Norms

CS 278 | Stanford University | Michael Bernstein

Assignment 1: voting opens tomorrow

Submission due tonight 11:59pm on Gradescope and our meme voting website

Votes due Friday 11:59pm, link on Ed

Top vote-earners get extra credit as an alternative form of virality

Sections start this week

Section assignments have been sent out

- Check the room and not just time, since some sections are running simultaneously
- Waitlist on Ed if you want to request a section change

Reading for first section due Wednesday 11:59pm

Project proposal + prototype

Due next Wednesday: form a team, pick a project, prototype it!

We will be introducing piggyback prototyping on Thursday

Projects are with others in your discussion section

For finding teammates:

- Sign up for section together
- Meet in section this week
- Thread in Ed

Last time: bustling spaces

Eyes on street: bustling spaces and ghost towns

Contribution pyramid: what does it mean if you say you want 100 active contributors?

Intrinsic and extrinsic motivators, how to design for them, and how extrinsic motivators crowd out intrinsic motivators

Social loafing

"Motivation Crowding" example submitted by Elena C. Kopstein

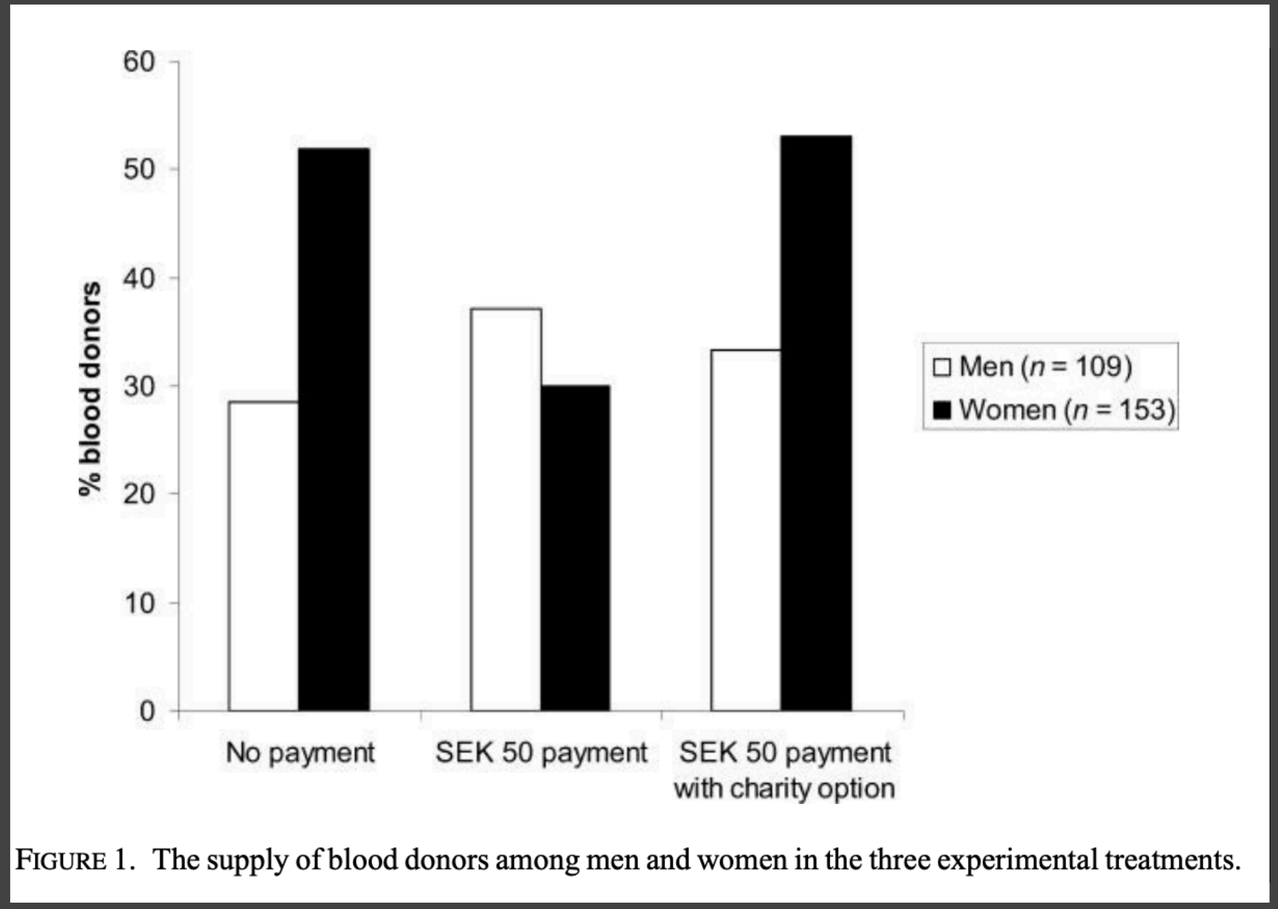


FIGURE 1. The supply of blood donors among men and women in the three experimental treatments.

In a field experiment in Sweden, Mellström and Johannesson (2008) found that in blood donation, offering money actually reduced donations among women. But giving them the option to donate that money to charity reversed the effect.

