Microsoft Research Faculty Summit 2014

15TH ANNUAL

SoMe Lab
Social Media Lab @ UW

Microsoft Research

Faculty Summit

2014 15TH ANNUAL

Networked Publics and Social Media

SoMe Lab

Social Media Lab @ UW

Microsoft

Topics

Context

Studies; datasets

Teams of collaborators

What we (think we) know

Findings and observations

Concerns and opportunities

Research methods [Ethics, Proliferation of studies without context data]

Design affordances for inclusion

SoMe Lab Collaborators

Jeff Hemsley

Lance Bennett

Hedy Lee

Amanda Menking

Bob Mason

Emma Spiro

Shawn Walker

Karine Nahon

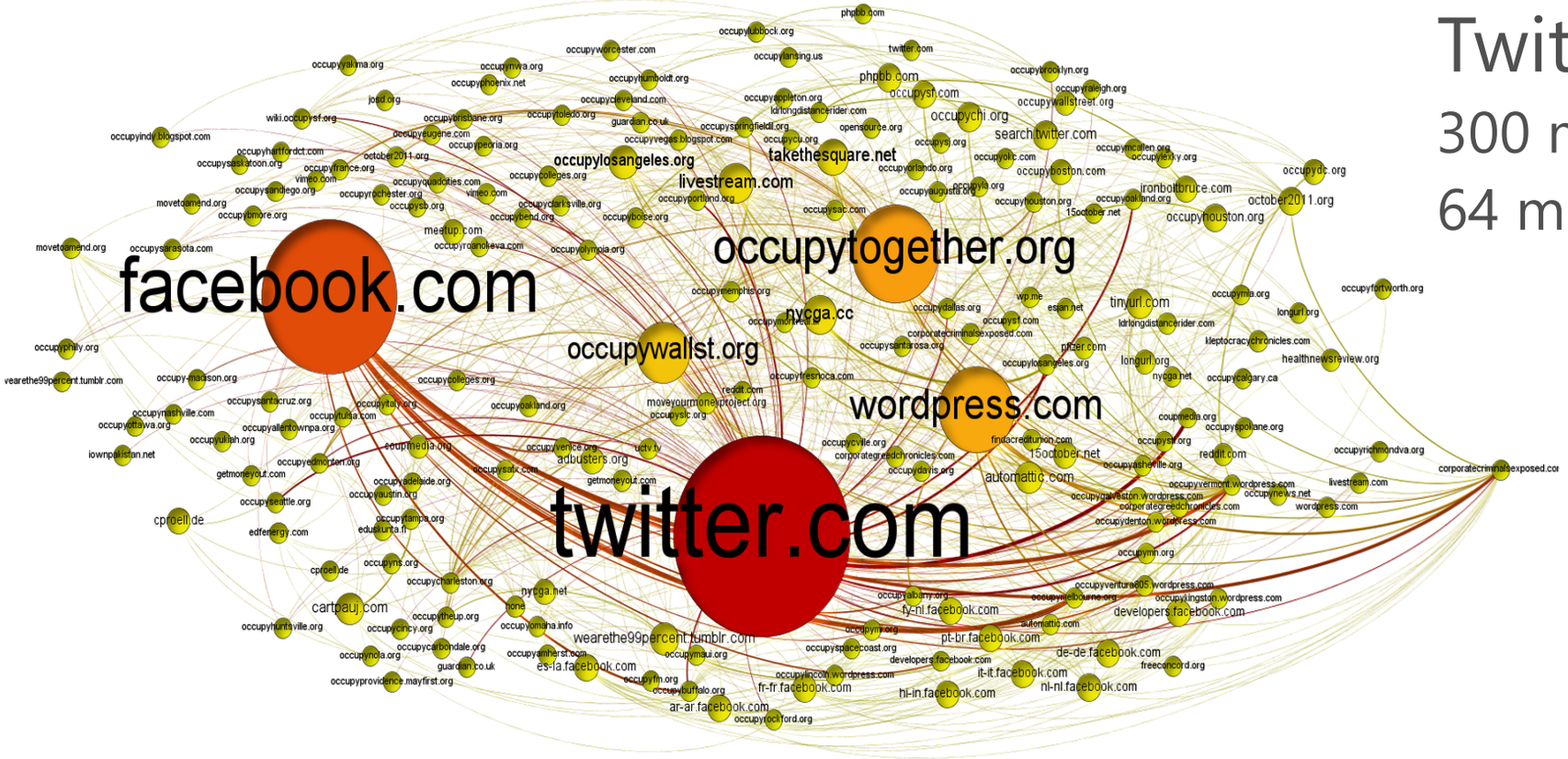
Joe Eckert

Kate Starbird

Jim Maddock

Jason Thatcher

Context: Occupy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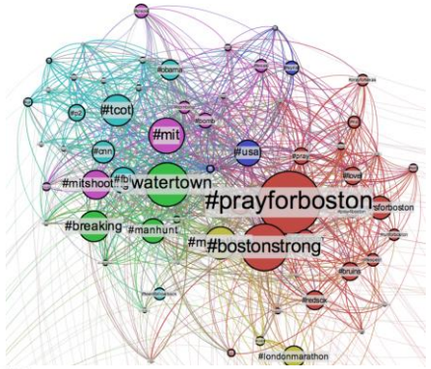
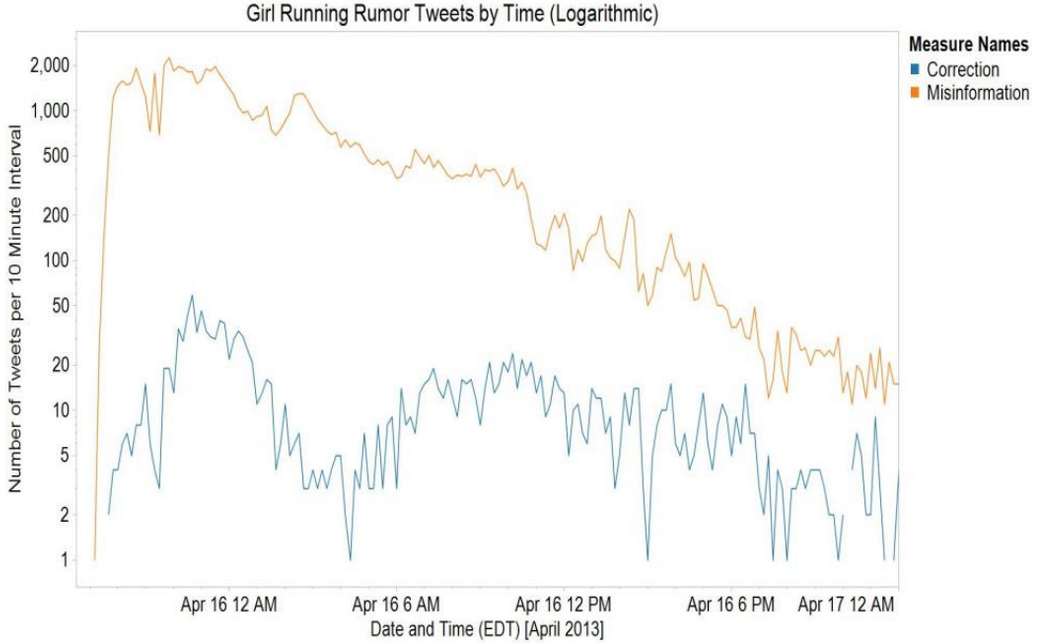
Context: Boston Marathon Bombing





Twitter datasets

10.6 million contemporaneous

25.6 million processed, sampled

What we (think we) know

Roles of social media

Internal: sense of community
External: outward facing; attention of traditional media
Practical: rapid communication and mobilization; logistics management

Place matters

Place ~ identity, not just geographic coordinates

Influence

Virality and memes persist and become part of the language
Movements contribute to the social discourse
Dysfunctional behavior and social inequities replicated through social media

Concerns; Opportunities

Research

Conceptual: metaphors; measures of participation and engagement
Ethics of research in this space
Misleading reports? Easy to collect/analyze data, but context missing
Signatures of events and types of rumors

Design

Affordances that encourage participation
Systems that reduce/eliminate dysfunctional behavior

ACKNOWLEDGEMENTS

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INSPIRE: Tools, Models, and Innovation Platforms for Research on Social Media
RAPID: Social Media: Learning from the Boston Marathon Bombing

Microsoft Research FUSELABS

Information & Society Center
UNIVERSITY of WASHINGTON
INFORMATION SCHOOL

Save the planet and return
your name badge before you
leave (on Tuesday)

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