

# Computing has become social

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# Outline

- What do we mean by social computing?
- Why is this important for computer professionals?
- Which social technologies should you explore and which networks should you join?
- What are the dangers of social?
- How can you make your own sites social?

# What is social computing?

- Computer systems that support social communication and collaboration
- Computing influenced by effects of networks such as reputation
- Collaborative production of data, systems and software
- The Wisdom of Crowds
- Emergent effects of social networked systems

# Examples of social

- Flickr
- Reputation markets
- Twitter search
- Linux
- Google docs

# Facts and figures

- 3+ billion images on Flickr
- 7+ million members on Twitter
- 300+ million accounts on Facebook
- 66% of top 1m servers are Linux
- 3m articles in English in Wikipedia



wordpress problems

Search

Advanced Search

### Realtime results for **wordpress problems**

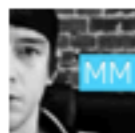
0.21 seconds



**simsmath**: #simsalg2 read workbook pages 148-150 and complete **problems** 1-16 on pages 150-152. check the site for help! <http://simsalg2.wordpress.com/>  
about 2 hours ago from web · [Reply](#) · [View Tweet](#)



**envex**: @ooo000ooo If you need any tips let me know, I can help you out with any **wordpress** templating **problems**.  
about 2 hours ago from web · [Reply](#) · [View Tweet](#) · [Show Conversation](#)



**MtthwMlr**: **Wordpress** giving you **problems**? Enjoy some Number Twelve!  
<http://tinyurl.com/foxjm> (expand)  
about 6 hours ago from web · [Reply](#) · [View Tweet](#)



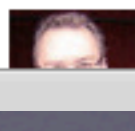
**davrutick**: Anyone else having **problems** uploading photos into **WordPress**???  
about 7 hours ago from Seismic · [Reply](#) · [View Tweet](#)



**PosAbsolute**: **wordpress** + header mobile redirect = **problems**  
about 10 hours ago from Netvibes · [Reply](#) · [View Tweet](#)



**yetanotherben**: Has anyone else had **problems** with upgrading the **Wordpress** All in One SEO pack - messed-up all my title tags on <http://www.justmeandmy.com>??  
about 13 hours ago from web · [Reply](#) · [View Tweet](#)



**SteenOhman**: Just did a **wordpress** update on all our sites - this time no

[Feed for this query](#)

[Tweet these results](#)

Show tweets **written in**:

Any Language

**Trending topics:**

- [#whenwewereyoung](#)
- [#MusicMonday](#)
- [Halloween](#)
- [Bad Romance](#)
- [#itshouldbeillegal](#)
- [#mm](#)
- [#lettertomyex](#)
- [Paranormal Activity](#)
- [love me](#)
- [#wheniwasyounger I](#)

**Nifty queries:**

- [cool filter:links](#)
- ["is down"](#)
- [movie :\)](#)
- ["happy hour" near:SF](#)
- [#haiku](#)
- ["listening to"](#)
- [love OR hate](#)



## Needs your Help

Donate to SETI@home

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### What is SETI@home?

SETI@home is a scientific experiment that uses Internet-connected computers in the Search for Extraterrestrial Intelligence (SETI). You can participate by running a free program that downloads and analyzes radio telescope data.

#### PARTICIPATE

Download  
Get help  
Tell a friend  
Donate  
Porting & optimization  
... more

#### ABOUT

About SETI@home  
About Astropulse  
Science newsletters  
Technical news  
Server status  
Science status  
Sponsors  
... more

#### COMMUNITY

Message boards  
Questions & answers  
Profiles  
User search  
Teams  
Web sites & IRC  
Pictures & music

#### YOUR ACCOUNT

Your account  
Preferences  
Certificate

#### STATISTICS

Top participants  
Top computers  
Top teams

Site search:

[Languages](#)

#### Get started

**1** [Read our rules and policies](#)

**2** **Download, install and run** the BOINC software used by SETI@home. When prompted, enter the URL:  
**<http://setiathome.berkeley.edu>**

Have questions or need help? Contact a volunteer using [BOINC online help](#).

