



# SOCIAL NETWORKING: TECHNOLOGIES AND APPLICATIONS

Laurea Specialistica in Ingegneria del Cinema e dei Mezzi di Comunicazione

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# PROGETTARE LA SOCIALITÀ



# SOCIAL DESIGN

The image shows a screenshot of the YouTube homepage from around 2007. At the top left is the YouTube logo with the tagline "Broadcast Yourself™". To its right are links for "Worldwide (All)" and "English". Further right are user account options: "ccrumlish", "(0)", "Account", "QuickList (0)", and "He". Below this is a navigation bar with tabs for "Home", "Videos", "Channels", and "Community". A search bar is located below the navigation bar, with a dropdown menu set to "Videos" and a "Search" button. Below the search bar is a link for "advanced" search.

The main content area is divided into several sections:

- Add / Remove Modules:** A link to customize the page layout.
- Subscriptions:** A section titled "Subscriptions (view all)" with an "edit" button. It contains the text: "You haven't added any subscriptions yet. Click the 'Subscribe' button on any video watch page or channel page, and when your favorite channels upload new videos, they'll show up here."
- Recommended for You:** A section titled "Recommended for You (view all)" with an "edit" button. It features three video recommendations:
  - Obama On Biden, Palin:** "Sen. Barack Obama tells Steve Kroft why he chose his running mate, and comments on Sen. McCain's vice president..." (more). Added: 2 months ago. Views: 204,387. From: CBS. Rating: 5 stars. Duration: 01:59.
  - The Muppets - Mr Beakerstone (Gu...):** "I saw the Coldplay version of this clip and just had to do something similar (just had to, man). The vid ends ju..." (more). Added: 1 year ago. Views: 61,691. From: jimjeroo. Rating: 5 stars. Duration: 02:10.
  - Usability and Software Architect...:** "January 26, 2007 lecture by Bonnie John for the Stanford University Human Computer Interaction Seminar (CS 547)..." (more). Added: 6 months ago. Views: 1,629. From: stanfordunivers... Rating: 5 stars. Duration: 01:11:07.
- Featured Videos:** A section titled "Featured Videos (view all)" with an "edit" button. It features two video recommendations:
  - SNOWBLOOD:** "Marek Berger (mladý génius \* young genius) \*Semestrální film 2. ročníku studia KLASICKÉ ANIMOVANÉ TVORBY FILMOVÉ..." (more). Added: 3 months ago. Views: 64,199. From: joxerVeliky. Rating: 5 stars. Duration: 04:38.
  - JOSH PYKE: Guitar Boat Hero:** Added: 4 weeks ago.

On the right side of the page, there is a large video player. The video is titled "Enter Rabbids Contest to win \$3,000!". The video player shows a scene with a person in a blue shirt and a play button overlay. Below the video player is a section titled "Game you can't play with your butt: Charades" with a "Rate it" button and a star rating of 2 stars. It also shows "From: Rabbids" and "Comments: 27". Below this is an "Advertisement" section. At the bottom right, there is an "Inbox" section with the following items:

- 0 Personal Messages
- 0 Shared with you
- 0 Comments
- 0 Friend Invites
- 0 Video Responses

La pagina che Youtube crea per noi quando abbiamo visitato il sito e ci siamo iscritti comprende molte strategie per attirare la nostra interazione. Potete individuarne alcune?

# ALCUNI PRINCIPI

Lascia deliberatamente delle cose incomplete e degli spazi di interazione per completarle. Disegna le regole dell'interazione, ma non i risultati. Alcune modalità:

- customization
- skinning
- user-generated contents
- tag e folkonomie



# DOSA RIGIDITÀ E FLESSIBILITÀ

flickr

Signed in as [kian](#) (111 new) Help Sign Out

Home You Organize Contacts Groups Explore


Search etech's photostream Search

**etech's photostream**

Sets Tags Archives Favorites Profile

Slideshow Share This

**Etech05: Danny**



Danny O'Brien at lunch on Thursday after giving his talk, Life Hacks Live , with...

Some rights reserved  
Uploaded on Mar 18, 2005  
0 comments

**Etech05: Annalee**


etech will be added as your contact.

You can also add etech to your list of friends or family (or both).

Mark as Friend?  
 Mark as Family?


Marking them as friend or family is optional. It can also be changed at any time.

**Etech05: Thursday**




38 photos

**Etech05: Cory**



**Etech05:**

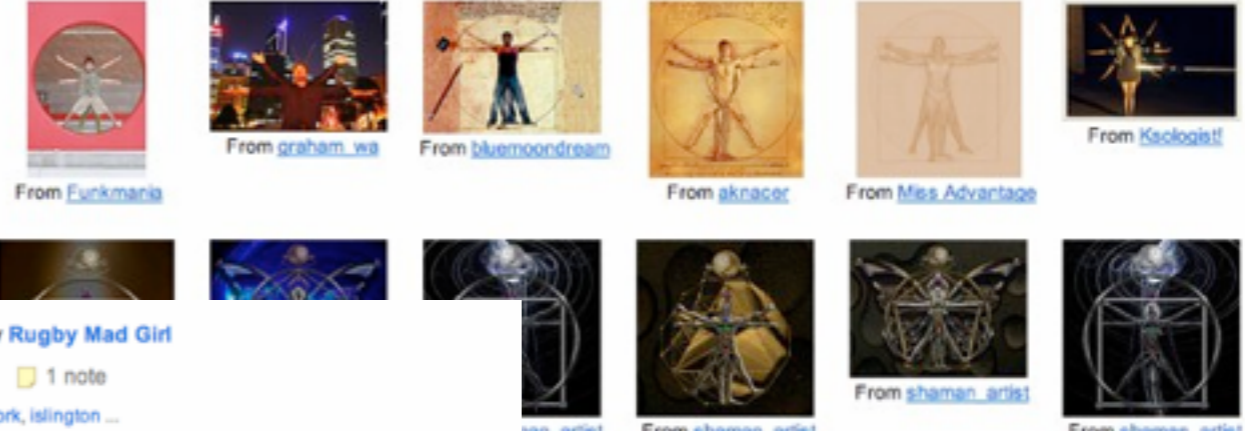


**Vitruvian variations**

Group Pool Discussion 13 Members Map Join This Group

Share This

Group Pool (73 photos | Only members can add to the pool. [Join?](#))



From [Funkmania](#) From [graham\\_wa](#) From [bluemoondream](#) From [aknacer](#) From [Mis Advantage](#) From [Ksclogis!](#)

From [shaman\\_arts!](#) From [shaman\\_arts!](#) From [shaman\\_arts!](#)

[More](#)



**The Hair Triplets** by [Rugby Mad Girl](#)

3 comments 4 faves 1 note

Tagged with party, molly, clockwork, islington ...

Taken on June 7, 2007, uploaded June 12, 2007

Taken in Pentonville, London, England, United Kingdom (map)

See more of [Rugby Mad Girl's](#) photos, or visit her profile.



**Molly And Christian** by [Rugby Mad Girl](#)

2 comments 4 faves 1 note

Tagged with party, molly, clockwork, islington ...

Taken on June 7, 2007, uploaded June 12, 2007

Taken in Pentonville, London, England, United Kingdom (map)

See more of [Rugby Mad Girl's](#) photos, or visit her profile.



**krauts all over london** by [Tomas Caspers](#)

2 faves

Tagged with london, media, atmedia, jensgrochtdreis ...

Taken on June 18, 2006, uploaded June 18, 2006

Taken in London, England (map)

See more of [Tomas Caspers' photos](#), or visit his profile.



**The live hair of Christian Heilmann** by [Tomas Caspers](#)

1 fave

Tagged with barrierefreiheit, aktionensch, webconference, thehairofchristianheilmann ...

Uploaded May 6, 2008

Vinci's drawing The Vitruvian Man.

