



Social Media: Future or Fad in Supporting Collaboration?*

*And some thoughts about distributed collaboration

John C. Tang
Microsoft Research

What are Social Media?

- **Social media** are primarily Internet- and mobile-based tools for sharing and discussing information... that integrate technology, telecommunications and social interaction...*

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.The LinkedIn logo, featuring the word "Linked" in black and "in" in white inside a blue square, with a registered trademark symbol.The Twitter logo, featuring a blue bird icon above the word "twitter" in a light blue, rounded font, with the tagline "Social networking" below it.The Flickr logo, with the word "flickr" in a blue, lowercase, sans-serif font.The del.icio.us logo, featuring the text "del.icio.us" in a blue, lowercase, sans-serif font next to a small blue square icon.The Blogger logo, featuring a blue square icon with a white "B" followed by the word "Blogger" in a blue, lowercase, sans-serif font.

WIKIPEDIA
The Free Encyclopedia

The Digg logo, with the word "digg" in a blue, lowercase, sans-serif font.The YouTube logo, with the word "YouTube" in a blue, lowercase, sans-serif font.

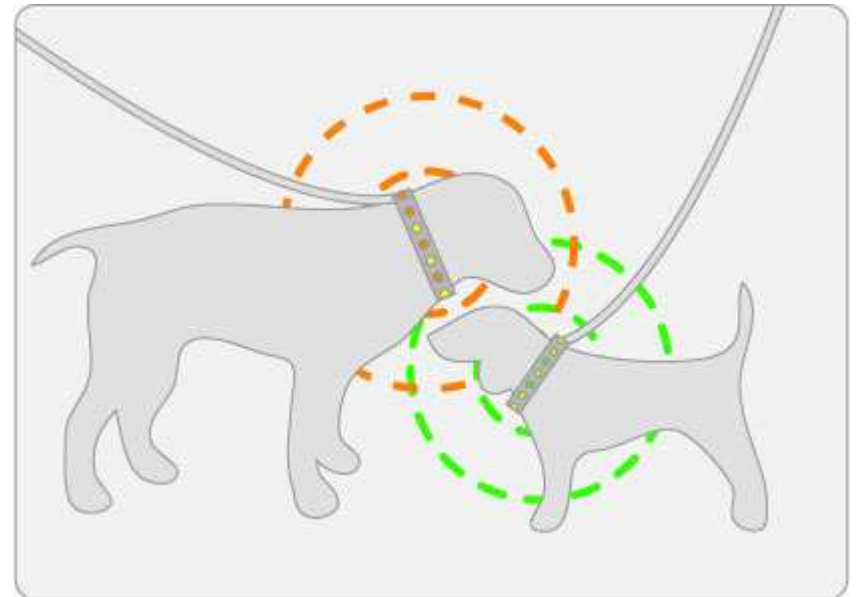
*http://en.wikipedia.org/wiki/Social_media

Further-out prototypes

- Lovegety (Japan)



- SNIF (MIT Media Lab)

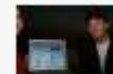


Usage of Social Networking

Friend List Find Friends Status Updates Social Timeline

-  Phil Thomas Di Giulio is quite sure Doug knows EXACTLY how that Gerbil got in there. 28 minutes ago
-  Toby Boyce is twittering: Lunch @ new bw3 in marysville. big & loud. about an hour ago
-  Todd Waller is showin' homes & it's snowin'!  about an hour ago
-  Frances Flynn Thorsen is preparing for an Open House and listening to the birds twittering. 2 hours ago
-  Nicole Nicolay is baking biscotti. 4 hours ago
-  Steve Dalton is twittering: "Humans have strongly ingrained rules about fairness and reciprocity .." <http://www.optimist123.com/optimist/2007/12/fq0749-favori-1.html>. 4 hours ago
-  Sebastian Delmont is twittering: bye bye, twitter, we'll miss you.. back soon. 4 hours ago
-  Jay Thompson is pissed that T-Mobile is blocking Twitter! 6 hours ago
-  Mike Price is twittering: o.k. so I wasted the precious little time I had this weekend...Chillaxin time is over. 12 hours ago
-  Joseph Natividad THE COMEBACK BEGINS. 14 hours ago
-  Joel Burslem is at Mehul's place.  17 hours ago

My Status:



Rudolph thinks the facebook status feature can be used like twitter.
47 seconds ago edit

Rudolph...

twitter

Home | Your profile | Invite | Public timeline | Badges | Settings | Help | Sign out

Twitter will be taking a 4 hour cat nap on Sunday at 01AM Eastern Time (US & Canada) to make things better!

What are you doing?

Characters available: 133

Fighting a cold.

Update

What You And Your Friends Are Doing

[Hey, what happened to my friends' names?](#)



khoi These slides are going to make sense, by God. [5 minutes ago](#) from [twitterrific](#) 




yeen Video Skyping with Julie makes me happy. [25 minutes ago](#) from web 



Malarkey off - next stop Vancouver [44 minutes ago](#) from web 



hellolouise Cutting paper...mmm [about 1 hour ago](#) from web 



Welcome back,
Khoi Vinh

Currently: These slides are going to make sense, by God.

