Altruism, Selfishness, and Contribution on the Social Web

John Riedl

GroupLens Research
University of Minnesota
**Customer Reviews**

Bowling Alone: The Collapse and Revival of America

**81 Reviews**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 star</td>
<td>40</td>
</tr>
<tr>
<td>4 star</td>
<td>21</td>
</tr>
<tr>
<td>3 star</td>
<td>11</td>
</tr>
<tr>
<td>2 star</td>
<td>6</td>
</tr>
<tr>
<td>1 star</td>
<td>3</td>
</tr>
</tbody>
</table>

**Average Customer Review**

Share your thoughts with other customers

Create your own review

The most helpful favorable review

227 of 236 people found the following review helpful:

🌟🌟🌟🌟🌟 Can You Handle the Truth?

Putnam’s commentary on modern American life is frightening.

I read Putnam’s article by the same title in college and it left an imprint because it crystallized my feeling that Americans are involving themselves in civic and community life. His new book expounds on this depressing thesis and explains, in tremenous detail how Americans no...

Read the full review »

Published on July 20, 2000 by Joshua D. Hamilton

See more 5 star, 4 star reviews
Social loafing

From Wikipedia, the free encyclopedia

In the social psychology of groups, social loafing is the phenomenon that persons make less effort to achieve a group than when they work alone. This is one of the main reasons that groups sometimes perform less than the total of their members working as individuals.

Contents [hide]
1 Causes
2 Solutions
3 References
4 See also

Causes

The main explanation for social loafing is that people feel unmotivated when working in a group, because they think their effort will not be evaluated. According to the results of a meta-analysis study (Karau & Williams, 1993), social loafing is a phenomenon, but it does not occur when the group members feel that the task or the group itself is important. It occurs when a person feels underappreciated within their team or group.

Solutions

This article may require cleanup to meet Wikipedia's quality standards. Please improve this article if you can. (April 2008)
Messages

- Web 2.0 *is* The Social Web
- People Connecting to People
- Technology Enabling Community
Top Sites in United States

1. **Google**
   Enables users to search the Web, Usenet, and images. Features include PageRank, caching and translation of results, and an option to find similar pages. The company's focus is developing search technology.
   [google.com](http://google.com)

2. **Yahoo!**
   Personalized content and search options. Chatrooms, free e-mail, clubs, and pager.
   [yahoo.com](http://yahoo.com)

3. **Facebook**
   A social utility that connects people, to keep up with friends, upload photos, share links, and videos.
   [facebook.com](http://facebook.com)

4. **YouTube**
   You Tube is a way to get your videos to the people who matter to you. Upload, tag, and share your videos worldwide!
   [youtube.com](http://youtube.com)

5. **MySpace**
   Social Networking Site.
   [mypace.com](http://myspace.com)
1. Google

Search
from the frequency that an average surfer uses his or her browser's bookmark feature.

So, the equation is as follows:

$$PR(p_i) = \frac{1 - d}{N} + d \sum_{p_j \in M(p_i)} \frac{PR(p_j)}{L(p_j)}$$

where $p_1, p_2, \ldots, p_N$ are the pages under consideration, $M(p_i)$ is the set of pages that link to $p_i$, $L(p_j)$ is the number of links coming from page $p_j$, and $N$ is the total number of pages.

The PageRank values are the entries of the dominant eigenvector of the modified adjacency matrix. This makes PageRank a particularly elegant metric: the eigenvector is

$$R = \begin{bmatrix} PR(p_1) \\ PR(p_2) \\ \vdots \\ PR(p_N) \end{bmatrix}$$

where $R$ is the solution of the equation

$$R = \begin{bmatrix} (1 - d)/N \\ (1 - d)/N \\ \vdots \\ (1 - d)/N \end{bmatrix} + d \begin{bmatrix} \ell(p_1, p_1) & \ell(p_1, p_2) & \cdots & \ell(p_1, p_N) \\ \ell(p_2, p_1) & \cdots \\ \vdots \\ \ell(p_N, p_1) & \cdots & \ell(p_N, p_N) \end{bmatrix} R$$

where the adjacency function $\ell(p_i, p_j)$ is 0 if page $p_j$ does not link to $p_i$, and normalised such that, for each $j$

$$\sum_{i=1}^{N} \ell(p_i, p_j) = 1,$$
Google PageRank

- Value of a page is the value of the pages that link to it
- Recursive!
- Fight for Attention: The Shoe Store

