Script generated by TTT

Title: groh: profile1 (28.04.2015)

Date: Tue Apr 28 15:00:05 CEST 2015

Duration: 87:28 min

Pages: 46

Socio-Psychological Domain: Social Play

Social Play

key elements of social play [Isbister, 2009; in (1)]:

- **Emotional contagion:** [Hatfield et al., 1994; in (1)]: *tendency to automatically mimic and synchronize expressions, vocalizations, postures, and movements with those of another person's and, consequently, to converge emotionally*. Also applicable to HCI and NPCs [Reeves and Nass, 1996 in (1)], [Nass et al, 1996 in (1)]
- **Performance:** humans perform differently when they are watched by other humans [Cottrell, 1972; in (1)]. Also applicable in HCI [Rickenberg and Reeves, 2000; in (1)].
  ↔ Hawthorne effect [Landsberger, 1958; in (1)]: change in human behavior just by the fact that the people know that they are being observed.

Communities and Social Networks in Digital Games

Studies of Communities and Social Networks in Digital Games

- long history of Virtual Community research (see e.g. [Klastrup, 2003; in (1)]
- example in games: MMO(RP)G (WoW etc.): cooperation in game may be necessary; models of emotion expression etc.
- Social Media, Social Games: → large datasets to study human social behavior
- in-game vs out-game social relations → related [Jakobsson and Taylor, 2003; in (1)]

Communities and Social Networks in Digital Games

Studies of Communities and Social Networks in Digital Games
study topics:

- **self-organisation** of players: short-term or long-time groups such as guilds [Nardi and Harris, 2006; in (1)], [Williams et al., 2006; in (1)], their context [Steinkuehler and Williams, 2006; in (1)].
  sub-topics:
  - social structuring: e.g. management, leadership, typology
  - rationales of social structures
  - culture and social norms
  - use of information and communication technology.
- **demographics and psychographics**
- **relationships between players and their avatars or characters** [Bainbridge, 2010; in (1)].
- **learning** : e.g. in serious games

Communities and Social Networks in Digital Games

Studies of Communities and Social Networks in Digital Games
study topics:

- **self-organisation** of players: short-term or long-time groups such as guilds [Nardi and Harris, 2006; in (1)], [Williams et al., 2006; in (1)], their context [Steinkuehler and Williams, 2006; in (1)].
  sub-topics:
  - social structuring: e.g. management, leadership, typology
  - rationales of social structures
  - culture and social norms
  - use of information and communication technology.
- **demographics and psychographics**
- **relationships between players and their avatars or characters** [Bainbridge, 2010; in (1)].
- **learning** : e.g. in serious games

Communities and Social Networks in Digital Games

Studies of Communities and Social Networks in Digital Games
study topics (contd.):

- **anti-social and misbehaving** conduct [Kirman et al., 2010; in (1)] [Achterbosch et al., 2008; in (1)].
- **prediction of social interaction** [Putzke *et al.*, 2010; in (1)]
- **communities that form around games** [Kirman, 2010; in (1)] [Wei et al., 2010; in (1)].
- **technological aspects** [Achterbosch *et al.*, 2008; in (1)] (e.g. effects of latency)

Communities and Social Networks in Digital Games

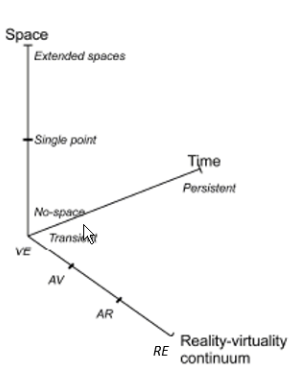
Studies of Communities and Social Networks in Digital Games
study topics (contd.):

- **anti-social and misbehaving** conduct [Kirman et al., 2010; in (1)] [Achterbosch et al., 2008; in (1)].
- **prediction of social interaction** [Putzke *et al.*, 2010; in (1)]
- **communities that form around games** [Kirman, 2010; in (1)] [Wei et al., 2010; in (1)].
- **technological aspects** [Achterbosch *et al.*, 2008; in (1)] (e.g. effects of latency)

