Social Computing

INFO/CSE 100, Spring 2006
Fluency in Information Technology

http://www.cs.washington.edu/100

Readings and References

- Reading
  - » *Fluency with Information Technology*
    - Chapter 12

- References
  - » Wikipedia on Blogs
    http://en.wikipedia.org/wiki/Blog
  - » Emily Post Online

    http://www.bartleby.com/people/Post-Emi.html

How Do You Do?

- Gentlemen should always shake hands when they meet.

- A lady may put out her hand to an old friend, but bows her head to a complete stranger.

- Greeting: "How do you do?"

- Reponse: "How do you do?"

Computing over the Internet

- ## Rules & Protocols

- ## Manners/Professionalism

- ## Safety

Communicating over IT

- **Synchronous communication**
  - » Instant messaging
  - » Internet Relay Chat (IRC)
- **Asynchronous communication**
  - » Email
  - » Bulletin Boards
  - » UseNet news
  - » Blogs
  - » SMS

Problems with Text Communication

- Conveying emotion
  - » Emoticons :-), :D, ^--^
- TOO much _emphasis_ ???
- Pace
- Ambiguity
  - » Sarcasm?!?
- Flame Wars
  - » Revenge of the Inconsolable Responder

Internet Netiquette

- Moderation

  » An administrative or authoritative person who listens and/or approves communication

- http://www.dtcc.edu/cs/rfc1855.html

  » Email

  » Usenet

  » Chat

Email

- Simple Mail Transport Protocol (SMTP)
- Works with a client/server format
  - » PostOffice Protocol (POP)
  - » Internet Message Access Protocol (IMAP)
- Was one of the first Internet applications (along with FTP)
- Sending attachments (binary files) requires that we encode them first!
  - » MIME
  - » uuencode

Email Netiquette

- Only discuss 1 topic at a time
- Use a descriptive subject line
- Limit size and type of attachments
- Don't forward SPAM
- Use vacation messages (automated replies)
- Avoid mass mailing (use group aliases)
- Answer your email from the most current to the least current

Mailing Lists

- Mailing lists were the first real technology to supporting group interaction
- Administered by a human or automatically by a *listserv, majordomo, listproc*
  - » unmoderated/moderated
  - » digest/archive
- Subscribe by sending your email address
  - » `subscribe listname suzka@u.washington.edu`

LDAP

- Lightweight Directory Access Protocol
  - » White pages

- Can be used within your email client or separate application
  - » Runs on directory.washington.edu:389
  - » Have to set the "search base"
- C&C's LDAP page
  - » http://www.washington.edu/computing/email/ldap.html#LDAP

Filtering & Rules

- Email clients allow you to archive email into folders
- Set up rules or filters to take action on email messages
  - » Automatically delete
  - » Move to another folder
  - » Mark as read
- Learning algorithms for dealing with junk mail

USENET

- Text-based discussion forum
- Categorized in a hierarchical topic scheme
- *Newsgroups* may be moderated or unmoderated
  - » Moderated probably requires membership
- Use a news reader to read/compose messages
  - » Google offers web-based access
    http://groups.google.com/groups/dir?sel=33554433
  - » Most full-features Email packages support USENET
- news.u.washington.edu:119
  - » http://www.washington.edu/nic/find-news.cgi
- Usenet clients:
  http://www.google.com/Top/Computers/Software/Internet/Clients/Usenet/

IRC

- Internet Relay Chat is a real-time chat environment
- Client/server based
- Allows the creation of *channels*, where more than one person can chat at a time
- Online reference desks will often run chat sessions
  - » UW's 24-hour reference http://www.lib.washington.edu/services/qnalive/
  - » SPL's 10-4 online reference http://www.spl.org/default.asp?pageID=help_ask_chat
  - » King County Library reference (card req'd) http://www.kcls.org/cgi-bin/validate

Instant Messaging

- Client/server based chat
- One-to-one chat model, although groups/discussions can be created
- Somewhat proprietary clients, but some clients will support both IRC, and multiple IM clients
  - » Yahoo, AIM, MSN Messenger

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Blogs

- Web-log or Blogs are an online journaling or diary form

- Developed in the early to mid 90s, really were just web pages that were updated frequency

- The development of easy-to-use Blogging software changed all that!

  » Typepad/Live Journal
    http://www.sixapart.com/typepad/

  » Blogger.com

- 2001 Blogs began to get mainstream awareness

Blogging

- Blogging is now a well known phenomenon that has a number of attractive features.
    - » It provides a very low barrier to entry for personal web publishing
    - » The diaries are automatically syndicated and aggregated via centralized servers (e.g. blogger.com) allowing a wide community to access the blogs
    - » Blogs have a simple to understand structure and yet links between blogs and items (*blog rolling*) supports the decentralized construction of a rich information network.
    - » Blogging has a proven potential for publishing, syndication & discovery, and community formation.

