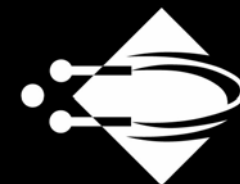


Terminologi & definitioner

Social software: Design & implementering

13. september



Agenda

En tour de force gennem definitioner af

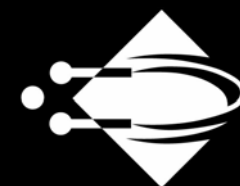
- > Social software
- > Sociale medier
- > Web 2.0

Ikke-socialt software?

Øvelser

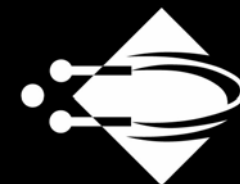
“Maybe a definition is fundamentally impossible (...)”

Rick Thomas



Vi diskuterer løbende definitionerne mod:

- > E-mail
- > Del.icio.us
- > En weblog
- > Guitar Hero
- > En telekonference
- > En rødvinmiddag

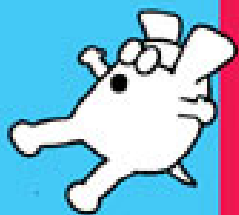


Formål

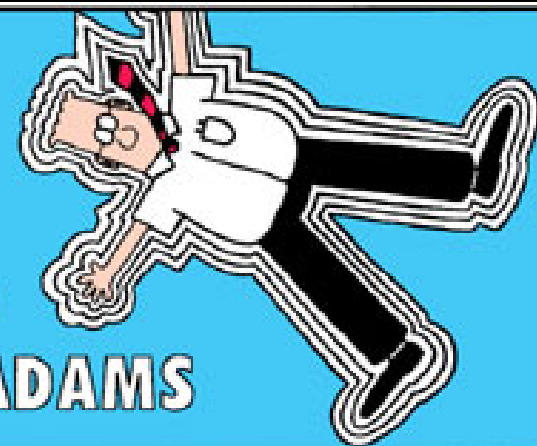
Skabe orden i kaos

Give kritisk distance til definitionerne

Skabe forståelse for de mange definitioner



DILBERT®



BY

SCOTT ADAMS

I DIDN'T HAVE TIME TO FINISH MY TASKS FOR THIS MEETING.

NO PROBLEM.

E-mail: SCOTTADAMS@AOL.COM

IF YOU GET CORNERED, READ THIS POWERFUL ANTI-MEETING SPELL.

ASOK, DID YOU FINISH THE TRAFFIC ESTIMATES?

ERR

UM... I WAS WONDERING IF OUR NEW SERVICE IS WEB 2.0 OR WEB 1.0.

© 2007 Scott Adams, Inc./Dist. by UFS, Inc.

OBVIOUSLY IT'S A WEB 2.0 APPLICATION BECAUSE OF THE TAG-BASED FOLKSONOMIES

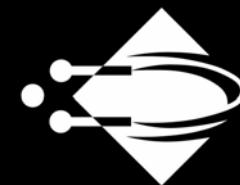
NO IT ISN'T. ALL OF OUR TECHNOLOGY EXISTED BEFORE THE INTERNET BUBBLE.

"WHEN" DOESN'T MATTER. IT ONLY MATTERS THAT WE USE THE WEB AS A PLATFORM!

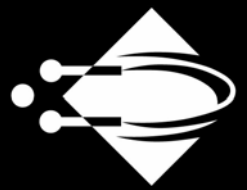
EVERYTHING IS A PLATFORM!

FREAKY.

www.dilbert.com



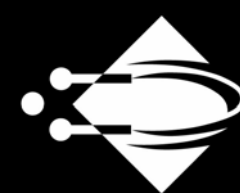
Et Dilbert-agtigt eksempel på en definition



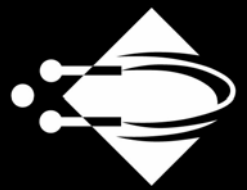
Read/Write Web on web 2.0

I prefer the succinct "The Web as Platform", because I can then fill in the blanks depending on who I'm talking to. For corporate people, the Web is a platform for business. For marketers, the Web is a platform for communications. For journalists, the Web is a platform for new media. For geeks, the Web is a platform for software development. And so on.

**Social
software**

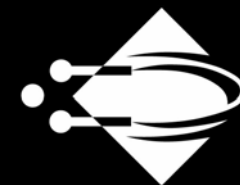


Common sense



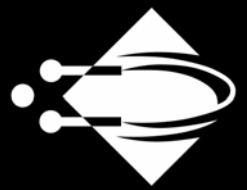
Common sense

"An attempt to distill the commonality between Online Communities, Computer-Supported Collaborative Work, and newer classes of software like Meetup.com [...]"



