Using Digital Social Networks For Informal Research

Kathy E. Gill, 25 Nov 2009

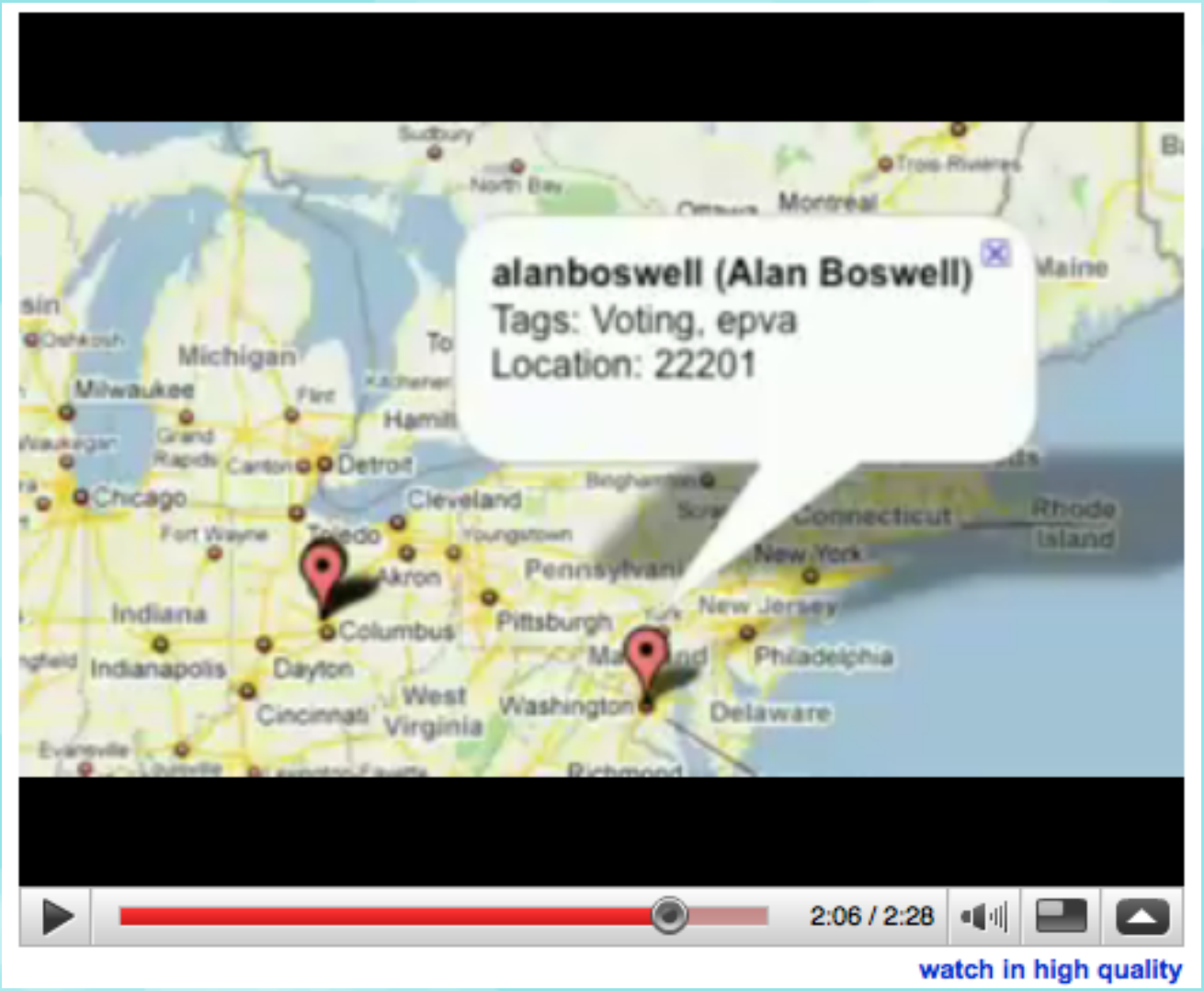
Tonight's Goal

Learn how people are using digital networks for informal research

< 3 >

1. Which Networks?

1.1 Twitter


alanboswell (Alan Boswell)
Tags: Voting, epva
Location: 22201
Michigan
Milwaukee
Detroit
Chicago
Cleveland
Toledo
Akron
Columbus
Indianapolis
Dayton
Cincinnati
Pittsburgh
Washington
Philadelphia
Delaware
New York
Connecticut
Rhode Island
New Jersey
Indiana
West Virginia
Maine
Montreal
2:06 / 2:28
watch in high quality