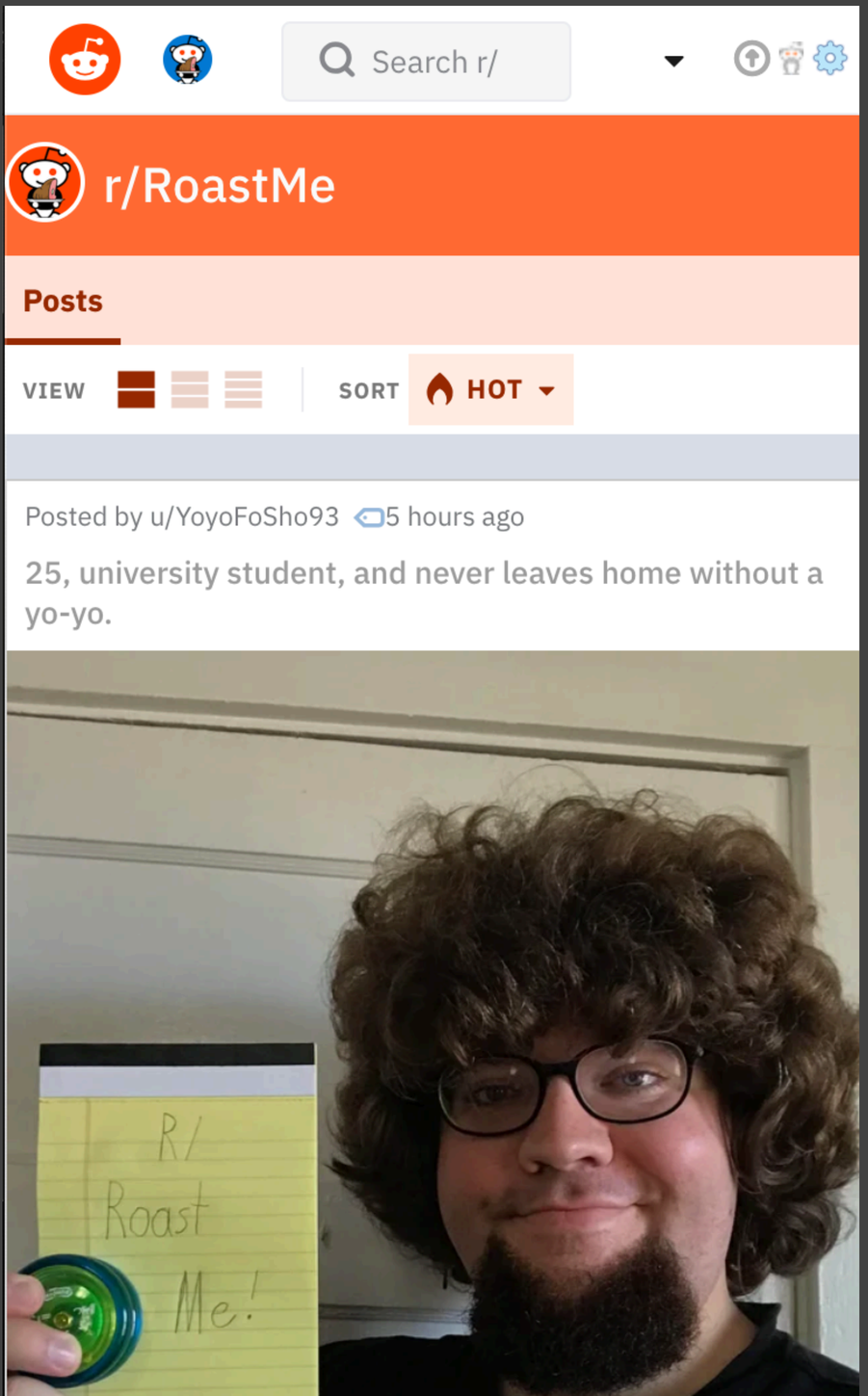
0.5% extra credit for examples relevant to recent or upcoming lectures. Submit on Ed under the "Extra Credit" category