Consequences to Blogging

- ## Don't lose your job over your blog!

  http://www.eff.org/Privacy/Anonymity/blog-anonymously.php

  - » Blogging anonymously

  - » Blogging without getting fired
    1. Political Opinions
    2. Unionizing
    3. Whistleblowing
    4. Reporting on Your Work for the Government
    5. Legal Off-Duty Activities

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Some Blog Terminology

- Blogging -- the act of posting to a blog
- Blog roll -- links to other blogs
- Trackback -- links to the other blogs that refer to the first post
- Blogosphere -- the blogging community
- Permalink -- permanent link to a blog archive
- Photoblog -- mobile blog of images
- Blog feed -- XML-based syndication using RSS or Atom

Really Simple Syndication

- RSS was developed by Dave Winer @ Harvard in 2000

- XML-based syndication mechanisms
  - » Other is ATOM, supported by Google http://news.com.com/2009-1032-5059006.html

- By created XML files that adhere to the RSS standard, readers can display RSS pages

More than just blogs…

- Now any news or information source can use RSS to syndicate their data

- Most news media post their RSS links so that readers can directly access them!
  - » Look for the RSS link on the website
    http://www.cnn.com/services/rss/
    http://www.nytimes.com/services/xml/rss/index.html

- Newest RSS Readers work like Email packages
  - » Often support UseNet as well
  - » NetNewsWire Lite - for the real news junkie

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RSS 2.0 Standard

```xml
<?xml version="1.0"?>
<rss version="2.0">
  <channel>
    <title>Liftoff News</title>
    <link>http://liftoff.msfc.nasa.gov/</link>
    <description>Liftoff to Space Exploration.</description>
    <item>
      <title>Star City</title>
      <link>http://liftoff.msfc.nasa.gov/news/2003/news-
starcity.asp</link>
      <description>How do Americans get ready to work with Russians
aboard the International Space Station? They take a crash course
in culture, language and protocol at Russia's &lt;a
href="http://howe.iki.rssi.ru/GCTC/gctc_e.htm"&gt;Star
City&lt;/a&gt;.</description>
      <pubDate>Tue, 03 Jun 2003 09:39:21 GMT</pubDate>

      <guid>http://liftoff.msfc.nasa.gov/2003/06/03.html#item573</guid>
    </item>
  </channel>
</rss>
```

Feed Readers

- Feed Readers normally support both RSS and ATOM
  - » Feedreader 2.90 is installed on the iSchool machines
- Searching for RSS feeds can be overwhelming
  - » Feedster.com is one of many search engines for RSS feeds
  - » BlogStreet has over 10,000 blogs listed http://www.blogstreet.com/rssdiscovery.html
  - » Syndic8 has over 25,000 RSS feeds listed http://www.syndic8.com

Intellectual Property

- Software licenses
  - » Use
  - » Shareware
  - » Freeware
- Copyright gives the owner the right to:
  - » Make a copy of the work
  - » Use for a derivate work
  - » Distribute or publish
  - » Publicly perform/display
- You don't have to explicitly state copyright in order to have it
  - » http://www.copyright.gov

"Social Computing"

- The introduction of social networking software to Internet communities
  - » 6-degrees of separation
  - » Allows you to connect to other through those linked to you
- They have been highly successful in the last 5 years
- Some popular examples:
  - » MySpace (www.myspace.com)
  - » Facebook (www.facebook.com)
  - » Friendster (www.friendster.com)
  - » LinkedIn (www.linkedin.com)

Protecting Yourself on Internet

- Don't post personal/private information in public spaces
  - » Real name/Address/Phone
  - » Credit Card Numbers/Social Sec #
  - » User ID, Instant Messaging handle
- http://www.netsmartz.org/
- Don't post images that might embarass you!
  - » Think twice before posting a photo or info you wouldn't want your parents or boss to see!

Protecting Yourself Con'd

- Make your profiles/blogs as private as possible
  - » People aren't always who they say they are. Be careful about adding strangers to your friends list.
  - » Don't forget that your profile is a public space. Don't post anything you wouldn't want the world to know
  - » Avoid posting anything that would make it easy for a stranger to find you, such as where you hang out every day after school.

- If you must meet someone, do it in a public place and bring a friend.

- Don't mislead people into thinking that you're older or younger.

Passwords

- Passwords are used to limit computer or software access
- Should be changed on a periodic basis (every 90 days at the UW)
- Forgotten passwords?!?
  » As the administrator to reset it for you
- Select password topic areas
- Encode password with alternative characters
- Use phrases or sentences
  » Easier to remember!
  » Much harder to crack