

# What makes

# Social Computing hard?



# Psy broke YouTube!

## Gangnam Style 'breaks' YouTube: Site to upgrade its view counter after popularity of song means views are no longer countable

- Psy's smash hit 'Gangnam Style' has been viewed so many times that YouTube had to upgrade the way figures are shown on the website
- Commas no longer break up the '32-bit integer' which spins when first seen
- At the time of writing, '2152218058' people have watched the music video
- Gangnam Style became the first video to pass two billion views in May

By SARAH GRIFFITHS FOR MAILONLINE

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It was the South Korean pop song that took the world by storm in 2012 and was so catchy that you're probably still humming it.

Now YouTube has admitted that Psy's smash hit 'Gangnam Style' has been viewed so many times since it was uploaded in July 2012 that it must upgrade the way figures are shown on its website.

Because the video has been watched so many times, there is no space for commas to break up the number of views.

Scroll down for video

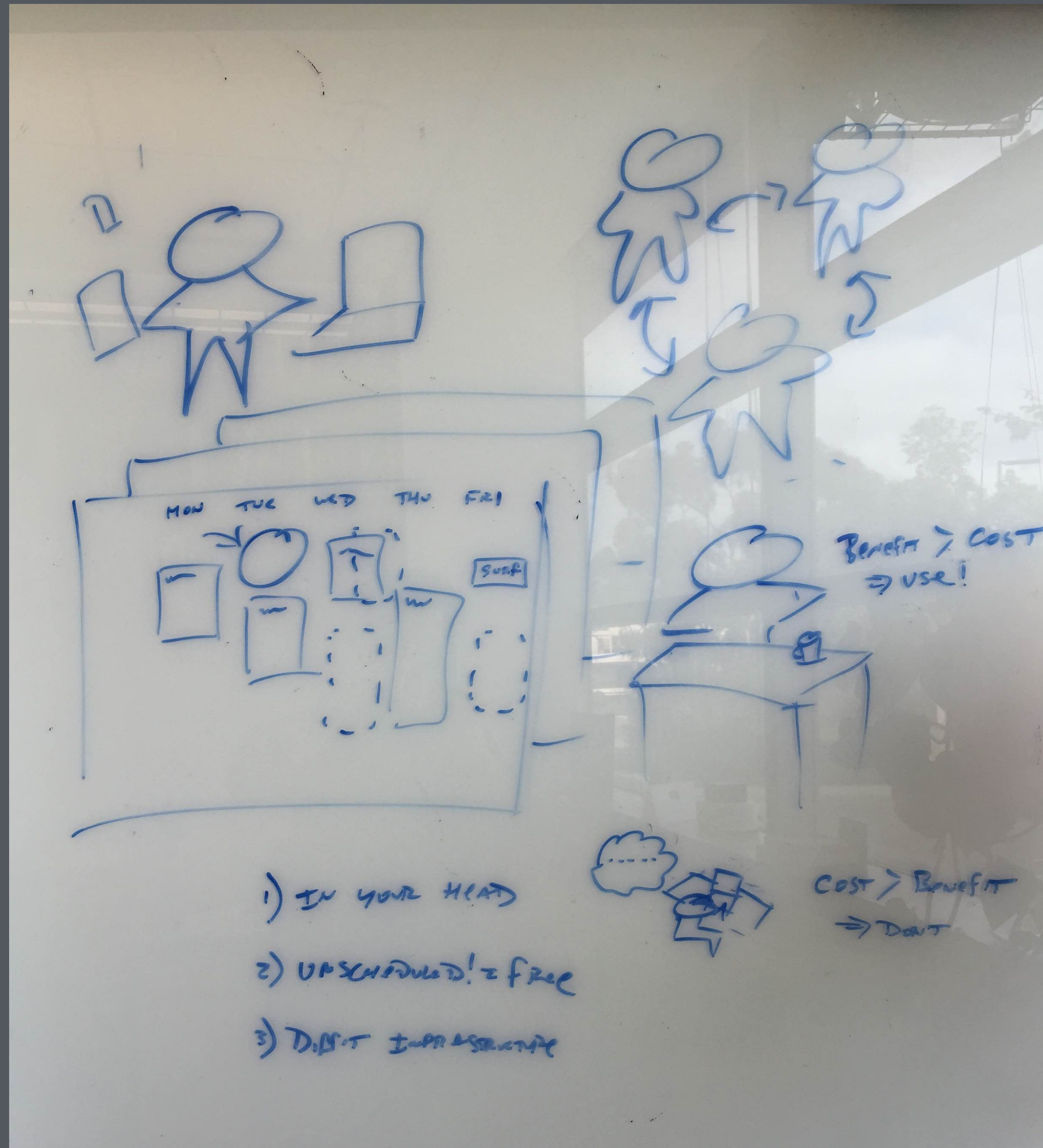


© officialpsy/YouTube  
YouTube has admitted that Psy's smash hit 'Gangnam Style' has been viewed so many times that it has to upgrade the way figures are shown on the website. A screenshot is pictured

Hey, are you free on Thursday at 3?

Social Life is Contextual

# Challenge: Disparity of Work and Benefit



# Challenge: **Disparity of Work and Benefit**

Who does work and who benefits?

Groupware applications often require additional work from individuals who do not perceive a direct benefit from the use of the application