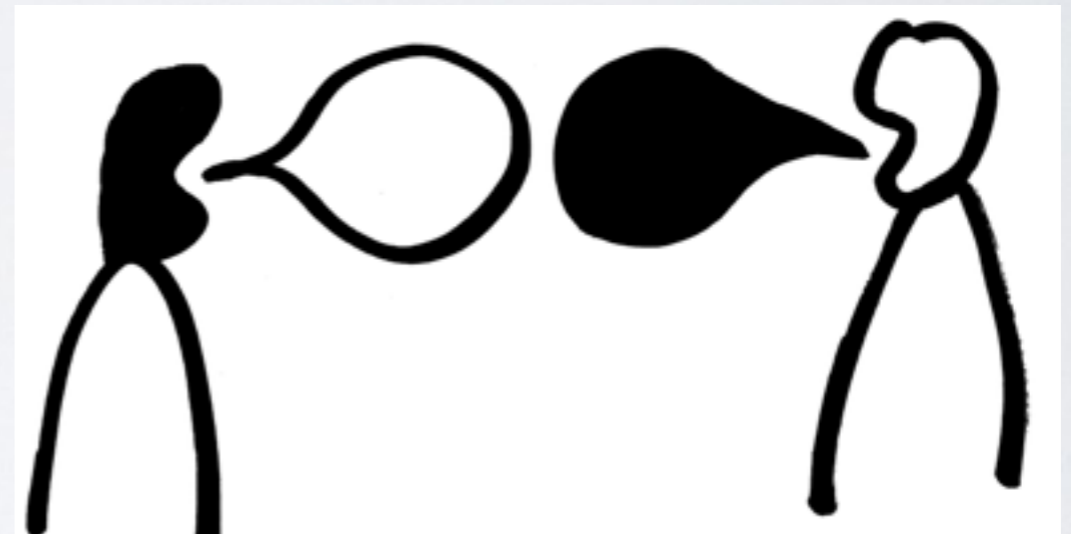


- Additional Information**
- This is a public group.
  - This group allows safe:
    - Photos
    - Screenshots
    - Art or illustration

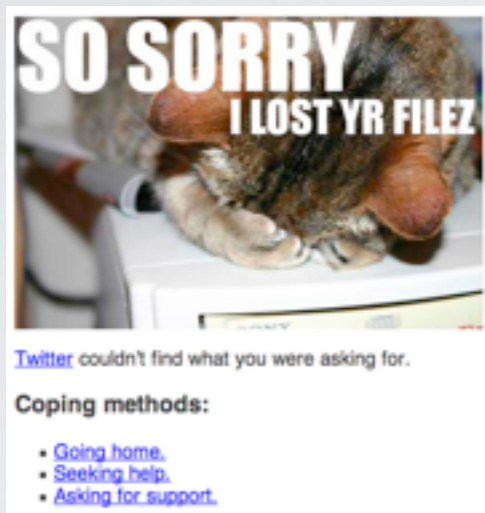
# FAI PARLARE IL SISTEMA COME UNA PERSONA

Crea uno stile conversazionale, la tua interfaccia deve “parlare” all’utente in modo naturale. Evita uno stile burocratico o da liceale.

Non usare slang oscuro, fai in modo che l’interazione con il sistema sia più simile possibile a quella con un utente umano in quel contesto.



# GESTISCI IN MODO "FAIR" I MESSAGGI DI ERRORE



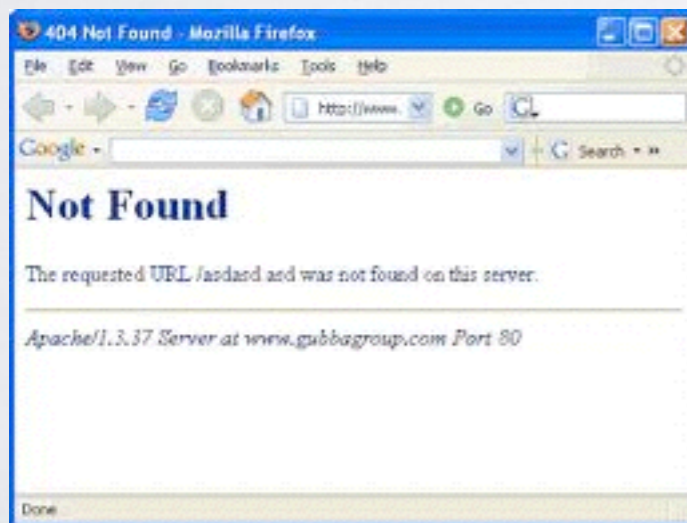
Customer Service and Support for  
**SlideShare**

**SlideShare is here!**  
10 employees are listening and participating

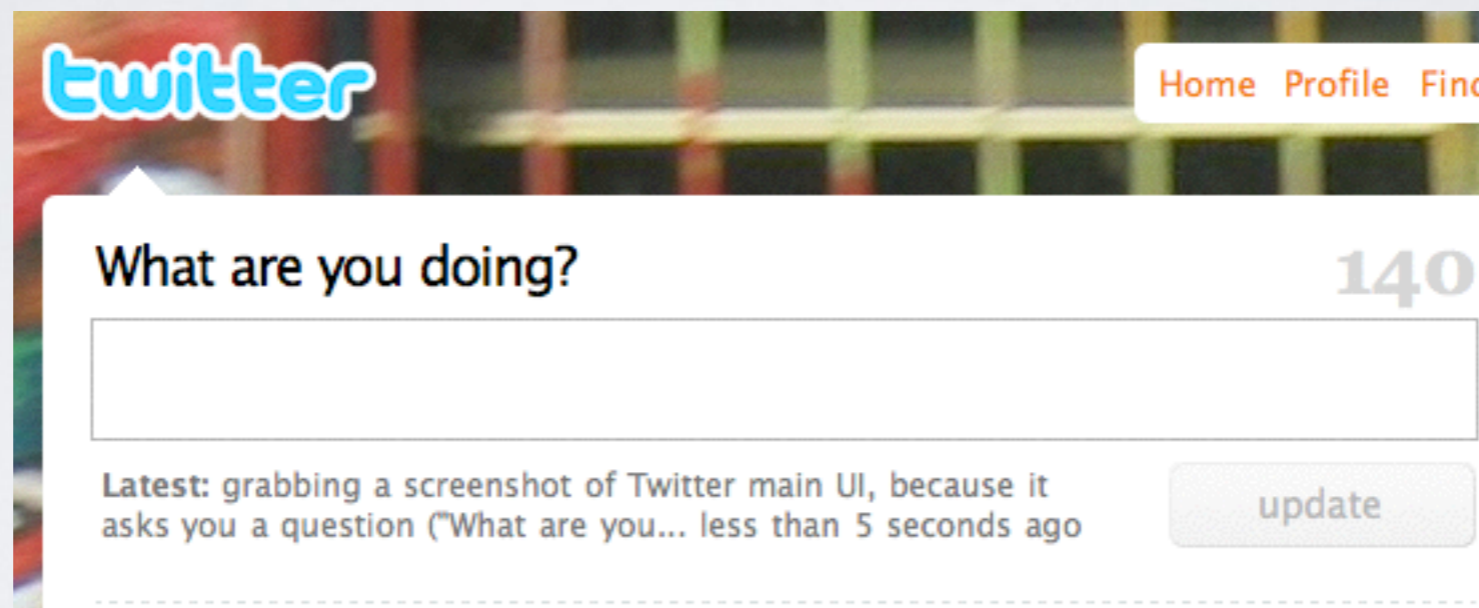
[Topics](#) [People](#) [11 Products & Services](#) [Overheard](#)

**We couldn't find it...**

Looking for a company that's not here yet? [Add it to Get Satisfaction!](#)



# FAI DOMANDE





# MY O YOUR?

La questione di quale “persona” dare all’interazione non è banale.

Un brand che ha una personalità che lo connota come una persona, o che parla a nome di gruppi, userà il “Tuo” (es. il tuo archivio). Un brand che si propone come un’estensione del proprio spazio personale userà il “Mio” (es. il mio archivio).