- The Rich get Richer
(Web Search)\textsuperscript{shared}

Maurice Coyle and Barry Smyth
AH’08
Want to be a Millionaire?

- Netflix $1M Challenge
The Lion in Winter

In this stylish costume drama, England’s King Henry II (Peter O’Toole) and his dysfunctional family gather on Christmas Eve to decide who will... Read More

War of the Worlds: The Real Story (2-Disc Series)

This spellbinding documentary examines the H.G. Wells novel The War of the Worlds and the worldwide phenomenon it created when it was first... Read More
Google Street View in UK

- **My B&B in London**
  - [Link](http://maps.google.co.uk/maps?f=q&source=s_q&hl=en&geocode=&q=high+street+kensington&sll=51.490643,-0.158637&sspn=0.010515,0.016243&ie=UTF8&ll=51.505203,-0.193301&spn=0.359.991878&z=17&layer=c&cbll=51.505309,-0.192387&panoid=8ACFOo-EYapAmgcuRoz_Q&cbp=12,79.63692756901483,,0,-8.672391017173075)

- **Link to BBC Video**
  - 0:00 – 2:00

- **Privacy Risks**
  - Photos of people leaving sex shops
  - Photos of naked toddler playing in park
Opportunity

- How can we mine *free activity*?
- What are the risks in these data?
2. Yahoo!

Everything
Explore Flickr Through Tags

art australia baby beach birthday blue by california cameraphone canada canon cel chicago china christmas city dog england europe family festival flower flowers food france friends fun germany green halloween holiday italy japan london me music nature new newyork night nyc paris park party people portrait red sanfrancisco sky snow span summer sunset taiwan tokyo travel trip usa vacation water wedding

A year ago today
Take a step back in time and see the most interesting photos from November 1, 2009.

Sets
A few of our favorite sets. Stories are told, themes are developed, junk is collected...

- **things with wings**
  - 41 photos
  - From Sara Honnico (awtsumnta)
  - Birdie Birdie Birdie!

- **Holga Fitch**
  - 213 photos
  - From Supercapacity
  - Supercapacity Homage to the Holga.

- **Thom and Leonie**
  - Summertime Bandyism
  - 7 photos
  - candy for the broken hearted, Summertime Bandyism

- **Crystal Clear**
  - More photos from.Me. or view my recent NS profile.

- **LOMO**
  - 5,150 members | 56,216 photos
  - LOMO, for the lomographer in everyone.

- **Utata**
  - 6,207 members | 92,722 photos

- **Entrance to Hell**
  - 1,000 members | 4,346 photos
  - Entrance to Hell, Gates, doors, windows, hallways, doors, holes, little sneaky openings into horrible nothingness...

Groups
There are lots of groups on Flickr, full to the brim with wonderful photos...
Explore Flickr Through Tags

art australia baby beach birthday blue by california cameraphone canada canon cel chicago china christmas city dog england europe family festival flower flowers food france friends fun germany green halloween holiday italy japan london me music nature new newyork night nyc paris park party people portrait red sanfrancisco sky snow spain summer sunset taiwan tokyo travel trip usa vacation water wedding

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Groups
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Crystal Clear
More photos from Ukeessssss., or view Ukeessssss's profile.

things with wings
41 photos | From Sara Honnchi (awfuftasro)
Birds! Birds! Birds!

Holga Bitch
218 photos | From Supercapacity
Supercapacity, Homage to the Holga.