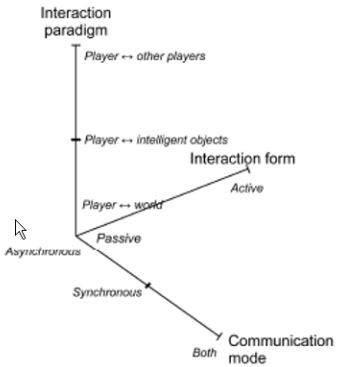
Social Play as Descriptive Aspect of Digital Games

social play: three characterizing properties

spatio-temporal context



interaction



game play

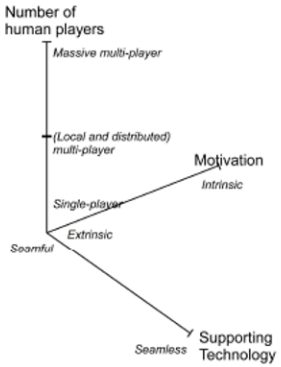


figure from (1)

Social Play as Descriptive Aspect of Digital Games

social play: three characterizing properties

spatio-temporal context | **interaction** | **game play**

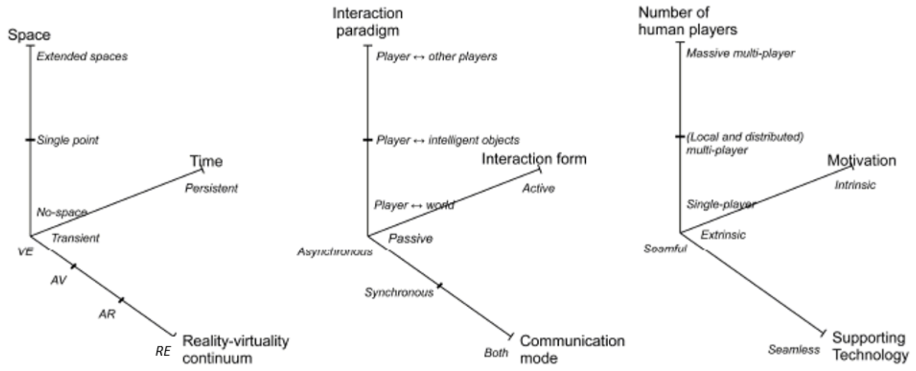


figure from (1)

Social Play as Descriptive Aspect of Digital Games

social play: three characterizing properties

spatio-temporal context | interaction | game play

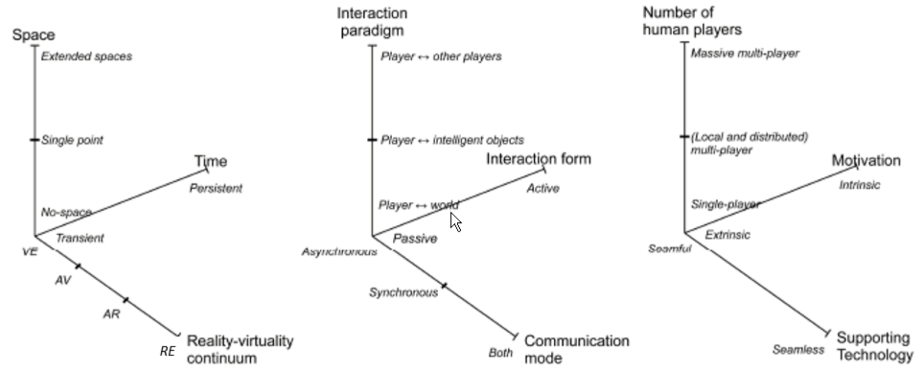


figure from (1)

Social Play as Descriptive Aspect of Digital Games

social play: three characterizing properties

spatio-temporal context | interaction | game play

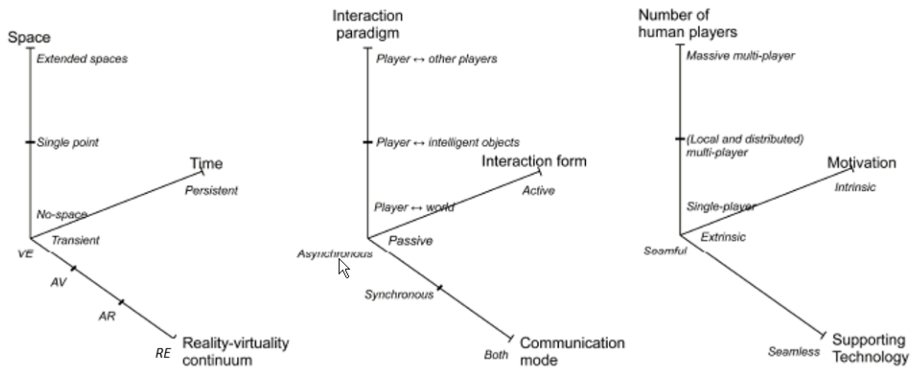


figure from (1)