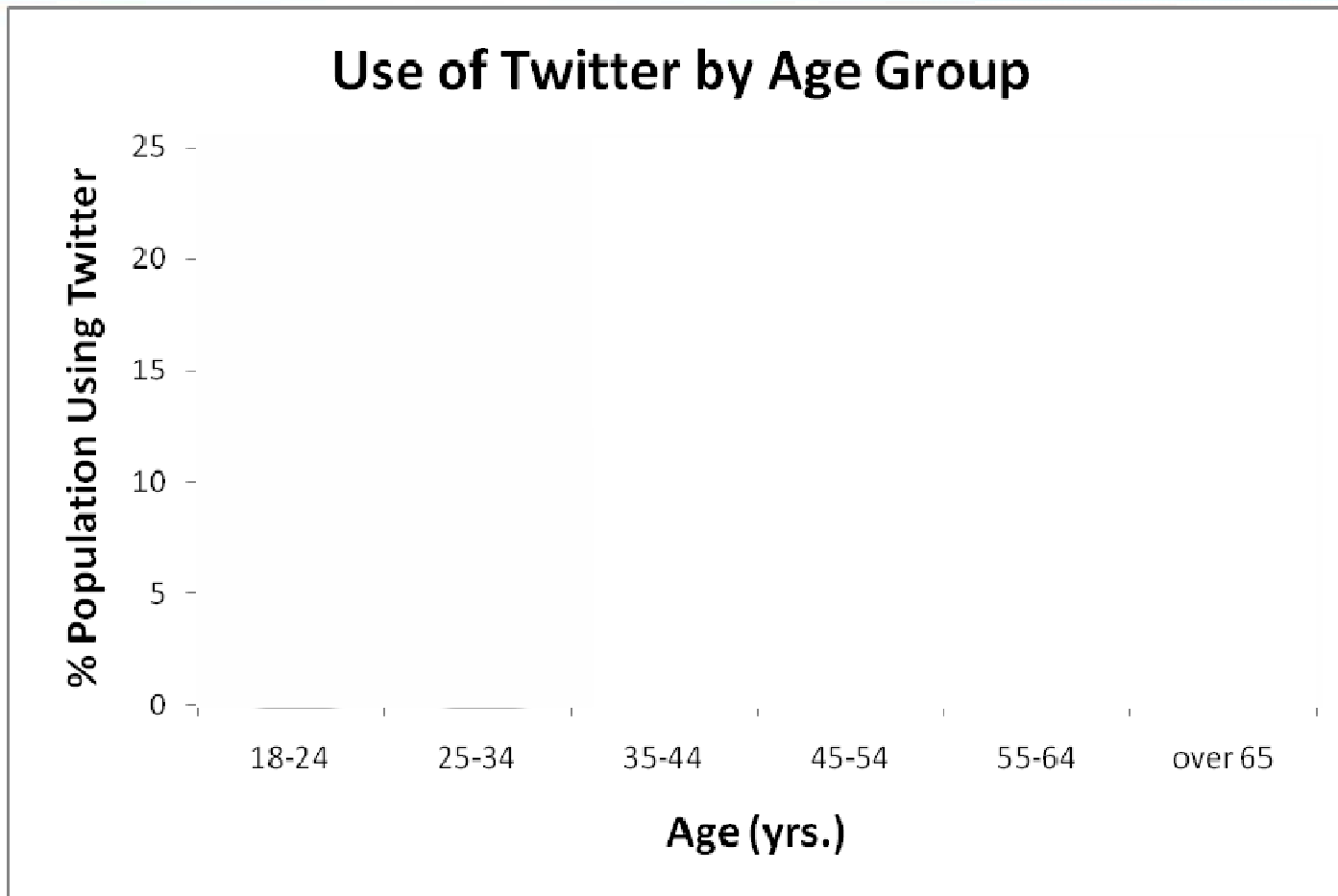
[0 Direct Messages](#)
[1 Favorite](#)
[22 Friends](#)
[26 Followers](#)
[60 Updates](#)

Send Notifications To:
 im phone web-only

Find by name, email, p



Divergence of Twitter usage



Pew Internet & American Life Project, Twitter and status updating, February 12, 2009

Attempts to deploy in enterprise

- IBM
 - Dogear
 - Beehive
 - ResearchWiki
- MS studies (Jonathan Grudin)
 - Divergence by age
 - High “failure” rate of wikis

Issues around social networking*

- Deployment across devices (desktop, mobile)
- Managing invisible audiences
- Confused context
- Managing privacy
 - Do users understand the privacy implications?
 - Building a robust user model for privacy
 - Communication encoded in context
- Divergence of user reactions
 - Largely generational
 - That generation entering the workforce

*Thanks to dana boyd

Reflecting on Distributed Collaboration

Distributed Collaboration

- Sun Microsystems, Inc. (1990-2004)
 - Distributed between Sun Labs West (CA) and East (MA)
 - Regular visits to each site
 - Virtual lunch/afternoon tea
 - Email, IM, screen-sharing
- IBM Research (2004-2008)
 - Distributed team among IBM Research Almaden (CA), IBM Silvergate developers (Argentina), IBM home office worker (PA)
 - Never met face-to-face
 - One Argentine traveler to CA
 - Weekly phone conferences, IM, email, wikis, no video

Distributed Collaboration (2)

- Microsoft Research (2008-present)
 - Distributed between CA, Redmond, WA, and Maine
 - Virtual lunch, weekly meetings
 - Asymmetrical relative to Redmond HQ

Trends in distributed collaboration

- Largely still depends on face-to-face meetings
- Technology hasn't fixed the problem
 - Telepresence is not video conferencing
 - It's not a technical problem
- Developing social practices
 - Building social relationships
 - Trust
- The impact of culture on collaboration
 - International Workshop on Intercultural Collaboration