Thom and Leonie
Summertime Bandyism
7 photos | From eyecandyforthebrokenhearted
Eye candy for the broken hearted, Summertime Bandyism

Entrance to Hell
000 members | 1,000 photos
Entrance to Hell, Gates, doors, windows, alleyways, deep holes, little sneaky openings into horrible nothingness...
Tag Selection Algorithms

“The Quest for Quality Tags”
S. Sen, F. Harper, A. LaPitz, J. Riedl
GROUP 2007
RQ: How can a tagging system show users tags they want to see?
**Users don’t agree**

**Most controversial tags** (Bayesian expected entropy):

<table>
<thead>
<tr>
<th>tag</th>
<th>entropy</th>
<th># 🟢</th>
<th># 🔴</th>
</tr>
</thead>
<tbody>
<tr>
<td>comedy</td>
<td>0.987</td>
<td>28</td>
<td>30</td>
</tr>
<tr>
<td>classic</td>
<td>0.986</td>
<td>25</td>
<td>24</td>
</tr>
<tr>
<td>stylized</td>
<td>0.983</td>
<td>20</td>
<td>21</td>
</tr>
<tr>
<td>nudity (full frontal)</td>
<td>0.980</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>romance</td>
<td>0.980</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>quirky</td>
<td>0.977</td>
<td>25</td>
<td>20</td>
</tr>
<tr>
<td>magic</td>
<td>0.974</td>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td>animation</td>
<td>0.974</td>
<td>26</td>
<td>20</td>
</tr>
<tr>
<td>Steven Spielberg</td>
<td>0.973</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>sci-fi</td>
<td>0.972</td>
<td>14</td>
<td>17</td>
</tr>
</tbody>
</table>
Tag Prediction

Random baseline: 21%

Implicit features:
- number of applications (39%)
- number of users (51%)
- number of searches for a tag (44%)
- number of users who searched for a tag (48%)
- length of tag (42%)

Moderation-based features:
- global average rating for a tag (59%)
- user-normalized global average rating for a tag (62%)
- tag reputation (57%)

Hybrid combinations: logistic regression, decision trees (67%)
My Test: What My Health History Is

Excellent! You’re on your way to discovering how to make the most of your genes.

Is your biological father alive? (Enter your best guess if you’re not sure.)
- Yes, his current age is: ___
- No, his age when he died was: ___
- He died of a non-disease-related accident (such as a car crash).
- I don’t know

Is your biological mother alive? (Enter your best guess if you’re not sure.)
- Yes, her current age is: ___
- No, her age when she died was: ___
- She died of a non-disease-related accident (such as a car crash).
- I don’t know

Have you EVER had asthma?
- Yes, I currently have asthma
- Yes, I had it as a child
- No

Have you EVER had a heart attack?
- No, I haven’t had a heart attack
- Yes, an anterior heart attack
- Yes, an inferior heart attack
- Yes, not sure what kind
Opportunities

- How can a system distinguish between “good” tags and “bad” tags?
- Can folksonomy be encouraged?
  - Showing users more tags leads to more vocabulary reuse
  - How much convergence is valuable?
3. Facebook

Social Networking for College Students ... and everyone else
Welcome

News Feed

- added "[text]" to her favorite activities. 7:41 am
- is attending [event]. 7:21 am
- joined the group [group]. 7:01 am
- wrote a new note. 5:43 am

Continue reading...

- joined the group [group]. 5:25 am
- and [user] are now friends. 4:30 am
- Updated: 15 of your friends joined the group [group]. 4:10 am
- is no longer single. 3:50 am
- and [user] are now friends. 9:45 pm
- [user] joined the group [group]. 9:42 pm
- Updated: [user] and [user] joined the group [group]. 8:20 pm
- joined the [network]. 8:00 pm
- joined the group [group]. 3:00 pm
The Predictive Power of Online Chatter

• Gruhl, Guha, Kumar, Novak, Tomkins
• Yahoo
• ACM KDD 2005

• Volume of blog postings predict sales rank of books
• Queries can be automatically generated in many cases.
• Can sometimes predict spikes in sales rank.
Anti-aliasing on the Web

Jasmine Novak,
Prabhakar
Raghavan, Andrew
Tomkins.
WWW 2004
Story: Finding Medical Records
(Sweeney 2002)

Former Governor of Massachusetts!