# Example: **How Workers Use Calendars**

- Information is in your head not in the system
- Unscheduled time is when work gets done
- Different infrastructure
- Available depends on who's asking

# Addressing the Challenges

- Information is in your head not in the system
- Unscheduled time is when work gets done
- Different infrastructure
- Available depends on who's asking

The screenshot shows the Doodle website homepage. At the top left is the Doodle logo. To the right are links for Features, Pricing, Create account, and Sign in. A yellow banner below the navigation bar announces a new feature: "NEW FEATURE: Schedule multi-day events like conferences, workshops or holiday trips. Learn more →". The main heading is "Doodle simplifies scheduling" with the subtext "The scheduling tool you'll actually use. Find a date for a meeting 2x faster". Below this is a blue button labeled "Schedule an event" with a "Free" tag and an arrow pointing to it, and a link "or View example". At the bottom, a preview of the scheduling interface is shown, featuring a calendar for "March 6, 2015" with time slots at 9:00, 11:00, 2:00, 4:00, and 8:00. The interface shows availability for three people: Tom, Paula, and Chris. Tom is available at 11:00 and 4:00. Paula is available at 9:00, 11:00, 2:00, and 8:00. Chris is available at 11:00, 4:00, and 8:00. A fourth person's availability is shown as a row of empty checkboxes.

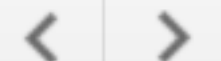
	9:00	11:00	2:00	4:00	8:00
Tom		✓		✓	
Paula	✓	✓	✓		✓
Chris		✓		✓	✓
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



