

Social Computing BlueSky Group  
UCSB Workshop, May 30th, 2008





## BLUESKY PARTICIPANTS

**Ben Adams** (Computer Science)

**Monica Bulger** (Education, Workshop Organizer)

**Pablo Colapinto** (Media Arts and Technology, Bluesky Coordinator)

**Camilla Fiorese** (Computer Science)

**Darren Hardy** (Bren School of Environmental Science & Management)

**Daniel Havey** (Computer Science)

**Rama Hoetzlein** (Media Art & Technology)

**Katrina Kimport** (Sociology)

**Alan Liu** (English Faculty, Bluesky Lead)

**John O'Donovan** (Computer Science)



D-10



D-10-S



D-50



D-70



D-80



D-90-1



D-110-1-G



D-110-1-D



D-110-2-G



D-110-2-D



D-110-3-G



D-110-3-D



D-110-5-G



D-110-5-D



D-110-P



D-130-1



D-130-2



D-170-1



D-170-2



D-170-3-G



D-170-3-D



D-170-4-G



D-170-4-D



D-170-5-G



D-170-5-D



D-180-1



D-180-2



D-180-3



D-190



D-200



D-200-P



D-210



D-210-1



D-210-2-G



D-210-2-D



D-230-1



D-10



D-90-1



D-110-1-G



D-110-3-D



D-110-5-G



D-170-1



D-170-2



D-170-5-G



D-170-5-D



D-200

1 VOIE

D-200-P



D-210



D-210-1



D-210-2-G



D-210-2-D



D-230-1

# The Search

How Google and Its Rivals  
Rewrote the Rules of Business  
and Transformed Our Culture

John Battelle

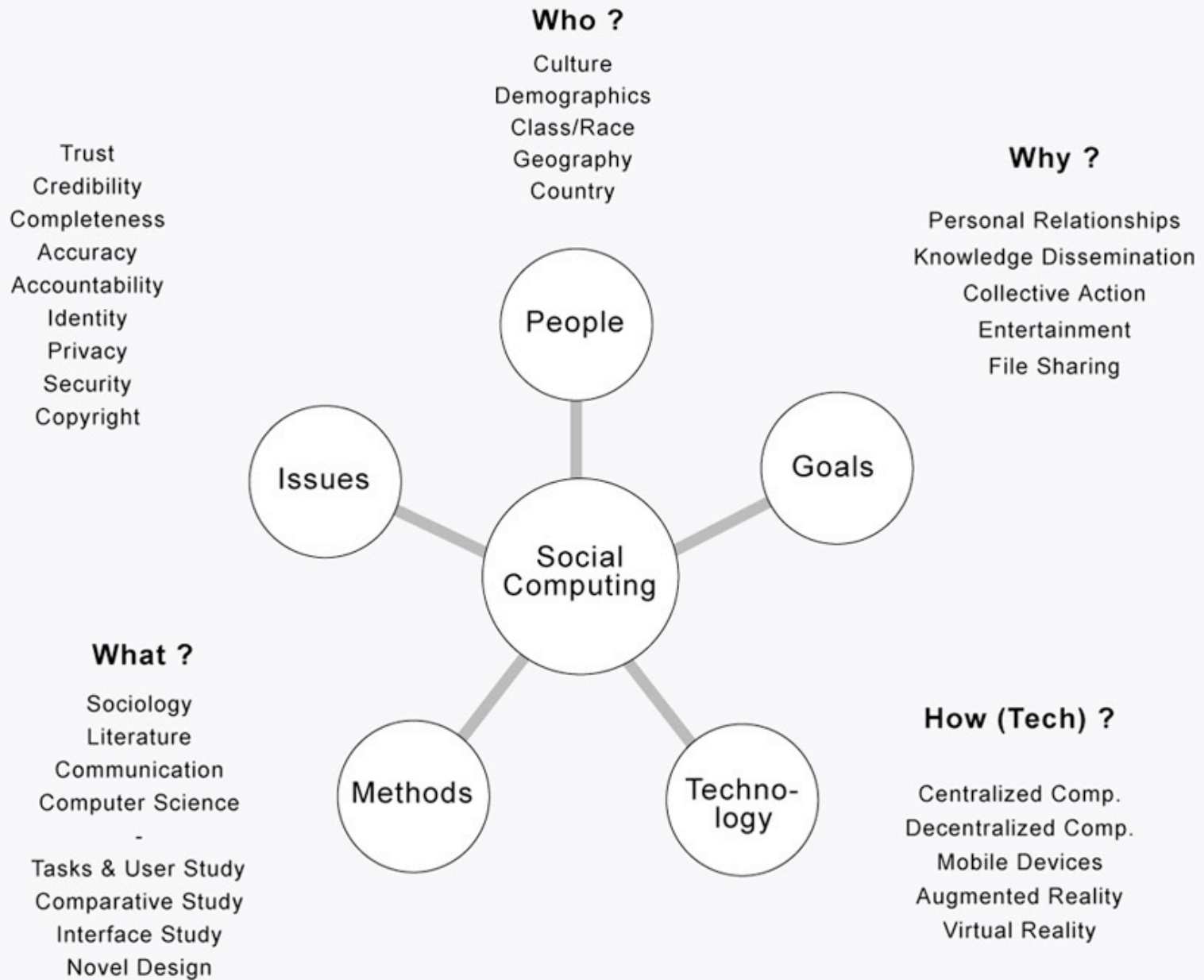
cofounding editor of *Wired* and founder of *The Industry Standard*