Social Play as Descriptive Aspect of Digital Games

social play: three characterizing properties

spatio-temporal context | interaction | game play

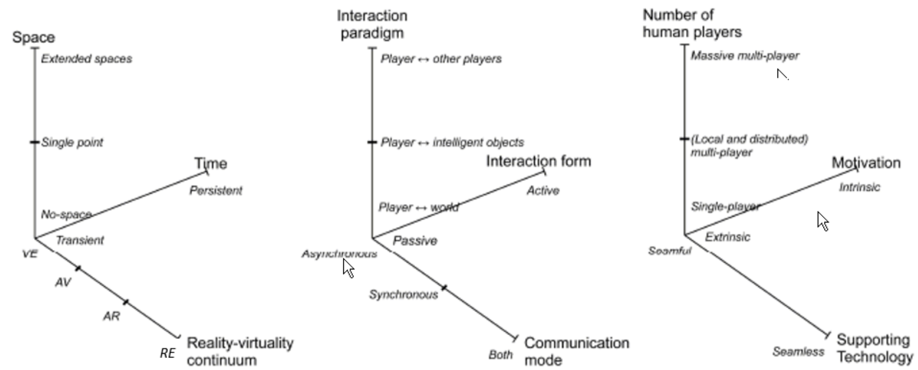
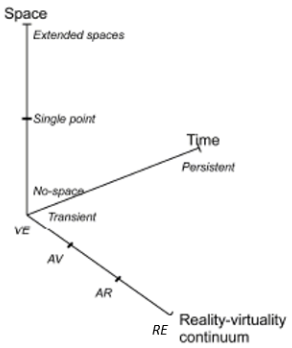


figure from (1)

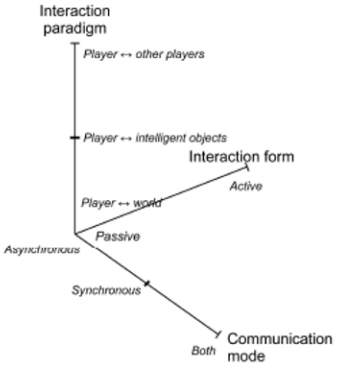
Social Play as Descriptive Aspect of Digital Games

social play: three characterizing properties

spatio-temporal context



interaction



game play

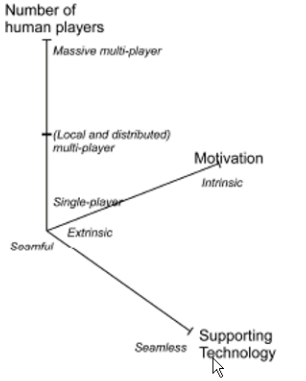


figure from (1)

Social Media

Web 2.0

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

- *utilize and implement `the Web as a platform',*
- *`harnesses collective intelligence' of a broad user base (→ Social Media),*
- *emphasize importance of content / data (made accessible, relatable and extensible via web-based services),*
- *that are continuously updated (replacing the traditional software life cycle) and integrate users as co-developers,*
- *use lightweight programming models,*
- *collectively implement `software above the level of a single device',*
- *and provide a `rich user experience'.* [O'Reilly 2007; in (2)]

Web 2.0

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

- *utilize and implement `the Web as a platform',*
- *`harnesses collective intelligence' of a broad user base (→ Social Media),*
- *emphasize importance of content / data (made accessible, relatable and extensible via web-based services),*
- *that are continuously updated (replacing the traditional software life cycle) and integrate users as co-developers,*
- *use lightweight programming models,*
- *collectively implement `software above the level of a single device',*
- *and provide a `rich user experience'.* [O'Reilly 2007; in (2)]

Web 2.0, Social Media

definitions

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

Web 2.0, Social Media

definitions (contd.)

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

Web 2.0, Social Media

definitions (contd.)

