinds of businesses.



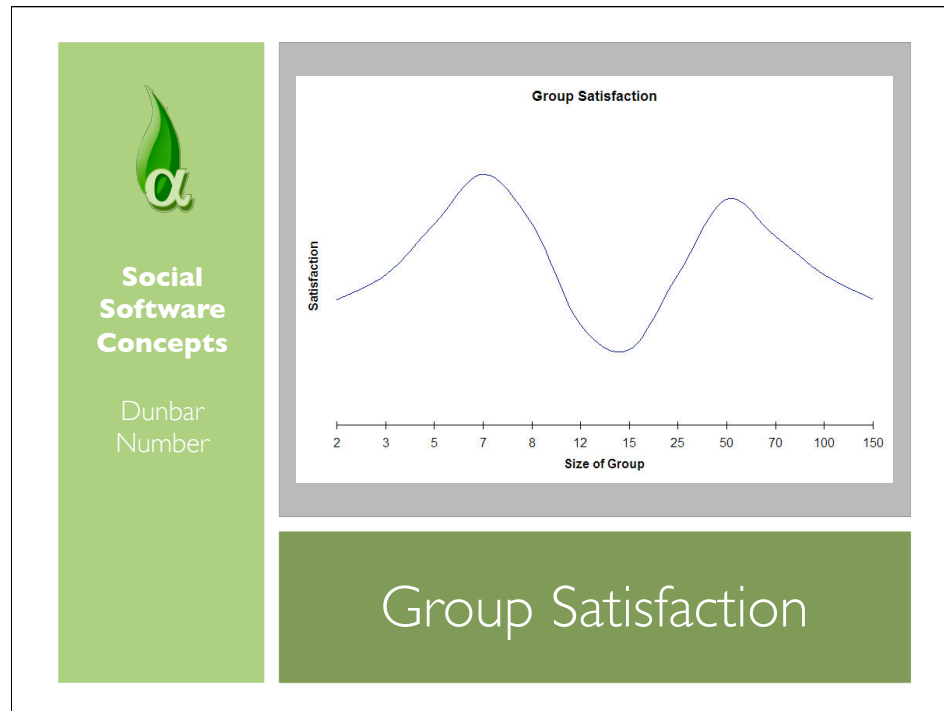
87

In my own research of groups in online games, I have also found the existence of a limit on group sizes. Here is a chart showing the sizes of various guilds in an online game called “Ultima Online”. You see that there are very few guilds that exceed 150 members.



88

Furthermore, if you look at this histogram of guilds, you'll find that most guilds average between 37 and 109 members.



89

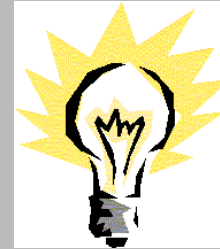
My own personal hypothesis, based on anecdotal evidence from 20 years of working with online communities, is that the size of groups can have a profound impact on the satisfaction that the group members have with the group process.

There appear to be at least two nodal sizes of groups, a small group that seems to work best at about 5–9 active members, and a larger group size that seems to work best with a minimum of 25 people, peaks around 50 active members, and falls off as the number of active members grows. In fact, there appear to be two valleys of dissatisfaction, one with groups around 15 in size, where on one hand the casual processes that work so well with a small group fail, yet there is insufficient requisite variety to make the larger group processes worthwhile. The other valley is near the Dunbar number, where unstructured trust begins to fail, and more formal procedures are required to maintain trust.

Social Software Concepts



- ▶ Innovations
- ▶ Dark Side of Social Software
- ▶ Dunbar Number
- ▶ Group Size Problems



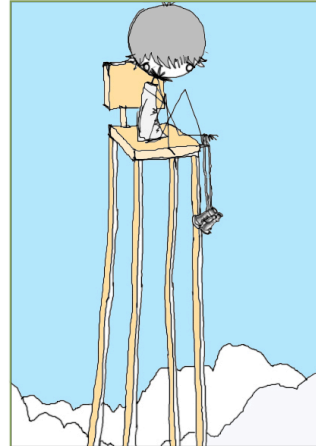
90

So given the different sizes of groups, how do you know when your group is experiencing size problems?

Concept: Group Size Problems



- ▶ Too Few People
 - ▶ Insufficient critical mass
 - ▶ Unable to sustain conversation
 - ▶ Feels like you are alone
 - ▶ Groupthink
 - ▶ Echo Chamber



91

The symptoms of a group with too few people are all symptoms related to critical mass -- do you have enough people to sustain the conversation? Do the participants feel that they are alone? Does the group fall into Groupthink, or reinforce possibly incorrect perceptions through what bloggers call the "Echo Chamber".

