



# Understanding Social Media: Accelerating Social Participation

Ben Shneiderman *ben@cs.umd.edu*

Founding Director (1983-2000), Human-Computer Interaction Lab  
Department of Computer Science &  
Institute for Advanced Computer Studies



UNIVERSITY OF  
MARYLAND

(Copyright Ben Shneiderman 2009)





Interdisciplinary research community

- Computer Science & Info Studies
- Psych, Socio, Poli Sci & MITH

([www.cs.umd.edu/hcil](http://www.cs.umd.edu/hcil))





# **26<sup>th</sup> Anniversary Symposium**

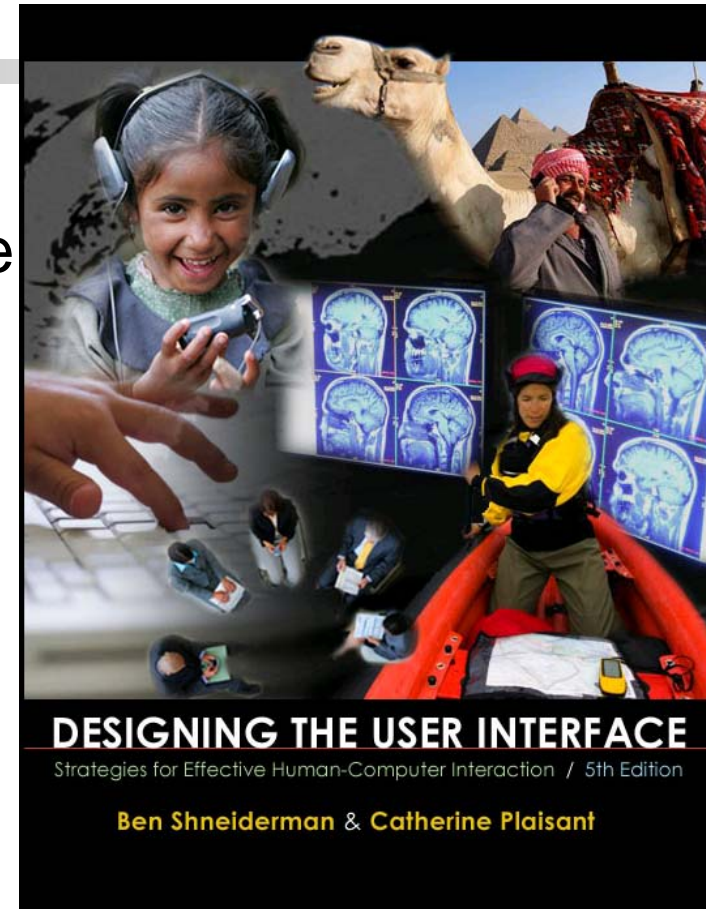
## **May 28-29, 2008**

[www.cs.umd.edu/hcil](http://www.cs.umd.edu/hcil)



# Design Issues

- Input devices & strategies
  - Keyboards, pointing devices, voice
  - Direct manipulation
  - Menus, forms, commands
- Output devices & formats
  - Screens, windows, color, sound
  - Text, tables, graphics
  - Instructions, messages, help
- Collaboration & Social Media
- Help, tutorials, training
- Search & Visualization



[www.aw.com/DTUI](http://www.aw.com/DTUI)

**Fifth Edition: March 2009**

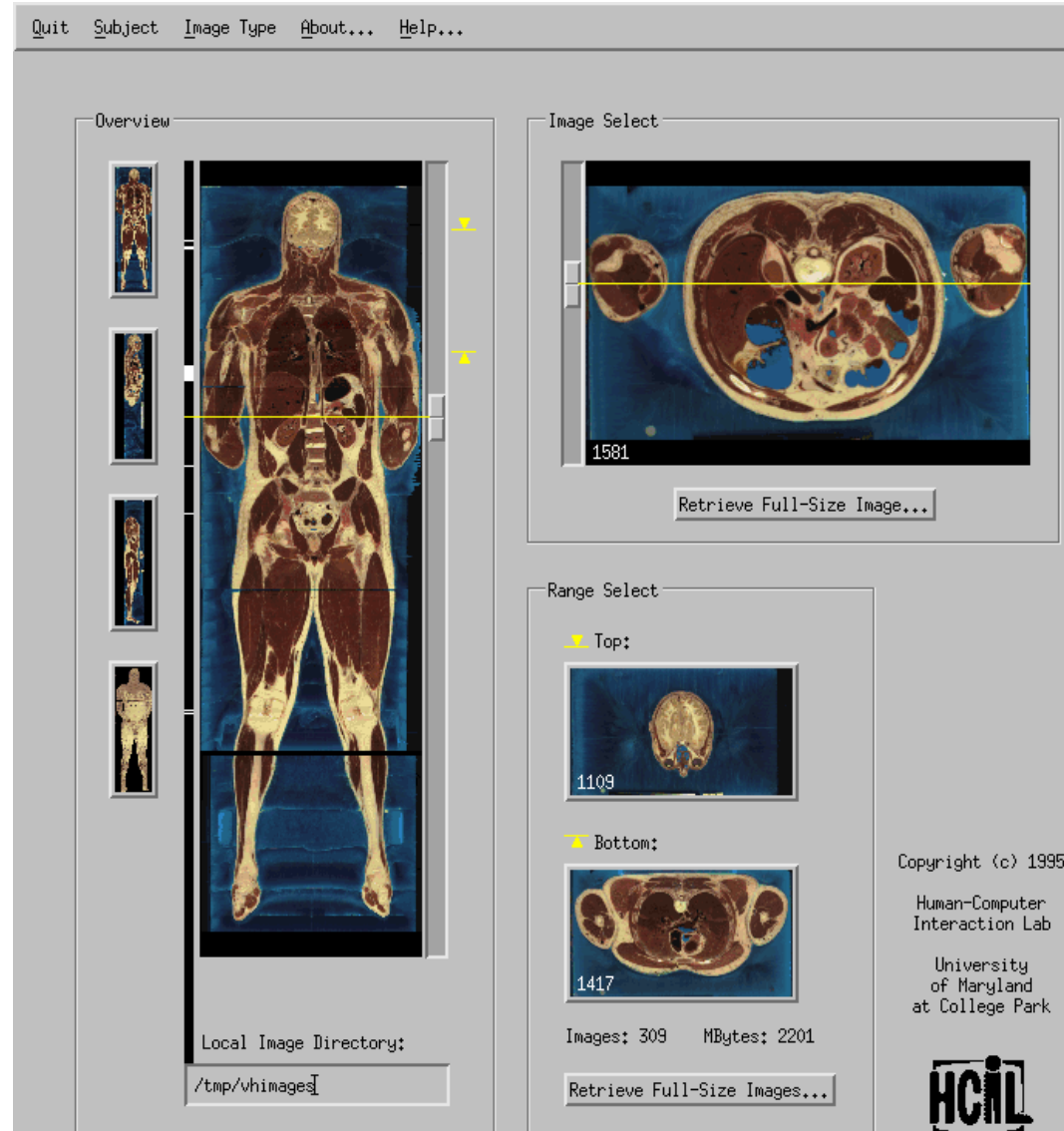
# U.S. Library of Congress



- Scholars, Journalists, Citizens
- Teachers, Students

# Visible Human Explorer (NLM)

- Doctors
- Surgeons
- Researchers
- Students



# NASA Environmental Data

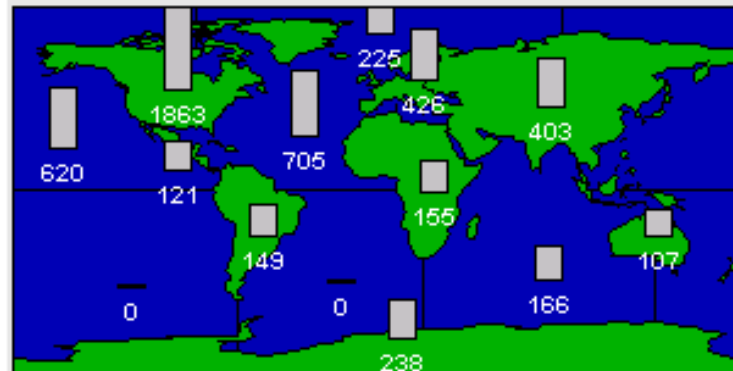
- Scientists
- Farmers
- Land planners
- Students



## Global Change Master Directory

Query Preview

### Area Selection:



Select attributes of in  
by clicking on map and

### Topic Selection:

Atmosphere	2151
Biosphere	1083
Cryosphere	313
Human Dimensions	595
Hydrosphere	643
Land Surface	802
Oceans	1321
Paleoclimate	120
Radiance Or Imagery	738
Solar Physics	113
Solid Earth	429
Not Specified	0

### Year Selection:

Prehistoric	0
0001 - 1699	21
1700 - 1799	51
1800 - 1849	91
1850 - 1899	283
1900 - 1929	409
1930 - 1939	415
1940 - 1949	498
1950 - 1959	711
1960 - 1969	978
1970 - 1979	1649
1980 - 1989	2445
1990 - 1999	2391
Not Specified	644

# NSF Digital Government Initiative

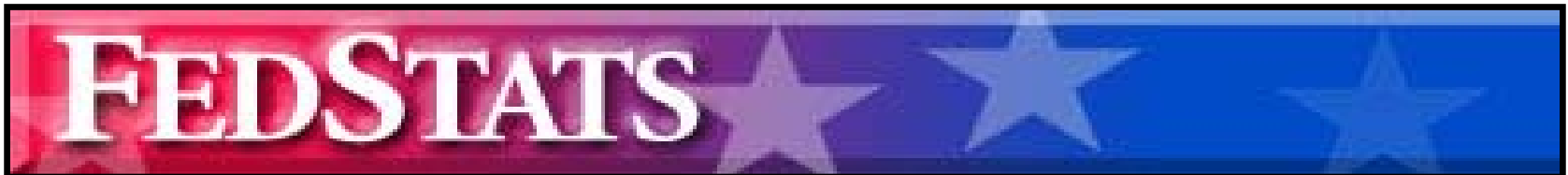


Census,  
NCHS,  
BLS, EIA,  
NASS, SSA

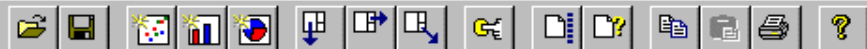
- Find what you need
- Understand what you Find



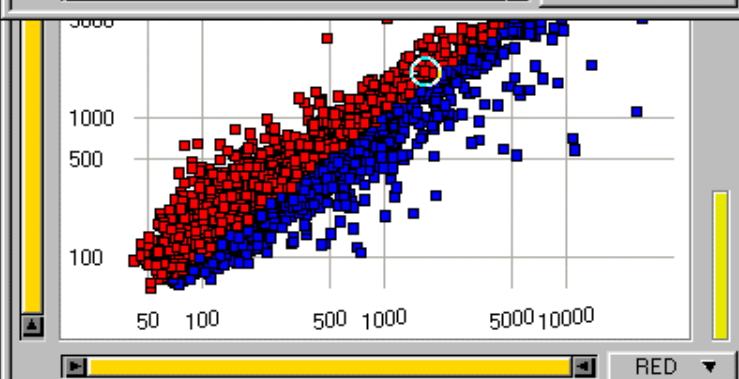
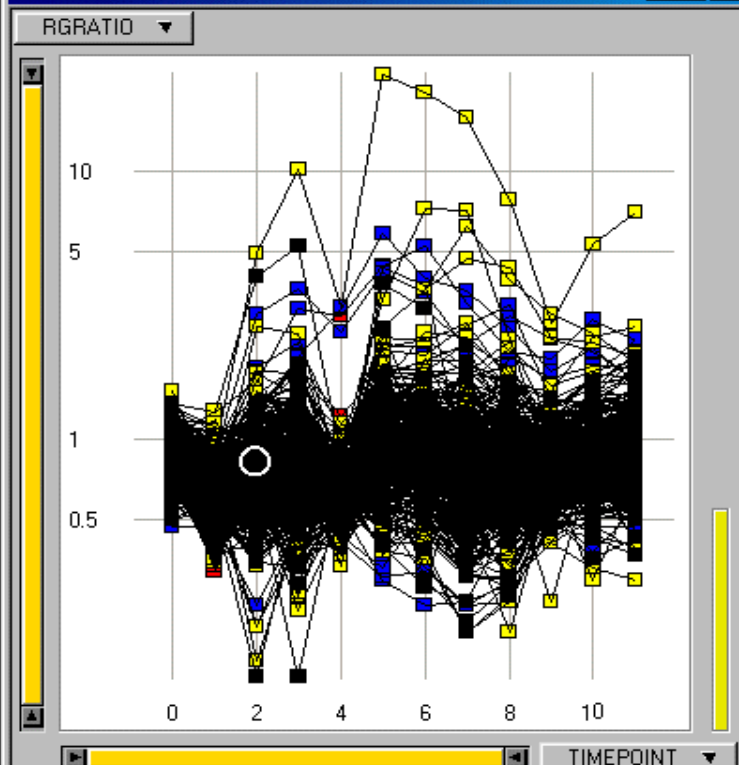
[www.ils.unc.edu/govstat/](http://www.ils.unc.edu/govstat/)