**ENGINEERING ARCHITECTURES OF PARTICIPATION**

**PEOPLE OBJECTIVES STRATEGIES TECHNOLOGIES**  
**(and issues)**



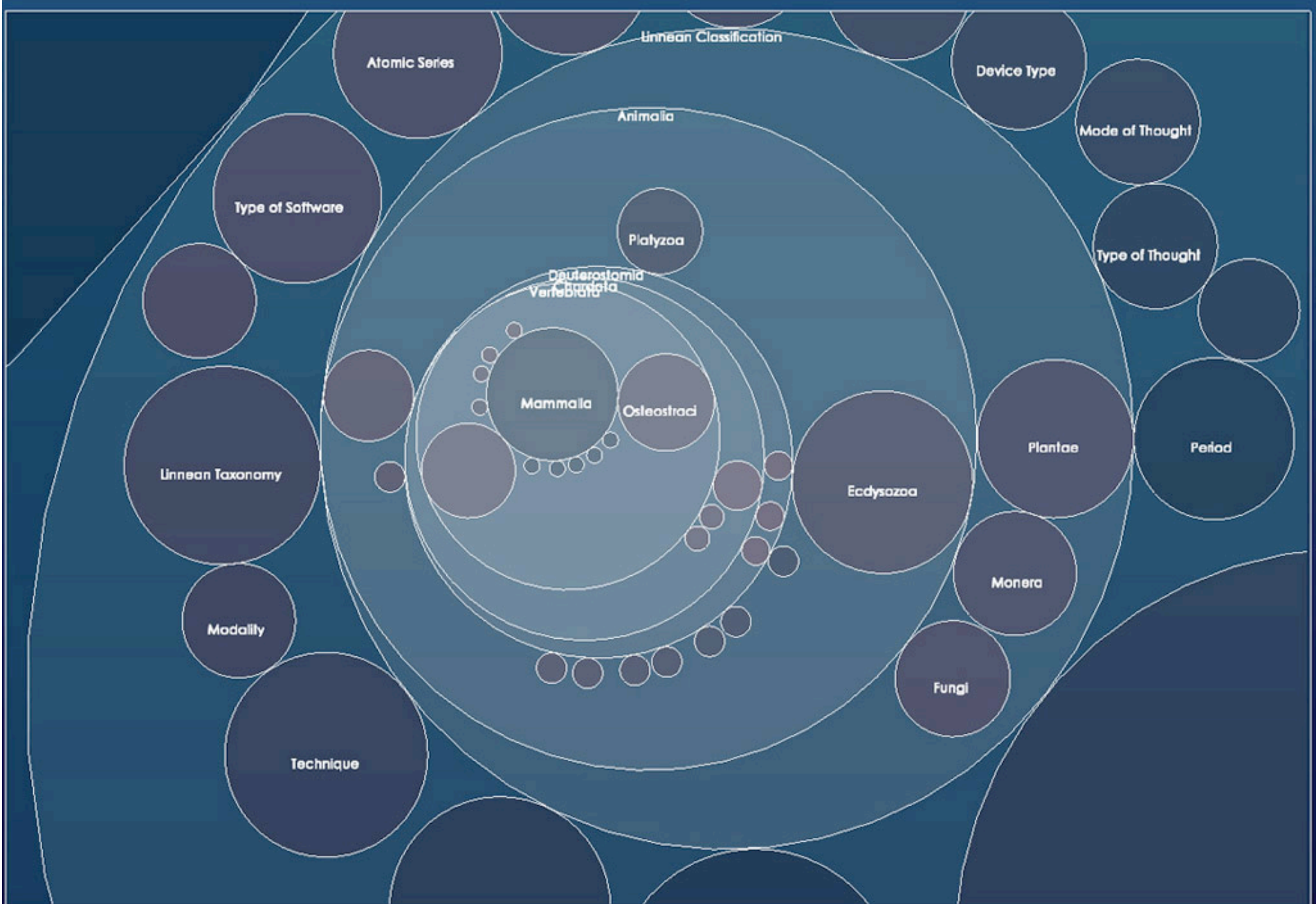
Rama C. Hoetzlein



## Existing Goals and Technologies

Goals	Centralized computing (stored in-house)	Decentralized computing (sent out)	Mobile computing	Augmented reality	Virtual reality	Installations (physical spaces)
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<b>Computing</b>		Seti @ home Fold @ home			<b>Social Evolution</b>	

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Category: Computer Graphics Target: Paper

Navigation icons: Home, Previous, Search, Next, Refresh

- Sculpture [2]**
  - 1970 Sans Titre
  - 1970 Osaka I
  - 1970 Little Nuke
  - 1971 The Aeromodeller
  - 1971 Black Cockleathers
  - 1972 Finger Gloves
  - 1967 27 Balls Upon a Curved Form
  - 1967 Chronos 8
  - 1967 Noir, Rouge, Blue
  - 1967 19 Balls Upon a Curved Plane
  - 1967 Krokodillen
  - 1968 Arm Extensions
  - 1969 18 Hemispheres Upon a Plate
  - 1969 Sphere Upon a Cylinder
  - 1969 Sphere Quadrants Upo...
  - 1975 Landscape VIII
  - 1975 One Up One Down Oblique
  - 1975 Meikevar
  - 1977 One Up, One Down Eccentric I
  - 1977 Flying Wing
  - 1977 A Matter of Time
  - 1978 Delta Theme with 2 Lines
  - 1984 Shoreline
  - 1984 Recharge
  - 1984 Goodtime Clock IV
  - 1984 House Plants
  - 1984 As the World Turns
  - 1985 Two Fountains for Th...
  - 1985 Seeking the Philosop...
  - 1985 Fountain
  - 1985 Three Open Parallelepipeds
  - 1986 First Mosaic
  - 1986 Ballet of the Woodpeckers
  - 1986 Chromosome
  - 1986 Fish Tales
  - 1986 River
  - 1987 vis-a-vis
  - 1987 Hot Lunch
  - 1987 No Radio
  - 1988 Column of Four Trapezoids
  - 1989 Dancing Canvases
- Computer Graphics**
  - 1974 A Characterization o...
  - 1975 Illumination for Com...
  - 1977 Shadow Algorithms fo...
  - 1978 A Hidden-Surface Alg...
  - 1978 A Fast and Economic ..
  - 1978 Polygon Shadow Generation
  - 1980 An Improved Illumina...
  - 1980 A Hierarchical Stud...

Timeline: 1970 1980 1990

Bottom navigation icons: Home, Previous, Search, Next, Refresh

<http://www.rchoetzlein.com/quanta> **QUANTA**

Physical Entity

Natural Entity

Organic Entity

Organism

Person

Robert Breer

George Rhoads

online ((•))

Agnes Denes

research network

Naim June Paik

Karlheinz Stockhausen

Arnold Schoenberg

John Cage

Franz Kafka

Jean Genet

Jannis Kounellis

online ((•))

Laurent Mignonneau

research network

James Seawright

Henri Van Herwegen

online ((•))

Dale Copeland

Rebecca Horn

Lewis Alquist

Donald Lipski

online ((•))

Mineko Grimmer

Andrew Ginzel

Bryan Rogers

Robert Mark Packer

Abram Connelly

Abe> hello

Rama> hi, have you seen these new motors?