Concept: Group Size Problems



- ▶ Too Few People
 - ▶ Insufficient critical mass
 - ▶ Unable to sustain conversation
 - ▶ Feels like you are alone
 - ▶ Groupthink
 - ▶ Echo Chamber
- ▶ Too Many People
 - ▶ Too noisy, not enough signal
 - ▶ Lack of trust, unequal trust
 - ▶ Cliques & bad gossip
 - ▶ Inappropriate politics
 - ▶ Other social contract failures
 - ▶ Flames
 - ▶ Trolls
 - ▶ Tragedy of the commons



92

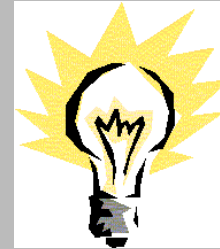
The symptoms of a group with too many people vary. The most obvious is that the signal-to-noise ratio fails, i.e. the interactions of the group are far too noisy. Less obvious signs are a lack of trust in the group process, or that all of the participants are not equally trusted. Another sign is the growth of cliques and bad gossip -- playing politics will always be part of the group process, but not all politics is appropriate. Finally, other signs of a too many people are social contract failures, which may include flames, trolls, or other tragedy of the commons.

An example of this is a small online MUSH called "Castle Marrach" that oscillates between 150 and 200 active members. As the group size grows toward 200, cliques form, people begin to flame each other, and the group process begins to fail. Eventually people will get frustrated or quit, or violaters of the social contract will be be shunned or forced out. Over time the group size will shrink closer to 150 members, and everyone finds that they enjoy the MUSH more, until the next time the group membership grows.

Social Software Concepts



- ▶ Innovations
- ▶ Dark Side of Social Software
- ▶ Dunbar Number
- ▶ Group Size Problems
- ▶ Appropriate Group Size for Tools



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Another concept is that different social software tools seem to work best for different sizes of groups.

Concept: Appropriate Size



- ▶ Small Groups (2-12 active, best for 4-9 active)
 - ▶ Chat Room
 - ▶ Teleconference w/Backchannel
 - ▶ Cooperative Editor
 - ▶ Discussion List - Flat
 - ▶ Blogs - Shared only to Private
 - ▶ Blogs - Group Authored



94

Here is a list of many of the types of tools that I showed earlier, broken into different sizes of groups.

Concept: Appropriate Size



- ▶ Small Groups (2-12 active, best for 4-9 active)
 - ▶ Chat Room
 - ▶ Teleconference w/Backchannel
 - ▶ Cooperative Editor
 - ▶ Discussion List - Flat
 - ▶ Blogs - Shared only to Private
 - ▶ Blogs - Group Authored
- ▶ Medium Groups (13-150 active, best for 25-80 active)
 - ▶ Instant Message
 - ▶ Avatar Chat
 - ▶ Discussion List - Threaded
 - ▶ Wiki - Single Workspace



Concept: Appropriate Size



- ▶ Small Groups (2-12 active, best for 4-9 active)
 - ▶ Chat Room
 - ▶ Teleconference w/Backchannel
 - ▶ Cooperative Editor
 - ▶ Discussion List - Flat
 - ▶ Blogs - Shared only to Private
 - ▶ Blogs - Group Authored
- ▶ Medium Groups (13-150 active, best for 25-80 active)
 - ▶ Instant Message
 - ▶ Avatar Chat
 - ▶ Discussion List - Threaded
 - ▶ Wiki - Single Workspace
- ▶ Large Groups (150+ active)
 - ▶ Discussion List - Reputation Filtered (i.e. SlashDot)
 - ▶ Wiki - Multiple Workspaces
 - ▶ Blog - Public
 - ▶ Social Network



Presentation at
<http://ficenter.nvhainnovations.silkblogs.com/>



Christopher Allen
Life With Alacrity
www.LifeWithAlacrity.com

Blog at
<http://www.LifeWithAlacrity.com>
ChristopherA@LifeWithAlacrity.com



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So I hope that this overview of Social Software has been a useful introduction for you. I will also made available a copy of this presentation online -- check the MVHA blog at <http://ficenter.nvhainnovations.silkblogs.com/>

If you would like to read more about what I have written about social software, you may enjoy my blog at www.LifeWithAlacrity.com, or you can write me at ChristopherA@LifeWithAlacrity.com

So, we have (((xxx))) minutes for questions.

Other Concepts



- ▶ Other Social Software Concepts
 - ▶ Discussed in my Blog
 - ▶ Conversation vs Communication
 - ▶ Requisite variety
 - ▶ Weak links
 - ▶ Progressive trust
 - ▶ Intimacy gradient
 - ▶ Four kinds of privacy
 - ▶ To be Discussed in my Blog
 - ▶ Negativity easier than Positivity
 - ▶ Meme
 - ▶ Time Economy
 - ▶ Group life cycle
 - ▶ Cognitive dissonance
 - ▶ Groupthink
 - ▶ Gazes and grooming
 - ▶ Social emotions:
 - ▶ Amusement (public laughter)
 - ▶ Naches / Kvell (pride from mentorship)
 - ▶ Schadenfreude (gloat over misfortune of others)