- Medical Data
- Ethnicity
- Visit Date
- Diagnosis
- Procedure
- Medication
- Total Charge

Zip

Birthdate

Sex

Voter List
- Name
- Address
- Date registered
- Party affiliation
- Date last voted
Cat Torturer Video

- YouTube Link
- 1:10 – 2:15
FriendFeed

- Marilyn Katz has updated her profile
- Learn more about Barack Obama by visiting www.MeetBarackObama.com
- William Ayers has updated his profile
- Antoin "Tony" Rezko is now friends with Nadhmi Auchi
- Barack Obama and William Ayers are now friends with Marilyn Katz
- Barack Obama is now friends with William Ayers
- Alexi Giannoulias and Eric Holder have updated their profiles
- Barack Obama is now friends with Alexi Giannoulias
- Barack Obama is now friends with Eric Holder
- Antoin "Tony" Rezko and Allison Davis have updated their profiles
- Barack Obama and Antoin "Tony" Rezko are now friends with Allison Davis
- Barack Obama is now friends with Antoin "Tony" Rezko
Discussion

- Social Implications
- Opportunities
- Threats
4. YouTube

Video by Amateurs?
Copyright issues
• Music videos
• CBS agreement
Why did Google Buy YouTube?

- $1,650 / 65 = $25 million / employee
- $1,650 / 100 million views per day = $16
- $16 / 365 = $.04½ / view / year
- … but Google already had videos!

- The technology?
- The community!
Second Life

- Virtual World
- People “live”, buy, and sell there
- $60M (US $) worth of “manufactured goods” sold this year
Making a Guitar in Second Life

0:45 – 1:45
World of Warcraft

- A different virtual world
- More focus on combat
- 6 million subscribers
Fayejin Funeral

On Tuesday of February 28th Illidan lost not only a good mage, but a good person. For those who knew her, Fayejin was one of the nicest people you could ever meet. On Tuesday she suffered from a stroke and passed away later that night.

5:30 March 4th, Frostfire Hot Springs
World of Warcraft Video
“I hope azshira’s dad dies of a heart attack, then at the funeral some guy runs in naked and pushes the coffin over and runs around slapping people screaming LOL OWNED, then releases a video of it”
Economist in EVE

Monthly change in four price indices

- Mineral price index
- Primary producer price index
- Secondary producer price index
- Consumer price index

Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

3Q 4Q
HEALTH

AVERAGE BMI:
- ADULT EQII PLAYER: 25.19
- AMERICAN ADULT: 28
- CHILDREN AND ADOLESCENT EQII PLAYERS: 23.6
- CHILDREN AND ADOLESCENT AMERICANS: 23.3

PERCENTAGE OF OBESE ADULT EQII PLAYERS: 22.2%

PERCENTAGE OF OBESE AMERICAN ADULTS: 30.5%

PERCENTAGE OF MALE EQII PLAYERS DIAGNOSED WITH DEPRESSION:
- 19.38%

PERCENTAGE OF FEMALE EQII PLAYERS DIAGNOSED WITH DEPRESSION:
- 36.52%
AGE

TEENS, 12-17: 6.58%

COLLEGE-AGE, 18-22: 12.40%

YOUNG ADULT, 23-29: 26.27%

THIRTIES, 30-39: 36.69%

FORTIES, 40-49: 12.40%

FIFTY OR OLDER, 50-65: 4.80%
Offshore to a Virtual World?

• Nick Yee @ PARC
• Some radiology offshored to India
• Skill in a game: RADAR expert?
  o Learn to detect patterns
  o Rewards for correctness
• Wisdom of Crowds to combine results
Sample Imagery

Example of the size of object to look for. The red rectangle (10px by 4px)

Example of ocean water.
Horror as teenager commits suicide live online

A video capture showing a police officer in the bedroom of Abraham K Biggs, hours after the teenager took an overdose.