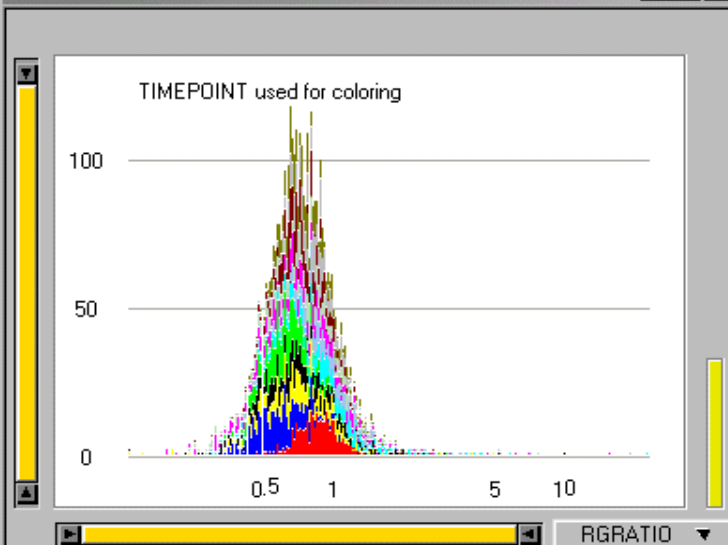




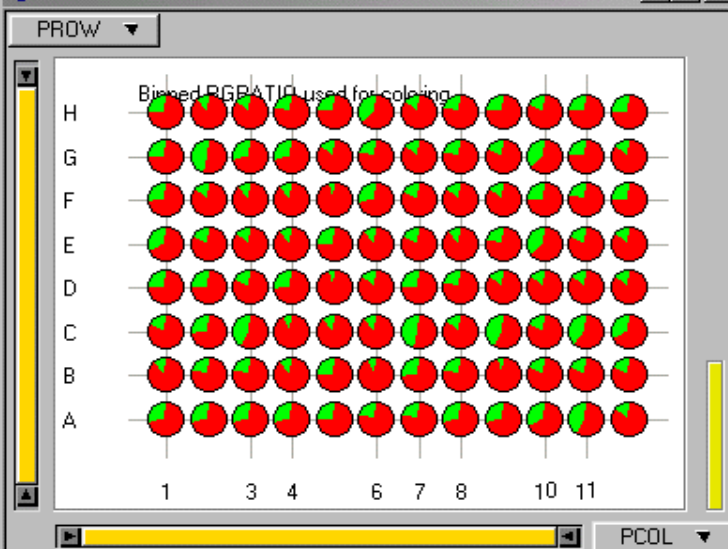
Scatter Plot



Histogram



Pie Chart



RED 42 38938

RGRAT 0.13 23

REGR -1.48 10.17

CORR -0.64 1

AROW

ACOL 1 51

PLAT

14

15

16

TIMEPOINT	2
DESCRIPTION	ESTs
TYPE	cDNA
GENENAME	R71468
GREEN	2089
RED	1706
RGRATIO	0.82
REGR	1.28
CORR	0.95
AROW	8
ACOL	41
PLAT	15
PROW	E
PCOL	4



# 100M-pixels & more



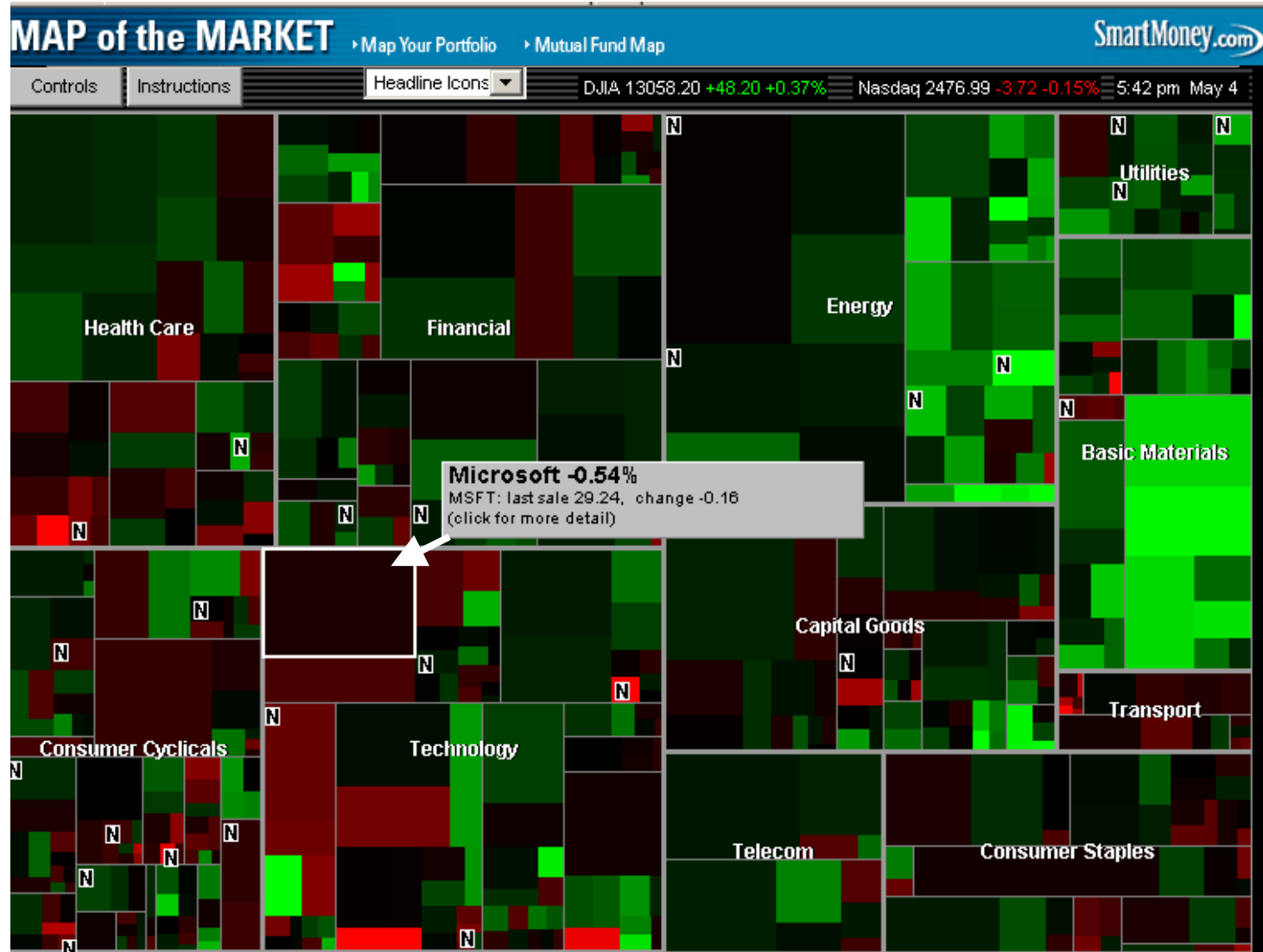
Large displays  
for single users



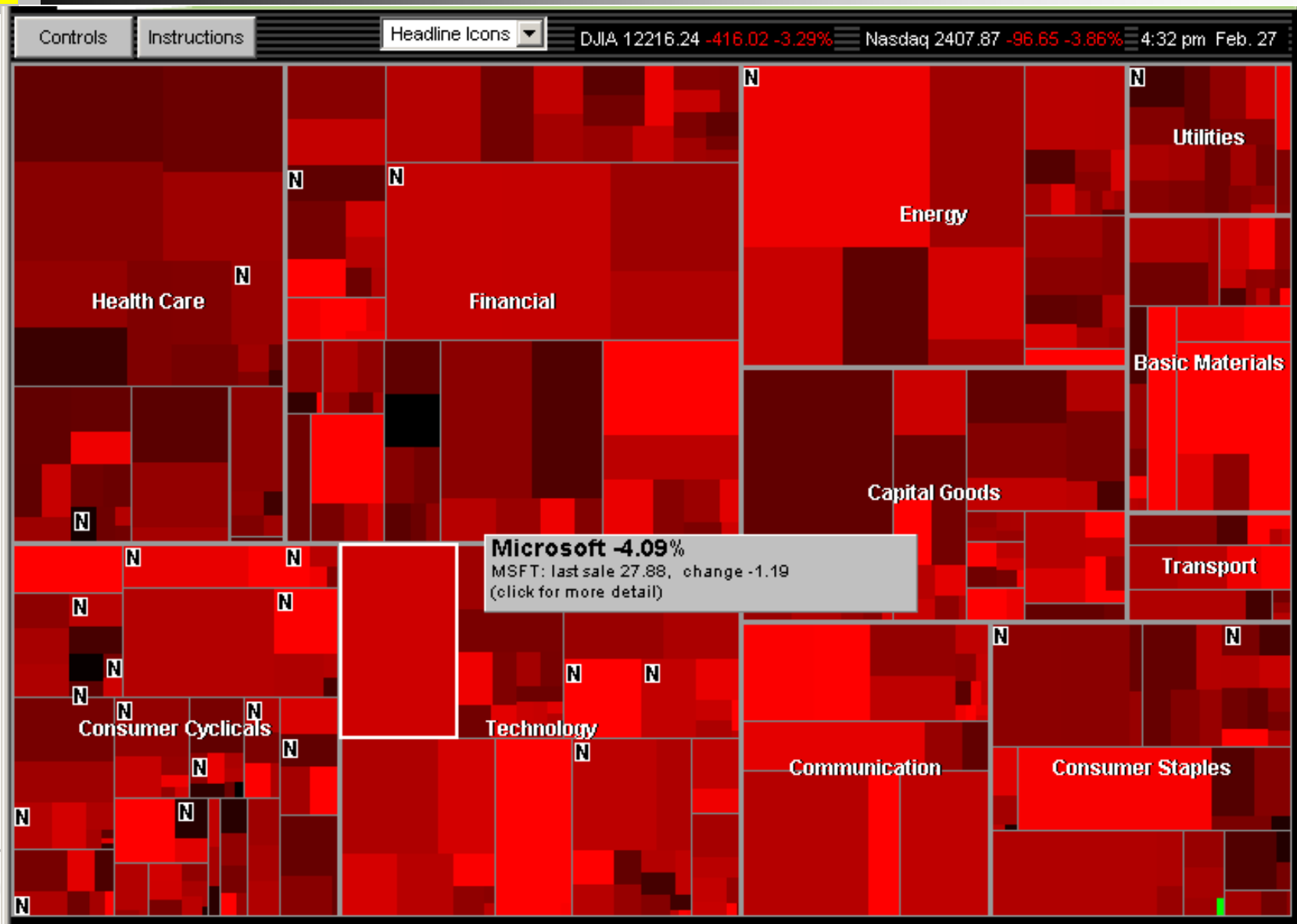
[infovis.cs.vt.edu/gigapixel](http://infovis.cs.vt.edu/gigapixel)