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

Web 2.0 , Social Media

other issues:

- **criticism**: Web 1.0 **already providing** all basic prerequisites and characteristics of collaboration, social interaction and distributed content generation and exchange (see [Berners-Lee and Laningham, 2006; in (2)]).
- → **necessary**: qualitative or quantitative studies in (technology) sociology or (technology) history (using historical criticism methodology)
- **utility** of Web 2.0: example: ongoing debate about quality of user generated content: [Giles, 2005; in (2)], [Flintoff, 2007; in (2)], [Lorenz et al., 2011; in (2)], [Wöhner and Peters, 2009; in (2)]

Web 2.0 , Social Media

other issues:

- **criticism**: Web 1.0 **already providing** all basic prerequisites and characteristics of collaboration, social interaction and distributed content generation and exchange (see [Berners-Lee and Laningham, 2006; in (2)]).
- → **necessary**: qualitative or quantitative studies in (technology) sociology or (technology) history (using historical criticism methodology)
- **utility** of Web 2.0: example: ongoing debate about quality of user generated content: [Giles, 2005; in (2)], [Flintoff, 2007; in (2)], [Lorenz et al., 2011; in (2)], [Wöhner and Peters, 2009; in (2)]

Social Media - Characteristics

Social Media characteristics

- **openness:** admissibility, low technical barriers
- **content:** subject to constant change
- more **interactive** → e.g. enabling back-channeling [Sutton et al., 2008]
- **dynamics**: fast media → emergent social effects: e.g. triggering initiatives in cases of disasters, e.g. in
  - 2007 Southern California wildfire [Sutton et al., 2008; in (2)];
  - Fukushima 2011 radiation levels measurements [par, 2012; in (2)] 2011
  - Arab Spring phenomenon [DeLong-Bas, 2012 ; in (2)].

Social Media - Characteristics

Social Media characteristics

- **openness:** admissibility, low technical barriers
- **content:** subject to constant change
- more **interactive** → e.g. enabling back-channeling [Sutton et al., 2008]
- **dynamics**: fast media → emergent social effects: e.g. triggering initiatives in cases of disasters, e.g. in
  - 2007 Southern California wildfire [Sutton et al., 2008; in (2)];
  - Fukushima 2011 radiation levels measurements [par, 2012; in (2)] 2011
  - Arab Spring phenomenon [DeLong-Bas, 2012 ; in (2)].

Social Media - Characteristics

Social Media characteristics

- **openness:** admissibility, low technical barriers
- **content:** subject to constant change
- more **interactive** → e.g. enabling back-channeling [Sutton et al., 2008]
- **dynamics**: fast media → emergent social effects: e.g. triggering initiatives in cases of disasters, e.g. in
  - 2007 Southern California wildfire [Sutton et al., 2008; in (2)];
  - Fukushima 2011 radiation levels measurements [par, 2012; in (2)] 2011
  - Arab Spring phenomenon [DeLong-Bas, 2012 ; in (2)].

Social Media - Characteristics

Social Media characteristics (contd.)

social information processing paradigm: collectively solve problems beyond individual capabilities [Lermann 2007 in (2)]:

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

Social Media – Technologies

Social Media: Technologies

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

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

Social Media – Technologies

Social Media: Technologies

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

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

Social Media Classes

Social Media classes: Characterization by [Kaplan and Haenlein, 2010; in (2)]

		Social presence/ Media richness		
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

Social Media Classes

Social Media classes: Characterization by [Kaplan and Haenlein, 2010; in (2)]

		Social presence/ Media richness		
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

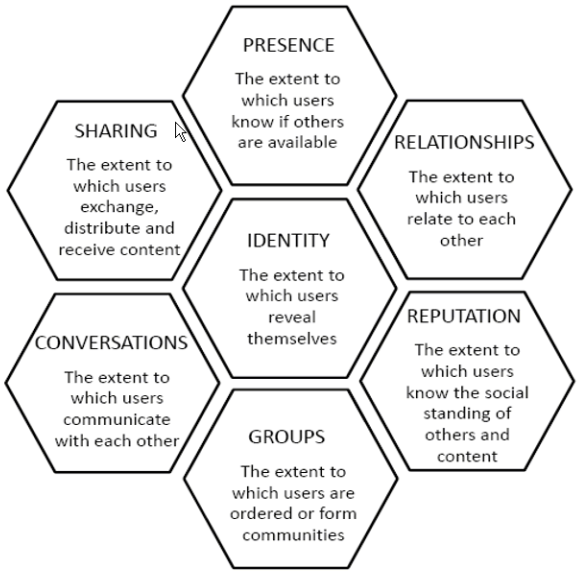
Social Media Classes

Social Media classes: Characterization by [Kaplan and Haenlein, 2010; in (2)]