L’uso della persona giusta connota lo spazio digitale come uno spazio dedicato all’interazione sociale piuttosto che individuale

# IL SÈ NEI SOCIAL NETWORK


- Identità
- Presenza
- Reputazione
- Azione
- Relazione



# IL SÈ NEI SOCIAL NETWORK: REGISTRAZIONE

- 1) Chiedi solo le informazioni necessarie a garantire la migliore esperienza con il sito;
- 2) Distribuisci se possibile la raccolta di informazioni anche in altri step o automatismi del sito;
- 3) Situa il momento di registrazione solo dopo aver garantito una prima navigazione sul sito e assicurato l'interesse del fruitore;
- 4) Fornisci messaggi di feedback e suggerimenti sulla correttezza di user e password, e non messaggi di errore;
- 5) Se lo user è necessario solo per l'interazione con il sistema (e non con altri utenti), non pretendere uno unique user id.

1. Tell us about yourself...



My Name   

Gender

1. Tell us about yourself...

My Name

Gender

 **Birthday**     Are you really from the future?

I live in

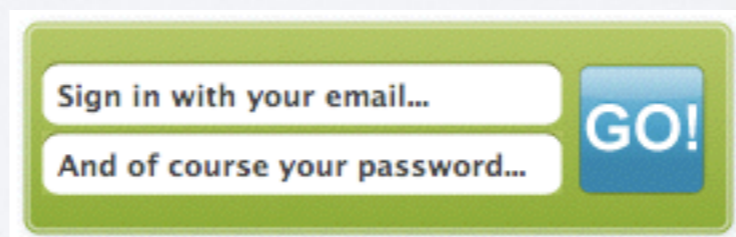
Postal Code

# IL SÈ NEI SOCIAL NETWORK: REGISTRAZIONE

Se possibile usa uno open ID e consenti agli utenti di registrarsi tramite altri siti (es. usando le credenziali di Facebook)

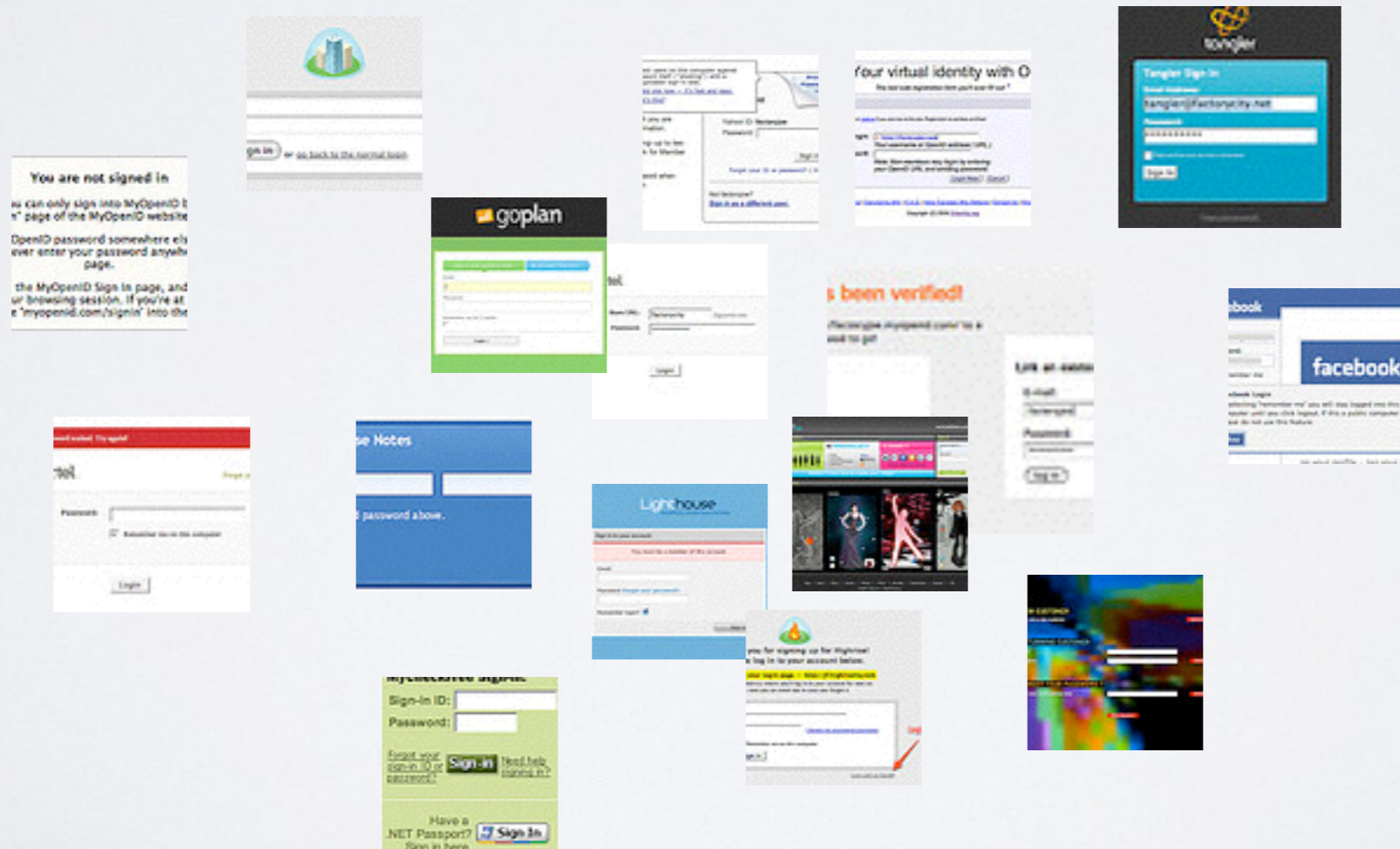
# IL SÈ NEI SOCIAL NETWORK: LOGIN

- 1) Utilizza il login a area riservata se questa ha un reale valore aggiunto per l'utente: dati privati, forte customizzazione, ecc.
- 2) Supporta l'utente nella compilazione dei campi di login con dei campi di suggerimento
- 3) Una volta loggato, fornisci all'utente segnali chiari dell'essere entrato in area privata e del possibile logout
- 4) Rendi chiaramente visibile e non automatica l'opzione "mantienimi loggato su questo computer"



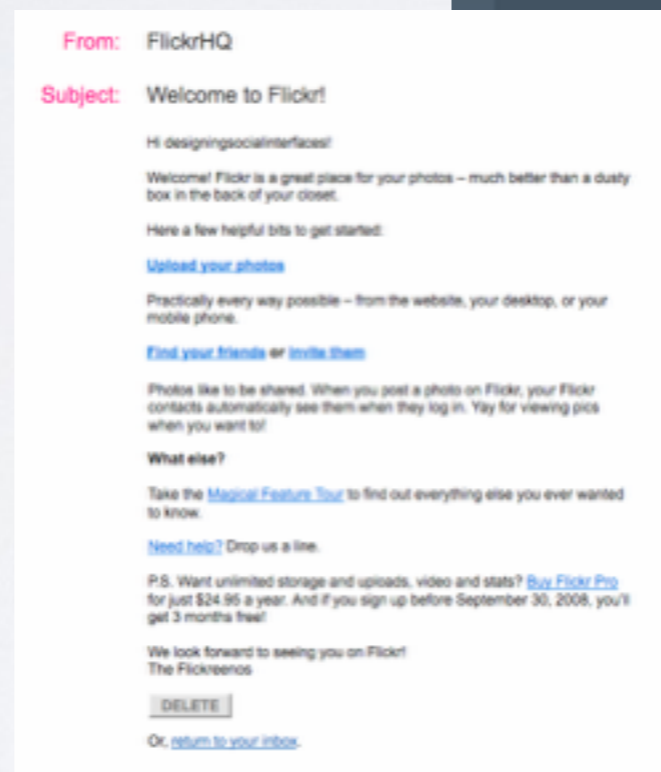
# IL SÈ NEI SOCIAL NETWORK: LOGIN: TANTI APPROCCI

