

Self-Made Social Media

HIIT Retreat 2007

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Media Sharing, Snapshot Photography, Social Activity around Media

Paper / Digital Hybrid Media



Snapshot Video, Infrastructure, Tagging

Flickr, Kuvaboxi.fi, IRC-galleria, Habbo Hotel, Jaiku

People



A part of DCC group focusing on visual media and non-professionals as the creators of media.

- Mikael Johnson (InfoTech + STS)
- Asko Lehmuskallio (Cultural Anthropology)
- Vilma Lehtinen (Soc. Psychology)
- Jaana Näsänen (Soc. Psychology)
- Risto Sarvas (InfoTech)
- Sami Vihavainen (InfoTech)

What are the functions of snapshot photography in the digital & mobile era?

Why do people take photos?

- To maintain social relationships (e.g., joking)
- Togetherness, interaction at capture
- Form of self-expression, artistic & aesthetic photos
- Self-presentation, building of self-concept
- Group memory, group archival, shared experiences
- Personal memory, personal archival, personal experiences
- Utilitarian group uses
- Utilitarian personal uses



How to study people's media use? What to take into account?

- the existing infrastructures (e.g., technology at home, billing models etc.)
- the ways in which people gain a competence in using the devices (e.g., social network, personal motivation)
- the media circulations that specific practices are embedded in (e.g., magazines, TV shows, "Suomemme Maa")
- the ways in which shared conventions structure the use of technology in specific situations (e.g., photo events, photo spaces, photo times)



Social Networks in IRC-galleria

How do social networks in IRC-galleria relate to the networks outside (offline)?

- Existing networks the most important
- Easy contact with dispersed networks & half-acquaintances
- Shared interests fostering contact with strangers -> continuance in other media & face-to-face

How are these networks strengthened in IRC-galleria?

- Dedicating photos and the ikuboksi
- Challenges
- Inside jokes: comments & communities
- Communities for groups existing outside IRC-galleria
- "Pointless" communication



What does the user-developer dialogue look like in Habbo Hotel?

The users take part in the content production

- the hotel environment and operator organised competitions, events, theme rooms, games which users create

The user created content has become

- part of the service
- a fundamental part of the use experience
- a source of inspiration to the Habbo developers

Collaboration with users is made possible through

- easy access to users' online activities and opinions

User involvement as established community management

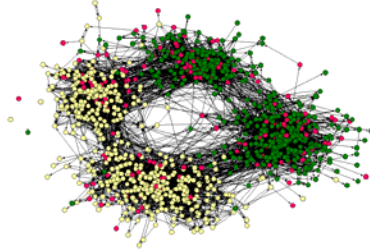
- user feedback
- user research
- playability testing
- usability testing processes



Ideas for HIIT co-operation

- Some "datasets" & ideas where we see synergy
- Discussion starters, idea starters
- An application domain with direct **societal** links:
 - everyday communication, everyday human interaction
 - teenagers and media
 - the unseen visual culture: personal & self-made media
 - mental welfare: family relations, elderly, clashing cultures
 - making business from self-made media
- Social Sciences + Computer Science
→ Building & Understanding Technology

Social Network Visualization



- Who are close to me? Friends and strangers...
- Add-on feature to “social services”
- Social metrics from social activity: visits, comments, sharings, viewings etc.
- Lot of relevant information available in services (e.g., IRC-galleria, Habbo Hotel, Flickr, Jaiku)
- Summer intern project 2007

Content Based + Qualitative Image Analysis

- We have over 2000 photos taken by 20 different people
- regular snapshots, not image banks or news photos
 - knowledge about each photo, photographer and their social network
 - basic metadata: time/date, device
 - extra in some: comments, time/date of sharing, recipients...

A different type of image bank for CBIR
Rich qualitative data on the same data set
Broad understanding of the use context and motivations

World's Richest Snapshot Data™

- My personal photo collection (mainly 2003->)
- 23 000+ photos
- Rich and hierarchical metadata:
 - time/date
 - people in photo
 - location of photo
 - event of photo
 - other user-created information
- Data in Adobe Elements 5 (MS Access database)



Hardly any studies on private picture collections.
 Inferring relationships, locations etc. from metadata.
 The dream of the Semantic web **realized** in one case

Photography Infrastructure (in a socio-technical sense)

