

Lessons learned from social network sites

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Social network sites

- web-based services (danah & Ellison 2008)
 1. profile
 2. shared connections
 3. view and navigate through connections

Looking for

- Features
- Functionality
- User expectations
- Reasons to use
- ...

Survey (2)

- General background
- Visited sites (general, professional, special interest, hobby, matching, learning)
- Registered sites (reasons, characteristics, roles, use)
- General perception
- Profiling affordances
- Affordances for learning networks

Visited social network sites

- 311 mentioned, 60 different SNS

Youtube	38
LinkedIn	28
Hyves	25
Flickr	25
del.icio.us	21
Schoolbank	19
MySpace	18
Facebook	17
Plaxo	15

Registered social network sites

- 18 SNS
- LinkedIn 10
- Hyves 5
- Plaxo 4
- Facebook 4
- del.icio.us 2
- Picasa 1

Reasons to join and participate

- Invited by friends, keeping in touch, meeting new people
- Curiosity
- Uploading content
- Aggregation

Use

- Passive
- Communication, maintain contact
- Update profile
- Creating and sharing content

Valued functionalities

- Add contacts, browse other people's contacts, create personal profile
- Discovering network
- Aggregated content

Drawbacks

- Time consuming
- Not meeting expectations
- Too many alternatives
- Privacy:
 - no anonymous use
 - multiple accounts
 - not fully in control over public info

Affordances Learning Networks

- Proven quality of resources
- Proven quality of experts
- Contacting experts

Next steps

- Second pilot Psychology and Computer Science students
- OpenSocial prototype
- Detailed functional design