[http://www.flickr.com/photos/factoryjoe/sets/  
72157600010029792/](http://www.flickr.com/photos/factoryjoe/sets/72157600010029792/)



# IL SÈ NEI SOCIAL NETWORK: PAGINA DI BENVENUTO (LANDING PAGE)

- 1) Presenta in modo caldo e accogliente il sito al nuovo utente come un ospite in casa tua;
- 2) Fornisci snelle istruzioni sulle possibilità di utilizzo;
- 3) Abbina anche una mail alla pagina di benvenuto;
- 4) Permetti all'utente di uscire facilmente dalla pagina di benvenuto



# IL RE-ENGAGEMENT

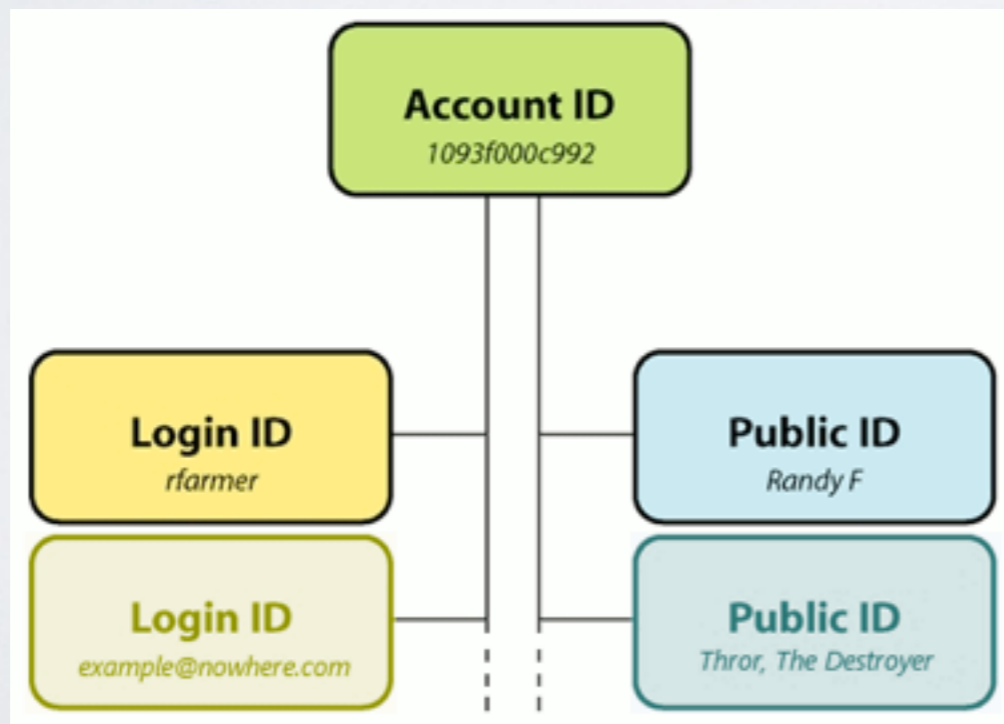
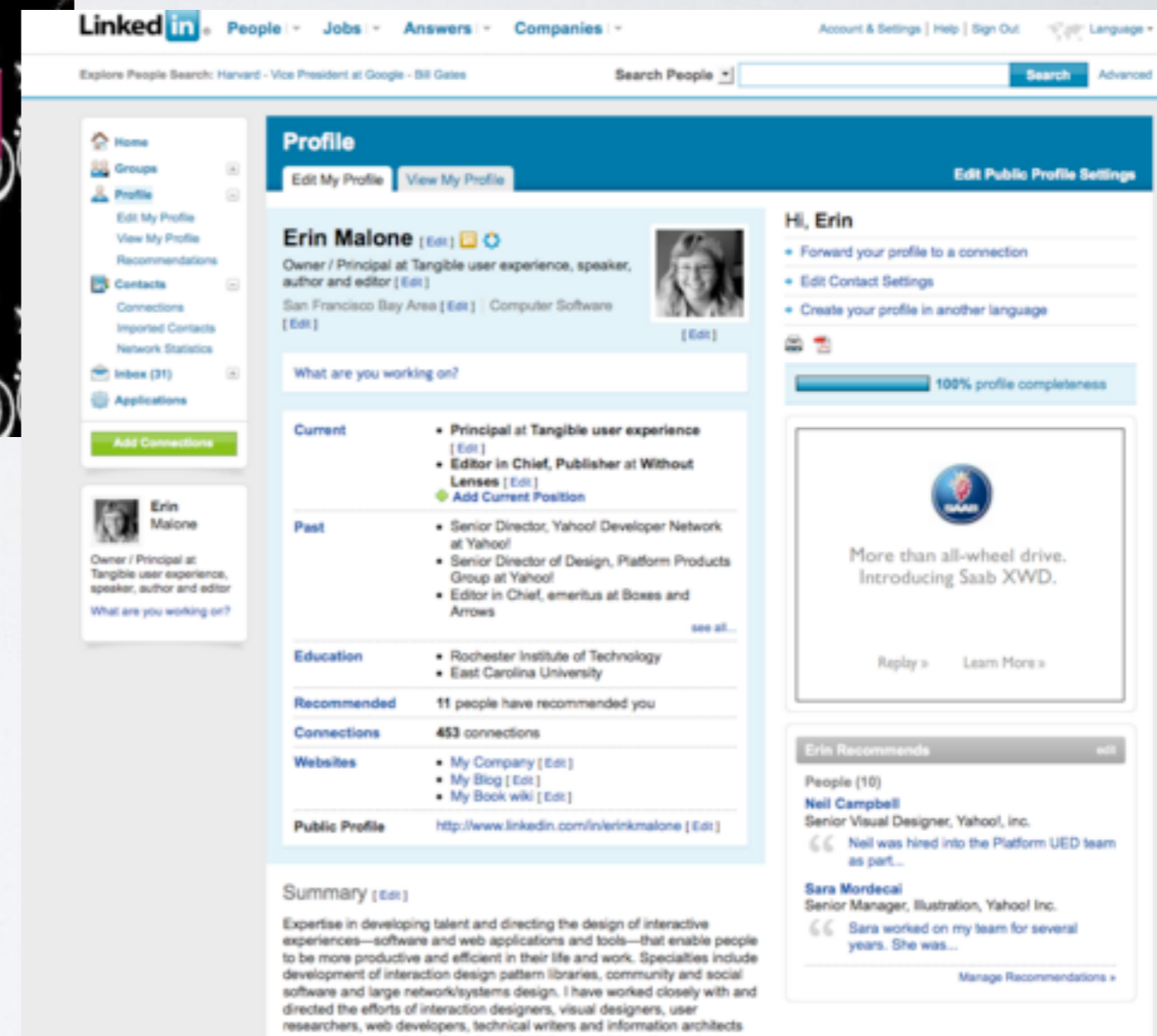
Dopo la registrazione, la sfida è mantenere gli utenti sul proprio sito e farli tornare.

- Chiedi l'ok per l'invio di e-mail durante la fase di registrazione.
- Le e-mail vanno pianificate con cura, non devono diventare spamming.
- Nelle e-mail sottolinea feature strategiche per l'utente, o nuove feature
- Se il sito si basa su relazioni, evidenzia alcune informazioni pubbliche di aggiornamento sugli amici, che possano interessare l'utente-
- La mail deve contenere una chiara "call to action" che inviti l'utente a rientrare nel sistema.