Defineret i modsætning til Groupware

Drexler



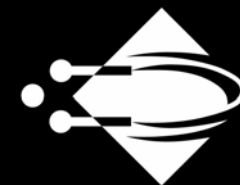
Groupware

“Intentional group processes plus software to support them.” (Johnson-Lenz)

http://www.lifewithalacrity.com/2004/10/tracing_the_evo.html

“Software that integrates work on a single project by several concurrent users at separated workstations” (Wikipedia)

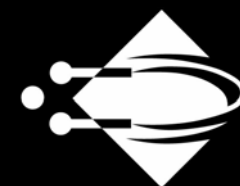
<http://en.wikipedia.org/wiki/Groupware>



Drexler

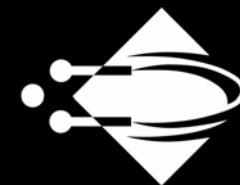
Social software er "Society-scale"
(i modsætning til group-scale)

http://www.lifewithalacrity.com/2004/10/tracing_the_evo.html



Og så var Groupware ifølge mange blevet lig med business-løsninger.

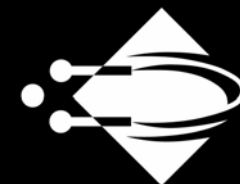
“Thus today almost any software that supports multiple users can somewhat legitimately say that they are 'groupware'.”
(Allen)



Det humane

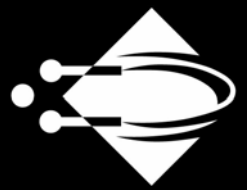
Matt Jones

Ross Mayfield



Matt Jones (1)

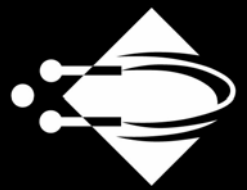
“Usenet and groupware apps were designed to scale from a technical and business point of view, not from a social point of view. That's why they sucked, because they didn't look at how humans work on social scale [...] we're looking much more to the real world being helped by software than software simulating a perfect system that we adapt to.”



Matt Jones (2)

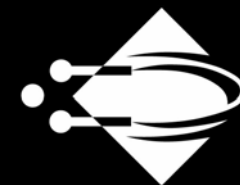
“Software that’s better because there’s people there”

<http://www.blackbeltjones.com/work/?p=530>



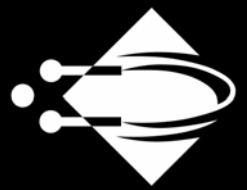
Ross Mayfield

“Social Software adapts to its environment, instead of requiring its environment to adapt to software [...] The value of Social Software is its embedded economies of scope. The ability for an asset to adapt to new uses (its environment) without large transaction costs.”



Interaktion

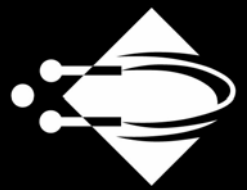
Shirky



Clay Shirky

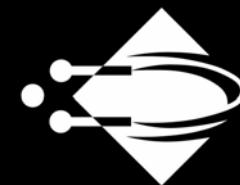
“Software that supports group interaction”

(Måske ikke så forskellig fra Johnson-Lenz-definitionen af groupware?)



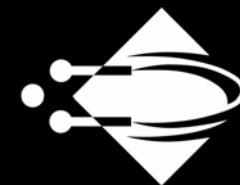
Shirky (oprindelig)

- "1. Social software treats triads of people differently than pairs.
2. Social software treats groups as first-class objects in the system."



Uformelt, ustruktureret

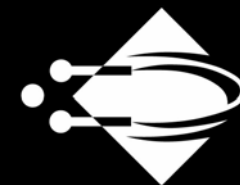
Version2-debat



Version2-blog

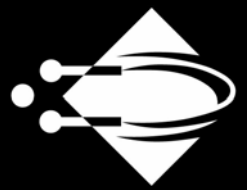
“[S]oftware til uformel og strukturfri,
internetbåren kommunikation.”

<http://www.version2.dk/artikel/3109>



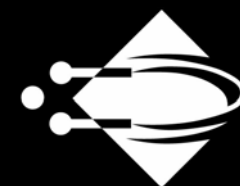
Augmentation

Coates



Coates (1)

The augmentation of human social and/or collaborative abilities through structured mediation (this mediation may be distributed or centralised, top-down or bottom-up/emergent)

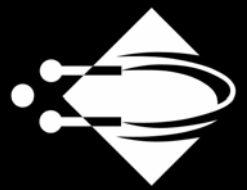


Coates (2)

Fjerner virkelig-verden begrænsninger som sprog, lokalitet, personlig baggrund, økonomisk status

