Course Readings

Week 2: Foundation: Online communities & the rise of social computing

R:Standage, Tom. (1998). "Love over the Wires" in Tom Standage, *The Victorian Internet*, New York: Berkeley Books, pp. 127-144 (chapter 9).

R: Fischer, Claude S. (1992). *America Calling: A Social History of the Telephone to 1940*. Berkeley, CA: University of California Press, pp. 65-72, 75-84, 183-192.

R: Kollock, Peter and Marc A. Smith (1999). "Communities in Cyberspace" in Marc A. Smith and Peter Kollock *Communities in Cyberspace*, New York: Routledge, pp. 3-25 (chapter 1).

R: Wellman, Barry and Milena Gulia. (1999). "Net-Surfers Don't Ride Alone: Virtual Communities as Communities" in Barry Wellman (ed.), *Networks in the Global Village*, Boulder, CO: Westview Press, pp. 331-366 (chapter 10).

Week 3: Foundation: Fundamentals of computer-mediated communication

R: Herring, Susan C. (2004). "Slouching toward the ordinary: current trends in computer-mediated communication," *New Media and Society*, SAGE publications, 6(1), 26-36.

R: O'Day, Vicki L., Daniel G. Bobrow and Mark Shirley. (1996) "The Socio-Technical Design Circle" *Proceedings of the ACM conference on Computer Supported Cooperative Work (CSCW)*, 160-169.

R: Nonnecke, Blair, Dorine Andrews and Jenny Preece. (2006) "Non-public and public online community participation: Needs, attitudes and behavior," *Electronic Commerce Research*, Springer, (6), 7-20.

O: Preece, Jenny, Blair Nonnecke, Dorine Andrews. (2004) "The top five reasons for lurking: improving community experiences for everyone," *Computers in Human Behavior*, (20), 201-223.

Week 4: User developed content: blogging / microblogging

R: Nardi, Bonnie A., Diane J. Schiano, Michelle Gumbrecht. (2004) "Blogging as Social Activity, or, Would You Let 900 Million People Read Your Diary?," *Proceedings of the ACM conference on Computer Supported Cooperative Work (CSCW)*, 222-231.

R: Java, Akshay, Tim Finin, Xiaodan Song and Belle Tseng. (2007) "Why We Twitter: Understanding Microblogging Usage and Communities," *Proceedings of the 9th WebKDD and 1st SNA-KDD 2007 workshop on Web mining and social network analysis*, 56-65.

SR: Blood, Rebecca. (2004). "How Blogging Software Reshapes the Online Community," *Communications of the ACM*, (47:12), 53-55

O: Gurzick, David and Wayne G. Lutters, "From the Personal to the Profound: Understanding the Blog Life Cycle," *Extended Abstracts of the ACM Conference on Human Factors in Computing Systems (CHI)*, ACM Press, 2006, pp. 827-832.

Week 5: User developed content: Social media

R: McDonald, David W. (2007). "Visual Conversation Styles in Web Communities," *Proceedings of the 40th Hawaii International Conference on Systems Sciences (HICSS)*, IEEE Press.

R: Voida, Amy and Elizabeth D. Mynatt (2005). "Six themes of Communicative Appropriation of Photographic Images," *Proceedings of ACM Conference on Human Factors in Computing Systems* (CHI), 171-180.

ST: van Dijck, José. (2009)."Users like you? Theorizing agency in user-generated content," Media, Culture and Society, SAGE publications, (31:1), 41-58.

SR: Krempasky, Michael (2009). "The Social Pulpit: Barack Obama's Social Media Toolkit." Retrieved February 21, 2009, from *Edelman* Web site:http://www.edelman.com/image/insights/content/Social%20Pulpit%20-%20Barack%20Obamas%20Social%20Media%20Toolkit%201.09.pdf

SR: Shah, Chirag and Gary Marchionini (2007). "Preserving 2008 US Presidential Election Videos," *7th International Web Archiving Workshop, ACM IEEE Joint Conference on Digital Libraries*. [http://www.iwaw.net/07/, presentation slides also available]

Week 6: Online Communities

R: Lutters, Wayne G. and Mark S. Ackerman, "Joining the Backstage: Locality and Centrality in an Online Community," *Information Technology and People*, Emerald, (16:2), 2003, pp. 157-182.

R: Farnham, Shelly, Lili Cheng, Linda Stone, Melora Zaner-Godsey, Christopher Hibbeln, Karen Syrjala, Ann Marie Clark, Janet Abrams (2002). "HutchWorld: Clinical Study of Computer-Mediated Social Support for Cancer Patients and Their Caregivers," *Proceedings of ACM Conference on Human Factors in Computing Systems* (CHI), 375-382.

ST: Zhang, Wei and John Storck (2001). "Peripheral Members in Online Communities," *Proceedings of the Americas Conference on Information Systems* (AMCIS), 586-593.

SR: Blanchard, Anita L. and M. Lynne Markus. (2004). "The experienced 'sense' of a virtual community: characteristics and processes" *The DATA BASE for Advances in Information Systems* (35:1), 65-79. (This is an extended version of a HICSS paper.)

SR: Cummings, Jonathan N., Brian Butler and Robert Kraut. (2002). "The quality of online social relationships." *Communications of the ACM*, (45:7), 103-108.

Week 7: Social Networking

R: Lampe, Cliff, Nicole B. Ellison, and Charles Steinfield. (2008) "Changes in Use and Perception of Facebook," *Proceedings of the ACM conference on Computer Supported Cooperative Work (CSCW)*, 721- 730.

R: Tufekci, Zeynep (2008). "Can you see me now? Audience and disclosure regulation in online social network sites." *Bulletin of Science, Technology, & Society*, (28:1), 20-36.