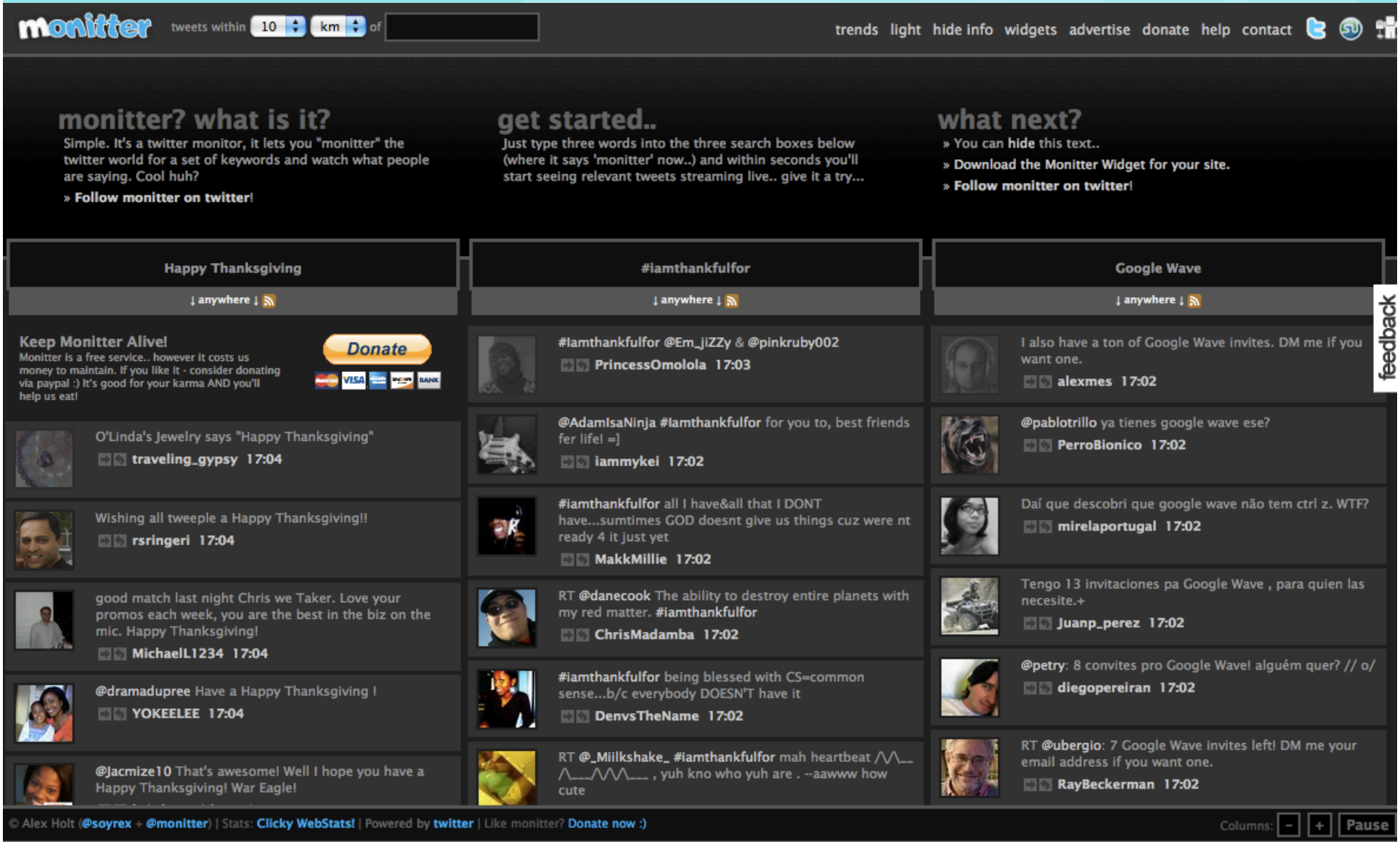
a. Environmental Monitoring (1 of 5)

- Un-named bank
- Set up feed for bank's real name, nickname
- Checked periodically until financial meltdown
- Now presents weekly reports "up" channel