Kompenserer for dårlig brug af, vedligeholdelse af og udvikling af sociale og samarbejdende forteelser/mekanismer, fx informationsoversvømmelse, filtrering

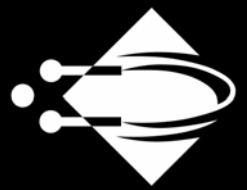
Skaber miljøer eller værktøjer, der trækker brugbare resultater ud af social eller samarbejdende opførelse



Coates (en kortere version)

“Social Software can be loosely defined as software which supports, extends, or derives added value from, human social behaviour.”

http://www.plasticbag.org/archives/2005/01/an_addendum_to_a_definition_of_social_software/



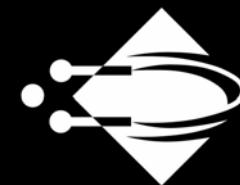
Opsummering

Software med udgangspunkt i det sociale

Humant

Strukturløst? Eller måske snarere sociale strukturer over software-strukturer? Eller software-strukturer designet til at hjælpe mennesker/socialt relationer?

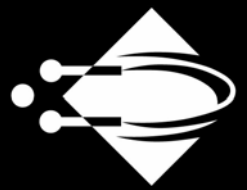
Sociale medier



Ross Mayfield

“[Media, where] the demand-side [is] supplying itself.”

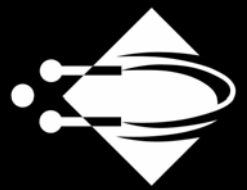
http://many.corante.com/archives/2004/07/22/discussing_social_media.php / den vi læste til gang #2.



Robert Scoble

“When I say “social media” or “new media” I’m talking about Internet media that has the ability to interact with it in some way.”

<http://scobleizer.com/2007/02/16/what-is-social-media/>

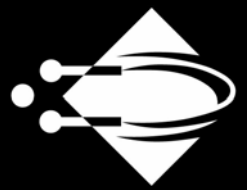


Erika Block

“Social media describes a new set of internet tools that enable shared community experiences, both online and in person.”

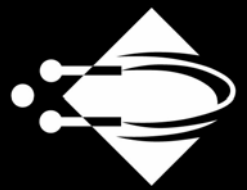
“A community, in this context, is a group of people with common interests who connect with one another to learn, play, work, organize and socialize. Communities can be large or small, local or global. They can be public or restricted to members.”

http://walksquawk.blogs.com/technologyintranslation/2007/04/a_social_media_.html



Spannerworks

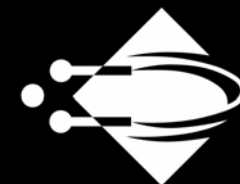
Social media is best understood as a group of new kinds of online media which share most or all of the following characteristics:
Participation, Openness, Conversation,
Community, Connectedness



Wikipedia

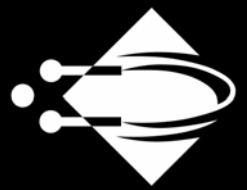
“Social media describes the online technologies and practices that people use to share content, opinions, insights, experiences, perspectives, and media themselves.”

http://en.wikipedia.org/wiki/Social_media



Coates

For some people it seems to mean a subset of social software, for some people it seems to mean the same as social software. Worse still, for some people it seems to directly correlate to the web-based representation of social networks and nothing else. And for some others, who I cannot fathom at all, it seems to mean nothing but making your magazine or TV show or radio show slightly more interactive (potentially through the means of a web forum or e-mail).

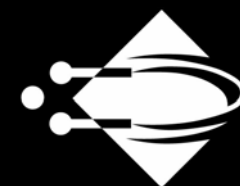


Coates

Men Coates ser dog sociale medier som noget med...

1. Brugergenereret indhold
2. Synergi – “greater than the sum of its parts”

http://www.plasticbag.org/archives/2006/03/what_do_we_do_with_social_media/



Opsamling

Diffust!

Brugergenereret indhold

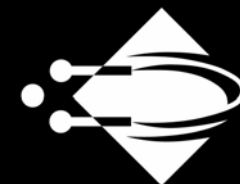
Og en eller anden grad af systematisering
heraf

Måske med noget interaktion? Dialog?
Community?

Web 2.0

“Does ‘Web 2.0’ mean anything more than the name of a conference yet? I don't like to admit it, but it's starting to. When people say ‘Web 2.0’ now, I have some idea what they mean. And the fact that I both despise the phrase and understand it is the surest proof that it has started to mean something.”