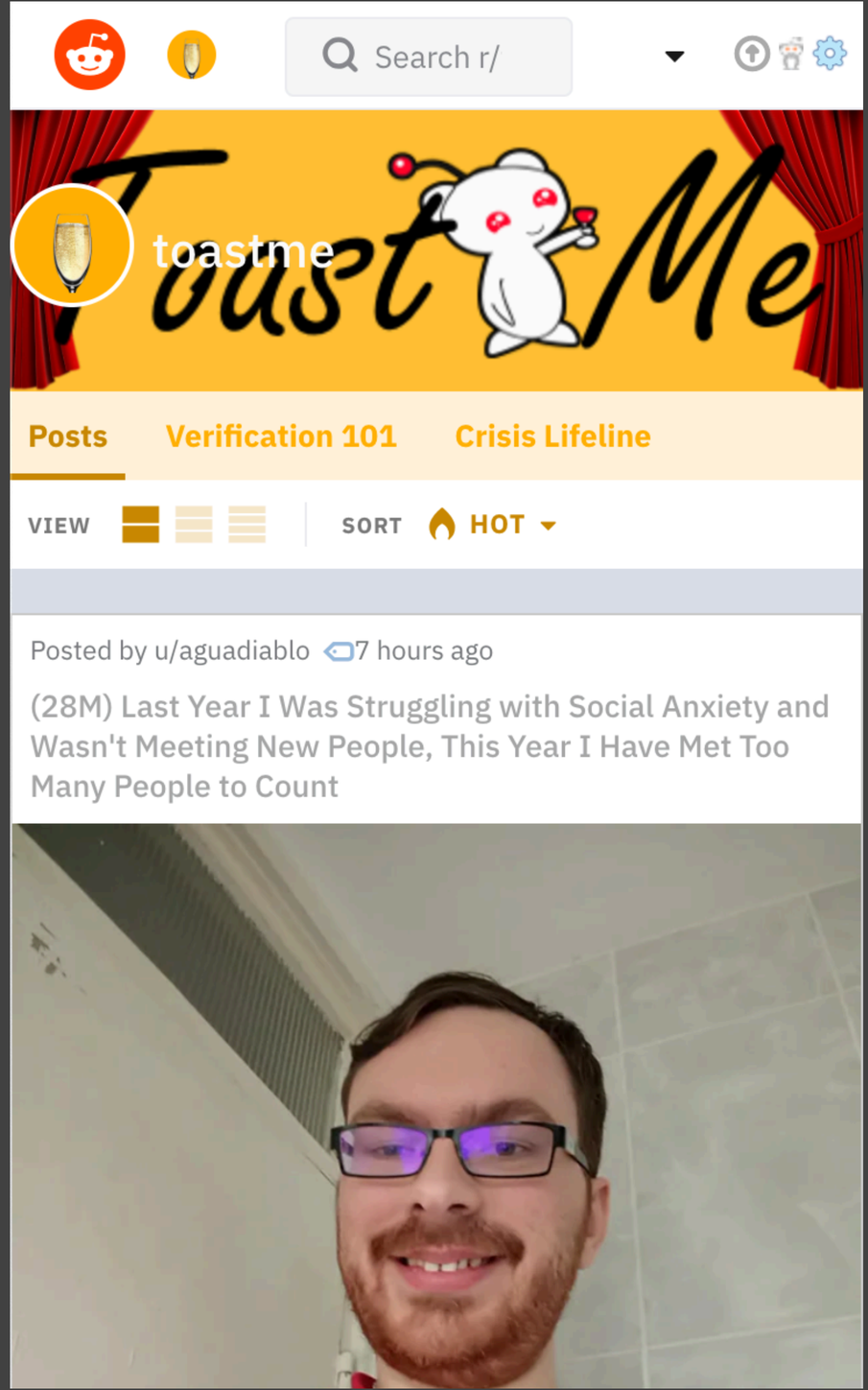
Attendance

r/roastme

A Tale of Two Subreddits

r/toastme





Search r/

r/roastme

McRakalak 20 points · 4 hours ago

How do you wake up and think this is actually cool? Like do you honestly believe that the average person, who adheres to normal and basic societal rules, looks upon you respectably in any manner?

Reply Give Award Share Report Save

Posted by u/YoyoFoSho93 5 hours ago

25, university student, and never leaves home without a yo-yo.

Why?

Search r/

toastme

Toast Me

Posts Verification 101 Crisis Lifeline

VIEW SORT HOT

Posted by u/aguadiablo 7 hours ago

(28M) Last Year I Was Struggling with Social Anxiety and Wasn't Meeting New People, This Year I Have Met Too Many People to Count

christian2pt0 46 points · 7 hours ago

Congrats! That's a huge step! Keep up the good work, man. You should be super proud of yourself.

Reply Give Award Share Report Save

Penya23 22 points · 7 hours ago

Great smile and kind eyes. 2 of the best things a person can have :)

Reply Give Award Share Report Save

r/toastme

Airbnb

WHERE

Anywhere

CHECK-IN

mm/dd/yyyy

CHECKOUT

mm/dd/yyyy

ADULTS

1 adult

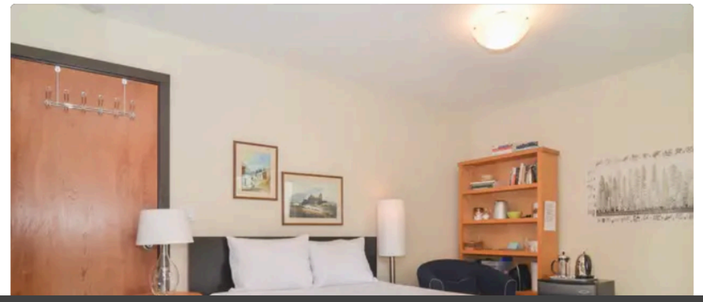
CHILDREN

0 children

Search

What guests are saying about homes in United States

United States homes were rated **4.8 out of 5 stars** with **31,500,000+ reviews**



Why?

← value the home

value the relationship →

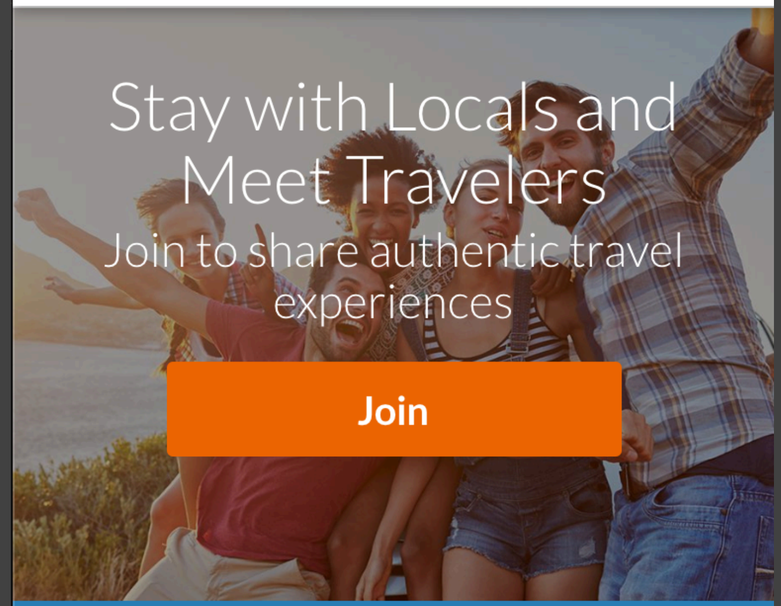
[Jung et al. 2016]