Mike Harvey, Technology Correspondent, in San Francisco

Comment: What hate comes to your homepage | Should forum members be prosecuted?

A 15-year-old man in Florida committed suicide live on the internet as hundreds of web users watched, taxation and others

TIMES RECOMMENDS
- Death of Hughes, not Plath, 'more sort of suicide'
- British Ambassador mends fences with Russia
- Cowen exposed to ridicule by gallery guards

DISCOVERY TAKES OFF
- Space shuttle Discovery blasts off from Cape Canaveral, Florida

Slide Show

FOCUS ZONE

Get a global perspective from the world's most trusted newspaper.
Chocolate Rain
by Tay Zonday

Adam Bahner, a Ph.D. student in American Studies at the University of Minnesota

Number 2 hottest viral video in history
  o Hottest viral video of Summer 2007
  o Over 26 million views
Fig. 8. Probability of buying a book (DVD) given a number of incoming recommendations.
The Dynamics of Viral Marketing,
ACM TWeb 2007, Leskovec et al., HP
Maximizing the Spread of Influence through a Social Network, *David Kempe, Jon Kleinberg, Éva Tardos, KDD’03*

- **Independent Cascade Model**
  - Information *diffuses* over time
  - Each neighbor who converts has a *one-time* chance to convert others

- **Linear Threshold Model**
  - Each node considers the preferences of all neighbors
  - If total weight passes threshold, a node converts
Video suggestion and discovery for YouTube: Taking random walks through the view graph
Shumeet Baluja, et al., Google, WWW 2008
Opportunities

- Crowd-sourcing
- Gaming as Work?
- How do preferences propagate naturally?
- What predicts fads?
- How do recommenders influence propagation?
5. MySpace

Social Network
La Reina's Blurbs

About me:
"Whenever I dwell for any length of time on my own shortcomings, they gradually begin to seem mild, harmless, rather engaging little things, not at all like the staring defects in other people's characters." - Margaret Halsey

Who I'd like to meet:
"At the end of what is called 'the sexual life' the only love which has lasted is the love that has accepted everything, every disappointment, every failure and every betrayal, which has accepted even the sad fact that in the end there is no desire so deep as the simple desire for companionship." - Graham Greene

La Reina's Interests

General
Making music and figuring out how to never, ever grade papers ever again. Also railing about the state of education, with special intensity reserved for a system that produces high schoolers who don't know what pronouns are and college students (more than one) who use the word "runned" in answering essay questions.

Music
Judas Priest, doves, Gang of Four, Tom Petty, Jean Wells, Black Flag, Calexico, Built to Spill, Cand, Stanton, Jim Croce, Busta, Moda Muerte, Amy Peebles, Pelican, Manu Chao.

Movies

Television
Freaks and Geeks, Nip/Tuck, Firefly.

Books
Secret Diary of Adrian Molina

La Reina has 292 friends.

Aleksey Vayner, Yale - Class of '06
conrad
Alison
Kristina B

Kelly
Lady K
Sashay
Ankle Soup
Heather Ann Tucci

“I just want to let everyone know August 19 2006 Joe Renner and Joe Shafer died and me and Samatha were hurt. … Both of them knew what they were getting in to. Yes it’s my fault because I was the driver but think about how many of you did what I did.”
Twitter

- Story about VC lunch
- Hudson river pictures
- NYT Tweets during superbowl
- NBA Player who tweeted during half-time of a game
Twitter has started to advertise a number of applications using the small box on profile pages that it first introduced earlier this month. Before today Twitter had reserved the space for links to its own services like Search, but now they are advertising a number of sites and apps, including Tweetie, a popular iPhone client.

Other links popping up include Twittervision and ExecTweets, which was first announced earlier today.

The ads are unobtrusive, and they’re promoting useful applications that are all Twitter-related so they blend nicely with the page. The question now is how much money is actually changing hands – John Battelle writes that Federated Media is sharing some of its revenues from ExecTweets, but also notes that Twitter has a history of promoting apps it finds interesting without getting paid for it.

