

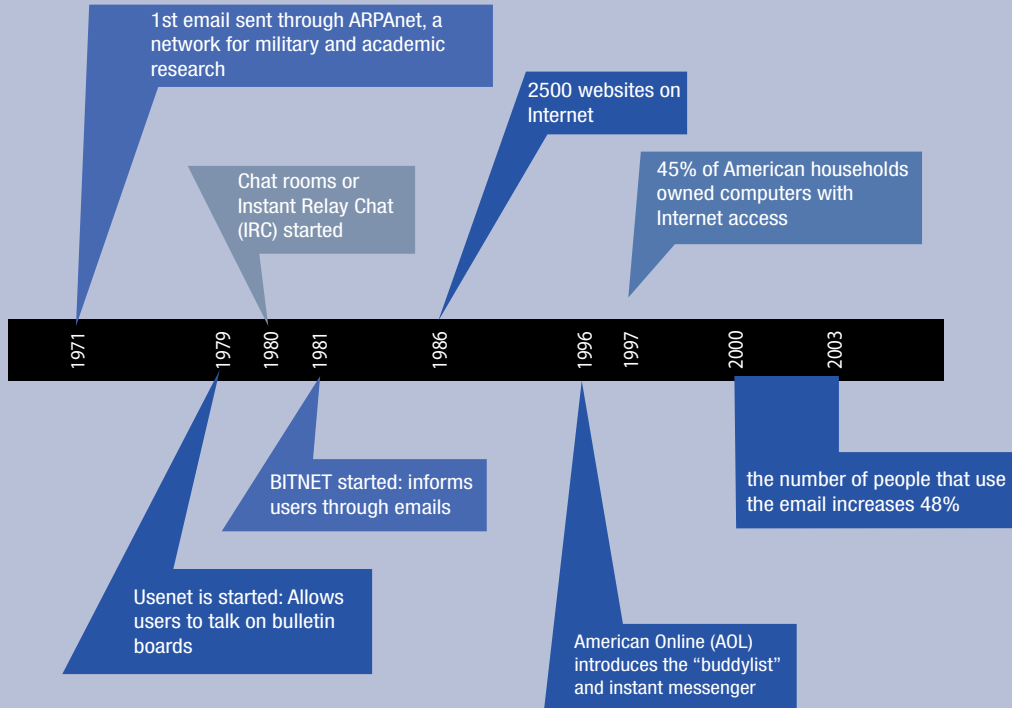
Christine Hightower

Co-participant presentations



Christine Hightower
AD 418

facebook



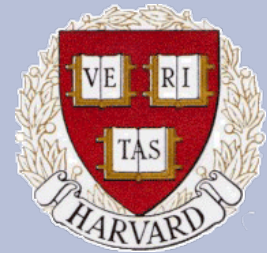
history of social networks

October 2003

Mark Zuckerberg goes from dorm to dorm trying to hack the system to get people's information to make a prototype web site.

Hot-or-Not comparison of two Harvard students
22,000 hits from 450 people

Harvard didn't find this acceptable and against specified privacy rules of the school



facebook history

Baloun, Karel M. Inside Facebook: Life, Work and Visions of Greatness. Victoria, Canada: Trafford Publishing, 2007.

How do people decide what is appropriate to put on their profile and what isn't?



questions/intentions

February 4, 2004

thefacebook, the site's original name, was released

Zuckerberg started the site with the information college kids wanted to know, according to him, their sex lives and if they wanted to hook up

Within the first 3 weeks there were more than 6,000 Harvard members



A screenshot of a Facebook profile page. The profile information is displayed in a list format. A red circle is drawn around the 'Sex' and 'Interested In' fields. The text in the screenshot is as follows:

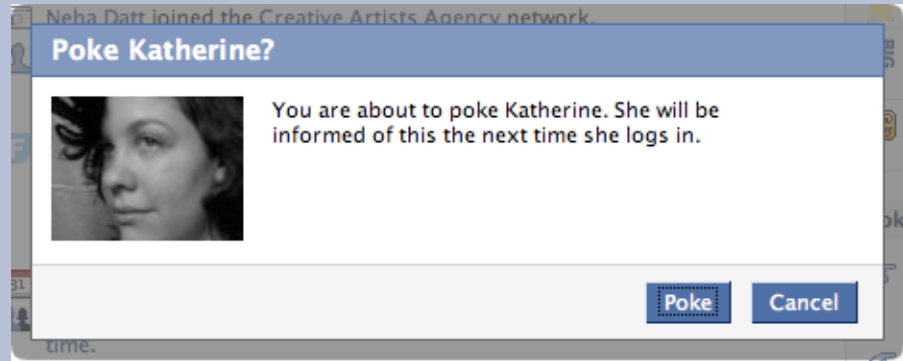
Networks:	Ill. Chicago Alum Chicago, IL
Sex:	Female
Interested In:	Men
Relationship Status:	Married to Nicholas James Perry (Knox)
Looking For:	Friendship A Relationship Whatever I can get
Birthday:	September 11
Hometown:	Evanston, IL