# Treemap: Smartmoney MarketMap

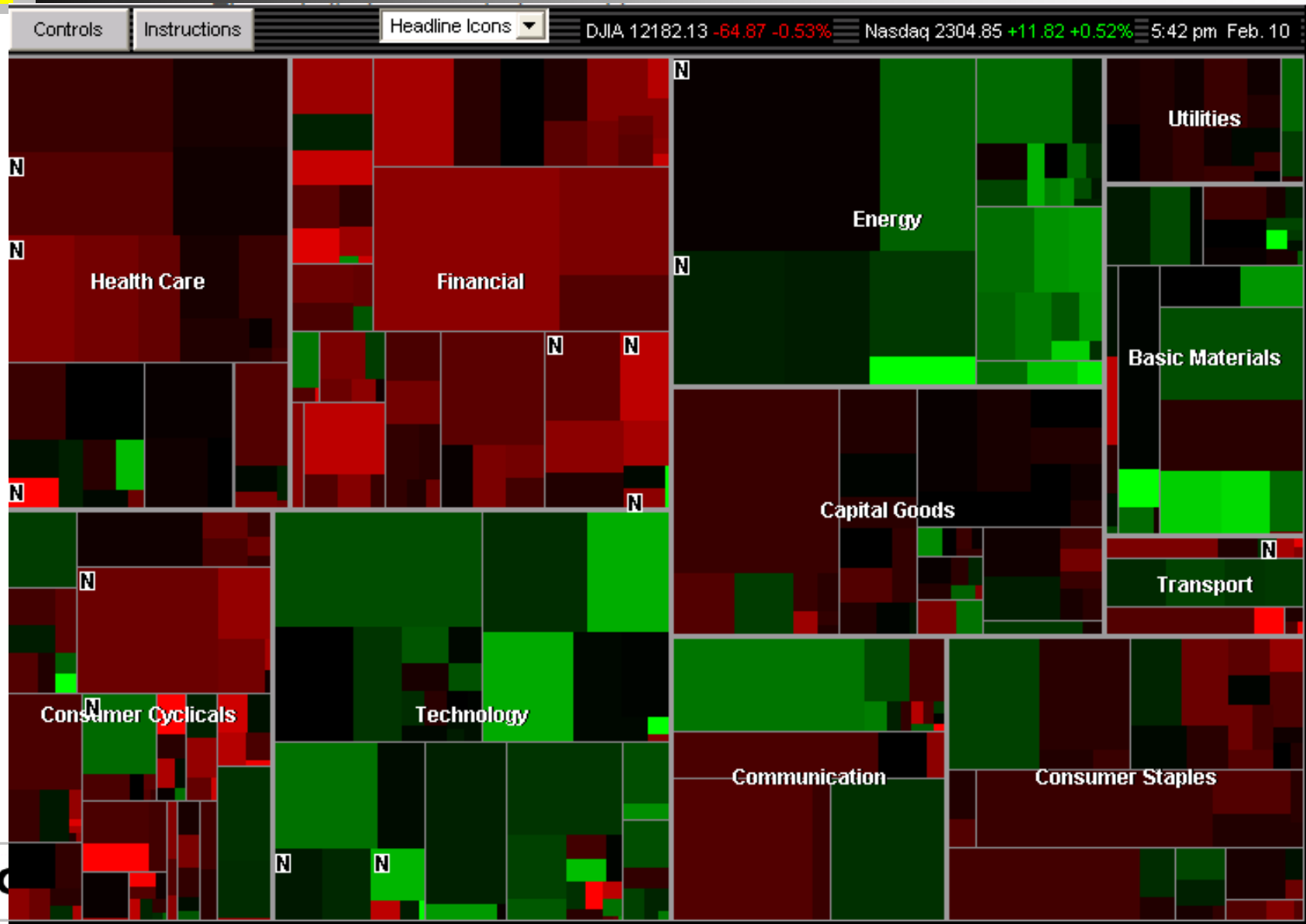


# Market falls steeply Feb 27, 2007, with one exception

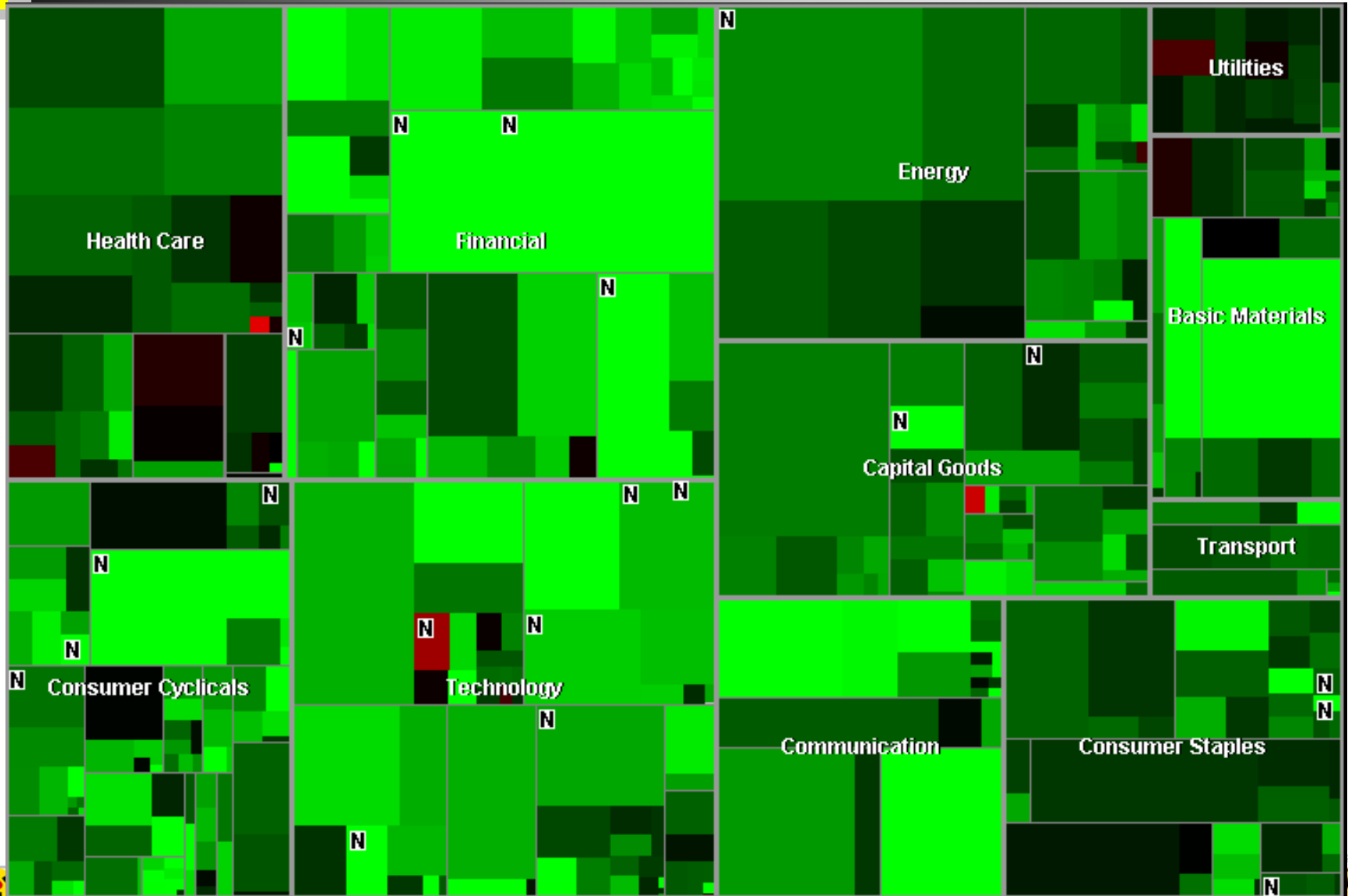


# Market mixed, February 8, 2008

## Energy & Technology up, Financial & Health Care down



# Market rises 319 points, November 13, 2007, with 5 exceptions

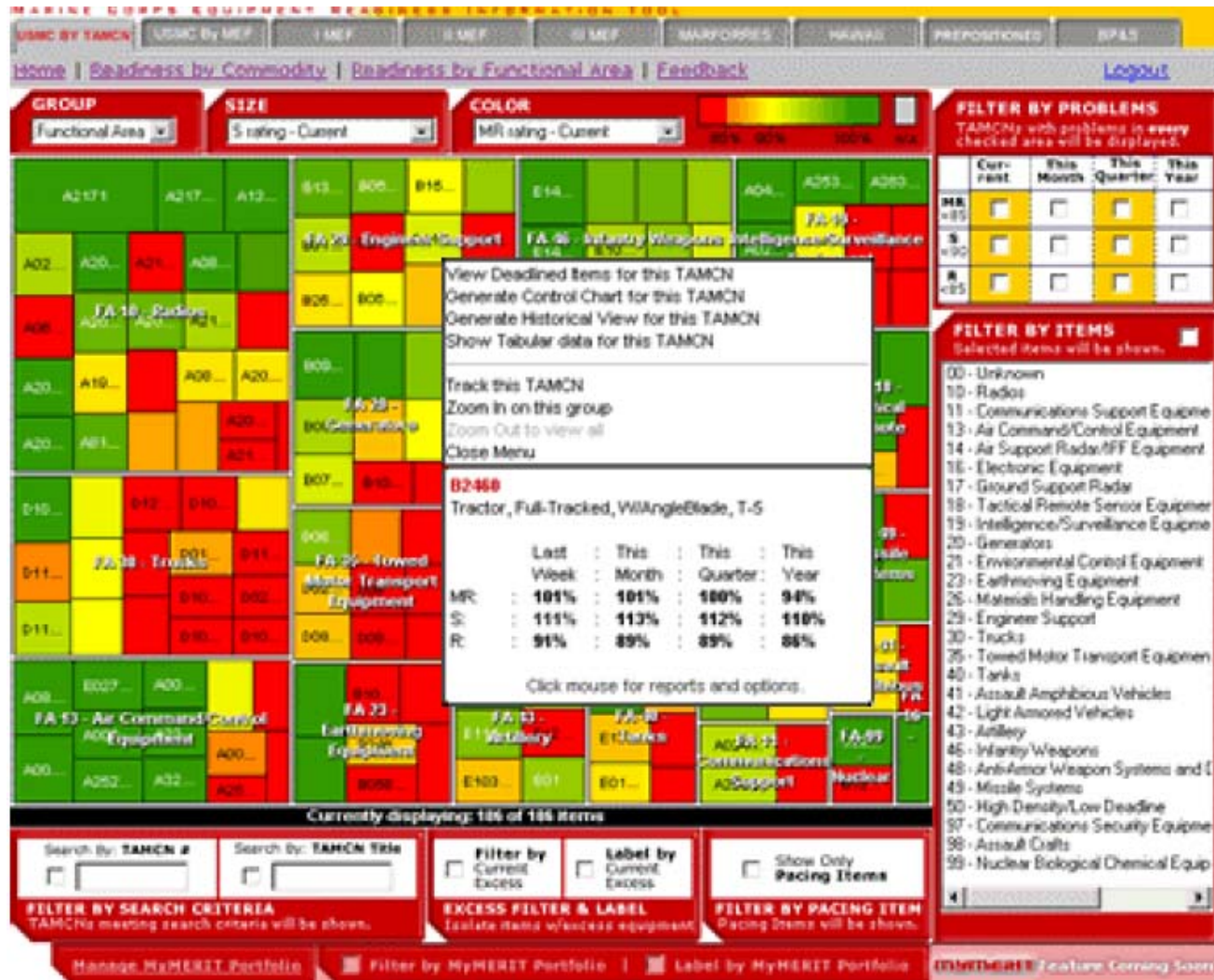


# Treemap: Business Intelligence





# Treemap: Supply Chain





# International Children's Digital Library



## INTERNATIONAL CHILDREN'S DIGITAL LIBRARY

A Library for the World's Children

[Read books!](#)

[About us](#)

[Sponsors](#)

[How to contribute](#)

[Need help?](#)

### QUICK LINKS

[myICDL Account](#)

• [Register / Sign in](#)

• [Select language](#)

For first-time visitors

• [Mission & summary](#)

• [General FAQ](#)

For returning visitors

• [Recently added books](#)

For book contributors

• [Contribute books](#)

• [Policies and statements](#)

• [Scanning instructions](#)

For researchers

• [Fast facts](#)

• [Papers](#)

• [Presentations](#)

For volunteers

• [ICDL Ambassadors](#)

• [Translators](#)



Simple search



Location search

### Our Mission

We are a library that provides free access to children's books from around the world. By ensuring access to books from many cultures and in diverse languages, we foster a love of reading, a readiness to learn, and a response to the challenges of world illiteracy.