# Example: Google Calendar

Calendar

Today



Feb 22 – 28, 2015

Day

Week

Month

4 Days

Agenda

More



CREATE

Sun 2/22

Mon 2/23

Tue 2/24

Wed 2/25

Thu 2/26

Fri 2/27

Sat 2/28

GMT-08

Michael in town

9am

9 – 10 busy

9 – 10 busy

9 – 10 busy

9 – 10 busy

9 – 10 busy

Breakfast w/Janaki & Scott at

9 – 10 busy

10am

10 – 11 busy

10 – 11 busy

10 – 11 busy

10 – 11 busy

10 – 11 busy

10 – 11 busy

10 – 11 busy

10 – 11 busy

10 – 11 busy

10 – 11 busy

11am

11 – 12:30p busy

11 – 12:30p busy

11 – 12p busy

11 – 12p busy

11 – 12:30p busy

11:30 – busy

12pm

12p – 1p busy

12:30p – 1:50p busy

12p – 1p busy

12p – 1p busy

12p – 1p busy

12:30p – 1:50p busy

12p – 1p busy

12p – 1p busy

1pm

1p – busy

1p – 2p busy

12:30p – 1:50p busy

2pm

2p – 3p busy

2p – 3p busy

2p – 3p busy

2p – busy

2p – 3p busy

3pm

3p – 4p busy

3p – busy

3p – 4p busy

3:30p – busy

3p – busy

2:30p – 3:30p busy

3:15p – busy

4pm

4p – 5p busy

4p – 5p busy

3:45p – 4:45p busy

3:30p – 6p busy

4:15p – 5:15p busy

5pm

5p – busy

5p – busy

5p – 6p busy

6pm

7pm

- Mini calendar
- My calendars
  - Vanessa
  - Birthdays
  - CISA3
  - DLab Public Events
  - DLab Staff
  - Assistant
  - Sonic Arts Team Cale...
  - Spat Lab Reservations
- Other calendars
  - Add a coworker's calendar
  - Jeff
  - Karen
  - Scott
  - Alex
  - Alice

# Integrating Calendar and Email

Search Mail Search the Web [Show search options](#)  
[Create a filter](#)

[Back to Inbox](#) Archive Report spam Delete Move to ▾ Labels ▾ More actions ▾

**Discuss future of input** Inbox | X

★ **Ame Elliott** to srk, David [show details](#) 12:49 PM (4 minutes ago) [Reply](#)

**Title:** Discuss future of input  
**When:** Fri Dec 11 6am – 7am (PST)  
**Where:** Scott's office @ Stanford  
**Who:** daycan@ideo.com, srk@stanford.edu, aelliott@ideo.com\*

[Add to calendar »](#)

**Your Agenda for Fri Dec 11, 2009**  
*No earlier events*  
6am **Discuss future of input**  
9:30am [Pair Program w/Joel](#)  
12pm [SymSys Committee Meeting](#)  
[view my calendar »](#)

2:00 PM - 3:00 PM December 11, 2009  
Location: Scott's office @ Stanford

Scott,

Fabulous. Thanks very much. We would like to meet you next Friday at 2:00. Right now things look good for us to come to the students' final presentations too. My colleague David and I look forward to seeing you next week.

Thanks!  
Ame

[Reply](#) [Reply to all](#) [Forward](#)

**Title:** HCI Study Design 2 Meeting  
**When:** Fri Jan 22 3:30pm – 4:30pm (PST)  
**Where:** 4th Floor Wallenberg, Union Pacific  
**Who:** acholonu@gmail.com, daniel.schwartz@stanford.edu, spdow@stanford.edu, srk@cs.stanford.edu...

[Add to calendar »](#)

**Your Agenda for Fri Jan 22, 2010**

12pm	<a href="#">Lunch w/HCI Seminar Speaker</a>
2:05pm	<a href="#">Carrie Armel</a>
2:30pm	<a href="#">Ranjitha, Juho, Pao, Salman, Brie</a>
3:30pm	<a href="#">HCI Study Design 2 Meeting</a>
<b>3:30pm</b>	<b>HCI Study Design 2 Meeting</b>
8:45pm	<a href="#">ragi dindial show</a>

[view my calendar »](#)

**The following meeting has been modified:**

**Subject:** HCI Study Design 2 Meeting  
**Organizer:** "Ugochi Cynthia Acholonu" <[acholonu@stanford.edu](mailto:acholonu@stanford.edu)>

**Location:** 4th Floor Wallenberg, Union Pacific [MODIFIED]  
**Time:** Friday, January 22, 2010, 3:30:00 PM - 4:30:00 PM GMT -08:00 US/Canada Pacific

**Invitees:** "Dan Schwartz" ; "Scott R Klemmer" ; "Steven Paul Dow" ; [acholonu@gmail.com](mailto:acholonu@gmail.com)

# Challenge: **Exception Handling**

Groupware may not accommodate the wide range of exception handling and improvisation that characterizes much group activity

Handwritten notes and forms at the top of the page, including a stamp from 'THE ROYAL INFIRMARY A. R. ANSCOMBE'.