Couchsurfing

couchsurfing

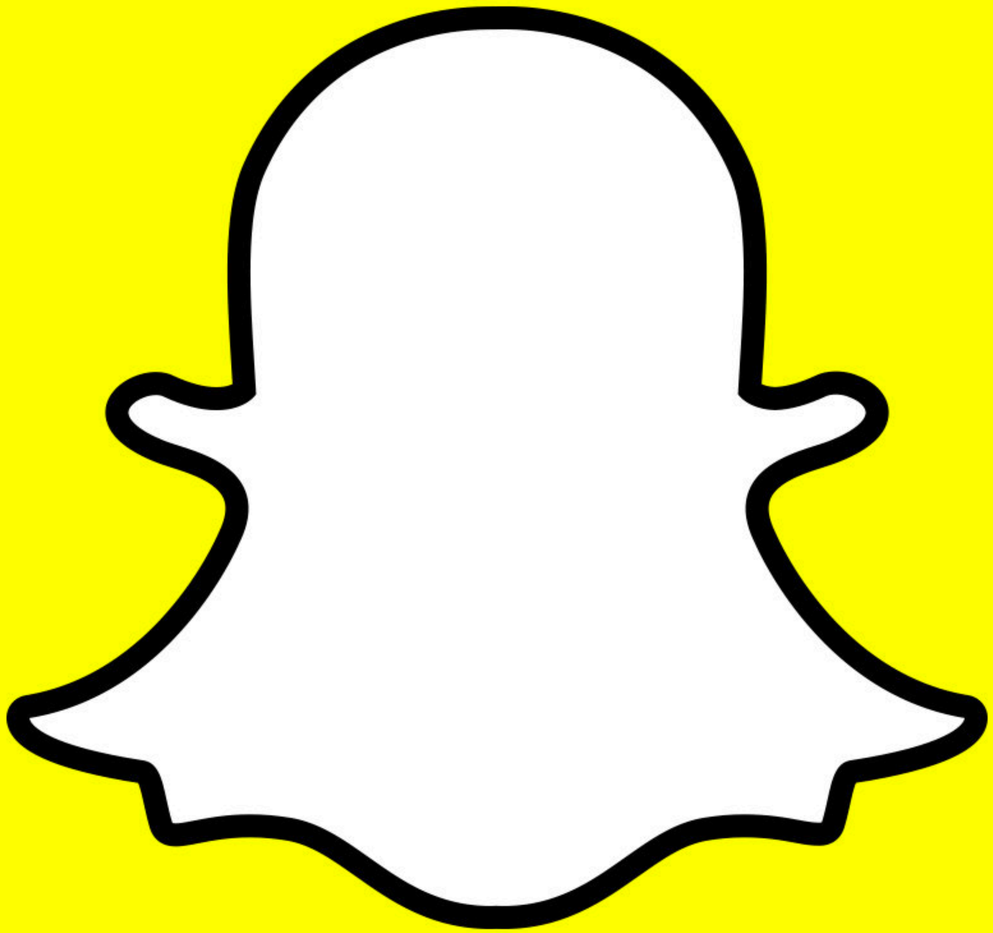
Join

Log In

