Social Media Revolution
Social Media

Social - Related to others

Media - Channels for mediating information

(National Encyclopedia of Sweden, www.uu.se/library)
Is this teacher a Social Media?
or this shell??

Error: To hear "Sounds of the Ocean" you must first download and install Windows Media Player, Quicktime, or Realplayer multimedia software...
Images of Social Medias
Social Media Rap
Emergence effects of Social Medias

- Many small parts that strictly follow their own rules
- This gives rise to something new
- The new is of a different character than the parts
- Social interaction causes emergent phenomena

(Else Nygren)
Example of emergence effects

Ants Circle, Extreme emergence effect

Ants emergence effect
Trust indicates a positive belief about the perceived reliability of, dependability of, and confidence in a person, object, or process


A subjective expectation an agent has about another’s future behavior based on the history of their encounters

More definitions of trust

The firm belief in the competence of an entity to act dependably, securely, and reliably within a specified context


Trust of a party A to a party B for a service X is the measurable belief of A in that B behaves dependably for a specified period within a specified context (in relation to service X)

Who/what do we trust?

People trust people, not technology

Who shows trust here?

Lion Cuddle
Trust is important in our daily lives
If we do not feel trust when driving…
Sometimes it is important *not* to feel trust in technology.
Sometimes it is obvious that we shouldn't feel trust.
Dog Drives
Sometimes it is not as obvious

Would you trust her? Why or why not?
Cute… yes! Trustworthy? Hmm
Would you trust him? Why or why not?
Despite trust it could end like this
Summing up so far…

- **Social Media**- information communicated through a media
- **Emergence Effects**- unplanned effects that come up in the use of Social Media
- **Trust**- designing for trust is important. The Social Media platform needs to be trustworthy.
If technology we trust upon let us down, we might get angry
10 trust-related characteristic of online interaction, useful as design guidelines

1) Reliability and Security
2) Knowing what people online tend to do
3) Misleading language and images
4) Disagreement about what counts as harm
5) Informed consent, approvals
More trust related characteristics

6) Anonymity
7) Accountability, who is responsible for accounting?
8) Evaluations of pictures and text
9) Insurance
10) Performance history and reputation

Thank you !!
Reflections

Chose one of the questions at the discussion paper and give your personal reflections.

Write about half a page and send it to both Lars and Anette.