Abe> yeah, but I don't think the torque range fits our project.

motor

is a simple machine

Qualities



Members



stepper motor



stator

brush housing

commutator

copper wire

gear

gearbox

motor housing

permanent magnet

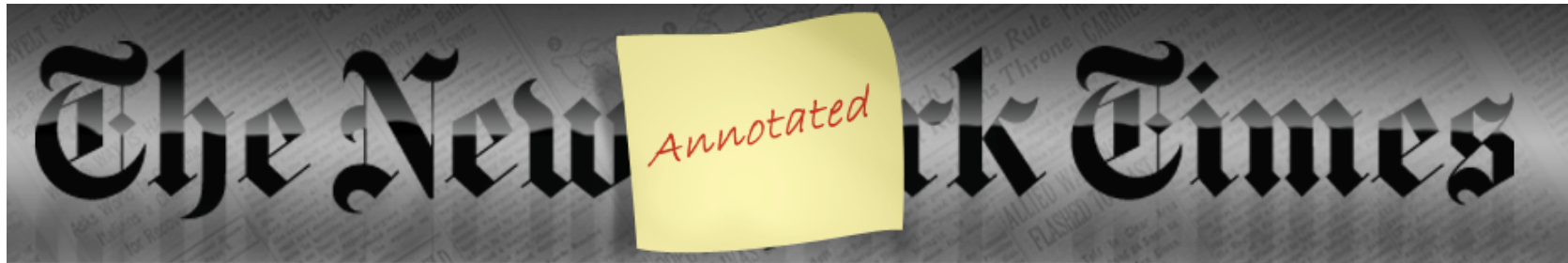
motor brush



**EXTENDING, TEACHING, DISTRIBUTING,**



**INVOLVING, COMMENTING, JOURNALING,**

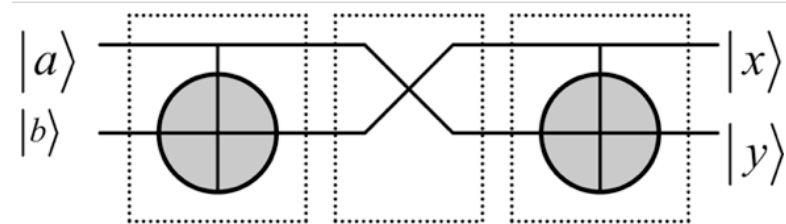


# MEASURING, PREDICTING, CONSPIRING,

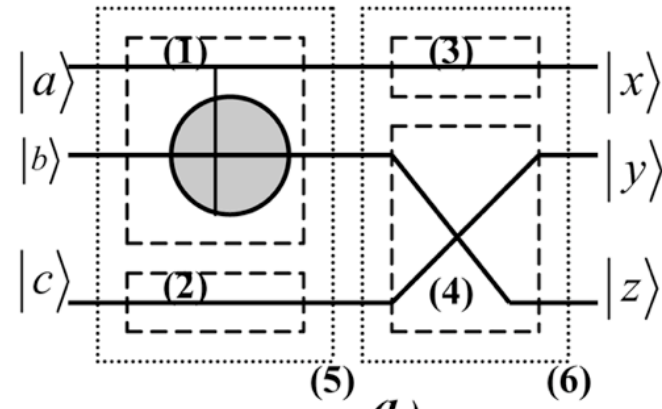
## TRUST METRICS



## QUANTUM COMPUTING



(a)



(b)



# MEASURING, PREDICTING, CONSPIRING,

BY NADYA LABI

## Jihad 2.0

**O**n May 11, 2004, a link to a five-and-a-half-minute video appeared on the Web site Muntada al-Ansar al-Islami, or the Forum of the Islamic Supporters. Announced with the words SHEIKH ABU MUSAB AL-ZARQAWI SLAUGHTERS AN AMERICAN INFIDEL, the video

ARTICLE TOOLS  
sponsored by:

 E-MAIL ARTICLE

 PRINTER FORMAT

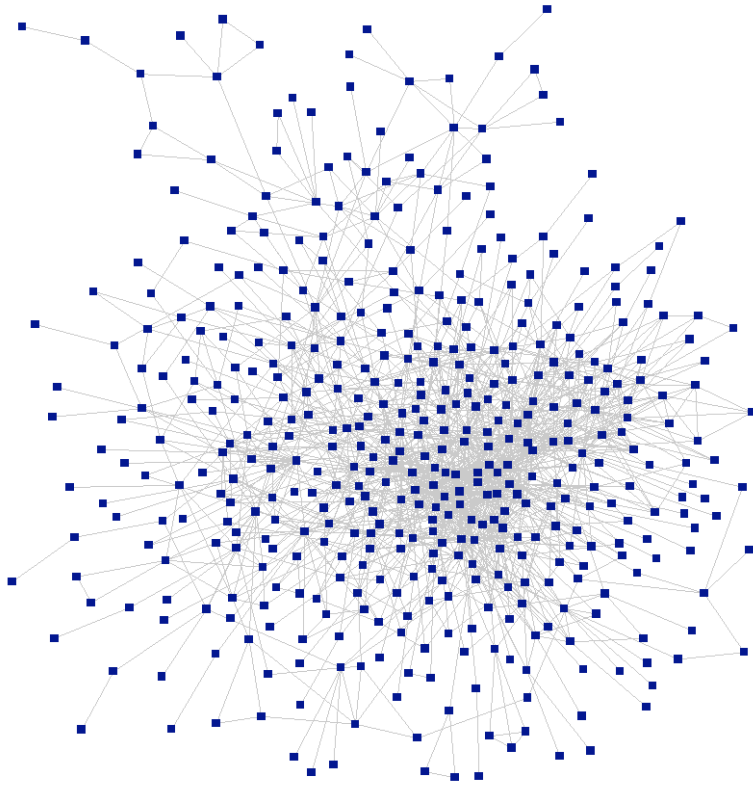


## ORGANIZING, REWARDING, POLICING,



Installation by Santiago Sierra, "Workers Who Cannot Be Paid, Renumerated To Remain Inside Cardboard Boxes" 2000.