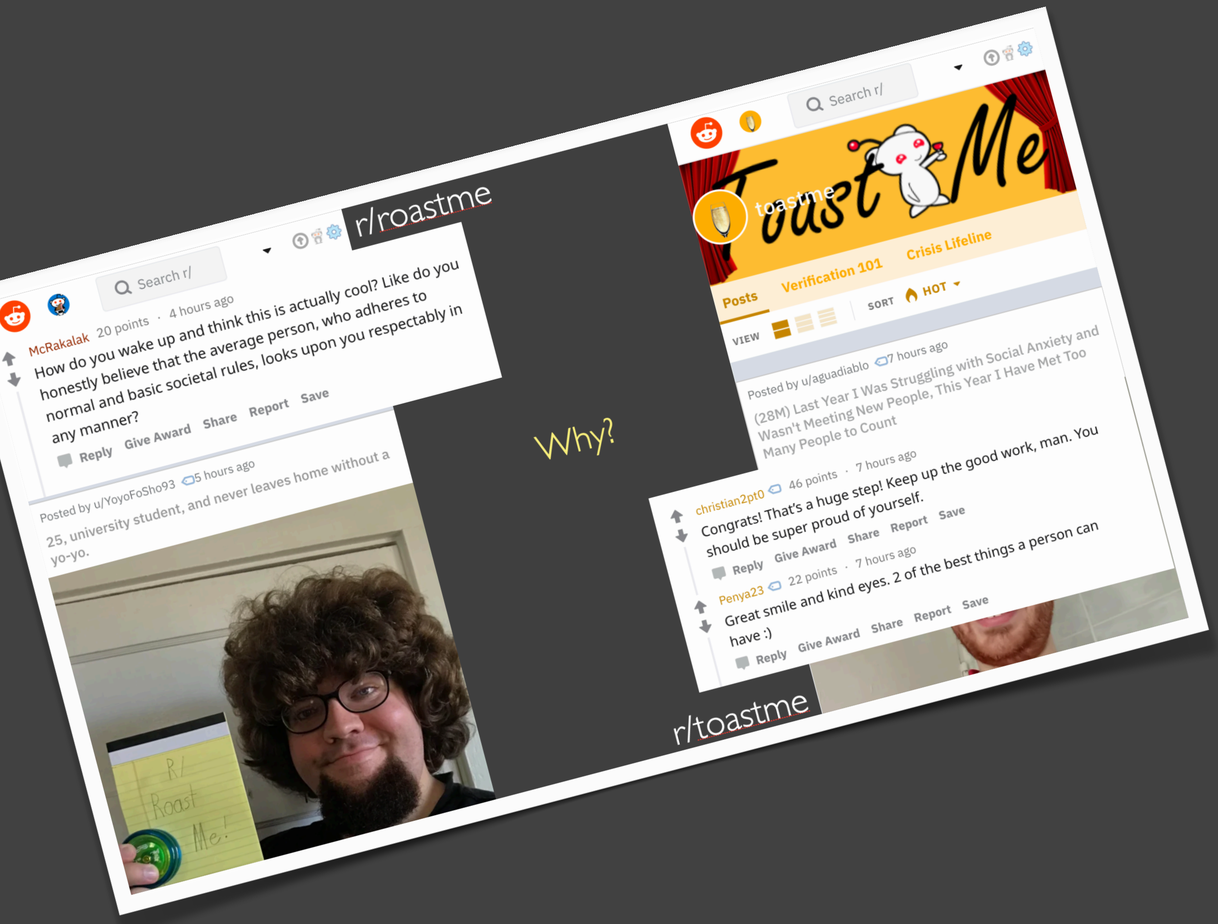


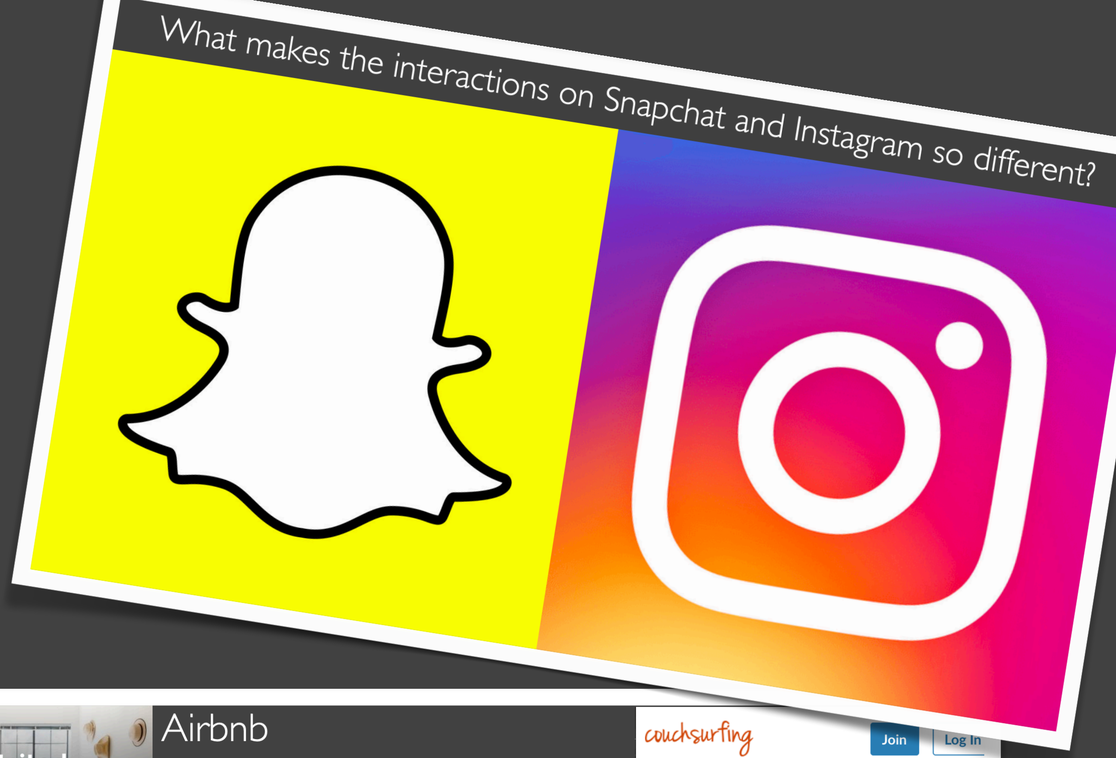
Why Join?