**Update:** Tweetie developer Loren Brichter says that he actually isn’t paying Twitter a cent to get featured on the site. Twitter came to him, explaining that it wants to promote projects like Tweetie which promote “variety, relevance, and value” (apparently a number of Twitter employees use the app).
So I once went on a movie date with a guy who thought it was sort of weird that I posted to Twitter about the movie in mid-date. In retrospect, it probably was weird, and a bit rude, and I wouldn't do it again (and no, there was no second date). But get a load of this.
When Twitter Met Facebook: The Acquisition Deal That Fail-Whaled

by Kara Swisher
Discussion

- Social Implications
- Opportunities
- Threats
6. Windows Live
7. MSN

ISP and Content Provider
8. Wikipedia

Next slide, please!
Wikipedia is a multilingual, Web-based free content encyclopedia project. The name Wikipedia is a blend of the words wiki and encyclopedia. Wikipedia is written collaboratively by volunteers, allowing most articles to be changed by almost anyone with access to the website.
Wikiality on MySpace

1:20 – 2:15: edit wikipedia to make truth
“What if the number of elephants in Africa were increasing?”
Creating, Destroying, and Restoring Value in Wikipedia

Group 2007

Reid Priedhorsky
Jilin Chen
Shyong (Tony) K. Lam
Katherine Panciera
Loren Terveen
John Riedl
Who contributes Wikipedia’s value?

User: Maveric149  0.5% of value

3.8 million least frequent editors

Wales  14% of value

Swartz
Challenges

- How can vandalism be detected?
- How efficient is Wikipedia?
- How much conflict is valuable?
9. Ebay

Online Auctions
Customers Selling to Customers
<table>
<thead>
<tr>
<th>![Image]</th>
<th>Title</th>
<th>Quantity</th>
<th>Price</th>
<th>Reserve</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Image]</td>
<td>2000 Neilpryde RACE 100% carbon boom + extension</td>
<td>1</td>
<td>$40.00</td>
<td>$30.00</td>
<td>Oct-31 18:19</td>
</tr>
<tr>
<td>![Image]</td>
<td>DA KINE WINDSURFING FIN STASH 46CM WAVE LN+NO RESERVE!!</td>
<td>1</td>
<td>$1.00</td>
<td>$8.00</td>
<td>Oct-31 18:15</td>
</tr>
<tr>
<td>![Image]</td>
<td>2003 Starboard FreeFormula WOOD 157L + weedfin TrueAimes</td>
<td>3</td>
<td>$207.50</td>
<td>$75.00</td>
<td>Oct-31 18:05</td>
</tr>
<tr>
<td>![Image]</td>
<td>Gaastra RACE Hamocco plus spread bar stainless steel</td>
<td>1</td>
<td>$20.00</td>
<td>$12.00</td>
<td>Oct-31 1/49</td>
</tr>
<tr>
<td>![Image]</td>
<td>Gaastra NITRO 5, 2004, Windsurfing Race Sail 7.0 m</td>
<td>1</td>
<td>$95.00</td>
<td>$45.00</td>
<td>Oct-31 17:35</td>
</tr>
<tr>
<td>![Image]</td>
<td>DEVATOR PROTECTS YOUR WINDSURFING BOARD LN-NO RESERVE!!</td>
<td>1</td>
<td>$1.00</td>
<td>$8.00</td>
<td>Oct-31 17:26</td>
</tr>
<tr>
<td>![Image]</td>
<td>Low cost Back to Basics harness lines fully adjustable</td>
<td></td>
<td>$10.94</td>
<td>$5.75</td>
<td>Oct-31 11:50</td>
</tr>
</tbody>
</table>
Amazon (# 13)

Most Important Resource is Customers
Customers “Selling to” Customers
Six Steps to Spiritual Revival
by Pat Robertson