## VISUALIZING, ABSTRACTING,





## FANTASIZING, NARRATING

NEW YORK CITY



LIBERTY CITY



Images Courtesy of Matthew Johnson Flickr Set - Creative Commons License

## FANTASIZING, NARRATING

NEW YORK CITY



LIBERTY CITY



Images Courtesy of Matthew Johnson Flickr Set - Creative Commons License



# FANTASIZING, NARRATING

NEW YORK CITY



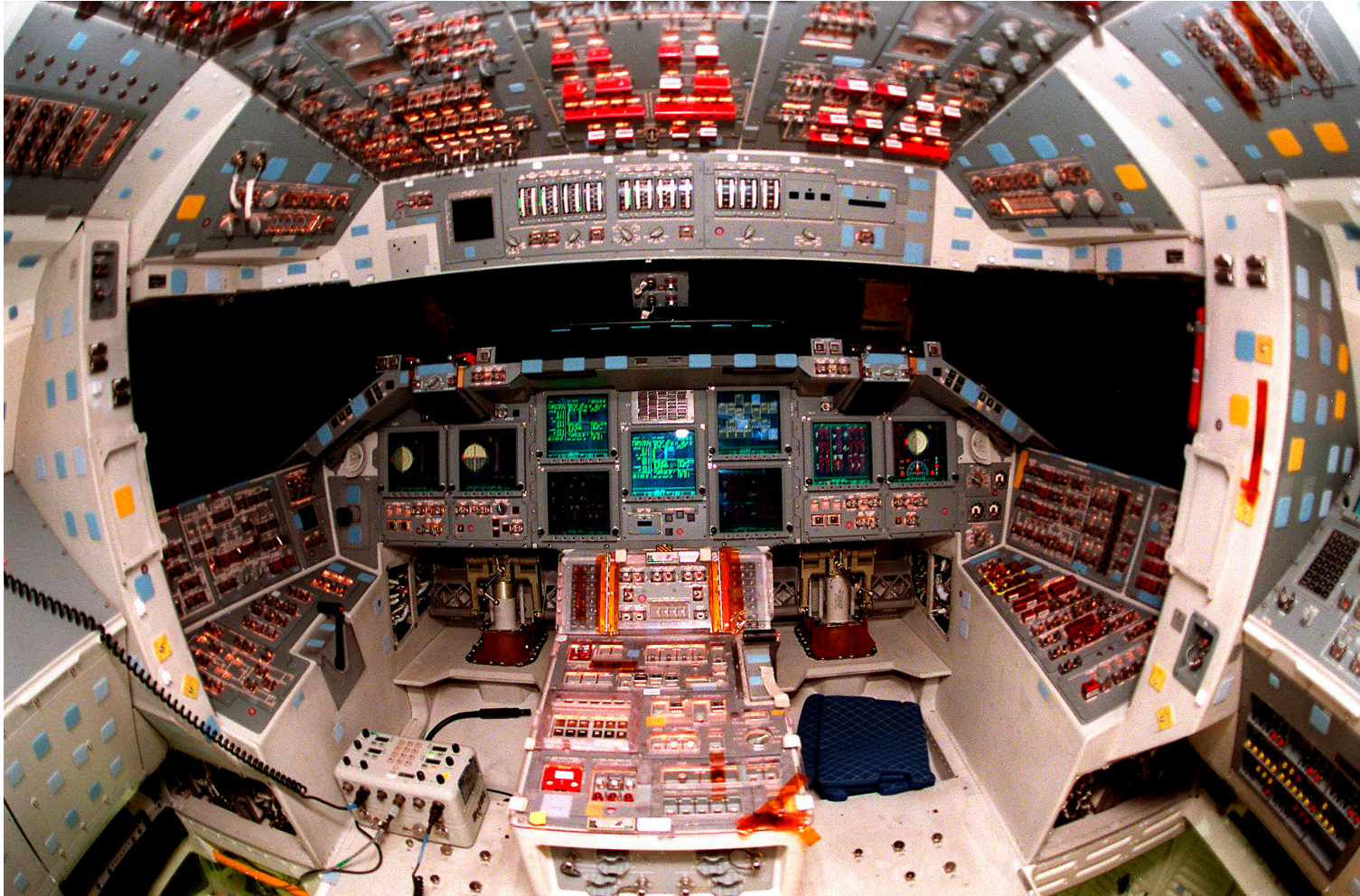
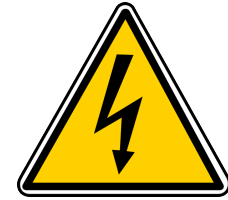
LIBERTY CITY



Images Courtesy of Matthew Johnson Flickr Set - Creative Commons License



# HIGH RISK SOCIAL COMPUTING





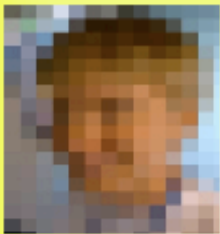


# DIS-PLAY

An Information Free-For-All

Current ID: J. Haskell

## Friends / Aliases



YOU ARE ME

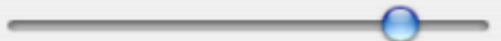


CLICK ON SOMEONE TO ASSUME THEIR IDENTITY!

## MANAGEMENT SETTINGS



Degree of Automation 84.25



## INCOMING INFO

Computers and the Internet

### The Guessing Game Has Begun on the Next iPhone

JOHN MARKOFF 1 day ago  
Apple faces a new challenge as it prepares to introduce an updated version of the phone next month.  
2 posts in last 9 hours, 7 total.

United States Armament and Defense

### I Knew It All Along

The Editors 10 hours ago  
For all of its self-serving, Scott McClellan's book serves one good purpose: It is a reminder that we still don't know how far President Bush waded in a "culture of deception."  
2 posts in last 9 hours, 4 total.

Grain of Salt 53.87



## OUTGOING INFO

What are you doing?