We invite you to [explore our growing library](#) and learn how you can [contribute to our efforts](#).

### FEATURED BOOKS

Colorful illustrations with Jeanette Marin

May 8, 2006 Selected by Jeanette Marin, a student at the University of Maryland. Jeanette has three daughters



### Simple Search

[Home](#) > [Read books!](#) > Simple Search



Three to Five



Six to Nine



Ten to Thirteen



Make Believe Books



True Books



Rainbow Covers



Red Covers



Orange Covers



Yellow Covers



Green Covers

French = 16 books



[Aliou and Jean](#)  
French



[The amazing adventures of...](#)  
French



[The baby's doll](#)  
French



[A big little girl](#)  
French



[Collection of 160 prints o...](#)  
French



[I'll be a stuntman!](#)  
French



Short Books



Medium Books



Long Books



Recently Added  
Books



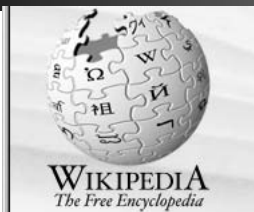
Award Winn  
Books

Keywords  in  English



[www.childrenslibrary.org](http://www.childrenslibrary.org)

# Wikipedia



## navigation

- [Main page](#)
- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)

## search

## interaction

- [About Wikipedia](#)
- [Community portal](#)
- [Recent changes](#)
- [Contact Wikipedia](#)
- [Donate to Wikipedia](#)
- [Help](#)

## toolbox

- [What links here](#)
- [Related changes](#)
- [Upload file](#)
- [Special pages](#)
- [Printable version](#)
- [Permanent link](#)
- [Cite this page](#)

## languages

- [Deutsch](#)
- [Español](#)
- [Français](#)
- [한국어](#)
- [Italiano](#)
- [Македонски](#)

[Log in / create account](#)

[article](#)

[discussion](#)

[edit this page](#)

[history](#)

## Social media

From Wikipedia, the free encyclopedia

### Communication

- **Blogs:** [Blogger](#), [LiveJournal](#), [TypePad](#), [WordPress](#), [V](#)
- **Internet forums:** [vBulletin](#), [phpBB](#)
- **Micro-blogging / Presence applications:** [Twitter](#), [Pli](#)  
[Pownce](#), [Jaiku](#)
- **Social networking:** [Bebo](#), [Facebook](#), [LinkedIn](#), [MySpace](#),  
[Orkut](#), [Skyrock](#), [Hi5](#)
- **Social network aggregation:** [FriendFeed](#), [Youmeo](#)
- **Events:** [Upcoming](#), [Eventful](#), [Meetup.com](#)
- **Discussion Groups:** [Google Groups](#), [Yahoo! Groups](#), [Windows](#)  
[Live Groups](#)

### Collaboration

- **Wikis:** [Wikipedia](#), [PBwiki](#), [wetpaint](#)
- **Social bookmarking** (or [Social tagging](#)) ([Golder & Huberman](#) 2006): [Delicious](#), [StumbleUpon](#), [Stumpedia](#), [Google Reader](#),  
[CiteULike](#)
- **social news:** [Digg](#), [Mixx](#), [Reddit](#)
- **Opinion sites:** [epinions](#), [Yelp](#)

### Multimedia

- **Photo sharing:** [Flickr](#), [Zoomr](#), [Photobucket](#), [SmugMug](#)
- **Video sharing:** [YouTube](#), [Vimeo](#), [Rewer](#)
- **Art sharing:** [deviantART](#)
- **Livecasting:** [Ustream.tv](#), [Justin.tv](#), [Skype](#)
- **Audio and Music Sharing:** [imeem](#), [The Hype Machine](#),  
[Last.fm](#), [ccMixer](#)

### Reviews and Opinions

- **Product Reviews:** [epinions.com](#), [MouthShut.com](#)
- **Q&A:** [Yahoo! Answers](#), [WikiAnswers](#)

### Entertainment

- **Virtual worlds:** [Second Life](#), [The Sims Online](#)
- **Online gaming:** [World of Warcraft](#), [EverQuest](#), [Age of Conan](#),  
[Spore](#) (2008 video game)
- **Browser games:** [OGame](#), [Omertà](#), [Travian](#), [Hatrick](#)
- **Game sharing:** [Miniclip](#)



Integrate Internet and mobile technologies:

- Residents report information
- Professionals disseminate instructions
- Resident-to-Resident assistance

Professionals in control  
while working with empowered residents



# 911.Gov Community Response Grid



Register  
**Report**  
Request  
Respond

History

Discuss

Events

Training

Privacy

About

Contact

Text size



español

Your household: 4321 Maple Ave, College Park, MD 20742  
is registered with:  
Maple Condo Assn,  
CP Parent-Teachers Assn

[Update Registration](#)

## Report emergencies & add information

### Major Accidents:

Vehicle, Equipment,  
Building collapse...

### Weather:

Tornado, Flood,  
Extreme heat/cold, ...

### Medical:

Influenza, Air quality,  
Food poisoning...

### Threats:

Biological, Chemical  
Nuclear, Radiation...

[Other...](#)

Requests for assistance  
from your neighbors:

[View requests](#)

## Your neighborhood now



[Current Situation](#)

## Guidelines

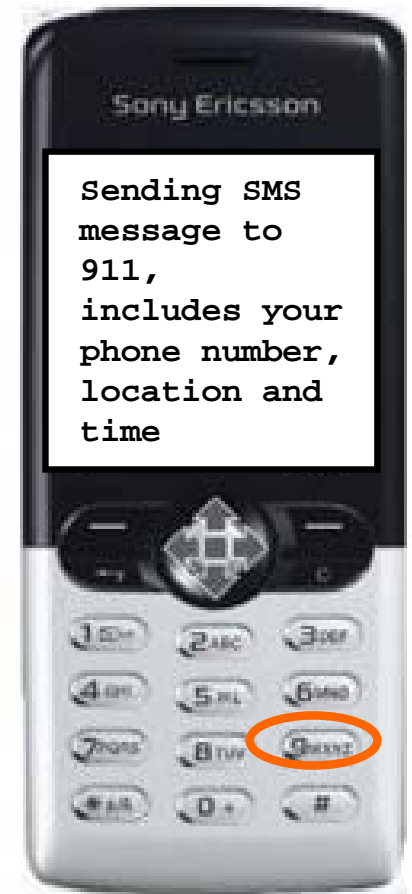
Dial 911 for local response to accidents,  
crimes & personal health emergencies  
Clarify location to guide responders  
Remain available to provide  
information & offer assistance  
Planning for an emergency

## News

Iowans offer housing to fire evacuees  
Librarians coordinate relief assistance  
after hurricane in Florida  
E.coli alert for lettuce nationwide  
Univ. of Colorado students help emergency  
crews rescue drivers in snow, more...

# Potential Advantages of CRGs

- Interoperability & scalability
- Survivability thru multiple communication channels
- Universal usability
- Trust based on social networks established before emergency
- Highly localized information



Philip Fei Wu ([fwu@umd.edu](mailto:fwu@umd.edu)), Jenny Preece, Yan Qu

Jen Golbeck, Ken Fleischmann, Paul T. Jaeger

# How to motivate participation?

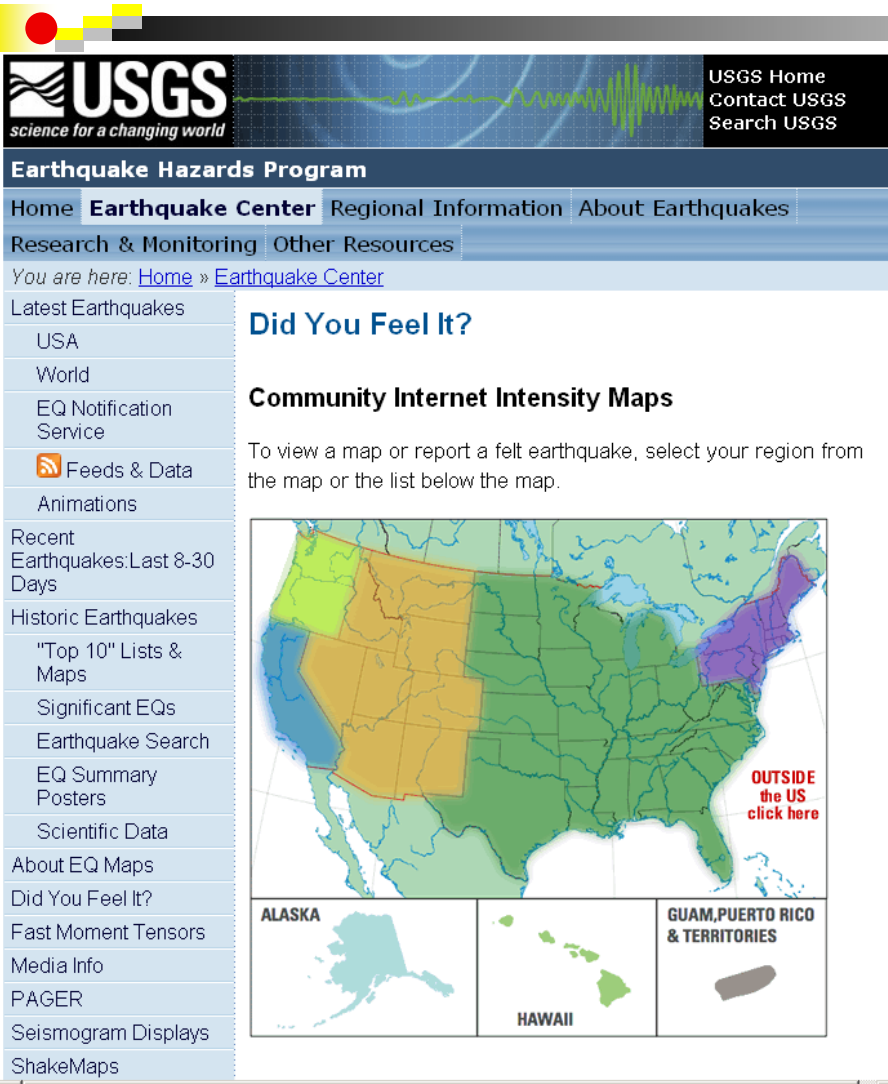
## Disaster-related

- Reporting
- Response
- Recovery

What has been tried?



# Reporting: Earthquakes & Storms



**USGS**  
science for a changing world

USGS Home  
Contact USGS  
Search USGS

## Earthquake Hazards Program

Home **Earthquake Center** Regional Information About Earthquakes

Research & Monitoring Other Resources

You are here: [Home](#) » [Earthquake Center](#)

Latest Earthquakes

- USA
- World
- EQ Notification Service
- Feeds & Data
- Animations

Recent Earthquakes: Last 8-30 Days

Historic Earthquakes

- "Top 10" Lists & Maps
- Significant EQs
- Earthquake Search
- EQ Summary Posters
- Scientific Data

About EQ Maps

Did You Feel It?