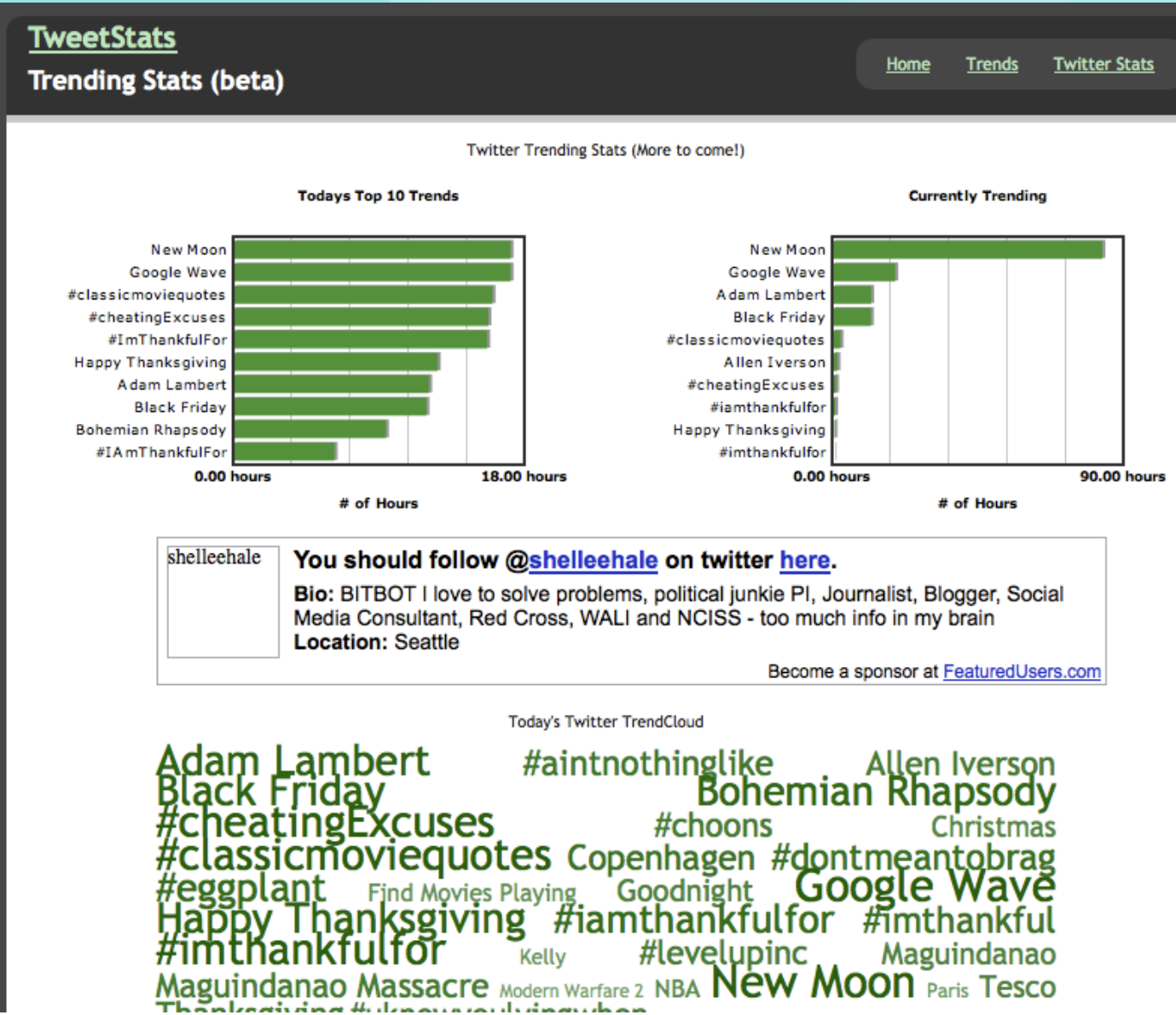
a. Environmental Monitoring (2 of 5)

a. Environmental Monitoring (3 of 5)

a. Environmental Monitoring (4 of 5)



a. Environmental Monitoring (5 of 5)



b. SuperBowl Ads - 2008 (1 of 2)

b. SuperBowl Ads - 2008 (2 of 2)

- Forrester: Analyzing The Twitterati's take on the Super Bowl commercials
  - Coke scored two of the top three spots, FedEx got the other
  - Claritin, Ford, and Sunsilk left people unmoved
  - The commentary was interesting, revealed more than numbers
- Web Strategy by Jeremiah: A Night at the Twitter-Bowl, Successful But UnWieldy

c. More Ways To Use Twitter

- Real time feedback in conferences using hashtags (visualize the back channel)
- Use Twitter as a research diary : find and follow thought leaders in your industry, see twitter.alltop.com
- TwittURLy and TweetBurner
- TwitterVision
- Feed your blog to Twitter

1.2. Amazon Mechanical Turk

Introduction | **Dashboard** | **Status** | **Account Settings**

Mechanical Turk is a marketplace for work.