Paul Graham

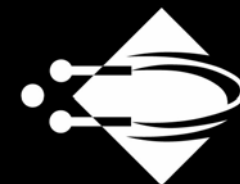


Tim O'Reilly

Syv principper:

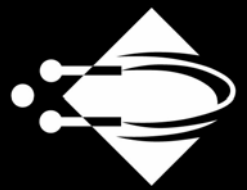
1. The web as platform
2. Harnessing collective intelligence
3. Data is the next Intel Inside
4. End of the software release cycle
5. Lightweight programming models
6. Software above the level of a single device
7. Rich user experiences

(Se også Niels' noter på wikien)



O'Reilly – “compact”

“Web 2.0 is the network as platform, spanning all connected devices; Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a continually-updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an “architecture of participation,” and going beyond the page metaphor of Web 1.0 to deliver rich user experiences.”



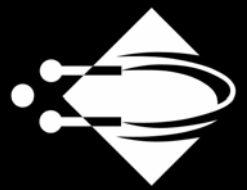
Paul Graham

Ajax, demokrati, brugercentreret

“Using the web the way it's meant to be used.”

“It just means doing things right, and it's a bad sign when you have a special word for that.”

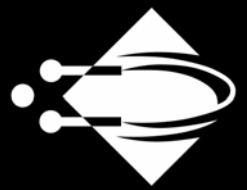
<http://www.paulgraham.com/web20.html>



Wikipedia

“A perceived second generation of web-based communities and hosted services [...] which aim to facilitate collaboration and sharing between users.”

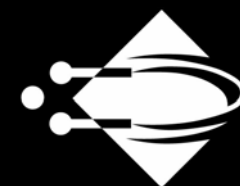
http://en.wikipedia.org/wiki/Web_2.0



Jeff Bezos

“Web 2.0 is about making the Internet useful for computers.”

<http://www.oreillynet.com/pub/a/network/2004/10/06/bezos.html>



Opsummering

Web som "Platform"

Brugergenereret indhold

Samarbejde

Data, indhold, databaser er det vigtige

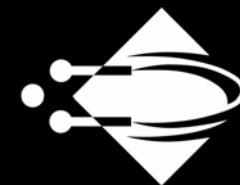
Kollektiv intelligens

Beta

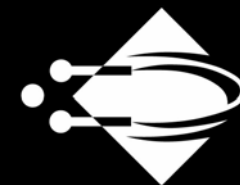
Gode brugeroplevelser

Web!

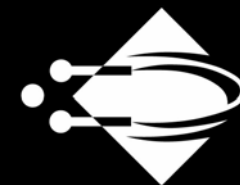
**Ikke-social
software?**



Giver det mening at tale
om "ikke-social software"?



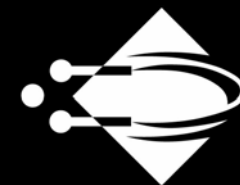
Måske som software, der vil have sociale relationer til at indrette sig efter softwaren



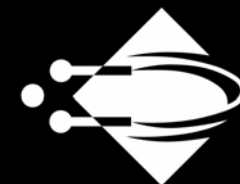
Maconomy ? (og andre time-sag-systemer)

Project ?

PB Wiki ?



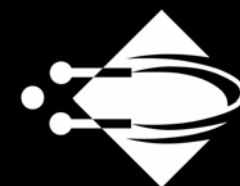
Måske som software, der
ikke indtænker sociale relationer.



Firewall ?

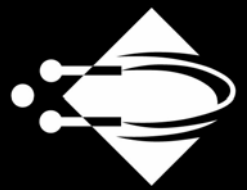
Apache (webserver) ?

Netbank ?



Eller lidt udvidet:

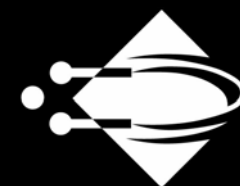
Måske som software, der ikke støtter, udvider eller får værdi fra sociale strukturer.



Word ?

Operativ-systemer ?

Øvelser



Øvelser – gang 5 & 6

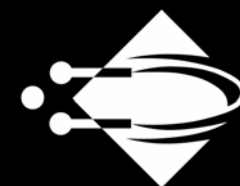
Fortsat fra sidste gang

Formuler en definition af social software (gerne i grupper), og skriv en kort motivation.

Tag kortfattet stilling til, hvordan minimum tre af de læste tekster fra tema 1 kan bruges som hjælp/udgangspunkt for en definition. Vær gerne kritisk.

(Mini-opgaven er nu ca. 1 side, som lægges ind i wikien hvorfra den kan redigeres videre)

På tirsdag fremlæggelser og diskussion



Tirsdag den 18.: Fremlæggelser og
diskussioner af definitioner

Torsdag den 20.: Karakteriser genrer
inden/uden for jeres definition

Tirsdag den 25.: Diskussion heraf, manifest

Torsdag den 27.: Manifest, fremlæggelser

Husk wikien!