Fast Moment Tensors

Media Info

PAGER

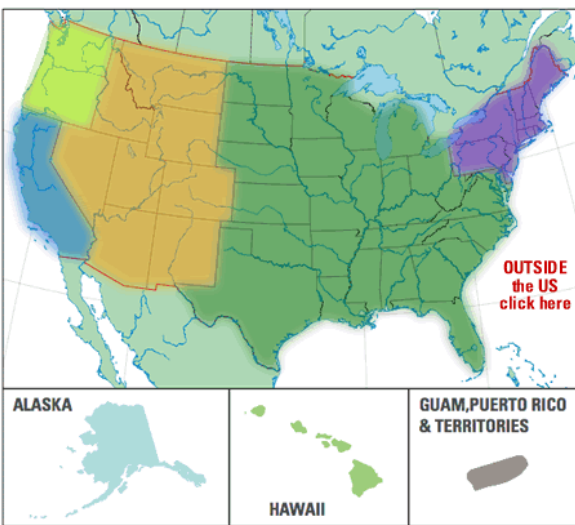
Seismogram Displays

ShakeMaps

### Did You Feel It?

#### Community Internet Intensity Maps

To view a map or report a felt earthquake, select your region from the map or the list below the map.



ALASKA

HAWAII

GUAM, PUERTO RICO & TERRITORIES

OUTSIDE the US  
[click here](#)



**3kimt.com**  
Iowa, Minnesota, together.

Search kimt.com

Home News Weather Sports Health Links Mentioned Big Shot Features Programming Community Calendar Exp

Hearing Associates, P.C.  
250 South Crescent Drive, Mason City  
(641) 422-6424 • Toll Free 1-800-621-6424  
Trust the professionals

## Local weather

### STORM TEAM 3 KIMT

#### StormTeam 3 Storm Spotter Weather Reports

Since rainfall and snowfall varies so much from city to city, storm spotters make or break the coverage of rain and snow events!

If you have not yet registered for a username and password, please [click here](#). It may take a day or two for you to be entered into our system.

Username:

Password:

Precipitation recorded:

Location precipitation was recorded at:

## Forecast Center

RIGHT NOW **54°** Partly Cloudy  
Wind WNW at 23 mph  
Today's Temperatures **Hi 51**  
Low 35

Local Forecast | Weather Closings | Weather Maps  
Eye in the Sky | Storm Spotters | Weather Warn



**kimt STORM TEAM 3**

## 3 Video on demand

**kimt STORM TEAM 3**

You're watching  
Storm Team 3 Forecast

00:02 / 03:12

menu



[earthquake.usgs.gov/eqcenter/dyfi](http://earthquake.usgs.gov/eqcenter/dyfi)

[weather.kimt.com](http://weather.kimt.com)



# Reporting: Abducted Children



**NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN**

Home About Us Supporters Training Site Search News & Events

**Help Now**

- Report a Sighting
- CyberTipline
- Get Involved
- AMBER Alert
- Donate
- Stay Informed

**Resources for**

- Parents & Guardians
- Law Enforcement
- Childcare Providers
- Attorneys
- Media

**Topics of Focus**

- If Your Child Is Missing
- Sexual Exploitation
- Child Safety
- Sex Offenders
- Success Stories
- Natural Disasters

**Global Network**

Learn More

**Language**

English

**Special Thanks**

**WAL-MART**

**Sam**

**ALERT! Have you seen these children?**

**FLOR ESCOBAR**  
Missing since:  
Mar 3, 2008  
WEST VALLEY CITY UT

**JEFFREY S**  
Missing since:  
Mar 24, 2008  
ATTALLA GA

**Quick Search**

Female Male

Select a State (US)

Missing within

More search options

Join the fight against child abduction and sexual exploitation.

**National Missing Child**  
May 25, 2008

**Featured Services**

**NetSmartz**  
An Internet, safety-education resource for children (5-17), parents, guardians, educators, and law enforcement

**CyberTipline**  
Report incidences of child sexual exploitation

**NetSmartz411**

**Latest News**

**National Child Missing Child**

**Law Enforcement for Work Involved Exploited Children**

**More News**

**U.S. Department of Justice**  
**Office of Justice Programs**

Innovation \* Partnerships \* Safer Neighborhoods

**AMBER Alert**  
America's Missing: Broadcast Emergency Response

Home | FAQs | Site Index | Contact Us | Search

**About AMBER Alert**

- Guidelines
- Coordinator
- Legislation
- National Strategy

**Statistics**

**Resources**

- State AMBER Alert Contacts
- Wireless AMBER Alerts
- Toolkit for Raising Awareness
- Training

**Newsroom**

- Press Releases
- Publications
- Videos
- Messages
- Events
- Speeches

**AMBER Alert**

The AMBER Alert™ Program is a voluntary partnership between law-enforcement agencies, broadcasters, transportation agencies, and the wireless industry, to activate an urgent bulletin in the most serious child-abduction cases. The goal of an AMBER Alert is to instantly galvanize the entire community to assist in the search for and the safe recovery of the child.

[See Active AMBER Alerts](#)

**Related Initiatives**

**Wireless AMBER Alerts**

**take 25**  
Make time to talk about child safety.

**project safe childhood**

**AA Coordinators' Extranet**

The information and statements contained on this official Department of Justice AMBER Alert website shall not be used for the purposes of advertising, nor to imply the endorsement or recommendation of the United States Government. **Use of the AMBER Alert™ logo** is subject to the Department of Justice legal policies and disclaimers regarding the [use of DOJ seals and logos](#).

[www.ncmec.org](http://www.ncmec.org)

[www.missingkids.com](http://www.missingkids.com)

[www.amberalert.gov](http://www.amberalert.gov)



# Reporting: Wildfires

flickr LOVES YOU <sup>TM</sup>

[Home](#)

[The Tour](#)

[Sign Up](#)

[Explore](#) ▾

You aren't signed in [Sign In](#) [Help](#)

Search this group's pool

[Search](#) ▾



## Yahoo! News California Wildfires

[Slideshow](#)

[Discussion](#) | [Pool](#) | [Map](#) | [64 Members](#)



From [ms4jah](#)



From [cpm73](#)



From [cpm73](#)



From [cpm73](#)



From [cpm73](#)



From [bigmikelakers](#)



From [bigmikelakers](#)



From [cpm73](#)



From [cpm73](#)



From [cpm73](#)



From [cpm73](#)



From [cpm73](#)



From [Andrew](#)



From [Andrew](#)



From [Andrew](#)



From [Miro-Foto](#)



From [Andrew](#)



From [Andrew](#)



From [Miro-Foto](#)



From [Miro-Foto](#)



From [The Ugly One](#)



From [Terry P](#)



From [Terry P](#)



From [Terry P](#)





# Response: Wildfires

twitter

Home Find & Invite Public Timeline Settings Help Sign out



nateritter

Follow

With Others

Previous

#sandiegofire Harris fire now 50 percent contained 08:21 AM October 27, 2007 from web ☆

#sandiegofire Witch Creek fire now 60 percent contained 08:21 AM October 27, 2007 from web ☆

#sandiegofire Rice Canyon fire now 80 percent contained 08:21 AM October 27, 2007 from web ☆

@pinguino that's really cool. Thanks! 08:20 AM October 27, 2007 from web ☆

#sandiegofire All Del Dios residents may return to their homes, county officials have announced. 08:19 AM October 27, 2007 from web ☆

#sandiegofire 12,600 people are still without power, but that service has been restored for 76 percent of those who lost it 05:12 PM October 26, 2007 from web ☆

#sandiegofire Residents who are approached by unlicensed contractors should report it to the District Attorney's Office at 1-800-315-7672 05:11 PM October 26, 2007 from web ☆

#sandiegofire The Witch Creek fire is churning its way toward the rural town of Julian. 02:55 PM October 26, 2007 from web ☆

#sandiegofire Parts of Dehesa-Harbison open for reentry: All areas N of Willow Glen Dr, E of El Cajon, W of S Grade Rd & Tavern Rd, S of I-8 02:55 PM October 26, 2007 from web ☆

## About

**Name** nate ritter

**Location** san diego, ca

**Web** <http://blog.perfe...>

**Bio** Eyewitness line:  
619-365-9224 to tell story or  
announce something I am  
missing

## Stats

Following	58
Followers	317
Favorites	17
Updates	1,650

## Following



# Reporting: Local incidents



## Watch Jefferson County

Online Neighborhood Watch in Jefferson County, WV

[File a Report](#)[Discussion](#)[Resources](#)[Contact](#)[About](#)

☒ Police Logs - All Offense  
☒ Watch Reports - All Rep  
☐ 01 Nov 200  
☐ 31 May 200

☐ Within 5 miles of  
Any Zip Code

☐ Save as

[\[ Show Saved Searches \]](#)[Update map](#)[Show / Hide Additional Search Options](#)

Showing 1-50 of 4015. [3783 incidents, 232 reports]

[Next >>](#)

Legend:  
● Break-  
● Public  
● Reckless  
● Public  
● Break-  
● Vandalism  
● ATV  
● Suspiciou  
● ATV  
● ATV

### REPORT: [ATV Complaint](#)

ATV Complaint

**Saturday Apr 12 2008 4:45pm**

2 Dirt Bikes - Noisy - No Helmets - Public Rds

### REPORT: [ATV Complaint](#)

ATV Complaint

**Wednesday Apr 9 2008 10:30pm**

Public Nuisance/Trespass

### REPORT: [Suspicious Activity](#)

Suspicious Activity

**Wednesday Apr 9 2008 Unknown**

Credit Card Fraud w/Mysterious Details

### REPORT: [ATV Complaint](#)

NO LOCATION AVAILABLE ATV Complaint

**Saturday Apr 5 2008 2:00 p.m.**

Dirt Motorcycles entering Campfire Girls area across from Mission Park

### REPORT: [Vandalism](#)


Vandalism

**Friday Apr 4 2008**

Vandalism



# Response: Gov't, NGOs, victims



## SAHANA

Home of the Free and Open Source Disaster Management System

Sourceforge

Wiki

Humanitarian-ICT

LSF

About

**Sahana is a Free and Open Source Disaster Management system. It is a web based collaboration tool that addresses the common coordination problems during a disaster from finding missing people, managing aid, managing volunteers, tracking camps effectively between Government groups, the civil society (NGOs) and the victims themselves.**

- [Sahana Overview](#)
- [Screenshots](#)
- [Download and Install Sahana](#)



### Navigation

- Overview
- Screenshots
- Support
- Documentation
- Download
- Join the Community
- Chat with Team
- Demos
  - Sahana II v0.4
  - Experimental CVS
- Installation
  - Unix/Linux
  - Portable USB (XP)
  - Windows XP
  - Mac OS X
- Mailing Lists
- Donate
- Sponsors
- History (Wikipedia)
- Login

### SAHANA 0.6.2-stable released!

During this festive season, the Sahana community is proud to announce the release of Sahana 0.6.2-stable. Sahana is a disaster management system initiated after the devastating Asian Tsunami in 2004 and built around the concepts of modularized architecture and component based development. This stable release is another major and memorable achievement by the Sahana community marking the three year anniversary of Asian Tsunami.