#### Special instructions:

- [For SETI@home Classic participants](#)
- [For users of command-line and pre-5.0 clients](#).



Keep your computer busy when SETI@home has no work - [participate in other BOINC-based projects](#).

#### News

October 21, 2009

The UC Berkeley Astronomy Department is holding a Telescope Building Workshop and Star Party on October 23 at 7pm in celebration of the International Year of Astronomy. If you would like to attend, details can be found [here](#)

October 19, 2009

SETI@home Project Scientist Eric Korpela discusses life in the universe in [Galactic Watercooler Podcast #190](#). This is one episode in an arc relating to the late Carl Sagan's Cosmos series.

September 4, 2009

An article in PCWorld, [12 Worthy Causes Seek Your Spare PC Cycles](#), describes BOINC and 12 projects that use it, including [SETI@home](#).

September 3, 2009

Facebook users: check out the [BOINC Milestones](#) app.

September 3, 2009

The Space Sciences Lab at UC Berkeley (which is where SETI@home resides) recently [celebrated its 50 anniversary](#).

## Mechanical Turk is a marketplace for work.

We give businesses and developers access to an on-demand, scalable workforce. Workers select from thousands of tasks and work whenever it's convenient.

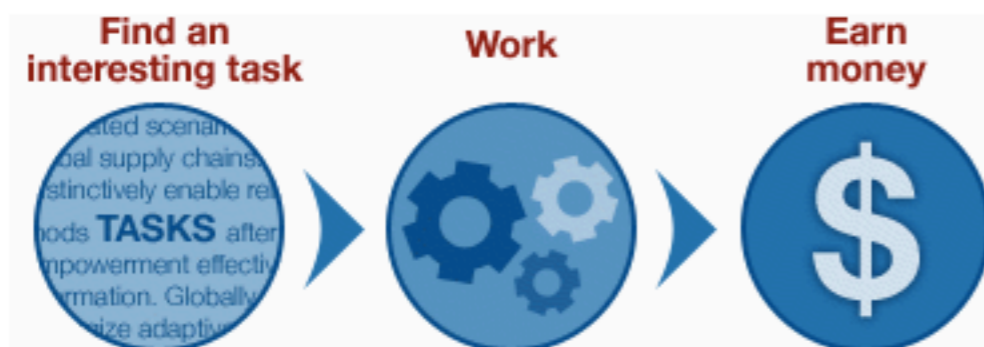
**49,483 HITs** available. [View them now.](#)

## Make Money by working on HITs

HITs - *Human Intelligence Tasks* - are individual tasks that you work on. [Find HITs now.](#)

### As a Mechanical Turk Worker you:

- Can work from home
- Choose your own work hours
- Get paid for doing good work



[Find HITs Now](#)

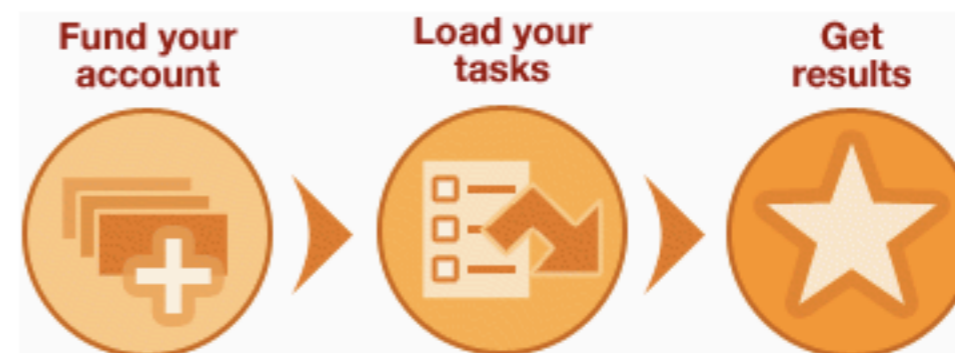
or [learn more about being a Worker](#)