update

## Level of Control



5 Messages:

4 Half-Truths

1 Lie



scbsg\_p.cola



## SMART CAMERAS



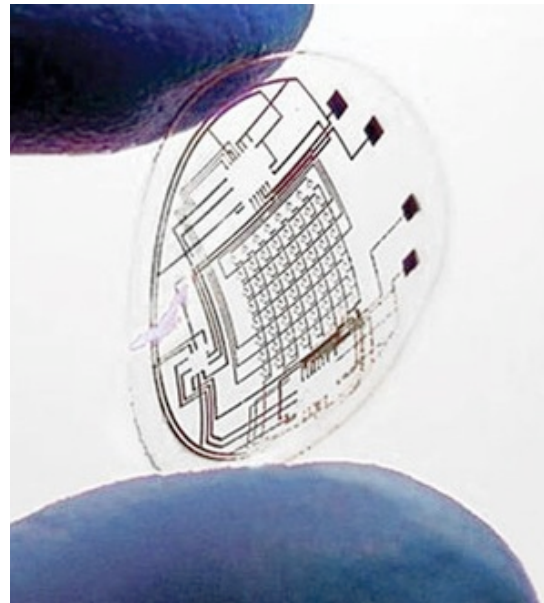
## WIRELESS CAMERAS



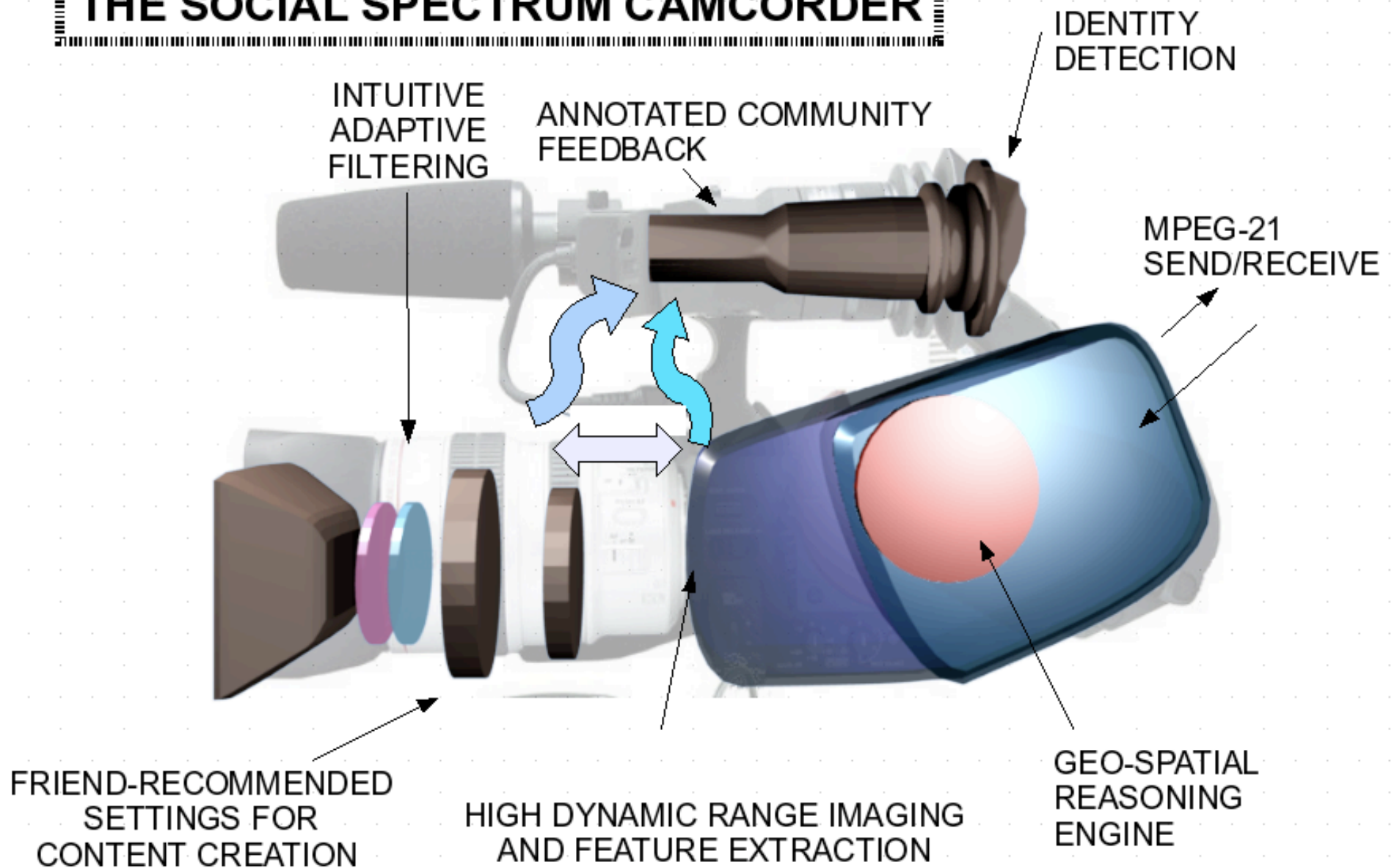
## QR CODES



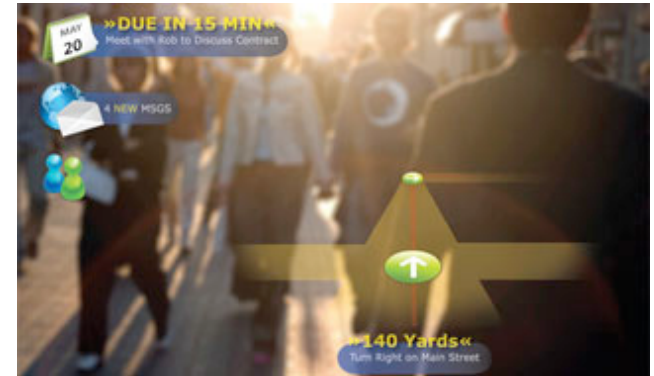
## VISION SYSTEMS



# THE SOCIAL SPECTRUM CAMCORDER







Above Left, from 1962 Science and Mechanics Magazine. Above Right metaverseroadmap.org  
Below Right Photo: David Stuart; Retouching: Smalldog Imageworks

Message from Mary S.

Here's an Interesting reference to  
Charles Brockden Brown's fever.

P.S. Go six bookcases back . . .





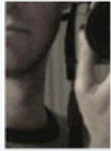
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### Friends

 ▾

- Army
- Mark
- Adrianne
- Mehera
- Zoe

### Spaces

 ▾

**Music**   [Careers](#)

[Art / Film](#)   [Places](#)

[Books](#)   [Rec](#)