New features include the much advanced security framework with auditing capabilities, dynamic language translation, web services, RSS facility, reporting, together with a usable AJAX enhanced interface. This release incorporates numerous bug

# Response: Coordinating Professionals



[log in](#) | [My ReliefWeb](#) | [help](#) | [Contact](#)

[Advanced Search](#)

[HOME](#) | [LATEST UPDATES](#) | [COUNTRIES & EMERGENCIES](#) | [APPEALS & FUNDING](#) | [POLICY & ISSUES](#) | [PROFESSIONAL RESOURCES](#) | [MAPS](#)

SERVING THE INFORMATION NEEDS OF THE HUMANITARIAN RELIEF COMMUNITY

28 Apr 2008

## MAP CENTRE »



**Iraq: Humanitarian Profile - Mar 2008 (Arabic Version)**

[See all Maps](#)

## ABOUT RELIEFWEB

ReliefWeb is the global hub for time-critical humanitarian information on Complex Emergencies and Natural Disasters [more »](#)



United Nations Office for the Coordination of Humanitarian Affairs

## COUNTRIES & EMERGENCIES »

[Afghanistan »](#) [Iraq »](#)  
[Burundi »](#) [Kenya »](#)  
[Central African Republic »](#) [Occupied Palestinian Territory »](#)  
[Chad »](#) [Somalia »](#)  
[Haiti »](#) [Sudan »](#)

**See all Countries, Emergencies & Natural Disasters:**

[Africa](#) | [Americas](#) | [Asia](#) | [Europe](#) | [Oceania](#)

## LATEST NATURAL DISASTERS

[China: Typhoon Neoguri - Apr 2008 »](#)  
[DR Congo: Airplane Crash - Apr 2008 »](#)  
[Colombia: Nevado del Huila Volcano - Apr 2008 »](#)  
[Argentina: Floods - Mar 2008 »](#)

[more »](#)

## APPEALS & FUNDING »

[CAP: 2008 Humanitarian Appeals »](#)  
[Current Funding Status of Humanitarian Appeals](#)

## HEADLINES

[How to send us information »](#)

- [Afghanistan's insurgency spreading north »](#)
- [Armenia: Gov't discusses draft decision 'On settlement of Nagorno-Karabakh problem' »](#)
- [Understanding West Africa's rising food prices »](#)
- [OPT: UN to resume food distribution in Gaza »](#)
- [Senegal: As protests swell "self sufficiency" plan is questioned »](#)
- [Kenya: Land, displacement and the search for 'durable solutions' - ODI-HPG »](#)

[click to save](#) go to [Latest Updates](#)

## FROM OUR PARTNERS

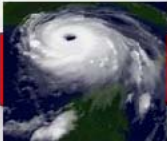
(These links will take you to external sites)

[Integrated Food Security Phase Classification »](#)

[IDMC - Internal displacement: Global overview of trends and developments 2007-2008 »](#)



# Recovery: Connected Giving



Help us stay online!

navigation

- Main Page
- Community portal
- Current events
- Recent changes
- Blogs
- Help
- Donations

search

Go Search

toolbox

- What links here
- Related changes
- Special pages

Create an account or log in

article discussion view source history

## Main Page

### KatrinaHelp | Mirror

#### Access

- This wiki is [actively monitored](#) for spam and
- Except for a few active pages (listed below) protected.
- If you wish to edit a protected page on this sample of what you want to add or edit. After be reviewed and reprotected.
- All new pages will be protected or removed


#### Jobs Offered

- Mar 18, 2007 - Skilled Tradesmen Needed
- Dec 24, 2006 - Local Craftsman/Tradesmen
- Sep 20, 2006 - Sell fabrics from home

### Citizen Action Team

- Resource Database
- Home
- What Does The Gulf Need?
- About Us
- News
- Donation Drive
- Drop off locations
- Make a Donation
- Message Board
- In The News
- How Can I Help?
- Packing Instructions
- Pictures
- Contact Us

## Citizen Action Team



Delivering help, real-time and on target.

\* Who we are: We are an unaffiliated group of volunteers that have come together to provide supplies to the areas of the hurricane ravaged coastline. We are serving the least served areas affected by the hurricane. We are working directly with the shelter relief teams in areas such as Lafayette, Baton Rouge, Gulfport and now Hattiesburg. We are working directly with warehouse operations in Lafayette and Gulfport.

### We need

Volunteers:	Money:
<ul style="list-style-type: none"><li>- to help with phone calling</li><li>- to help with gathering operations</li><li>- trucks/drivers for local pickups</li></ul>	<ul style="list-style-type: none"><li>- for fuel</li><li>- for tolls</li><li>- for rental trucks for local d</li></ul>

## Real-Time Disaster Relief

**katrinahelp.info**

**citizenactionteam.org**

(Torrey et al., *HICSS2008*)



# Recovery: Connected Giving



A non-profit agency coordinating housing, jobs, and resources for the survivors of major natural disasters.



Announcements	Housing	Employment	Resources	Volunteers Needed
Mission	Relief Resources	Our Results	Stories of Hope	Program Leadership

## Welcome To The Home Of Katrina's Angels

Hurricane Katrina shattered hundreds of thousands of lives across the Gulf Coast. In her wake, angels showed the way to dignity and hope...

That's how we started...

Katrina's Angels exists to support communities affected by disasters by offering solutions to unmet needs and enhancing the recovery process through resource pooling and information sharing.

Objectives:

Katrina's Angels will:

- Provide structure and coordination of efforts to those on the ground following first response team efforts.
- Provide communication tools through its web sites, [KatrinasAngels.org](http://KatrinasAngels.org) and the [Angels in Action Forum](#), where Katrina's Angels maintains a publicly available, state sorted, resource library.
- Partner with service and resource organizations to foster cooperation and resource coordination.
- We will always strive to reduce duplication of effort, and to enhance efficiency through resource management and feedback.
- Maintain highly ethical practices and procedures for its volunteers and partner organizations

<http://www.katrinangels.org>

# Recovery: I'm OK



[Home](#)

[List Myself As Safe and Well](#)

[Search](#)

[Privacy Policy](#)

[Service Partners](#)

[FAQ](#)

[Help](#)

[Site Sponsors](#)

[Redcross.org](#)

Language/Idioma:

English ▼

## Providing Safe and Well Information

Welcome to the American Red Cross *Safe and Well Website*. If you have been affected by a disaster, this website provides a way for you to register yourself as "safe and well." From a list of standard messages, you can select those that you want to communicate to your family members, letting them know of your well-being.

Concerned family and friends can search the list of those who have registered themselves as "safe and well." The results of a successful search will display a loved one's First Name, Last Name, an "As of Date", and the "safe and well" messages selected.



[List Myself as  
Safe and Well](#)



[Search](#)

Many organizations are working with the American Red Cross to provide families a variety of services and tools to communicate with loved ones during times of emergency. In addition to using this website, also consider the services offered by the agencies listed on the [Service Partners](#) page.

# of Registrations – Last 24 Hours:	1
# of Registrations – Since 01/01/2008:	4962

# Recovery: Memorials

facebook

Search

Applications

Photos

Groups

Events

more

Profile editFriendsFriendsInboxInboxhomeaccountprivacylogout

virginia tech shooting

Search


Profile Search

All ResultsGroups (500+)

Show results fromMy NetworksShow More Filters

Displaying 1 - 10 out of over 500 group results for: **virginia tech shooting**

123Next



Group:

**A TRIBUTE TO THOSE WHO PASSED IN THE VIRGINIA TECH SHOOTING**


Size:

34,175 members

Type:

Common Interest - Current Events

View Group



Group:

**A tribute to those who passed at the horrific Virginia Tech Shooting**

Size:

3,236 members

Type:


Common Interest - Current Events

New:

5 Fewer Members

View Group

Join Group



Group:

**Thoughts & Prayers for Virginia Tech Shooting Victims**

Size:


1,258 members

Type:

Common Interest - Current Events

View Group

Join Group



Group:

**Pray For All The Virginia Tech Students Involved In The Shooting!**

Size:

1,169 members

Type:

Common Interest - Current Events

View Group

Join Group

# How to motivate participation?

## Disaster-related

- Reporting
- Response
- Recovery

Is there a theory to start from?

# Motivations of residents

- Fear, imminent threat  
(Rogers, 1975)
- Revenge, response to tragedy, guilt  
(Hanson, 2008)
- Theory of public-service motivation  
(Perry, 2000)
- Egoism, altruism, collectivism, principlism  
(Batson, Ahmad & Tseng, 2002)

# Stages of participation

## Wikipedia & Reporting sites

- Reader
- First-time Contributor  
(Legitimate Peripheral Participation)
- Returning Contributor
- Frequent Contributor

Preece, Nonnecke & Andrews, *CHB2004*

Forte & Bruckman, *SIGGROUP2005*; Hanson, 2008

Porter: *Designing for the Social Web*, 2008

Vassileva, 2002, 2005; Ling et al., *JCMC 2005*; Rashid et al., *CHI2006*



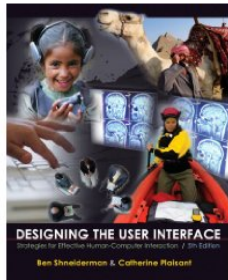
# E-Commerce Social Media

**amazon.com** Hello, Ben Shneiderman. We have [recommendations](#) for you. (Not Ben?) [Earth Day Savings: Pro-Planet & Wallet-Wise](#)

Ben's Amazon.com [Today's Deals](#) [Gifts & Wish Lists](#) [Gift Cards](#) [Your Account](#) [Help](#)

[Shop All Departments](#)  [GO](#) [Cart](#) [Your Lists](#)

[Books](#) [Advanced Search](#) [Browse Subjects](#) [Hot New Releases](#) [Bestsellers](#) [The New York Times® Best Sellers](#) [Libros En Español](#) [Bargain Books](#) [Textbooks](#)



## Designing the User Interface: Strategies for Effective Human-Computer Interaction (5th Edition) (Hardcover)

by [Ben Shneiderman](#) (Author), [Catherine Plaisant](#) (Author), [Maxine Cohen](#) (Author), [Steven Jacobs](#) (Author)

★★★★☆

List Price: \$

Price: \$

You Save: \$

**In Stock**

Ships from

Want it delivered

minutes, and

[13 new](#) from

Also Available

Quantity:

[Add to Shopping Cart](#)

or

[Sign in](#) to turn on 1-Click

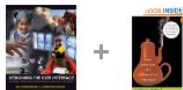
[See larger image](#)  
[Share your own customer images](#)  
[Publisher: learn how customers can search inside this book.](#)

**Tell the Publisher!**  
[I'd like to read this book on Kindle](#)

Don't have a Kindle? [Get yours here.](#)

## Frequently Bought Together

Customers buy this book with



## Customers Who Bought This Book Also Bought



Welcome! [Sign in](#) or [register](#).

[Buy](#) [Sell](#) [My eBay](#) [Community](#) [Help](#)

[Contact us](#) | [Site Map](#)

All Categories

[Search](#)

[Advanced Search](#)

[Categories](#)

[Motors](#)

[Stores](#)

[Deals](#)

[green team](#) Join us

Love deep discounts and free shipping? Check out the [Daily Deal](#).