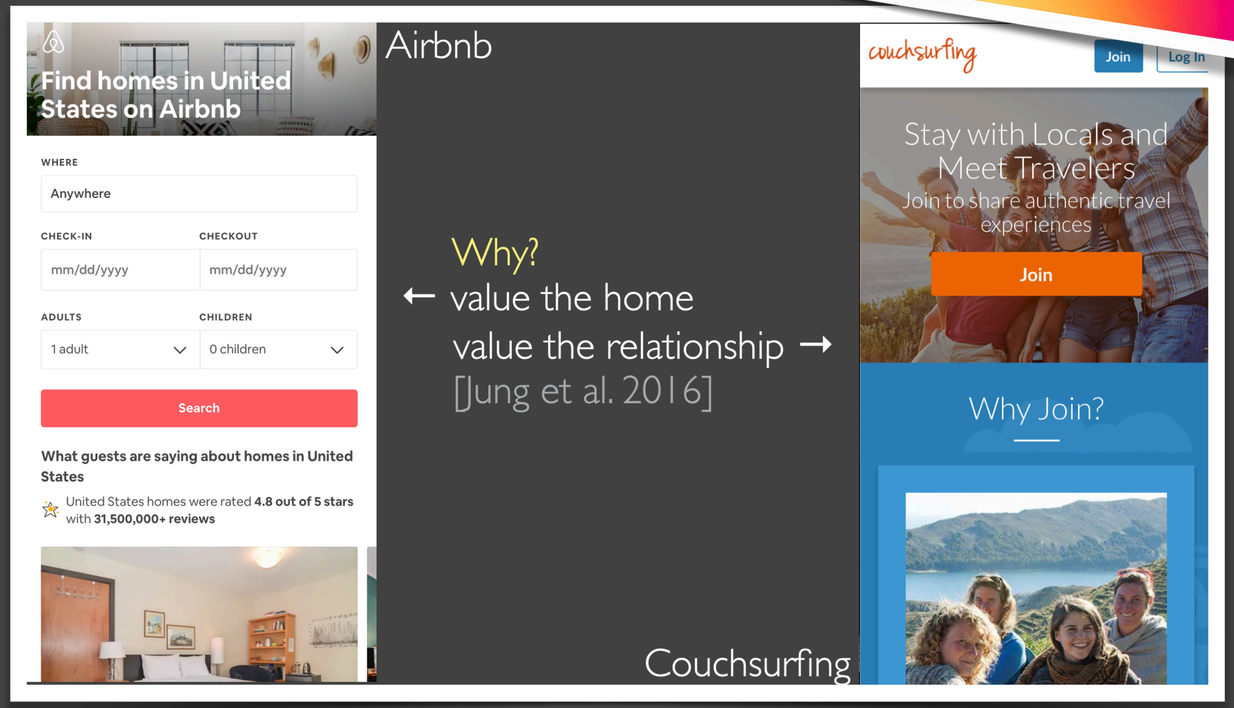
What makes the interactions on Snapchat and Instagram so different?



[1 min]


r/roastme
Search r/
McRakalak 20 points · 4 hours ago
How do you wake up and think this is actually cool? Like do you honestly believe that the average person, who adheres to normal and basic societal rules, looks upon you respectably in any manner?
Reply Give Award Share Report Save
Posted by u/YoyoFoSho93 5 hours ago
25, university student, and never leaves home without a yo-yo.
Why?
Toast Me
toastme
Posts Verification 101 Crisis Lifeline
VIEW SORT HOT
Posted by u/aguadiablo 7 hours ago
(28M) Last Year I Was Struggling with Social Anxiety and Wasn't Meeting New People, This Year I Have Met Too Many People to Count
christian2pt0 46 points · 7 hours ago
Congrats! That's a huge step! Keep up the good work, man. You should be super proud of yourself.
Reply Give Award Share Report Save
Penya23 22 points · 7 hours ago
Great smile and kind eyes. 2 of the best things a person can have :)
Reply Give Award Share Report Save
r/toastme


What makes the interactions on Snapchat and Instagram so different?


Find homes in United States on Airbnb
WHERE
Anywhere
CHECK-IN
CHECKOUT
mm/dd/yyyy
mm/dd/yyyy
ADULTS
CHILDREN
1 adult
0 children
Search
What guests are saying about homes in United States
United States homes were rated 4.8 out of 5 stars with 31,500,000+ reviews
Airbnb
Why?
← value the home
value the relationship →
[Jung et al. 2016]
Couchsurfing
couchsurfing
Join
Log In
Stay with Locals and Meet Travelers
Join to share authentic travel experiences
Join
Why Join?

Design influences the norms. Norms influence how people use the design. It's reciprocal: a socio-technical system.

Today: designing norms

How do norms form on social computing systems?

Why do norms have an effect on the system and the people in it?

How can design help support pro-social norms that the community wants to be true of itself?