facebook history

Baloun, Karel M. Inside Facebook: Life, Work and Visions of Greatness. Victoria, Canada: Trafford Publishing, 2007.

How have students integrated facebook into their lives?

How do they use facebook?



questions/intentions

If they use facebook to to stay in touch with old friends, do they also use it to make new friends?

How do they choose them?

Common interests such as music, sports, politics, academics?

Attractive people?



**Pete Wentz of
Fall Out Boy**

questions/intentions

Making friends online

**49% of social network users (27% of online teens) make friends with strangers
boys reported doing this more than girls**

According to a high school student:

“Yes, like if you’re just on there and you’re looking through and you see a good-looking girl on there and she wants to be my friend I accept!”

facebook knowledge

Amanda Lenhart. Teens, Privacy & Online Social Networks. PEW/INTERNET April 2007.

PEW / INTERNET and American Life Project

Inside Facebook: Life, Work and Visions of Greatness

Internet culture

Communication Technology and Social Change: Theory and Implications

Societies and Cities in the Age of Instant Access

background prep



facebook research

“When I joined facebook, it was only open to college students which was nice because there were fewer old men prowling around.”

“I’m paranoid when it comes to my personal information and facebook does have the security features to protect anything you wouldn’t want others to see.”

“I choose facebook because it was just for college students ONLY! I [wish] it would go back that way because I used to go into groups and discuss important thing but now a high school kid comes in using profanity and ruining it for everyone else”

facebook research: security

“I chose facebook because all my friends were on it and its easier to use than most other social networking sites.”

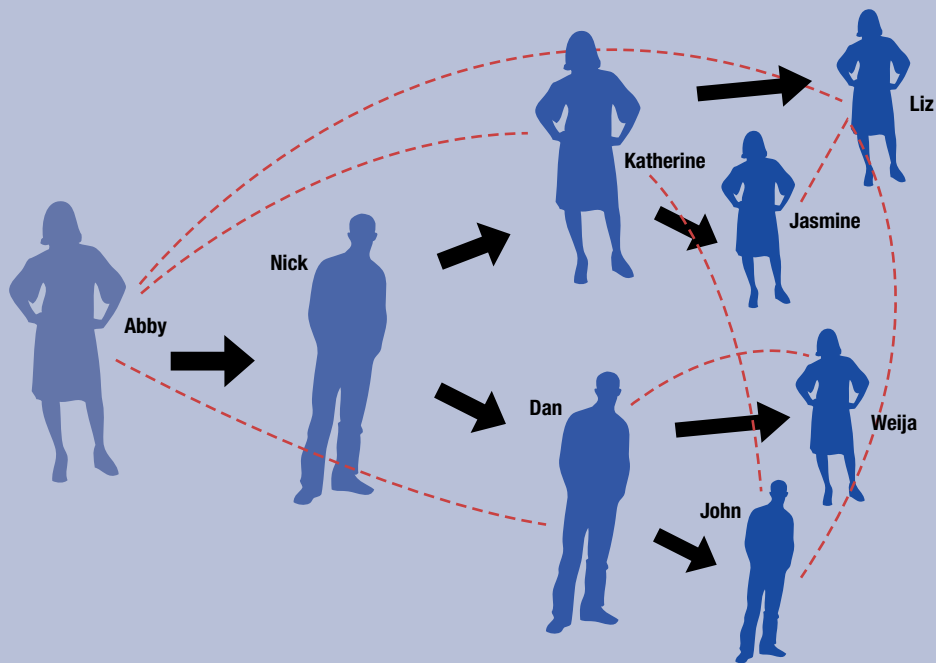
“What I like about facebook is the easy design and how user friendly it is. I also like the privacy setting added.”

“ I usually I only add people I don't know if they somehow know people I actually do know. I might also add people I don't know if they are interested in some of the same things, mainly politics and what goes on in the world.”