Welcome to eBay

Welcome

**NETFLIX**

[Ben Shneiderman](#) | [Your Account](#) | [Buy / Redeem Gift](#) | [Help](#)

[Browse DVDs](#)

[Watch Instantly](#)

[Your Queue](#)

[Movies You'll](#)

[Instantly to your TV](#)

[Home](#)

[Genres](#)

[New Releases](#)

[Friends](#)

[Previews](#)

[Netflix Top 100](#)

[Critics' Picks](#)

[Award Winners](#)

[Search](#)

## Ben, discover great movies for you.

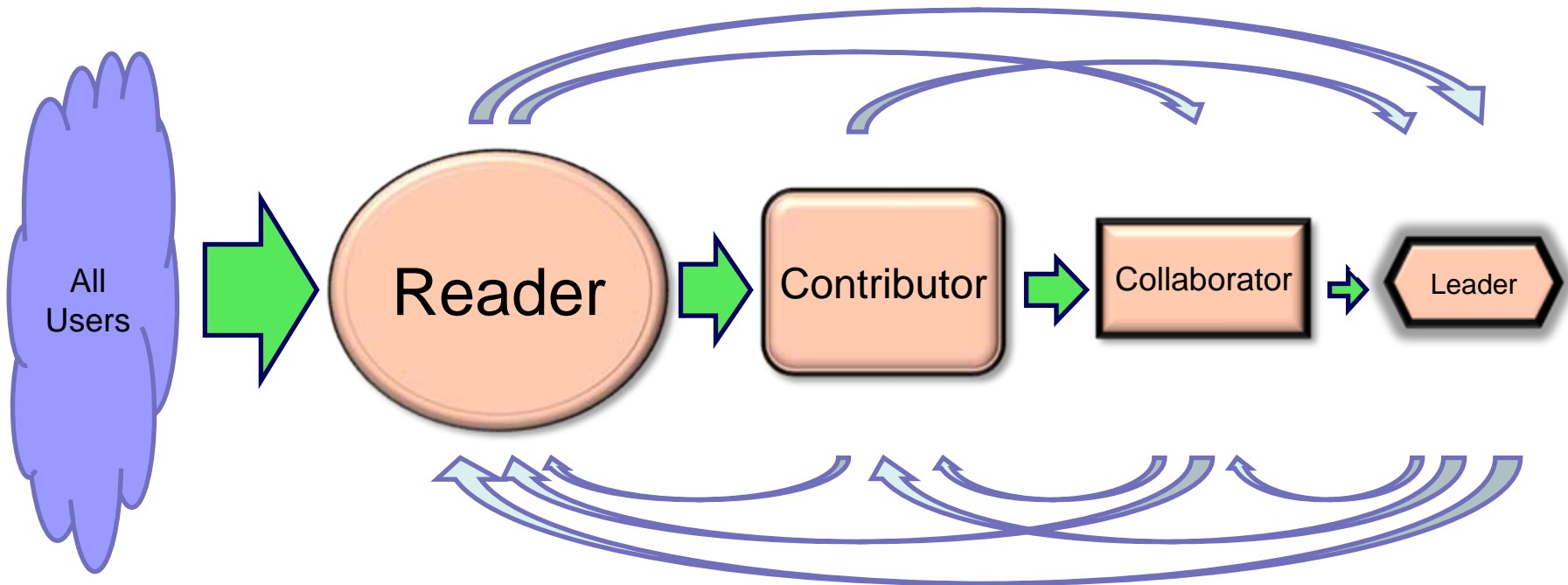
How often do you watch...

	Never	Sometimes	Often		Never	Sometimes	Often
Romantic	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Goofy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Independent	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Sentimental	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suspenseful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Family-friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inspiring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cerebral	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



# From Reader to Leader:

## Motivating Technology-Mediated Social Participation



# Design for Activities

- Awareness → **Reader**
- User-generated content → **Contributor**
  - Make impact visible & recognition
- Email discussions → **Collaborator**
  - Ambitious projects & reputation
- Policy & mentoring → **Leader**

# Motivating Readers

Usability	Sociability
Interesting & relevant content presented in attractive, well-organized layouts	Encouragement by friends, family, respected authorities, advertising
Frequently updated content with highlighting to encourage return visits	Repeated visibility in online, print, television, other media
Support for newcomers: tutorials, animated demos, FAQs, help, mentors, contacts	Understandable norms & policies
Clear navigation paths → sense of mastery and control	Sense of belonging: recognition of familiar people & activities
Universal usability: novice/expert, small/large display, slow/fast network, multilingual, support for users with disabilities	Charismatic leaders with visionary goals
Interface design features to support reading, browsing, searching, sharing	Safety & privacy

# Motivating Contributors

Usability	Sociability
Low threshold interfaces to encourage small contributions (no login)	Support for legitimate peripheral participation
High ceiling interfaces that allow large frequent contributions	Chance to build reputation over time while performing satisfying tasks
Visibility for users' contributions & impact - aggregated over time	Recognition for the highest quality & quantity of contributions
Visibility of ratings & comments	Recognition of a person's specific expertise
Tools to undo vandalism, limit malicious users, control pornography & libel	Policies & norms for contributions

# Motivating Collaborators

Usability	Sociability
Ways to locate relevant & competent individuals to form collaborations	Atmosphere of empathy & trust that promotes belonging to the community & willingness to work within groups to produce something larger
Tools to collaborate: communicate within groups, schedule projects, assign tasks, share work products, request assistance	Altruism: a desire to support the community, desire to give back, willingness to reciprocate
Visible recognition collaborators, e.g. authorship, citations, links, acknowledgements	Ways to develop a reputation for themselves & their collaborators; develop & maintain status within group
Ways to resolve differences (e.g. voting), mediate disputes & deal with unhelpful collaborators	Respect for status within the community

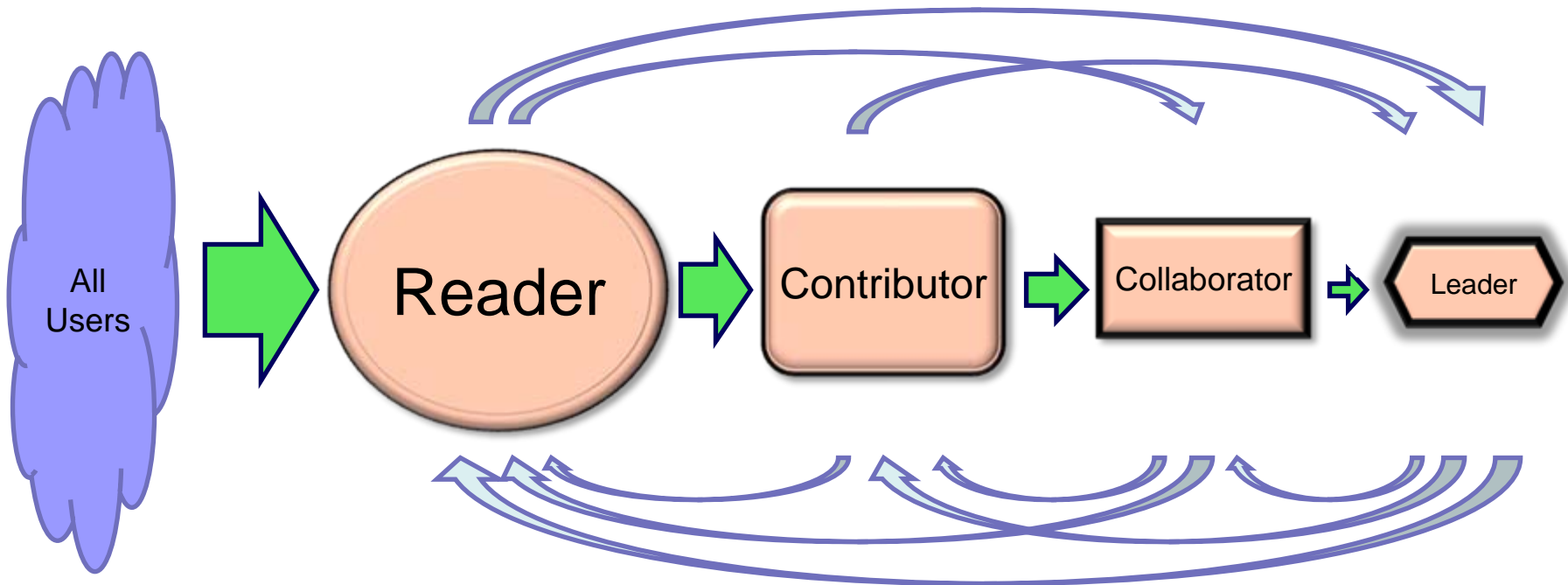


# Motivating Leaders

Usability	Sociability
Leaders are given higher visibility & their efforts are highlighted, sometimes with historical narratives, special tributes, or rewards	Leadership is valued and given an honored position & expected to meet expectations
Leaders are given special powers, e.g. to promote agendas, expend resources, or limit malicious users	Respect is offered for helping others & dealing with problems
Mentorship efforts are visibly celebrated, e.g. with comments from mentees	Mentors are cultivated & encouraged

# From Reader to Leader:

## Motivating Technology-Mediated Social Participation



# Strategies for managers

Charismatic leader & bottom-up initiatives

- Personal contact, viral marketing, 1-to-1
- Appeal to special skills & uniqueness
- Engage existing groups
- Seed activities to get started

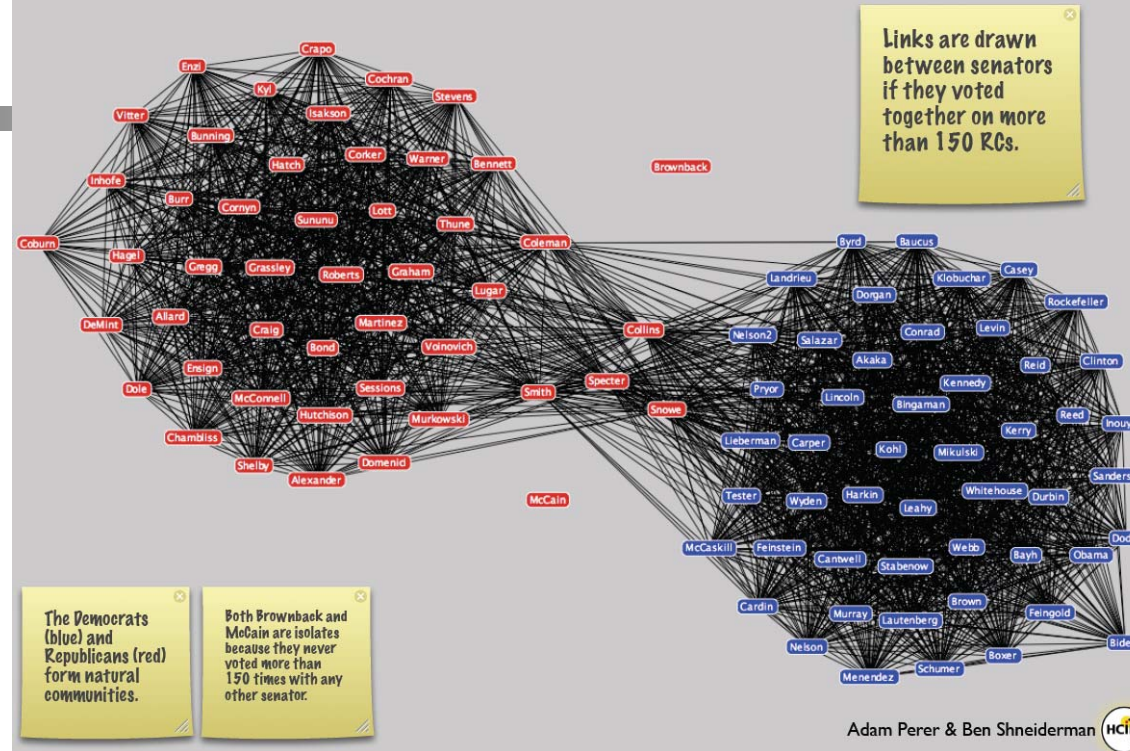
# Challenges to success

---

- Ensuring privacy protection
- Coping with misleading rumors
- Limiting malicious attacks
- Providing high reliability
- Delivering Universal Usability
- Resolving conflict within the community