List Price: $9.99
Availability: Usually ships in 24 hours

Used & new from $7.00
Edition: Hardcover

Customers who shopped for this item also shopped for these items:

- The End of the Age by Pat Robertson
- The Ultimate Guide to Anal Sex for Men by Bill Brent
- Esther’s Gift by Jan Karon

Explore similar items

Customers who wear clothes also shop for:

- Clean Underwear from Amazon's Target Store
- Ladybug Rain Boots from Amazon's Nordstrom Store
- Arm Warmers from Amazon's Urban Outfitters Store
1. scientology is a cult
2. team blackout
3. rod carew
4. you google
4Chan vs. eBaumsWorld

- 4Chan
  - Google Trends Hack
  - Chocolate Rain

- eBaumsWorld
  - Many other hacks
  - “copyright” fight with 4chan
INTERNET
Serious Business
“A phrase used to remind those who voluntarily leave the house that being mocked on the Internet is, in fact, the end of the world.”

- Encyclopedia Dramatica
The Social Cost of Cheap Pseudonyms

The Information Cost of Manipulation-Resistance in Recommender Systems
Resnick and Sami. *ACM RecSys 08.*
Increasing Contributions
What Theory Tells Us…

- **Collective Effort Model**
  - People will contribute more if:
    - They believe their effort is important to the group
    - They like the group

- **Smaller is Better**
  - Slovic, Fischhoff, & Lichtenstein, 1980
  - People feel greater concern when the reference group they're part of grows smaller.

- **Specificity Matters**
  - Small & Loewenstein, 2003
  - Specific identity of those helped is important in drawing people’s support.
CommunityLab Research

- Social science to increase contributions
  - Accessible to designers
  - Algorithms, interfaces, toolkits

- GroupLens @ Minnesota
  - Recommender algorithms and interfaces
  - John Riedl, Joe Konstan, Loren Terveen

- Bob Kraut and Sara Kiesler @ CMU
  - Social psychology of computer use

- Paul Resnick and Yan Chen @ Michigan
### Numerical values are represented by smilies

- 😊😊😊 Most Valuable
- 😊😊 Very Valuable
- 😊 Valuable

### Who the contribution helps

- Value of each contribution

---

**Input:**

- You've searched for all titles.
- Found 150 movies, sorted by Prediction.
- Genres: Comedy | Exclude Genres: None.
- Dates: All | Domain: All | Format: All | Languages: All.

**Output:**

Your ratings will improve our predictions for Comedy-fans! (Learn More...)

(Smileys show how much your rating will help Movielens make predictions for Comedy-fans.)

### Movie Information

<table>
<thead>
<tr>
<th>Movie Information</th>
<th>Wish List</th>
</tr>
</thead>
<tbody>
<tr>
<td>Happy Gilmore (1996) DVD info</td>
<td>imdb</td>
</tr>
<tr>
<td>Comedy</td>
<td></td>
</tr>
<tr>
<td>American President, The (1995) DVD info</td>
<td>imdb</td>
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<tr>
<td>Comedy, Drama, Romance</td>
<td></td>
</tr>
<tr>
<td>Get Shorty (1995) DVD info</td>
<td>imdb</td>
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<tr>
<td>Action, Comedy, Drama</td>
<td></td>
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<tr>
<td>Clerks (1994) DVD info</td>
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<tr>
<td>Comedy</td>
<td></td>
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<tr>
<td>Ed Wood (1994) DVD info</td>
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<tr>
<td>Comedy, Drama</td>
<td></td>
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<tr>
<td>Sabrina (1995) DVD info</td>
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<tr>
<td>Comedy, Romance</td>
<td></td>
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<tr>
<td>Don Juan DeMarco (1995) info</td>
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<td>Comedy, Drama, Romance</td>
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<td>Birdcage, The (1996) info</td>
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<td>Comedy</td>
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<tr>
<td>Clueless (1995) DVD info</td>
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<td>Mighty Aphrodite (1995) DVD info</td>
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<td>Comedy</td>
<td></td>
</tr>
</tbody>
</table>

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Carlson School March 2009
Results

Self-report

Want *Smilies* on the regular interface?