ST/SR: Lee, Adeline and Amy Bruckman (2007). "Judging you by the company you keep: Dating on social networking sites." *Proceedings of the ACM International Conference on Supporting Group Work (Group)*, 371-378.

ST: Fogel, Joshua and Elham Nehmad (2009). "Internet social network communities: Risk taking, trust, and privacy concerns," *Computers in Human Behavior*, 25, 153–160.

SR: Joan DiMicco, David R. Millen, Werner Geyer, Casey Dugan, Beth Brownholtz and Michael Muller. (2008). "Motivations for Social Networking at Work," Proceedings of the ACM conference on Computer Supported Cooperative Work (CSCW), 711-720.

SR: Chapman, Christopher N. and Michal Lahav. (2008). "International ethnographic observation of social networking sites," *Extended Abstracts of the ACM Conference on Human Factors in Computing Systems (CHI),* 3123-3128.

O: Ellison, N. Steinfield, C. & Lampe, C. (2007). "The benefits of Facebook 'friends': Exploring the relationship between college students' use of online social networks and social capital." *Journal of Computer-Mediated Communication,* (12:3).

O: Zeynep Tufekci. (2008). Grooming, Gossip, Facebook and Myspace: What Can We Learn About Social Networking Sites from Non-Users. *Information, Communication and Society*. Volume 11, Number 4, June 2008 , pp. 544-564(21).

Week 8: Rating/Ranking/Recommending

ST: Lerman, Kristina and Aram Galstyan. (2008) "Analysis of Social Voting Patterns on Digg," *Proceedings of the ACM SIGCOMM Workshop on Online Social Networks (WOSN)*, 7-12.

SR: Thom-Santelli, Jennifer, Michael J. Muller, and David R. Millen. (2008) "Social Tagging Roles: Publishers, Evangelists, Leaders," Proceedings of ACM Conference on Human Factors in Computing Systems (CHI), 1041-1044

SR: Bonhard, Philip. and M. Angela Sasse. (2006). " 'Knowing me, knowing you' — using profiles and social networking to improve recommender systems," *BT Technology Journal*, (24:3), 84-98.

Week 9: Mass collaboration, "wisdom of crowds"

R: Kriplean, Travis, Ivan Beschastnikh, and David W. McDonald. (2008) "Articulations of WikiWork: Uncovering Valued Work in Wikipedia through Barnstars," *Proceedings of the ACM Conference on Computer Supported Cooperative Work (CSCW),* 47-56.

R: von Ahn, Luis, Ruoran Liu and Manuel Blum. (2006). "Peekaboom: A Game for Locating Objects in Images," *Proceedings of ACM Conference on Human Factors in Computing Systems* (CHI), 55-64.

R: Priedhorsky, Reid, Jilin Chen, Shyong (Tony) K. Lam, Katherine Panciera, Loren Terveen, John Riedl. (2007). "Creating, Destroying, and Restoring Value in Wikipedia," *Proceedings of the ACM International Conference on Supporting Group Work (Group),* 259-268.

ST: Kittur, Aniket, Bongwon Suh, and Ed H. Chi. (2008). "Can You Ever Trust a Wiki? Impacting Perceived Trustworthiness in Wikipedia," *Proceedings of the ACM Conference on Computer Supported Cooperative Work (CSCW),* 477-480.

SR: Kittur, Aniket, Bongwon Suh, and Ed H. Chi. (2008). "Can You Ever Trust a Wiki? Impacting Perceived Trustworthiness in Wikipedia," *Proceedings of the ACM Conference on Computer Supported Cooperative Work (CSCW),* 477-480.

SR: Kittur, Aniket and Robert E. Kraut. (2008) "Harnessing the Wisdom of Crowds in Wikipedia: Quality Through Coordination," *Proceedings of the ACM Conference on Computer Supported Cooperative Work (CSCW),* 37-46.

O: von Ahn, Luis and Laura Dabbish. (2004). "Labeling Images with a Computer Game," *Proceedings of ACM Conference on Human Factors in Computing Systems (CHI)*, 319-326.

Week 10: Virtual Worlds I (user generated content)

ST: Ellis, Jason B., Kurt Luther, Katherine Bessiere, and Wendy A. Kellogg. (2008). "Games for Virtual Team Building," *Proceedings of the ACM Conference on Designing Interactive Systems (DIS),* 295-304.

SR: Ondrejka, Cory R. (2004). "Aviators, Moguls, Fashionistas and Barons: Economics and Ownership in Second Life." Working Paper. Available at SSRN: http://ssrn.com/abstract=614663

Week 11: Virtual Worlds II (MMOG)

R: Ducheneaut, Nicolas, Nicholas Yee, Eric Nickell, and Robert J. Moore. (2007) "The Life and Death of Online Gaming Communities: A Look at Guilds in World of Warcraft," *Proceedings of ACM Conference on Human Factors in Computing Systems* (CHI), 839-848.

ST: Nardi, Bonnie A., Stella Ly, and Justin Harris. (2007). "Learning Conversations in World of Warcraft," *Proceedings of the 40th Hawaii International Conference on System Sciences* (HICSS), A79.

SR: Guo, Yue and Stuart Barnes. (2007) "Why People Buy Virtual Items in Virtual Worlds with Real Money," *The DATA BASE for Advances in Information Systems*, (38:4), 69-76.

O: http://www.sciencemag.org/cgi/content/full/320/5883/1592c

Week 12: Synthesis: Business implications

Week 13: Synthesis: Social implications

Week 14: Synthesis: Emergent trends, future predictions

R: Required, instructor-led
ST: Student-led Tuesday
SR: Student-led Thursday
O: Optional (in lecture)