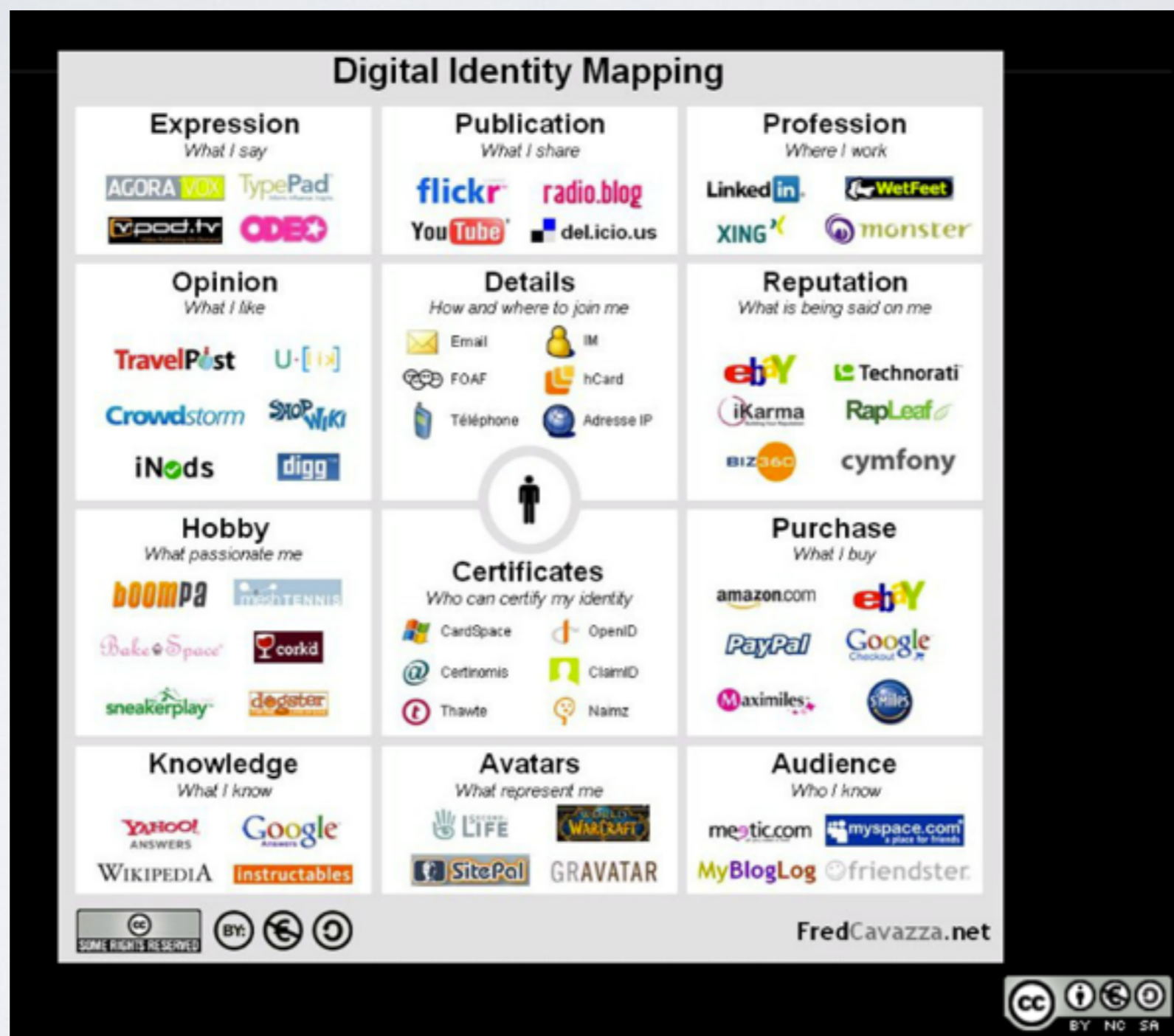




# IDENTITÀ ON LINE: UNA SCELTA DI DESIGN

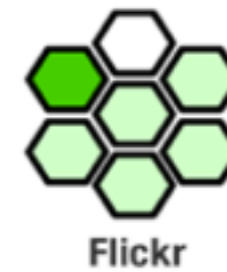


# IDENTITÀ ON LINE: LE DIVERSE AREE



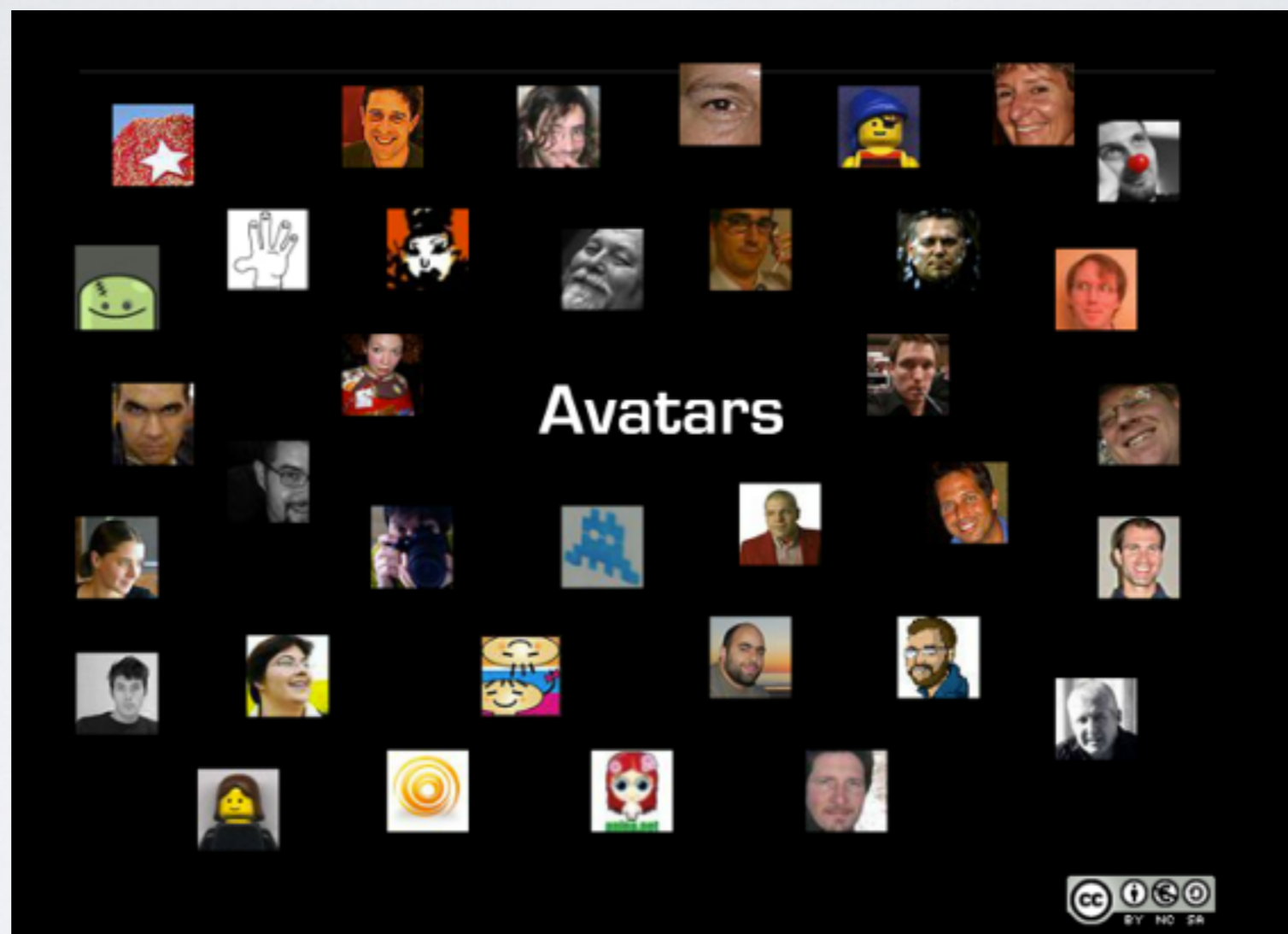
# IDENTITÀ ON LINE: LE DIVERSE AREE

## Webb/Butterfield/Smith Model



Based on [Matt Webb](#), [Stewart Butterfield's](#) and [Gene Smith's](#) writings

# IDENTITÀ ON LINE: AVATAR O PROFILI?



# IL PROFILO

- E' essenziale quando si vuole permettere agli utenti l'auto-espressione
- E' importante se si vuole consentire agli utenti di sbirciare nella vita degli altri
- Le informazioni contenute agevolano le interazioni sociali e la creazione di legami
- E' decisivo lavorare sulla scalabilità e il controllo da parte dell'utente delle informazioni pubbliche e private
- L'autenticità del profilo è una scelta che dipende dagli scopi del sito

What can people see on my public profile?