Outline

- Presentation of self
- Norms: how we intuit them, and how they shape our behavior
- How to design norms
- Dangers

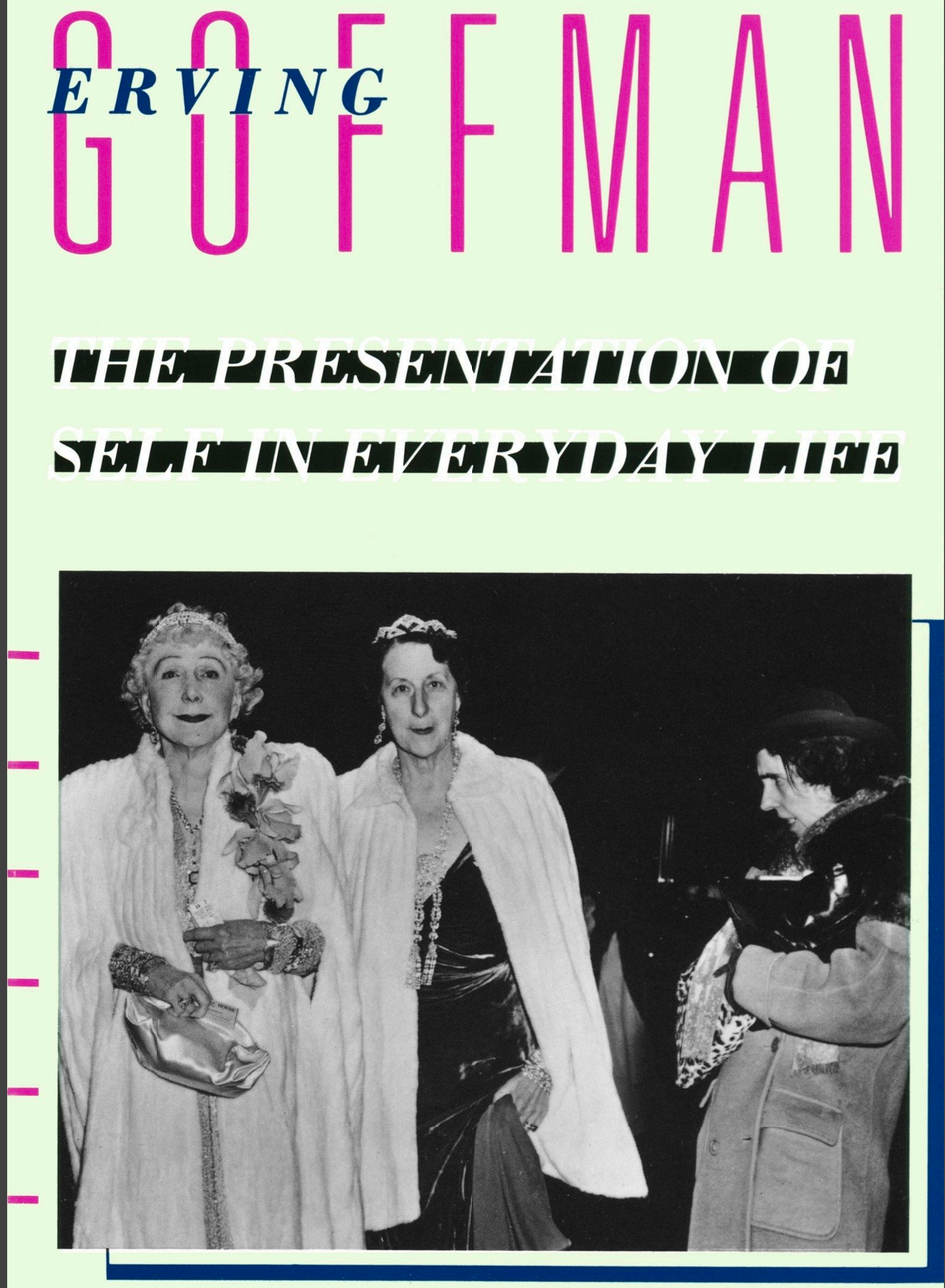
We are different people when we are in different spaces

[Goffman 1959]

We do not have a static set of behaviors that we perform in every environment.

Like actors, we change our behavior to guide the impressions that people form of us.

So, our behaviors change as we enter different social environments.



We are different people when we are in different spaces

[Goffman 1959]

Michael in CS 278	teacher
Michael with Ph.D. students	advisor
Michael with family	dad
Michael with friends	?

ERVING GOFFMAN

THE PRESENTATION OF SELF IN EVERYDAY LIFE

"One of the most trenchant contributions to social psychology in this generation." —American Journal of Sociology

We are different people when we are in different spaces

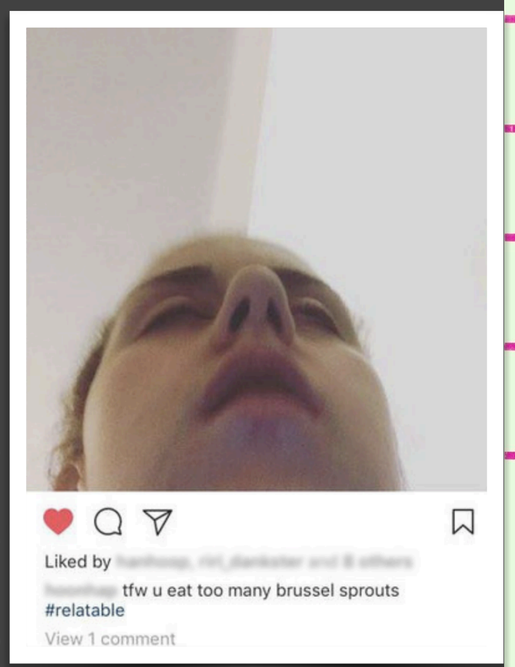
[Goffman 1959]

[Xiao et al. 2020]