### Groups

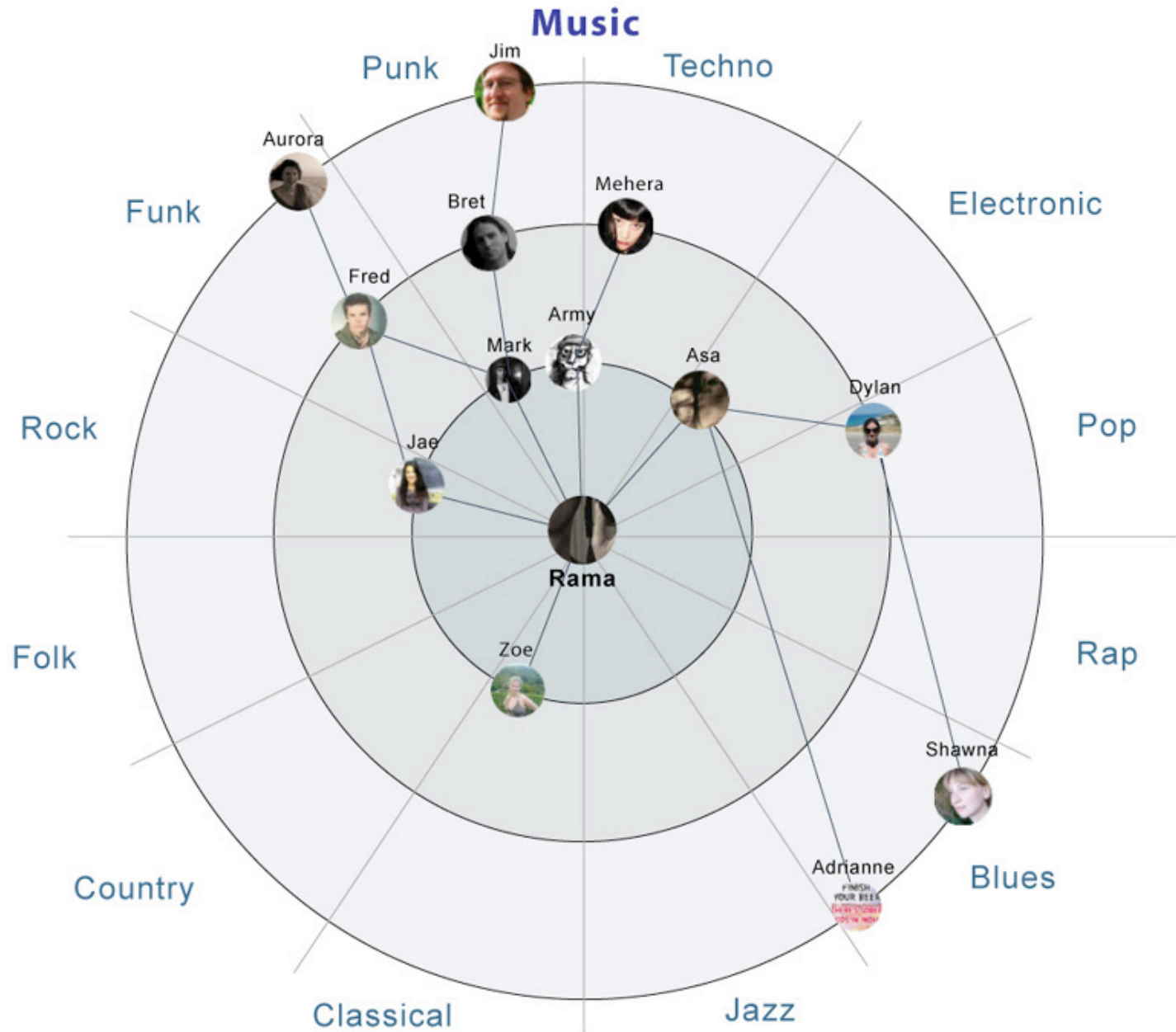
 ▾

Research Groups  
UCSB Media Arts  
Cornell Graphics

Friend Groups  
Ithaca, NY  
Beijing, China

Recreation Groups  
Sailing

Social Computing Group



Social Computing Group

Bluesky

University of California, Santa Barbara

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- Army
- Mark
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- Music** **Careers**
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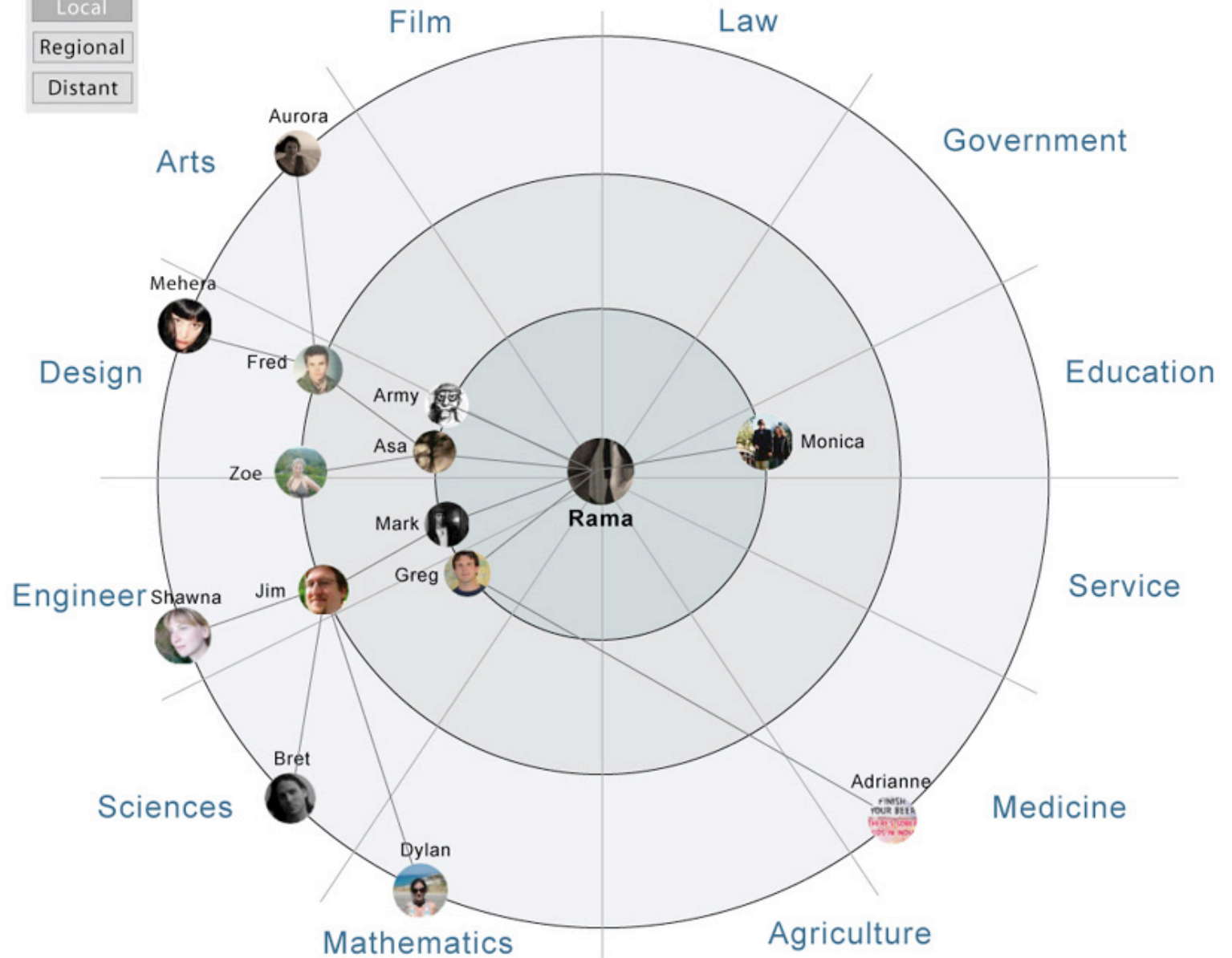
 ▾