Profile Info (edit profile info)

- Basic profile: name, gender, location
- Photo
- About Me
- Work contact info
- Home contact info
- Professional history
- Education

My Public Content

- Status updates
- Public feeds
- Websites I use

Save changes Cancel



erinmalone@yahoo.com

Who Can See This?

Friends

- Friends of Friends  
My friends and their friends can see this.
- Only Friends  
Only friends can see this.
- Some Friends  
Choose specific friends who can see this.
- Only Me  
Only you and selected networks can see this.

Networks

None of My Networks

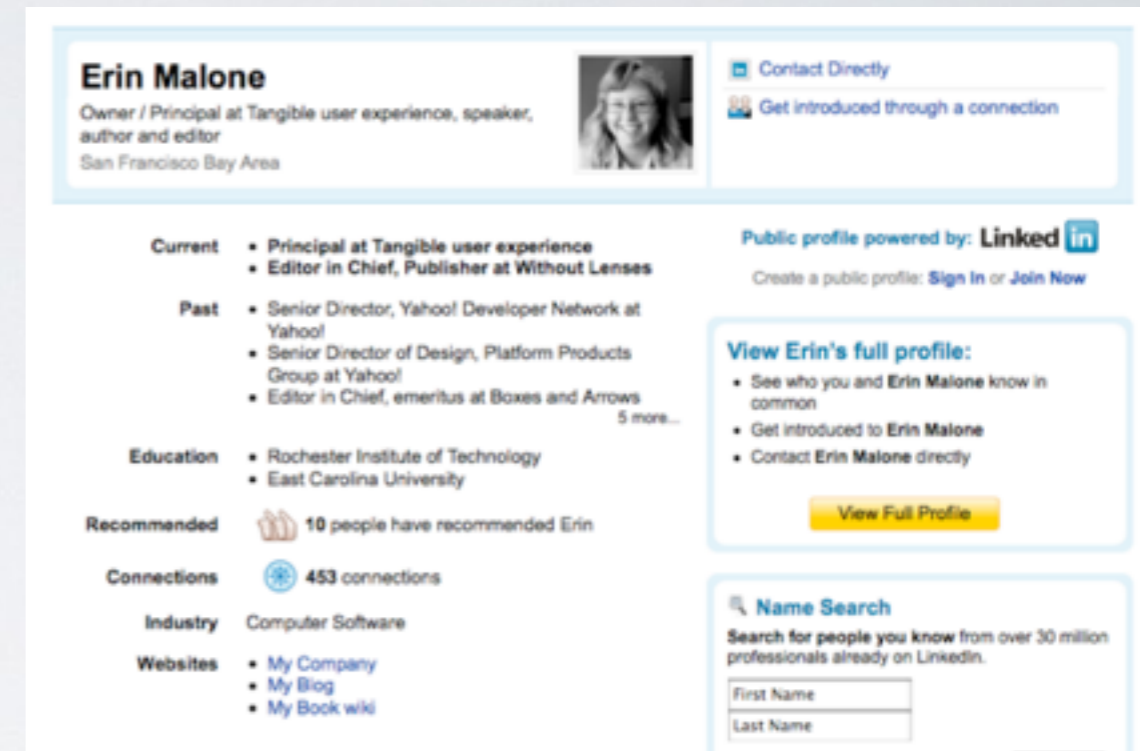
Except These People

Start typing a friend's name

Okay Cancel

# IL PROFILO

- E' importante favorire l'inserimento, nel profilo, di quelle informazioni e contenuti che saranno utili alla creazione di relazioni e scambi.
- In ogni caso l'utente non deve mai essere forzato a fornire più informazioni di quanto non sia necessario



**Erin Malone**  
Owner / Principal at Tangible user experience, speaker, author and editor  
San Francisco Bay Area

Contact Directly  
Get introduced through a connection

Public profile powered by: **LinkedIn**  
Create a public profile: [Sign In](#) or [Join Now](#)

**Current**

- Principal at Tangible user experience
- Editor in Chief, Publisher at Without Lenses

**Past**

- Senior Director, Yahoo! Developer Network at Yahoo!
- Senior Director of Design, Platform Products Group at Yahoo!
- Editor in Chief, emeritus at Boxes and Arrows 5 more...

**Education**

- Rochester Institute of Technology
- East Carolina University

**Recommended** 10 people have recommended Erin

**Connections** 453 connections

**Industry** Computer Software

**Websites**

- My Company
- My Blog
- My Book wiki

**View Erin's full profile:**

- See who you and Erin Malone know in common
- Get introduced to Erin Malone
- Contact Erin Malone directly

[View Full Profile](#)

**Name Search**  
Search for people you know from over 30 million professionals already on LinkedIn.

First Name   
Last Name

▼ Education and Work

College/University:

Concentration:

Second Concentration:

Third Concentration:

[Add Another Concentration](#)

Degree:

[Remove School](#)

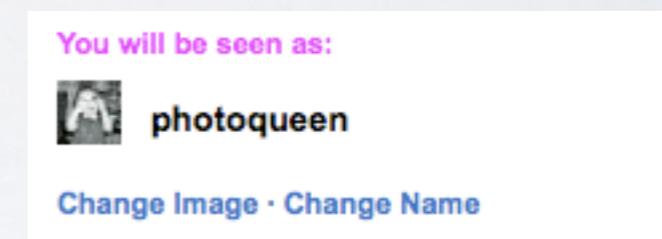
---

College/University:

Concentration:

# INDICATORI DI IDENTITÀ NELLE INTERAZIONI

- Sintetiche informazioni sul profilo sono accompagnate come label alle interazioni dell'utente in community, e permettono agli altri utenti di risalire a una carta d'identità dell'autore e a ridurre l'anonimato dell'interazione






# INDICATORI DI ATTRIBUZIONE

Gli indicatori di “status”, come il rating, la reputazione, la presenza ecc, possono comparire in maniera sintetica accanto ai contenuti: ciò aiuterà a creare relazione tra contenuti e persone.

RELAZIONI TRA CONTENUTI (ES. LO STESSO TAG PER DUE CONTENUTI)

RELAZIONI TRA PERSONE (ES. AMICI, COLLEGHI)

RELAZIONI CONTENUTI-PERSONE (ES. PROFILO ASSOCIATO AL CONTENUTO)

  2  22  
Thomas S.  
San Francisco, CA

★★★★★ 10/28/2008




Love, love, love! It's a strong word, but greatly deserved stop by for an afternoon snack WAY to often. I'm a big fan and it doesn't let me down.

The black and white **cupcakes** are a staple. As well as the buttercup **cupcakes**, brownie bites, you see where I'm coming from.

They get fresh deliveries every day so they're pretty fresh out there, but totally worth it.

[Bookmark](#) [Send to a Friend](#) [Link to This Review](#)

---

  49  211  
Allison T.  
San Francisco, CA

★★★★☆ 10/15/2008

Mini bite-sized cupcakes for about \$1 a pop....what more (now now I love Kara's) but I just didn't want to spend the money people would appreciate it. I ordered 6 chocolate on chocolate 6 mini carrot cakes....can't go wrong with the mini carrot cupcakes for other parties.

People thought this was: Useful (1) Cool (1)

[Bookmark](#) [Send to a Friend](#) [Link to This Review](#)



# TESTIMONIAL

## Testimonials

[Write a testimonial about Mark Interrante \(aka pinhole\)](#)

**Norby** says:

"What more can I say that his pictures can't?"