**CANCELLED**

**FEMALE**  
 SURNAME: L...  
 DATE OF BIRTH: 26/11/89  
 ADDRESS: 105, Hight St South, Man. 14

**REGISTRATION**  
 REGISTERED: YES  
 NATIONAL HEALTH SERVICE NUMBER: N25 117  
 DATE OF REGISTRATION: 18/84

**REPORT**

4-000 8545

NAME	Surrogate	Signature
35	<i>[Handwritten Name]</i>	<i>[Handwritten Signature]</i>
National Health Service Number		Date of Birth 22.10.15
Date	CLINICAL NOTES	
20.12.95	Seen at Pt. Pneumocystis pneumonia. SD, 64. Goin to Spic until 16/2. Cont R <i>R</i>	
11/4/96	at expenditure	
20/3/96	Lenses - drops the eye. very inactive. get at surgery for eye. vision occluding. Subop. - send LH (eye) today.	

Date	CLINICAL NOTES
12-1-97 ✓	Pain low back sudden onset 3d. Severe Ox. table L2 region rest. Of eye 20/30. Little -
14-1-97 ✓	lesions - eyelid.
18-1-97 ✓	Spoke e to Lorne - ! about a sea lion
05/11/95 ⊙	recently diagnosed, large mainly white opacum the cells coarse cell →Himachopim CR.
25-11-95 ✓	Plus gain; 1st fluster. Onset about 1 week after occlusion. Reasoned due to eye & will settle Ch ✓ 21/90
6/11/95	CLD's around I observed around back of eye GP Dr. Chye - 1st fluster

# Electronic Health Records

Handy patients enterprise edition

File Edit View Help

David (8 month and 10 day)  
John (2 years and 3 month)  
Mother: Teacher  
Father: Financial advisor  
Parents: Married

Last **Anderson** P  
First **David** Boy  
Birth 5 January 2009  
Age: 8 month and 10 days Patient nb: 3

Appointments

Forms: Meeting (Doctor), Full status (Doctor), Assistant, Billing, Reports, Statistics

Sheets: O: Neurologic, O: Vascular, O: Cardiac, O: Respiratory, O: Abdomen, Exams, Radiology, Summary, Patient documents, Letter

Meetings

2 month checkup	5 Mar 09	2m.0d
1 month checkup	5 Feb 09	1m.0d
Respiration problem	22 Jan 09	17d
10 days chekup	13 Jan 09	8d
Control for return at home	9 Jan 09	4d
Birth	5 Jan 09	0d