We give businesses and developers access to an on-demand, scalable workforce.
Workers select from thousands of tasks and work whenever it's convenient.

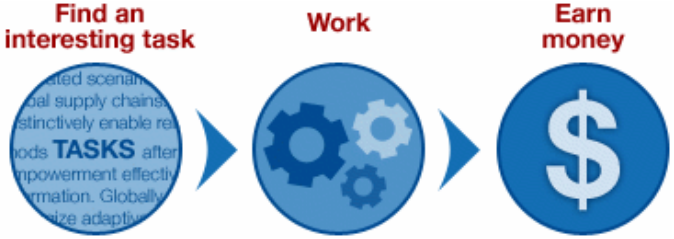
71,831 HITs available. View them now.

Make Money
by working on HITs

HITs - *Human Intelligence Tasks* - are individual tasks that you work on. Find HITs now.

As a Mechanical Turk Worker you:

- Can work from home
- Choose your own work hours
- Get paid for doing good work



Find HITs Now

or learn more about being a **Worker**

Get Results
from Mechanical Turk Workers

Ask workers to complete HITs - *Human Intelligence Tasks* - and get results using Mechanical Turk. Get started.

As a Mechanical Turk Requester you:

- Have access to a global, on-demand, 24 x 7 workforce
- Get thousands of HITs completed in minutes
- Pay only when you're satisfied with the results