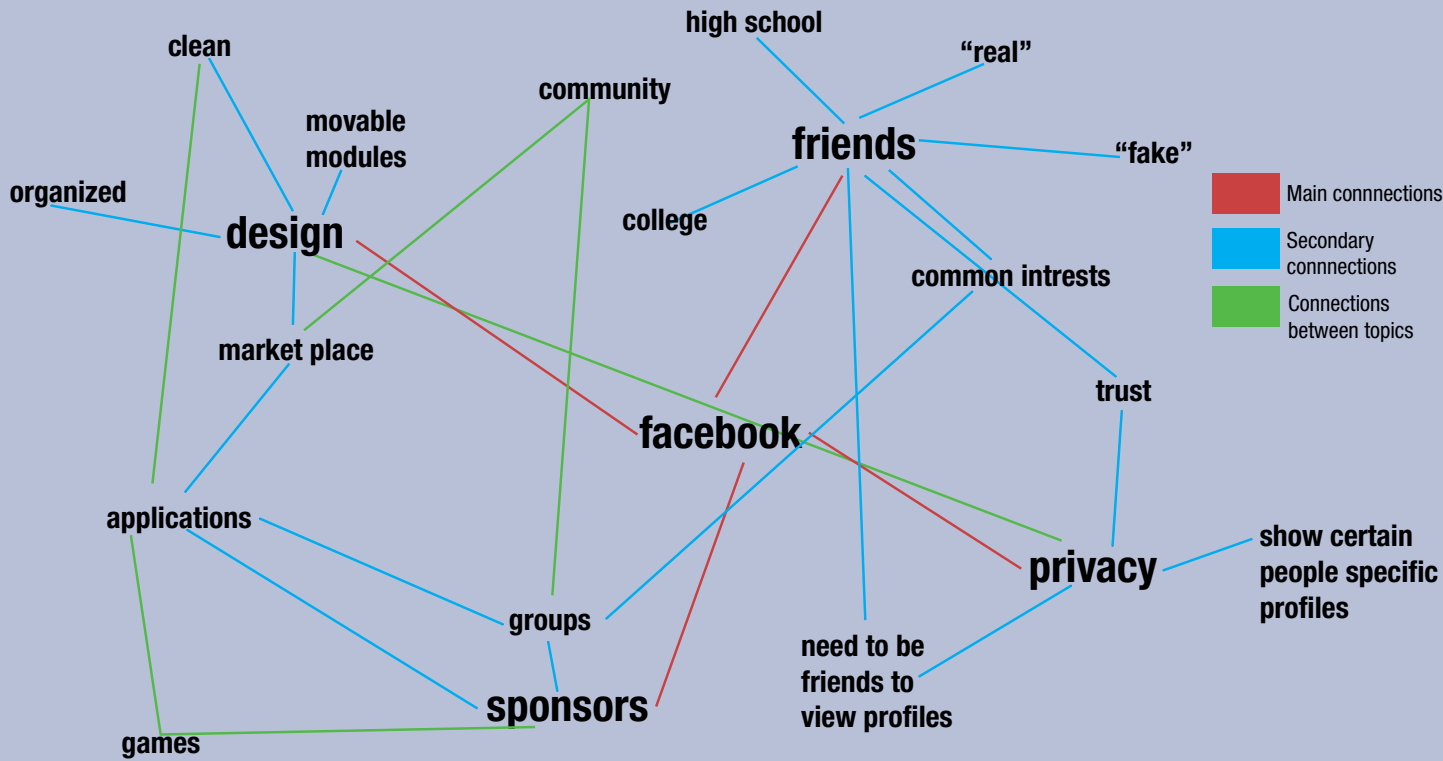
“I've added fictional characters on facebook – usually from television shows that I love, usually.”

facebook research: adding friends

“I usually only add friends of friends...”



synthesis



- Main connections
- Secondary connections
- Connections between topics

synthesis

Interviews: 3 individual

1 dyad (best friends interviewed together)

Observations of people using facebook

2 candid

1 asked questions from the sidelines

Posted a Blog with in facebook

Asked about peoples preferences about the site

Created a new Facebook profile

Take screen shots of people mini-feeds to observe what they do when they sign on

evidence gathering



To continue this study

10 campuses around the country

3 months

Use student interns

\$100,000 to fund this research to understand how not just friendships but communities are formed over the Internet

proposal

The overall simple design

Allows artists to interact and share their work

**The use of the grid allows for continuity and clean lines
that makes facebook very user friendly**

How do we advance the interactive design and social networks?

contribution to art

I am a design student

I am an active member of facebook as well as other social networks

I have made friends with people I don't really know

Interviewing experts on interactive design such as Facebook

qualifications