- Research Groups
  - UCSB Media Arts
  - Cornell Graphics
- Friend Groups
  - Ithaca, NY
  - Beijing, China
- Recreation Groups
  - Sailing

Social Computing Group

- Local
- Regional
- Distant

## Careers



Bluesky

University of California, Santa Barbara

## Existing Goals and Technologies

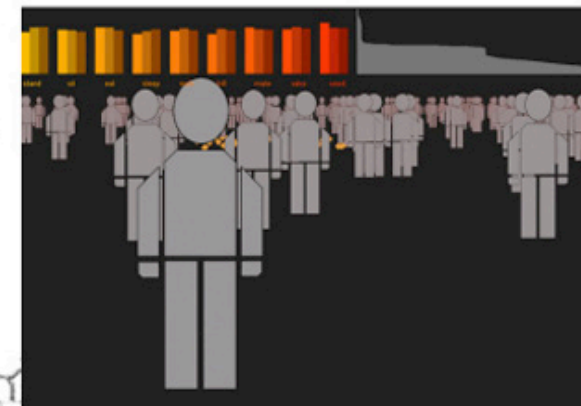
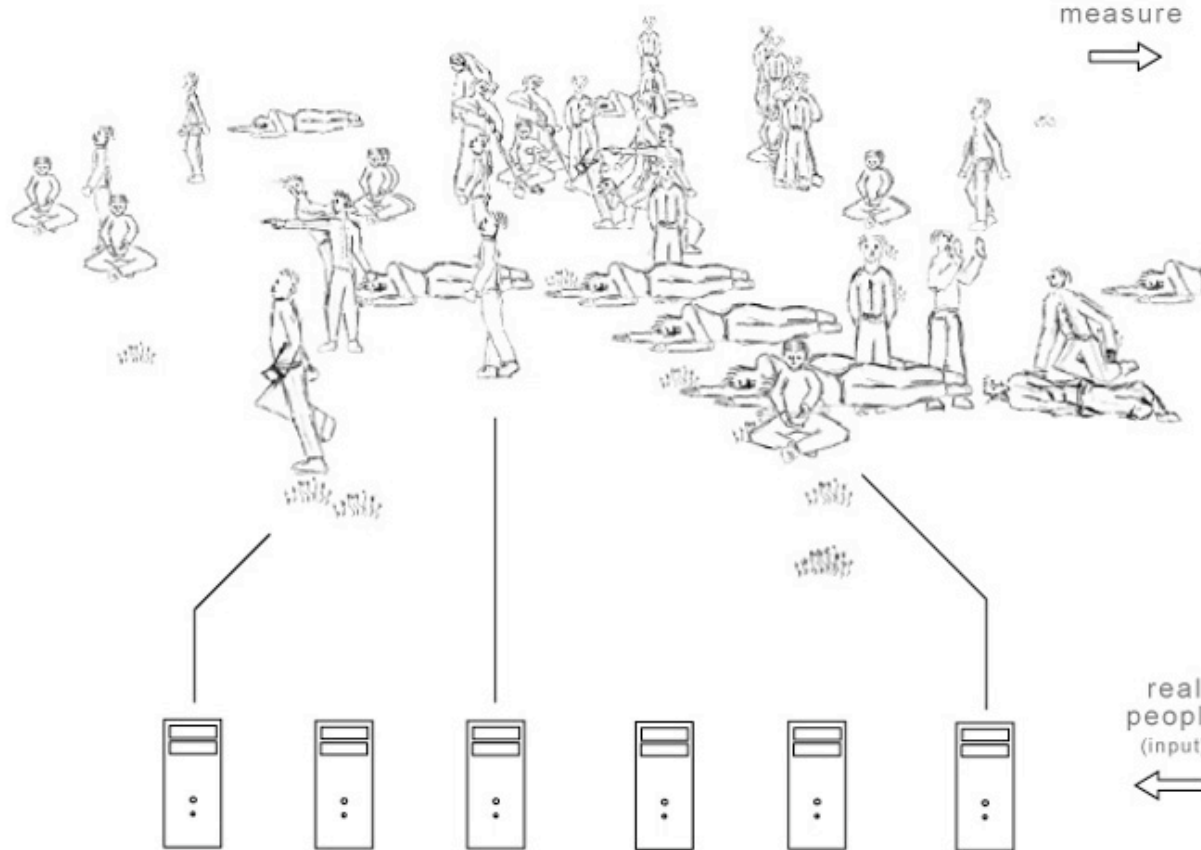
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# social evolution

grid computing for social dynamic simulation



Output comparing simulated social patterns to real-life patterns.

comparison (output)



real people (input)

- Each virtual individual simulated on the computer of a real person. (You@home)
- Real participants tune the complex behavior of their character, but the network simulates their character at many times the normal rate.

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# chalk

social networking for kids



new york



tokyo



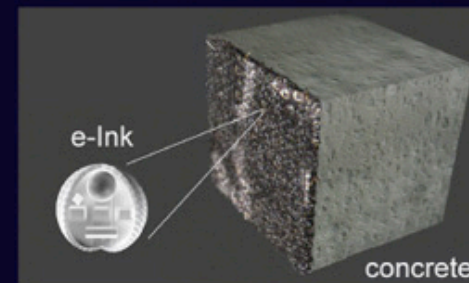
paris



los angeles

- Using e-ink embedded in concrete tiles.
- Children write on sidewalks, which appear on other sidewalks at other playgrounds throughout the world