## Get Results from Mechanical Turk Workers

Ask workers to complete HITs - *Human Intelligence Tasks* - and get results using Mechanical Turk. [Register Now](#)

### As a Mechanical Turk Requester you:

- Have access to a global, on-demand, 24 x 7 workforce
- Get thousands of HITs completed in minutes
- Pay only when you're satisfied with the results



[Get Started](#)

or [learn more about being a Requester](#)



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Pro



TiVo Wants You to Spice Up Their Logo. **View This Project**

Pro

Automotive Social Network sit... Logo **\$1250**

Be Creative, be colorful. Small Website (uncoded) **\$1500**

Credit Card Design | Print Design **\$1300**

Fresh Logo for a Women's Group Logo **\$1000**

TY.LAUNDERING 28.0    UK.LABOUR 14.0    UK.CONSERVATIVES 86.0    UK.LIBERAL.DEMOCRATS 1.3    CHIA

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*"When people ask me who will win the next election, I say 'Let me look at the price on Intrade. It is the best forecast I know.'"*

Koleman Strumpf, Professor of Economics, University of Kansas

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Health Care Reform - Will a federal government run health insurance plan (a public option) be approved in the US?

A federal government run health insurance plan to be approved before midnight ET 31 Dec 2009



Last Price: **11.0** ▲3.9

You can buy this at **11.0**

Buy

You can sell this at **7.1**

Sell

Explain

Trade Now



US Congress - Special Election: NY 23rd District (to replace John McHugh)

Democratic Party candidate to win



Last Price: **55.0**

You can buy this at **65.0**

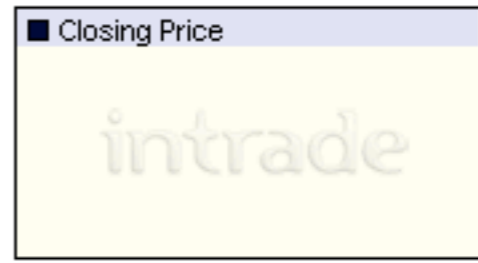
Buy

You can sell this at **45.0**

Sell

Explain

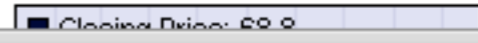
Trade Now



2009 US Gov. Races - New Jersey Gubernatorial Race

Democratic Party Candidate to Win

Last Price: **72.5**



[Google.org home](#)

Flu Trends

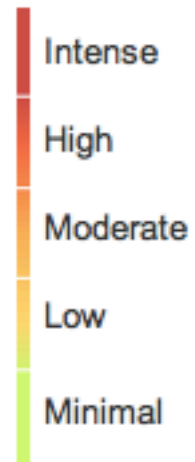
Select country/region

Home

[How does this work?](#)