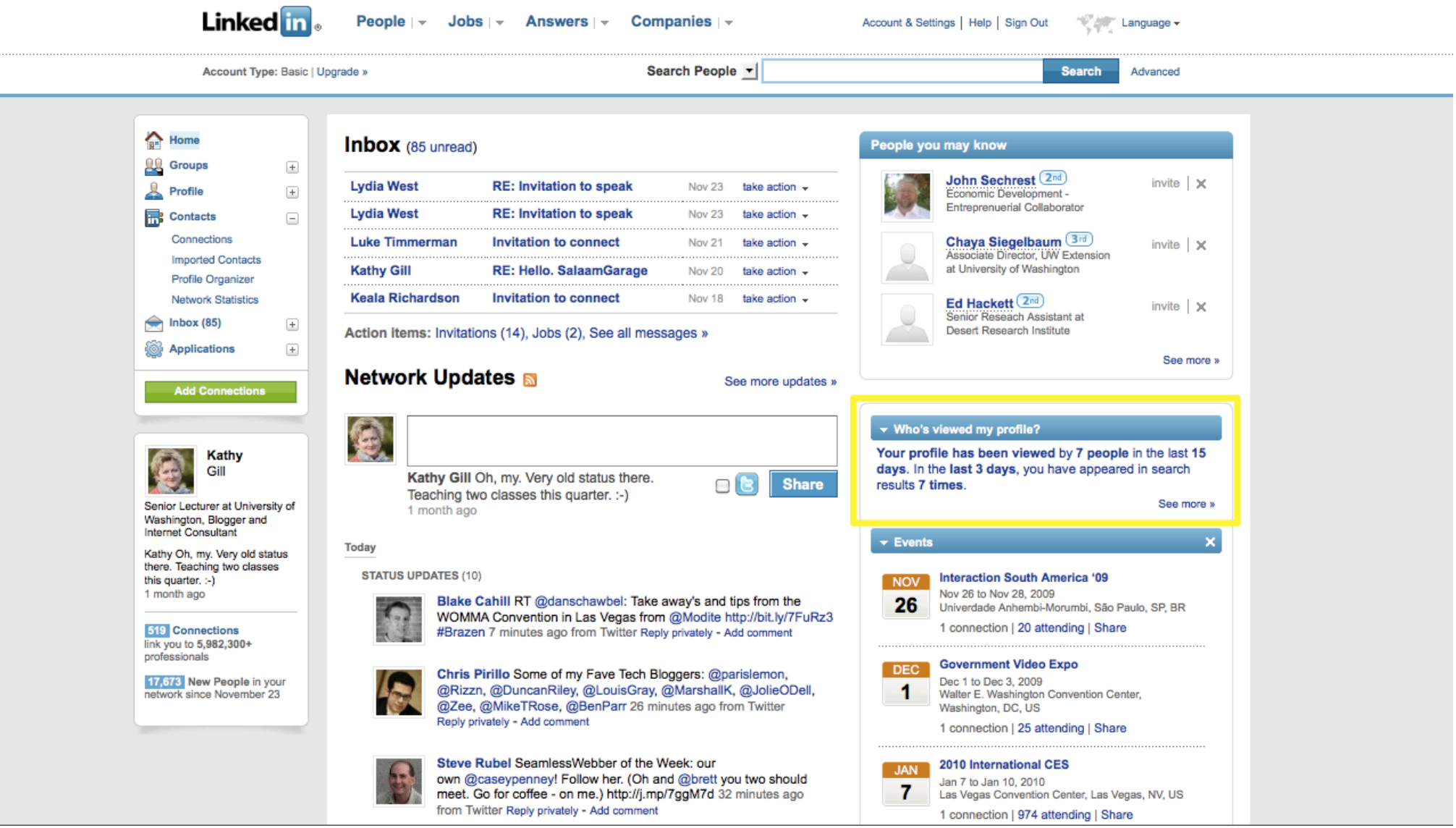
Get Started

or learn more about being a **Requester**

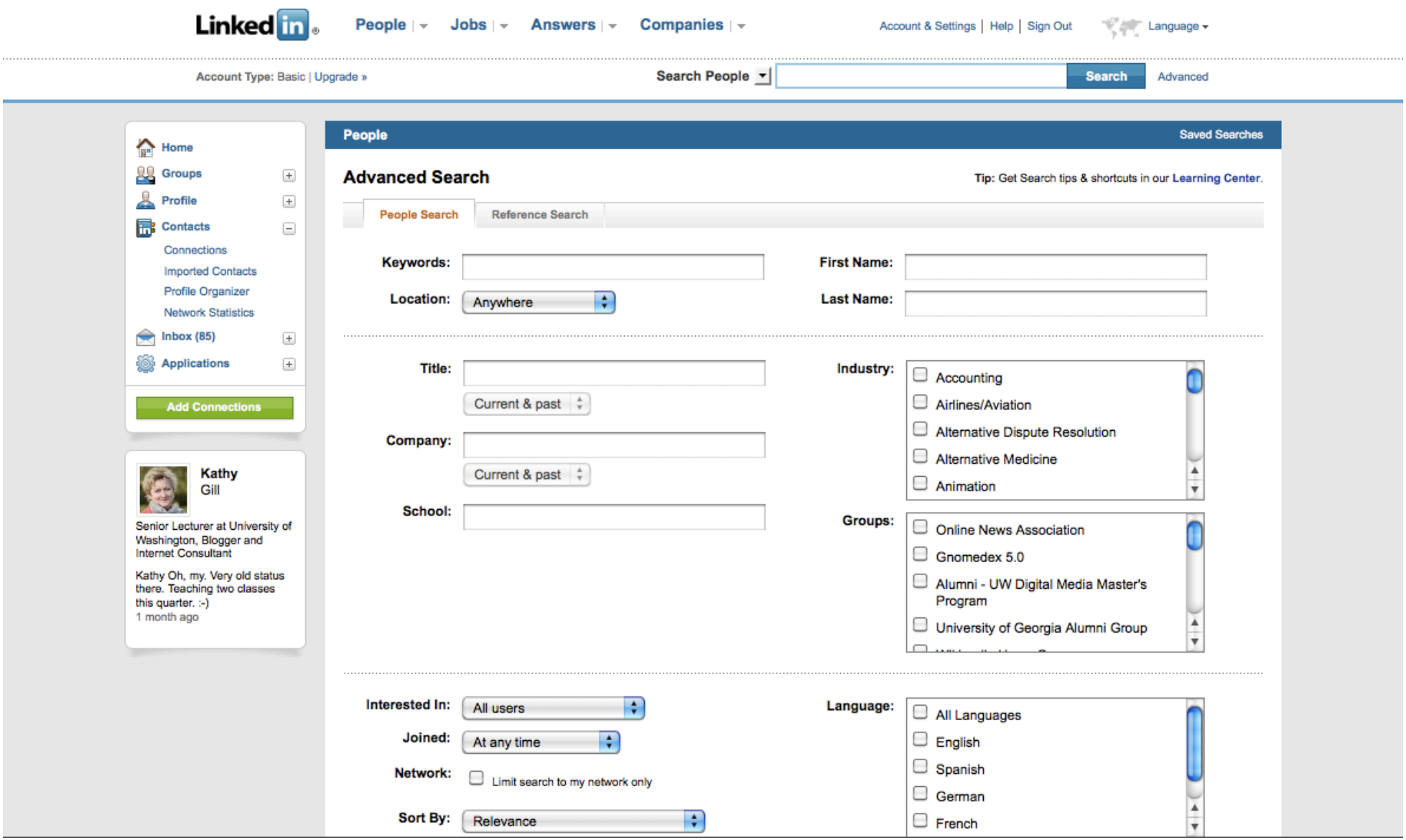
1.3. Virtual Focus Groups

- A Computer Scientist in a Business School: Mechanical Turk Demographics
- Augmented Social Cognition: How to reduce the cost of doing user studies with crowdsourcing:
  - These results suggest that micro-task markets may be useful as a crowdsourcing tool for other types of user study tasks that combine objective and subjective information gathering, but there are design considerations.