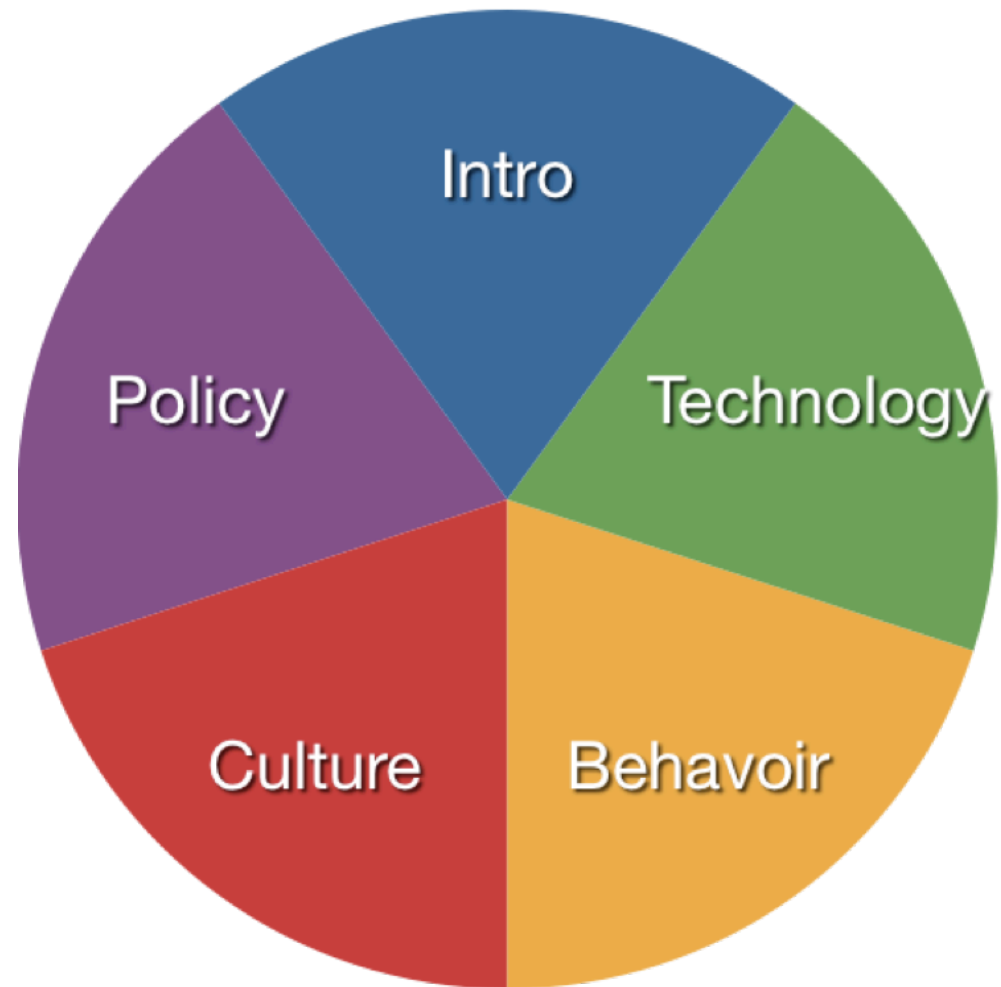
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# Social Computing 101

Syllabus for an  
interdisciplinary  
graduate course





# Introduction

- Social computing: large-scale socially-aware information systems
- Interdisciplinary research across social sciences, engineering, and humanities
- Issues of technology and society



# Technology

- Web and Web 2.0 architecture
- Social networking and media
- Collaborative filtering and tagging
- Collaborative knowledge





# Behavior

- Social psychology and motivations
- Credibility and trust
- Social impacts and roles
- Commons problems, free-riding



# Culture

- Historical perspectives
- Virtual communities
- Social presence, avatars
- Globalization

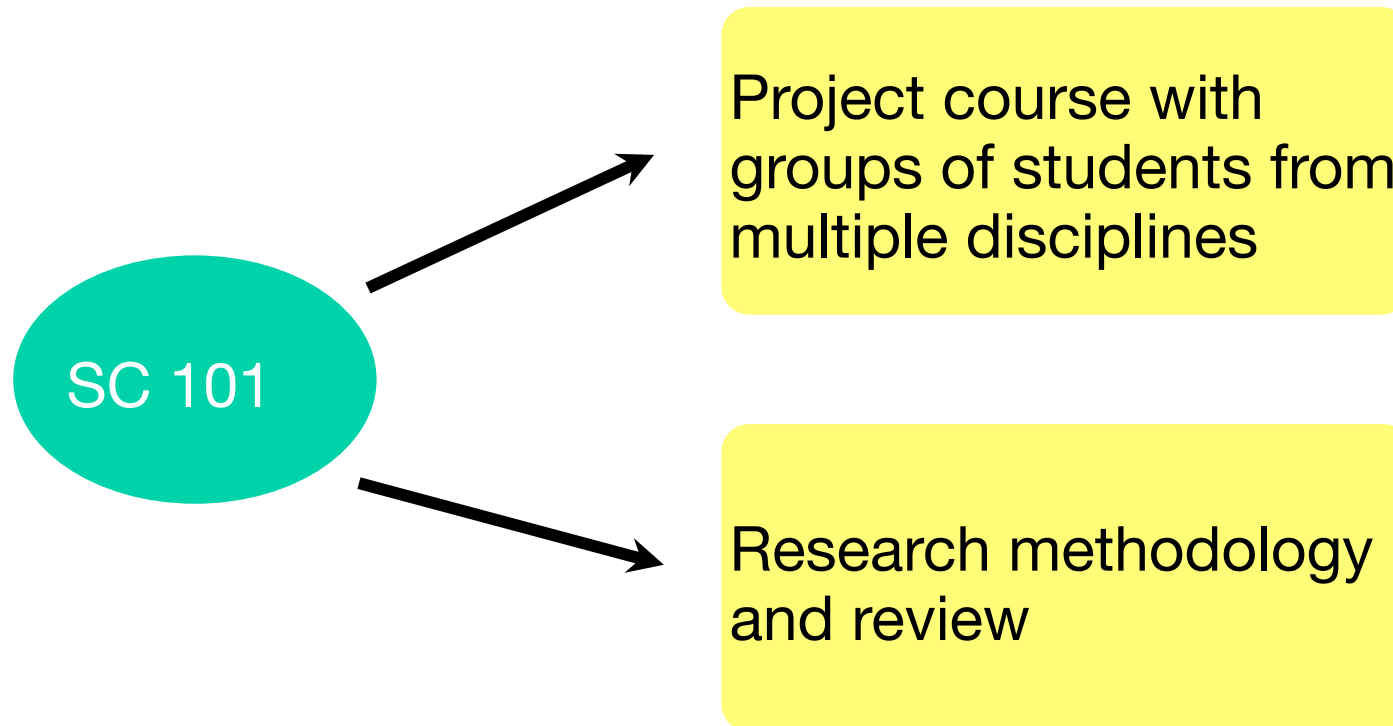


# Policy

- Privacy
- Privacy
- Privacy
- Intellectual property



# Next



# Questions and Discussion

