Welcome to a lecture on social media
Four focuses in this lecture

- What is social media?
- Trust
- Emergence effects
- Culture
Social Media Revolution 2010 - YouTube
What is 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?
Can we be addicted to social media?

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 create a lifeboat in the Amazon jungle - BBC wildlife - YouTube
Is trust an important perspective to reflect upon when using and/or designing social media? Your opinion... why or why not?
Trust

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

Who/what do we trust?

People trust people, not technology

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
6) Anonymity

7) Accountability

8) Saliency of cues in the online environment

9) Insurance

10) Performance history and reputation

Who showes trust in this video?

Hugs with Lions - YouTube
Trust is important in our daily lives
Sometimes we need to trust both technology and humans with our lives.

Without trust, we would have many difficulties to live normal daily lives!
Sometimes it is important *not* to feel trust
Sometimes it is obvious that we shouldn't feel trust.
Shall we always trust our interview respondents?

amazing bird!!!he talks like a human being!!! - YouTube
Cultural aspects in design

What is culture?
Culture and cultivating

In its basic form culture means to grow and/or breed something - to cultivate.
A lifestyle, a set of beliefs and value systems that shape every day life in countries around the world, is at the core of understanding what our community calls the `user´. It is in the context that explains all data and inspiration we use in our design and creative process.

Culture is a property of groups or societies, and its effects on individual outcomes is highly indirect and moderated by a variety of other variables.

(Maznevski et al. 1998: When does culture matter?)
The collective programming of the mind that distinguishes the members of one group or category of people from others

Culture can be looked upon as leveled
Culture is dynamic

- Cultural categories emerge, change and disappear
- Cultural categories exist on all cultural levels
Cultural loaded symbols
Same symbol-different meanings
Discuss...

What makes symbolic meanings of the same cultural loaded feature differ?
A ritual is a set of actions, performed mainly for their symbolic value. It may be prescribed by a religion or by the traditions of a community.

Wikipedia
Value, deep cultural feature

- Affects interpretations, opinions and uses of for example symbols
- Affects cultural identifications of ourselves and others
- Is learned by our cultural socialisation
Summing up

- **Social media** - information communicated through a media
- **Emergence effects** - unplanned effects that come up in the use of social media
- **Trust** - it is important to reflect upon trust when designing social media
- **Culture** - is present in all social media and among all users
Assignment to the blog

• Define what social media is for you
• Choose one social media. Reflect upon its design, and be specially aware of cultural aspects. What symbols are used? Do you see any obvious or hidden values? Do you find any example of a ritual? Is it including for people from different cultures/societies?
• Discuss features on the chosen social media that either reduce or increase trust. You can also discuss features that don’t affect trust at all. Motivate your opinions.
• Suggest potential emergence effects of Facebook versus another social media. Are there any similarities and differences?
Discuss!

• Can you give an example of emergence effect(s) of Facebook?

• Have you seen any emergence effects of social media in around you and/or among your friends?

• Can Facebook be regarded as an emergence effect in itself?

• What are the benefits and pitfalls with emergence effects in relation to social media?
Who would you trust, or not trust? Why? Include cultural aspects in your discussions. How would you design a social media to increase trust among these users?
Thank you !!