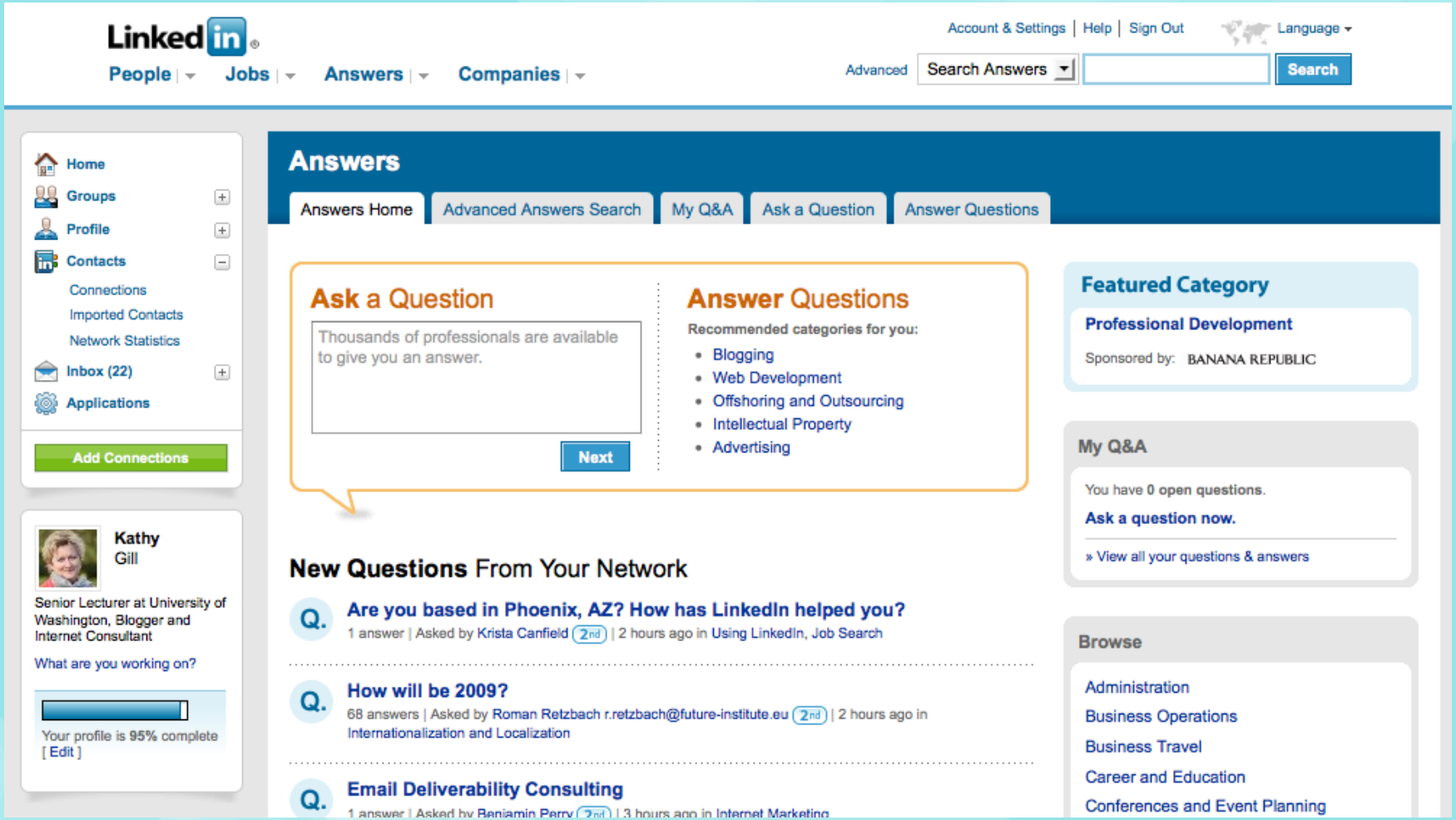
1.4. LinkedIn


LinkedIn
People | Jobs | Answers | Companies
Account & Settings | Help | Sign Out
Language
Account Type: Basic | Upgrade »
Search People
Search
Advanced
Home
Groups
Profile
Contacts
Connections
Imported Contacts
Profile Organizer
Network Statistics
Inbox (85)
Applications
Add Connections
Kathy Gill
Senior Lecturer at University of Washington, Blogger and Internet Consultant
Kathy Oh, my. Very old status there. Teaching two classes this quarter. :-)
1 month ago
519 Connections link you to 5,982,300+ professionals
17,673 New People in your network since November 23
Inbox (85 unread)
Lydia West RE: Invitation to speak Nov 23 take action
Lydia West RE: Invitation to speak Nov 23 take action
Luke Timmerman Invitation to connect Nov 21 take action
Kathy Gill RE: Hello. SalaamGarage Nov 20 take action
Keala Richardson Invitation to connect Nov 18 take action
Action Items: Invitations (14), Jobs (2), See all messages »
Network Updates
See more updates »
Kathy Gill Oh, my. Very old status there. Teaching two classes this quarter. :-)
1 month ago
Share
Today
STATUS UPDATES (10)
Blake Cahill RT @danschawbel: Take away's and tips from the WOMMA Convention in Las Vegas from @Modite http://bit.ly/7FuRz3 #Brazen 7 minutes ago from Twitter Reply privately - Add comment
Chris Pirillo Some of my Fave Tech Bloggers: @parislemon, @Rizzn, @DuncanRiley, @LouisGray, @MarshallK, @JolieODell, @Zee, @MikeTRose, @BenParr 26 minutes ago from Twitter
Reply privately - Add comment
Steve Rubel SeamlessWebber of the Week: our own @caseypenney! Follow her. (Oh and @brett you two should meet. Go for coffee - on me.) http://j.mp/7ggM7d 32 minutes ago from Twitter Reply privately - Add comment
People you may know
John Sechrest 2nd Economic Development - Entreprenuerial Collaborator invite
Chaya Siegelbaum 3rd Associate Director, UW Extension at University of Washington invite
Ed Hackett 2nd Senior Reseach Assistant at Desert Research Institute invite
See more »
Who's viewed my profile?
Your profile has been viewed by 7 people in the last 15 days. In the last 3 days, you have appeared in search results 7 times.
See more »
Events
NOV 26 Interaction South America '09
Nov 26 to Nov 28, 2009
Univerdade Anhembi-Morumbi, São Paulo, SP, BR
1 connection | 20 attending | Share
DEC 1 Government Video Expo
Dec 1 to Dec 3, 2009
Walter E. Washington Convention Center, Washington, DC, US
1 connection | 25 attending | Share
JAN 7 2010 International CES
Jan 7 to Jan 10, 2010
Las Vegas Convention Center, Las Vegas, NV, US
1 connection | 974 attending | Share

a. Find An Expert



b. Get An Answer



2. Why Do They Work?

2.1 Networks With Weak Ties

"Within a social network, weak ties …are indispensable to individuals' opportunities and to their incorporation into communities while strong ties breed local cohesion."

(Mark Granovetter, 1973)