Behavioral data

Probability of rating a movie
Opportunities

- How can contributors be motivated?
- How can social attacks be mitigated?
  - Mail list “unsubscribe”
- How does social psychology interact with defense algorithms?
  - Can the griefers be encouraged to give up?
- Can freedoms be preserved?
10. Craigslist.org

Renting Apartments in NYC
$10/posting: $2.5M/year
Could generate $500M/year with ads
“users haven’t asked for banner ads”
I DON'T UNDERSTAND—
I'VE WATERED DOWN CONTENT, REDESIGNED WHAT WAS LEFT AND GAVE IT ALL AWAY FOR FREE ON THE INTERNET AND YET I STILL CAN'T GET ANYBODY TO READ A NEWSPAPER...

MILT PRIGGEE
WWW.MILTPRIGGEE.COM

@93

METRO NEWSPAPER PUBLISHERS
paper cuts

2007 total: 2,166+ *

* June to December 2007

2009 layoffs / 2008 layoffs / Report buyouts/layoffs
paper cuts

2008 total: 15,724+ jobs

2009 layoffs / 2007 layoffs / Report buyouts/layoffs
UK to wait and see on virtual world taxes

Reuters Second Life Bureau March 2009

British tax authorities are keeping a close eye on virtual economies but are waiting for the result of a U.S. Congressional investigation before taking action.

WHO IS ADAM REUTERS?

Adam Reuters is Reuters' bureau chief in Second Life. In real life, he is Adam Pastick, a veteran tech and media journalist. Adam will be keeping regular hours in Second Life; you can view his calendar here.

Got SL story ideas? Email them to adamreuters@gmail.com.

RECENT INTERVIEW SUBJECTS:

CEO Brows e's CEO Web Services Evangelist

CHARTS

Linden Dollar vs US Dollar
$271.91 vs $270.85 as of 11:00am PST

US Dollars spent in Second Life over last 24 hours
$627,364 as of 11:00am PST
Messages

- Web 2.0 *is* The Social Web
- People Connecting to People
- Technology Enabling Community
Altruism, Selfishness, and Contribution on the Social Web

John Riedl

GroupLens Research
University of Minnesota
Discussion Topics

- What will happen with virtual economies?
- Why **did** Google buy YouTube?
- Broadcast -> Narrowcast -> Virtual Life
- Copyright in the Digital Age
- Governing Online Communities
The Social Cost of Cheap Pseudonyms

The Value of Reputation on eBay: A Controlled Experiment

GroupLens Research

University of Minnesota
• Web link structure in hyperbolic space

• from Tamara Munzner
Videos for this Presentation, for Kevin

- After (7) YouTube
  - Making a Guitar in Second Life
  - 0:45 – 1:45
  - Suzanne Vega Concert in Second Life
  - 1:00 – 1:40
  - World of Warcraft Video
  - 0:00 – 2:05 (entire video)
- After (9) Wikipedia
  - Wikiality on YouTube
  - 1:20 – 2:15: edit wikipedia to make truth
Bit Bucket
YouTube 'cat torturer' traced by web detectives

A teenager who posted videos of himself torturing a cat on YouTube has been arrested after being traced by Internet "vigilantes".

By Matthew Moore
Last Updated: 12:32PM GMT 17 Feb 2009

The youth was shown throwing the animal against a wall, hitting it in the face and holding it under a running shower in the gruesome clips.

In one film titled PattyCatPattyCat he describes the cat, Dusty, as his "test subject". Another youth can be heard laughing in the background.

The film was eventually removed by the video-sharing website and the account hosting all the clips shut down, but only after some of the 30,000 people who had been horrified by footage had begun tracking the alleged culprit.

The teenager introduced himself only as Timmy and wore a balaclava to hide his identity, but clues-up web users pieced together information from other social networking websites including Facebook, MySpace and Digg to come up with a name of a likely culprit.