Diagnosis: General, My Diagnosis, Social

New documents: - Abdomen palpat - 15 Sep 2009, - Cardiac auscul - 15 Sep 2009

To Do: Send checkup

Notes: Father ask many questions, add 10 minutes to consultation

Current doctor: Dr Herman

Menu 1 Menu 2 Menu 3 Search

## Digestive

Digestive inspection: Normal

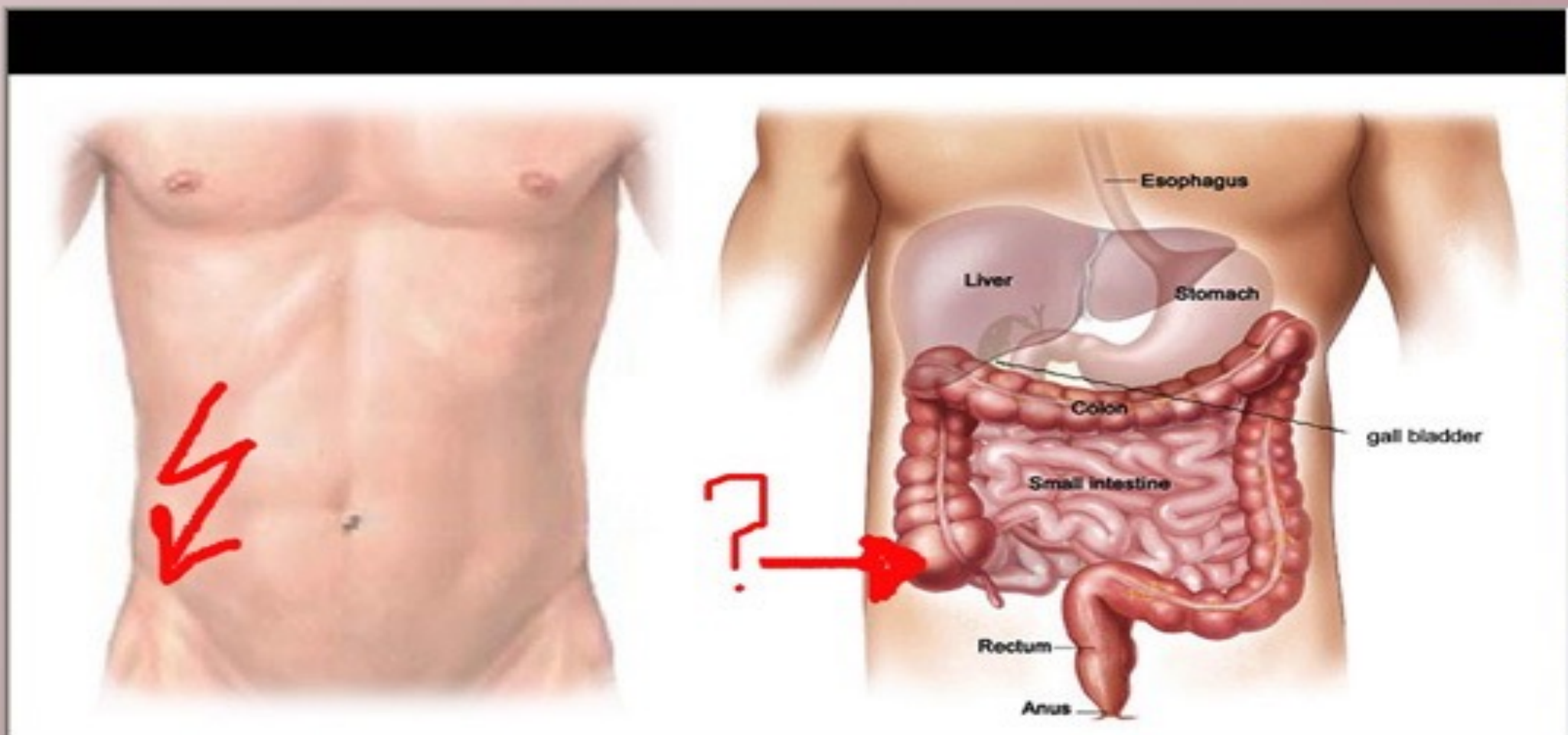
Digestive auscultation: Normal abdomen noises

Digestive palpation: Little pain on the right lower area

## Thursday, 22 Jan 2009

Liver: No hepatomegaly.

Rectal:



Documents manager

Page 1/1  
Draw   
Mark   
Color   
Pen

Previous page Next page

# Paper Flight Strips



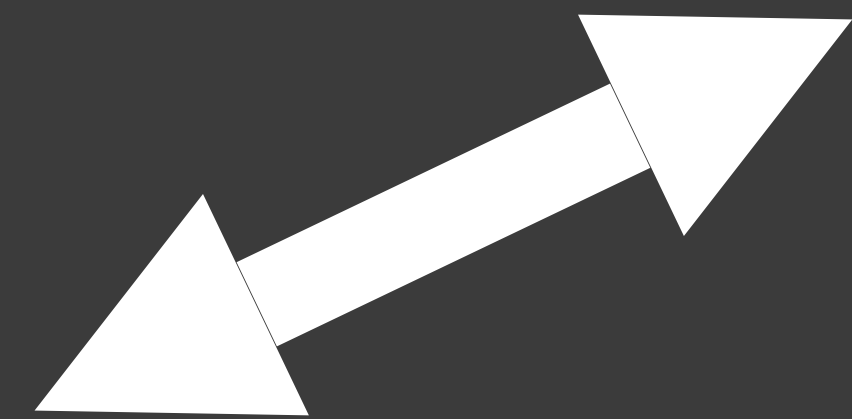
Image courtesy Wendy Mackay

“If technology is to provide an advantage, the correspondence to the real world must break down at some point.”

*- Jonathan Grudin*

CURRENT  
PRACTICE

NEW  
TECHNOLOGY



minimize  
this distance



# How to build social computing that a world of extemporizers actually adopts

- Less structure beats more
- Twitter didn't start with hashtags
- Flexible lightweight tools are often more used than highly proscribed ones
- Paper is one of the most flexible tools we have