I'm jealous :)

-N"

**jason.s** says:

"Mark is someone you don't have to know to know that he has a keen eye for shooting inanimate, abstracts, people -- i.e., a variety of subjects. Add in the fact he shoots a ton of my hometown, and you have someone's photostream I won't miss any new shots from!"



**Sylph\*** says:

"Rarely does one come across a photographer who blends art and science so perfectly. Mark is technically savvy and creatively gifted, and he observes and captures what many of us might miss.



Mark's immense talent is derived from curiosity and passion, something he shares with everyone around him.

My favorites include his macro and night work, and his architectural abstracts, but I am always amazed how he elevates humor and whimsy to a higher plane.

Thanks for all the incredible inspiration!"

Recommend Christian as a:

- Colleague:** You've worked with Christian at the same company
- Service Provider:** You've hired Christian to provide a service for you or your company
- Business Partner:** You've worked with Christian, but not as a client or colleague
- Student:** You were at school when Christian was there, as a fellow student or teacher.

[Go](#) or [Cancel](#)

## Add a testimonial for xian

xian will have the chance to review this testimonial before it is published, so don't bother with something rude or nasty.

### Your Testimonial

(No HTML please.)

[PREVIEW](#)





OR

[SAVE THIS](#)

Or, [return to your launch page.](#)

# AVATAR










**photoqueen**

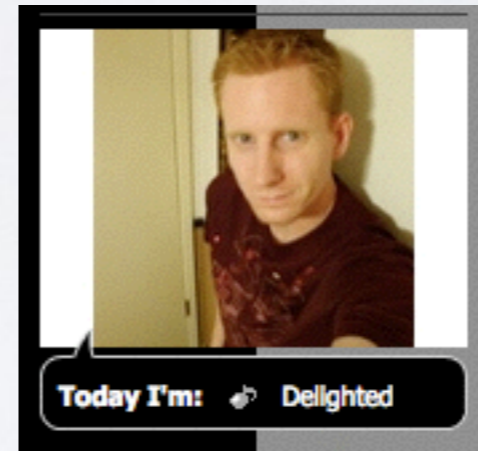
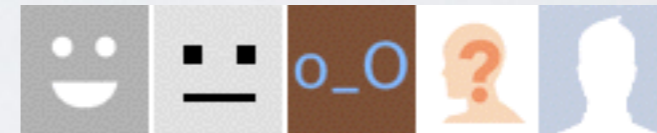
 Female     
san francisco

Profile Views: 1,118 time  
Member Since: Jun '07  
Last Login: **Online Now**

[add a short bio](#)

**Recent Visitors**

 healthsofei	 Colon Cleans...	 Arif M
 Aynoor	 OMNIWOW999	 Deew
 Takumi86	 arimushin	 RiceBear



# DALLO "STATUS" ALLE EMOZIONI. IDENTITÀ EMOTIVE



Il neonato social network emotid mira a costruire identità e profili non più basati su dove siamo, cosa facciamo, ecc, ma sul nostro *mood* emotivo

<http://www.emotid.com/#/>

# LA DASHBOARD: LA PLANCIA DI COMANDO

La dashboard deve permettere all'utente di controllare tutte le principali caratteristiche del profilo, di monitorare le ultime azioni svolte, visionare gli aggiornamenti più interessanti, accedere ai contenuti più importanti per il proprio profilo, personalizzare.



# DASHBOARD

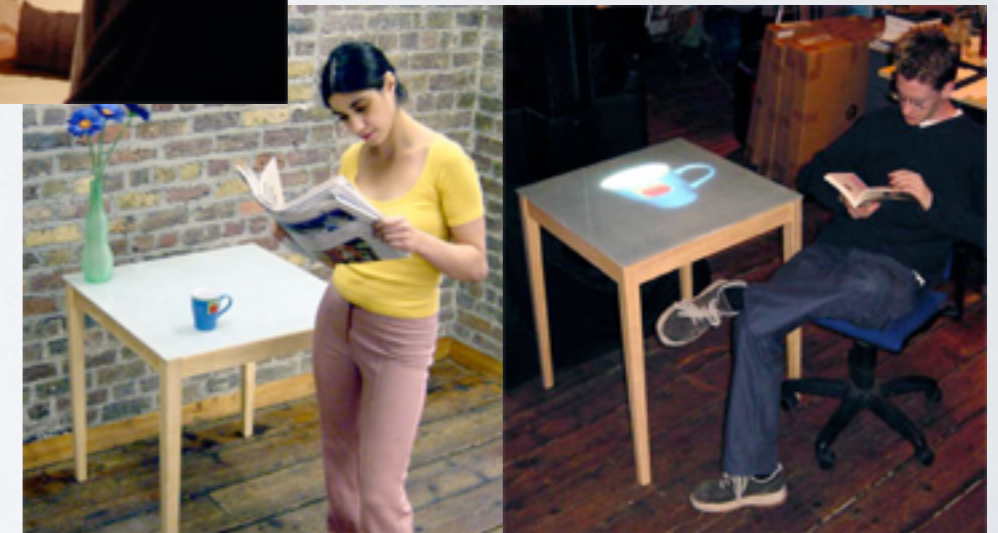
Seleziona una dashboard di uno dei seguenti  
SNS

(Twitter, Facebook, Filckr, Foursquare, Instagram,  
Upcoming) e individua le seguenti  
caratteristiche:

- funzioni di profilazione abilitate
- funzioni di aggiornamento individuale
- funzioni di aggiornamento sul proprio network
- aggiornamento generalista
- inviti all'azione
- altro...

# PRESENZA

- Semplice presenza statica nel web (sito)
- Instant Messaging e microblogging (sincrono e asincrono)
- Indicatori di presenza (es. in Skype, interazioni sincrone)
- In futuro: interfacce aptiche e indicatori di presenza integrati nell'ambiente
- La presenza può essere gestita in modo selettivo