		Social presence/ Media richness		
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

Social Media Classes

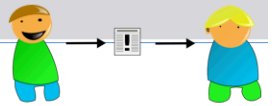
Social Media classes: Characterization by [Kietzmann et al., 2012;



Social Media Classes

- all social interaction in Social Media may be viewed as forms of **communication** → characterize Social Media classes via **classification system for communication**
- Social Media services and platforms will **typically** support communication that is m:n or 1:n, indirect and non-commercial.

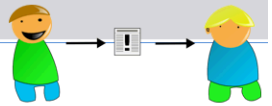
Axes Characterizing Communication



communication axes:

- **Cardinality** of persons involved in a typical communication act {1:1, 1:n, m:n}
- **Directedness**: {direct, indirect}: specific dedicated receiver / list of receivers vs. open set of receivers, possibly formally or informally constrained e.g. via certain properties.
- **Anonymity**: {non-anonymous, anonymous}: the identity of the sender(s) is or is not known to the receiver(s).
- **Threadedness**: {threaded, non-threaded}: do `reply-type' relations exist between representations of communication acts?

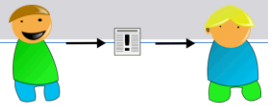
Axes Characterizing Communication



communication axes (contd.):

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

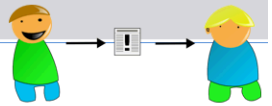
Axes Characterizing Communication



communication axes (contd.):

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

Axes Characterizing Communication



communication axes (contd.):

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

Social Media Classes

coarse classes of Social Media

A C I

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

Social Media Classes

coarse classes of Social Media

A C I

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

Social Media Classes

coarse classes of Social Media

A C I

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

Social Media Classes

classes with an emphasis on certain forms of communication

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

Social Media Classes

classes with an emphasis on certain forms of communication

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

Social Media Classes

classes with an emphasis on certain forms of communication

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

Social Media Classes

classes with an emphasis on certain forms of communication

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

Social Media Classes

classes with an emphasis on certain forms of communication

- **Wikis**
  - example: Wikipedia
  - Social Software example: [wik, 2012b; in (2)].
  - supported typical communication form: m:n; indirect; anonymous; non-threaded; textual; desktop; discrete transfer; non-commercial;
  - typical goals: knowledge management (codification, structuring, etc.).

- **Discussion Boards**
  - example: Sherdog [she, 2012; in (2)].
  - superclass: information services.
  - Social Software example: PHPBB [php, 2012b].
  - supported typical communication form: 1:n; indirect; non-anonymous; threaded; textual; desktop + laptop; discrete transfer; non-commercial
  - typical goals: exchange opinions and facts, give advice.

Social Media Classes

classes with an emphasis on certain forms of communication

- **Wikis**
  - example: Wikipedia
  - Social Software example: [wik, 2012b; in (2)].
  - supported typical communication form: m:n; indirect; anonymous; non-threaded; textual; desktop; discrete transfer; non-commercial;
  - typical goals: knowledge management (codification, structuring, etc.).

- **Discussion Boards**
  - example: Sherdog [she, 2012; in (2)].
  - superclass: information services.
  - Social Software example: PHPBB [php, 2012b].
  - supported typical communication form: 1:n; indirect; non-anonymous; threaded; textual; desktop + laptop; discrete transfer; non-commercial
  - typical goals: exchange opinions and facts, give advice.

Social Media Classes

collaboration oriented classes:

- **(Revision Control)**
  - example Social Software: SVN [svn, 2012; in (2)].
  - superclass: Information services.
  - overlaps with: content oriented classes, especially document management.
  - supported typical communication form: 1:n; undirected; non-anonymous; threaded; code; desktop or laptop; discrete transfer; commercial and non-commercial
  - typical goals: collaborative code development for Open Source
  - usually not considered to be Social Media but pheripherially matching our definition of Social Media