2.2 Strength of Weak Ties

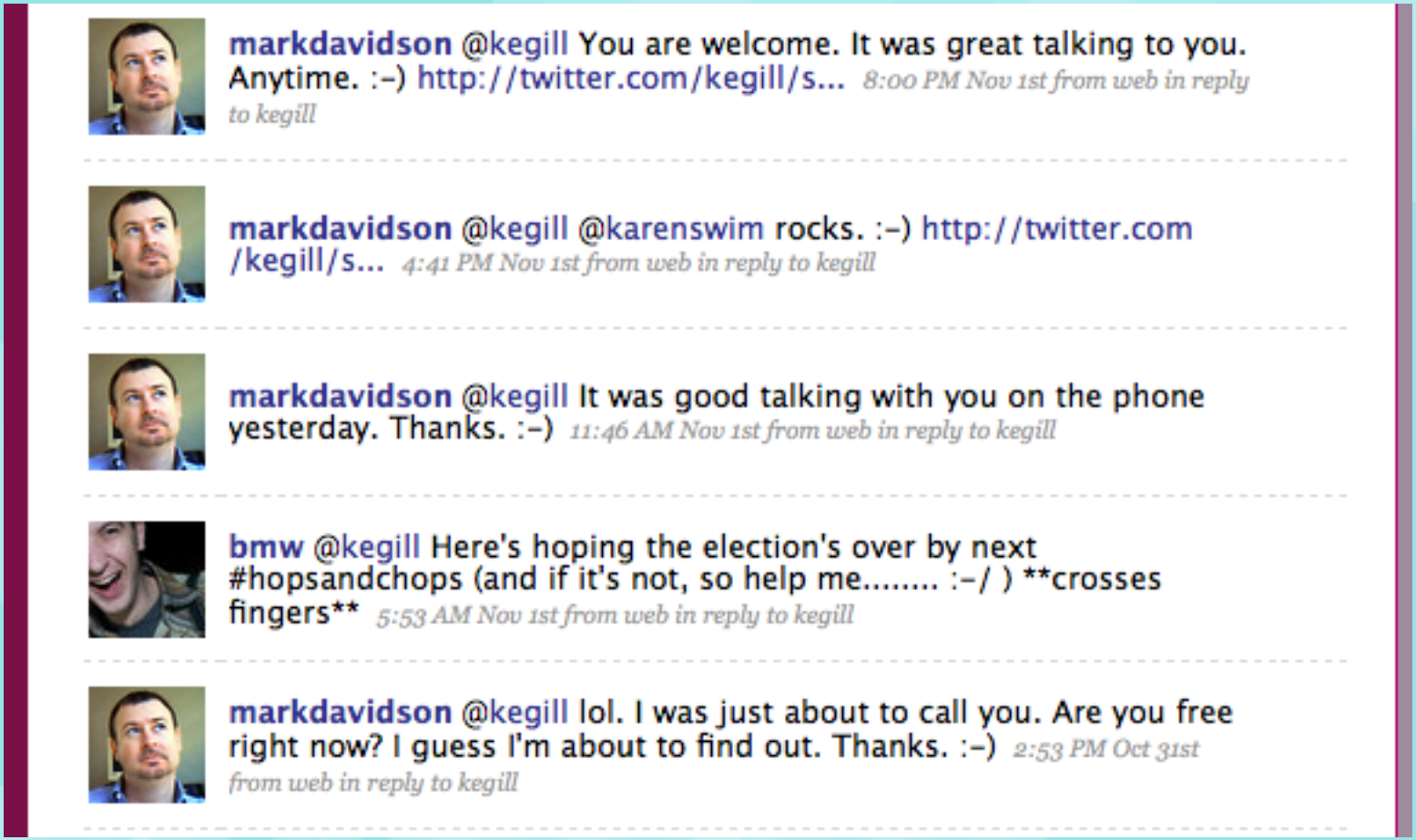
- The stronger the tie between two people, the more similar they are, in various ways (Mark Granovetter, 1973)
- Weak ties = “friends of friends”
- Weak ties provide a bridge between social circles, access to information and resources beyond my “tight” social circle

2.3 Challenge of Early Adopters

- Who: Georgia Tech Graphics, Visualization & Usability Center (GVU)
- When: Jan 1994 – Oct 1998
- What: 10 "user surveys" that documented "developing Web demographics, culture, user attitudes and usage patterns"

3. What Can You Do?

3.1 Be A Real Person



markdavidson @kegill You are welcome. It was great talking to you. Anytime. :-) http://twitter.com/kegill/s... *8:00 PM Nov 1st from web in reply to kegill*

markdavidson @kegill @karenswim rocks. :-) http://twitter.com/kegill/s... *4:41 PM Nov 1st from web in reply to kegill*

markdavidson @kegill It was good talking with you on the phone yesterday. Thanks. :-) *11:46 AM Nov 1st from web in reply to kegill*

bmw @kegill Here's hoping the election's over by next #hopsandchops (and if it's not, so help me..... :-/) **crosses fingers** *5:53 AM Nov 1st from web in reply to kegill*

markdavidson @kegill lol. I was just about to call you. Are you free right now? I guess I'm about to find out. Thanks. :-) *2:53 PM Oct 31st from web in reply to kegill*

3.2 Start Monitoring Now!

- Set up RSS feed
- Add it to your reader

Summary

- This is “non-scientific” research
- This is “early adopter” research; don’t extrapolate to late adopter audiences!
- Low transaction cost makes it possible to get opinions, case study material relatively quickly
- Online focus groups may combine the best of off- and online qualitative survey methods

Credits and Stuff

- Presentation background, mweller
- CC License: share and share alike, non-commercial, attribution

- Kathy Gill: @kegill and kegill@ ... uw.edu and LinkedIn and Facebook… http://faculty.washington.edu/kegill
- Presentation at WiredPen.com and Slideshare.net