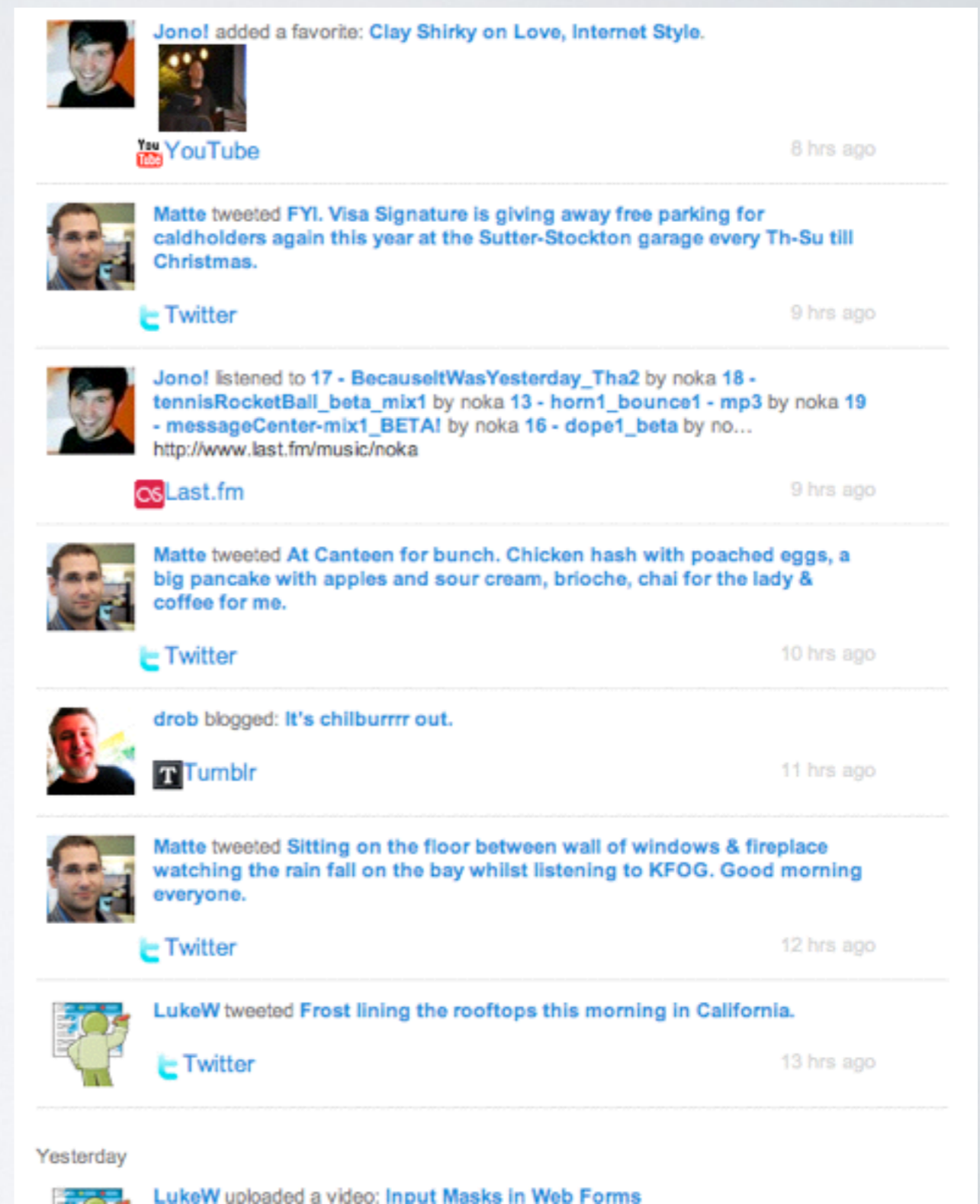


<http://web.media.mit.edu/~stefan/hc/projects/habitat/>

<http://web.media.mit.edu/~stefan/hc/projects/one2one/>

# “SONO CIÒ CHE FACCIAMO!” (SUI SOCIAL...)

- Altri indicatori di presenza possono segnalare il tipo di azione che l'utente sta compiendo, e il tipo di musica che l'utente sta ascoltando (es. Lastfm) o le attività più recenti sui social media: questa indicazione di ambiente può essere spunto di conversazione.



The screenshot displays a vertical feed of social media activities. Each entry includes a user profile picture, the platform name, and the content of the activity. The activities are as follows:

- Jono!** added a favorite: [Clay Shirky on Love, Internet Style.](#) (YouTube, 8 hrs ago)
- Matte** tweeted [FYI. Visa Signature is giving away free parking for calholders again this year at the Sutter-Stockton garage every Th-Su till Christmas.](#) (Twitter, 9 hrs ago)
- Jono!** listened to [17 - BecauseItWasYesterday\\_Tha2 by noka 18 - tennisRocketBall\\_beta\\_mix1 by noka 13 - horn1\\_bounce1 - mp3 by noka 19 - messageCenter-mix1\\_BETA! by noka 16 - dope1\\_beta by no...](#) (<http://www.last.fm/music/noka>) (Last.fm, 9 hrs ago)
- Matte** tweeted [At Canteen for bunch. Chicken hash with poached eggs, a big pancake with apples and sour cream, brioche, chai for the lady & coffee for me.](#) (Twitter, 10 hrs ago)
- drob** blogged: [It's chilburrrr out.](#) (Tumblr, 11 hrs ago)
- Matte** tweeted [Sitting on the floor between wall of windows & fireplace watching the rain fall on the bay whilst listening to KFOG. Good morning everyone.](#) (Twitter, 12 hrs ago)
- LukeW** tweeted [Frost lining the rooftops this morning in California.](#) (Twitter, 13 hrs ago)

Yesterday

- LukeW** uploaded a video: [Input Masks in Web Forms](#)

# VITALITÀ DEL SITO: ALCUNI INDICATORI

## Nuovi contenuti

**Network Updates**

What are you working on? [edit settings](#)

Today

CONNECTION UPDATES (8)

- Dan Theurer is now connected to Khalil Garriott
- Courtney Gartin is now connected to Amit Avance, +José+ +Leite+, MANOJ JAIN (jainmanoj[AT]gmail.com), and 5 other people
- phil eugenio is now connected to Christian Rodgers, Lars Smith and Steve Souders
- Scott Mace is now connected to Gregory Smith, Roberta (Bobbie) Carlton, David Chernicoff, and 4 other people
- Jeremy Ben-Ami is now connected to Natasha Mozgovaya

Show more...

USER EXPERIENCE UPDATES (7)

- Jesse Hiller wants to discuss, "Information Architect / UI Designer in SF" Be the first to comment »
- dawn anderson, Sonia Kaukonen, Jim Couch and 1 more commented on "How important is grammar and punctuation in your business writing?" from Dolly Glozer. See 16 comments »
- Jeremy Horn recommends reading "JohnMees from High to Low" from The Product Guy. Discuss »

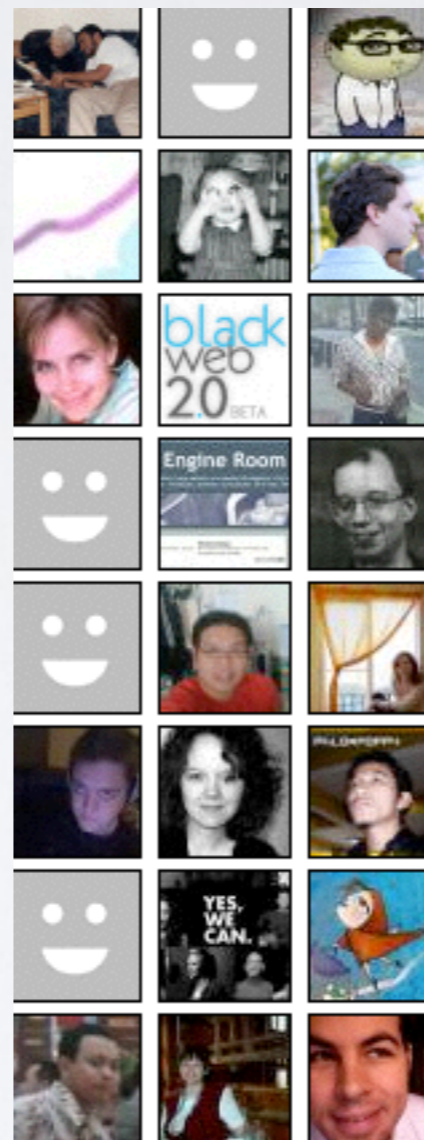
Show more...

STATUS UPDATES (8)

- Gina Groom is looking forward to the short week. reply »
- Danna Hudson is looking for a job reply »
- Peter Gutierrez is quoted in a new Publishers Weekly piece: www.publishersweekly.com/article/CA6624192.html reply »

Show more...

## Nuovi amici



## Amici presenti

**Online Friends**

- Ben Mendelson
- Bryan Merica
- Cindy Gitter
- Cusi Charlotte Cram  
is home and about to deck ...
- Danna Hudson  
10 day forecast says rain e...
- Elaine Richards  
fired up the kiln and did ...
- Geoff Faulkner  
is so glad I live in the U...
- George Haberberger  
will only deal with work f...
- Jeff Tiedrich  
waited for you on the runn...
- Jono Kane  
is thoroughly enjoying lef...
- Liz Henry
- Louis Rosenfeld  
is wondering if the GC wil...
- Marlou Del Barrio  
is back in sunny freezing ...
- Mary Eisenhart  
is performing clothing rep...
- Matthew Bernstein  
is Jews and Greeks.
- Paul Lord



# POSIZIONAMENTO DEL PROPRIO SNS

Individuare i modelli di individuazione all'interno del social:

- Dati Profilazione (utili a creare connessioni con altri utenti e contenuti specifici)
- Definizione pagina personale e/o avatar
- Azioni possibili (aggiornamento status, portfolio, eventuale dashboard)