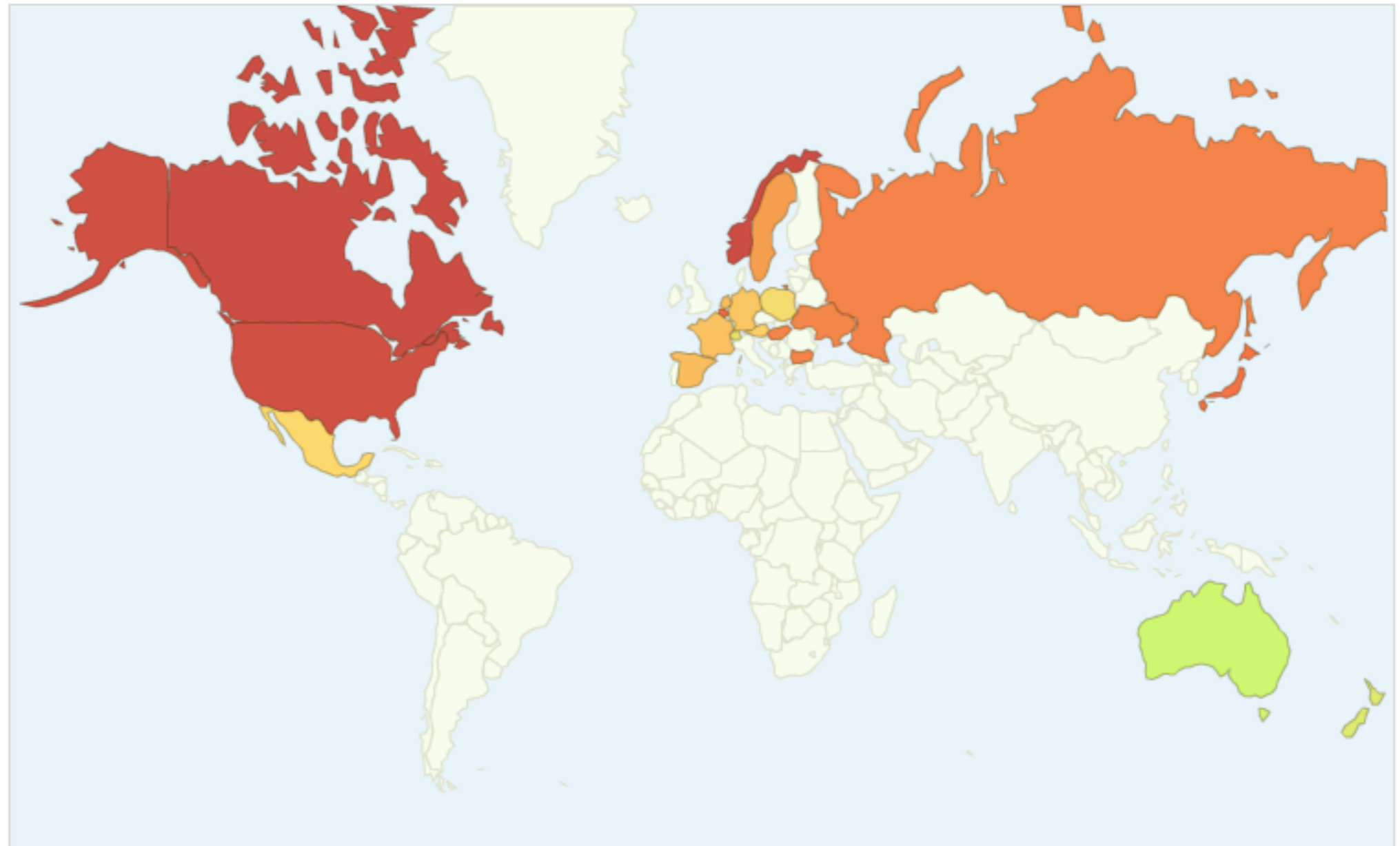
[FAQ](#)

Flu activity



## Explore flu trends around the world

We've found that certain search terms are good indicators of flu activity. Google Flu Trends uses aggregated Google search data to estimate flu activity. [Learn more »](#)



# Technologies behind social

- Networked systems
- Communication protocols and systems
- Collaboration tools
- Open source software
- Mashups and SOA
- Tagging
- Measures of reputation
- Markets

# Dangers of social

- Privacy and identity
- The Cult of the Amateur
- Waste of time
- Protection of children
- Poor business models
- Lack of investment in innovation
- Lemming behaviour

# Make your own site social

- Out: links, RSS, addthis, tweet this
- In: RSS, mashups, twitter, related content, adsense
- Build/make widgets and apps
- Explore Open Source

# Discussion

- Does social matter to you as a future professional in the industry?
- What can business do with social?
- What do you need to know to work with social