# SocialAction

## Senatorial Social Network

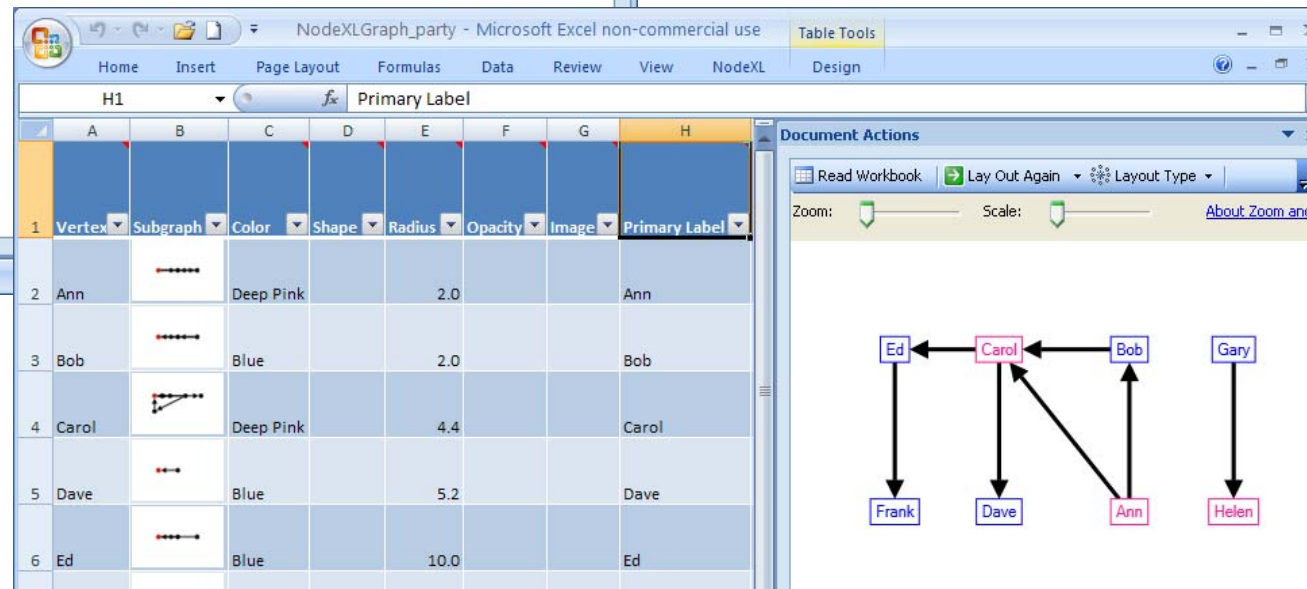
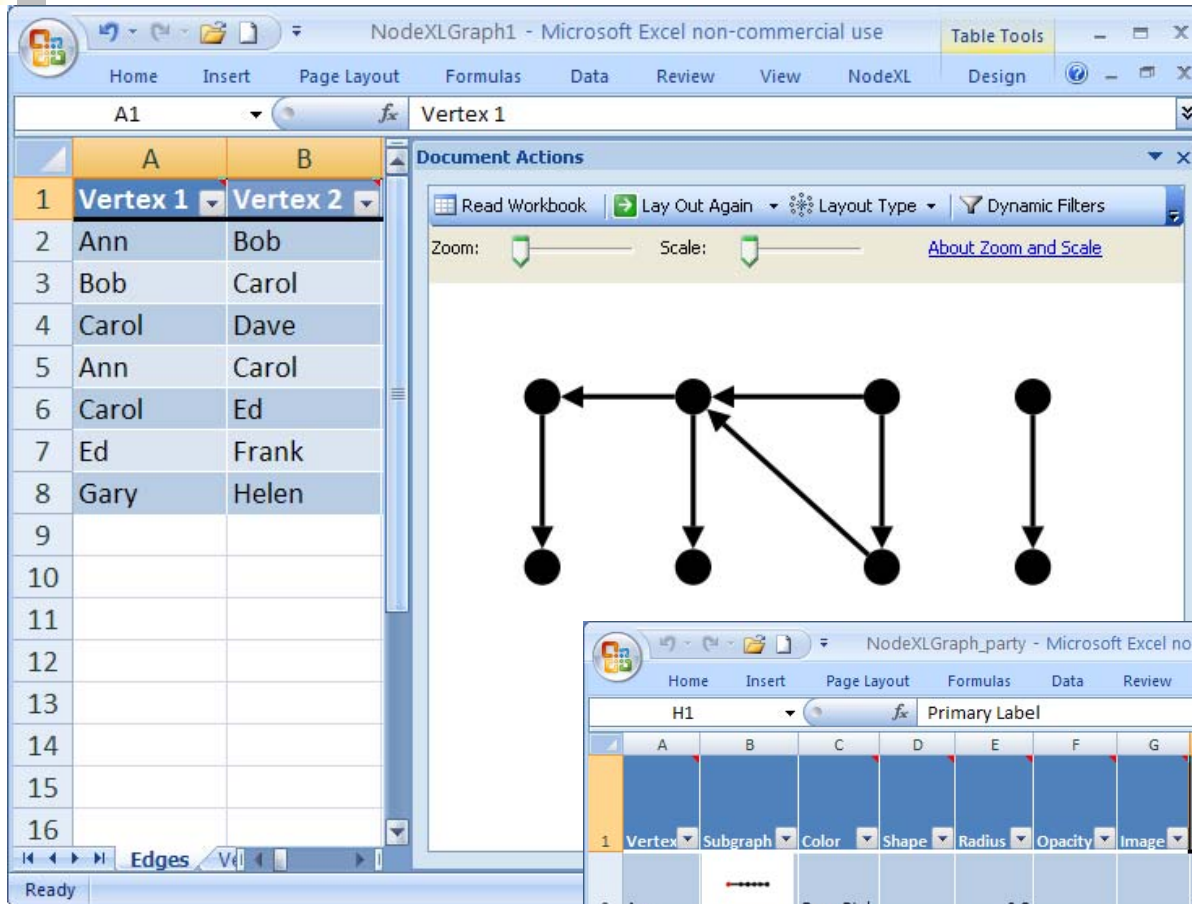


- Focused on integrating statistics & visualization
- 4 case studies, 4-8 weeks (journalist, bibliometrician, terrorist analyst, organizational analyst)
- Identified desired features, gave strong positive feedback about benefits of integration



# NodeXL:

## Network Overview for Discovery & Exploration in Excel

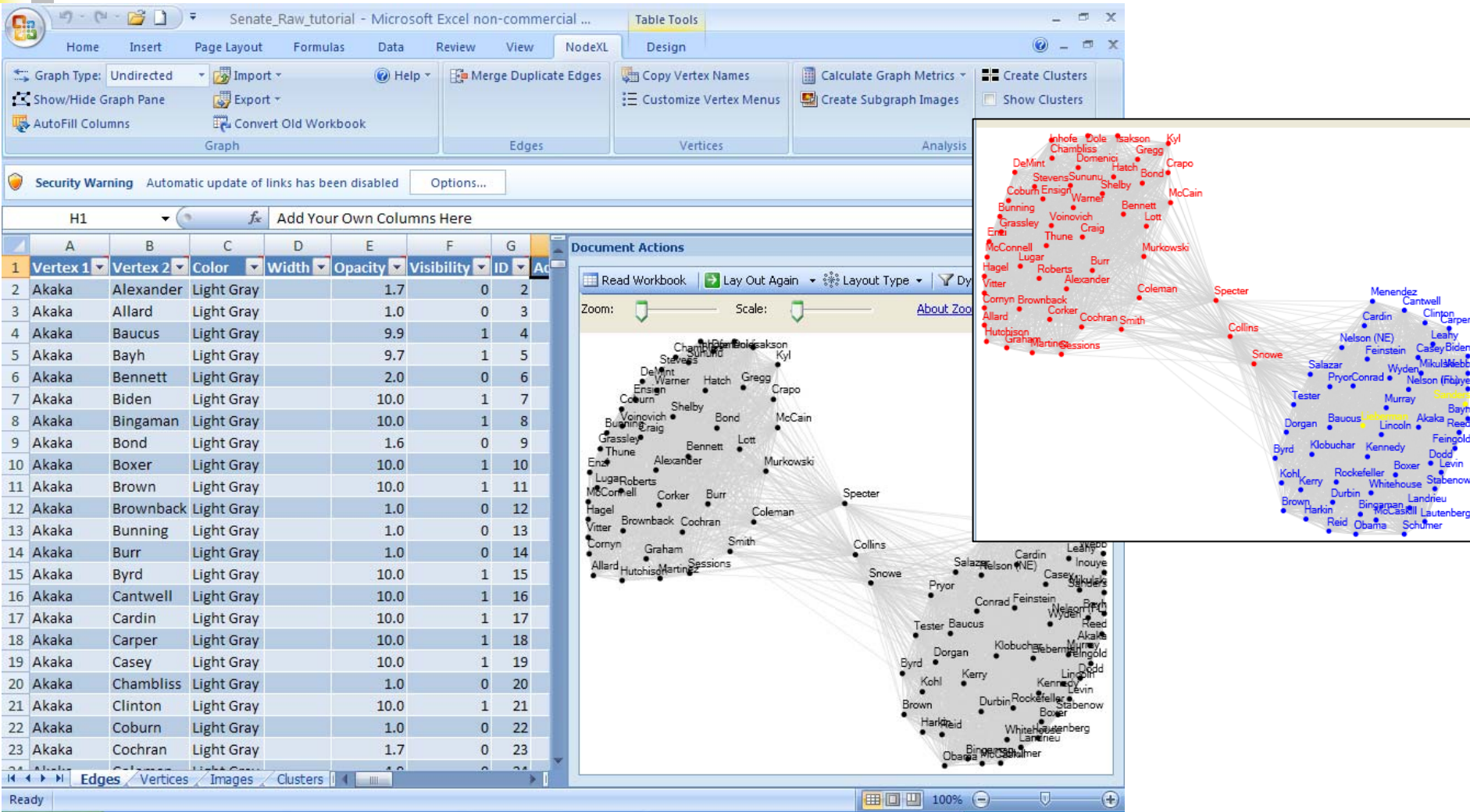


[www.codeplex.com/nodexl](http://www.codeplex.com/nodexl)



# NodeXL:

## Network Overview for Discovery & Exploration in Excel



# Interdisciplinary Challenges



- Modern problems are complex
- Solutions require multiple disciplines
- Laboratory studies have limited relevance
- Natural sciences are not sufficient





# UN Millennium Development Goals

**keep the promise**  
Millennium Development Goals



HOME | BACKGROUND | DOCUMENTS | NEWSROOM | WEBCAST | RELATED SITES

## The Goals

- 1** Eradicate extreme poverty and hunger
- 2** Achieve universal primary education
- 3** Promote gender equality and empower women
- 4** Reduce child mortality
- 5** Improve maternal health
- 6** Combat HIV/AIDS, malaria and other diseases
- 7** Ensure environmental sustainability
- 8** Develop a global partnership for development

## What are the Millennium Development Goals?

The eight Millennium Development Goals (MDGs) – which range from halving extreme poverty to halting the spread of HIV/AIDS and providing universal primary education, all by the target date of 2015 – form a blueprint agreed to by all the world's countries and all the world's leading development institutions. They have galvanized unprecedented efforts to meet the needs of the world's poorest.

"We will have time to reach the Millennium Development Goals – worldwide and in most, or even all, individual countries – but only if we break with business as usual. We cannot win overnight. Success will require sustained action across the entire decade between now and the deadline. It takes time to train the teachers, nurses and engineers; to build the roads, schools and hospitals; to grow the small and large businesses able to create the jobs and income needed. So we must start now. And we must more than double global development assistance

## NEWS FLASH

[Millennium Development Goals Report 2006](#)

## UN ACTION

[2005 World Summit United Nations Headquarters, NY](#)  
14-16 September 2005

[Millennium Project](#)

[World Summit outcome](#)

[Millennium Development Goals: Civil Society Takes Action](#)  
58th Annual  
DPI/NGO Conference,  
7-9 September 2005, NY

[Regional Reports](#)

[Economic and Social](#)

# Short Range Goals



- Validate benefits of new designs
- **Move from observational & experimental to interventional**
- Rapid refinements of designs
- Benefits to users



# Long Range Goals



- **Harness Collaboration**
  - Pair-wise
  - Small Team
  - Larger Group
  - Social Creativity

# Long Range Goals



- **Harness Collaboration**
  - Pair-wise
  - Small Team
  - Larger Group
  - Social Creativity

Measure giga-collabs and peta-contribs

# Long Range Goals



- **Understand dynamics of**
  - Trust
  - Empathy
  - Responsibility
  - Privacy
  - Etc.

# Road ahead



- **Much work to be done**
- **Difficult to attain all our goals**
- **But we can make important contributions**

# Road ahead

- **Much work to be done**
- **Difficult to attain all our goals**
- **But we can make important contributions**
- **Shift public policy**
  - **National Institutes for Collaboration**
  - **National Initiative for Social Participation**



# Road ahead

- Much work to be done
- Difficult to attain all our goals
- But we can make important contributions
- Shift public policy
  - National Institutes for Collaboration
  - National Initiative for Social Participation

**Let's roll!**



# **26<sup>th</sup> Anniversary Symposium**

## **May 28-29, 2008**

[www.cs.umd.edu/hcil](http://www.cs.umd.edu/hcil)