Instagram: public performance

← same person →

Finsta: private performance for close friends



ERVING GOFFMAN

THE PRESENTATION OF SELF IN EVERYDAY LIFE

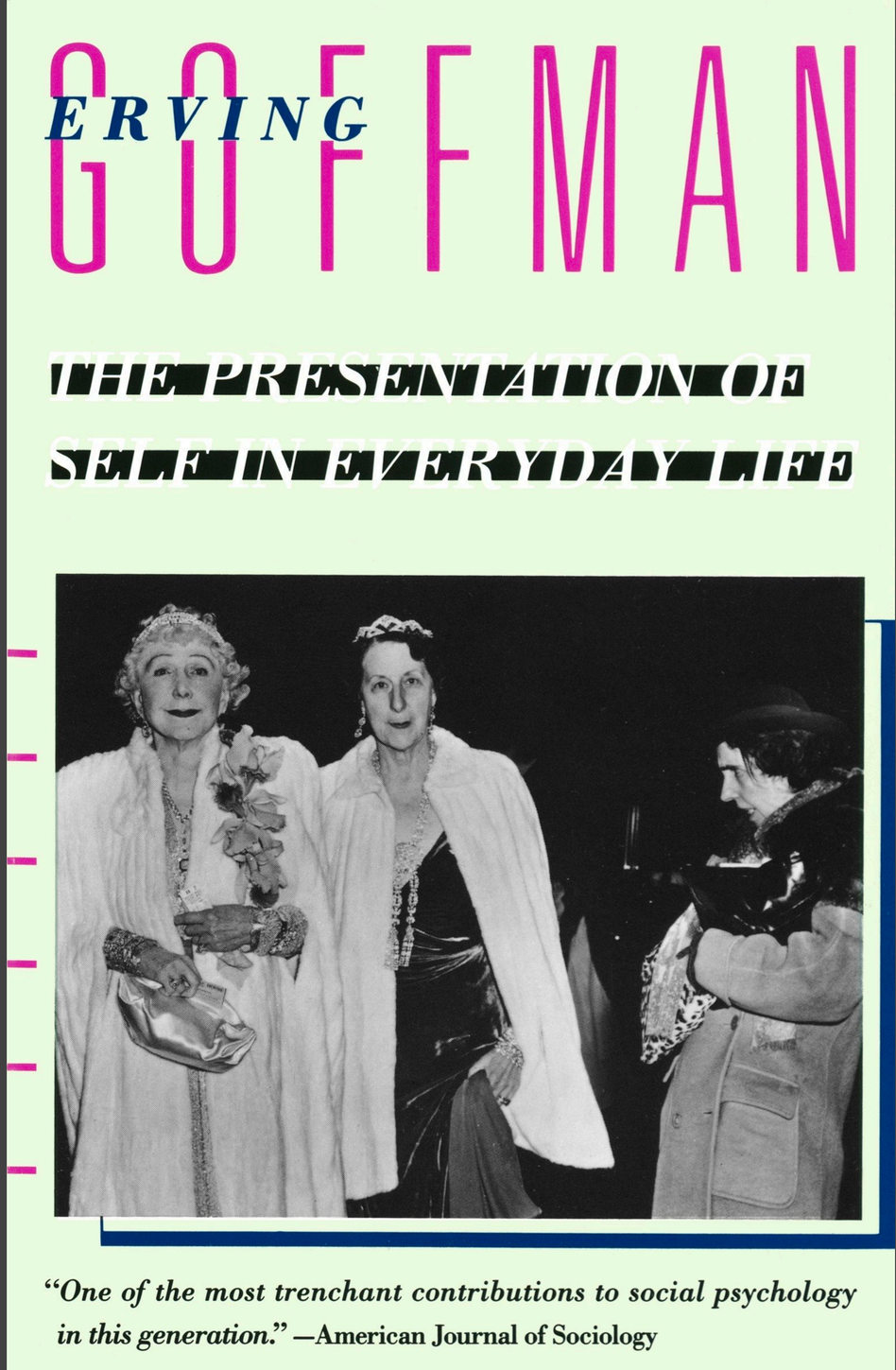
"One of the most trenchant contributions to social psychology in this generation." —American Journal of Sociology

We are different people when we are in different spaces

[Goffman 1959]

So if our behavior is malleable to the social surrounding, how is the design of the social computing system influencing that behavior?

Are you creating a dive bar or a wine bar?



Norms

What are norms?

The informal rules that govern behavior in groups and societies [Stanford Encyclopedia of Philosophy]

Example norms:

- Keep the door open to your dorm room when you're around
- Help, not mock, people who are struggling with assignments
- Smile politely when [student performance group] swings by for a surprise performance while you're grinding for a deadline

How do you know if something's a norm? Breaching experiment.

We intuit norms quickly.

Try it. Five seconds per social computing system.

We intuit norms quickly.

/b/ - Random

The stories and information posted here are artistic works of fiction and falsehood.
Only a fool would take anything posted here as fact.

[Start a New Thread]

05/04/17 New trial board added: /bant/ - International/Random
10/04/16 New board for 4chan Pass users: /vip/ - Very Important Posts
06/20/16 New 4chan Banner Contest with a chance to win a 4chan Pass! See the contest page for details.

[Hide] [Show All]

File: goodhunt.png (132 KB, 810x667)

Anonymous 04/07/19(Sun)16:50:37 No.796882116 [Reply]

Drawthread

Dinner time edition

70 replies and 34 images omitted. Click here to view.

>> **Anonymous** 04/07/19(Sun)18:35:49 No.796889169

File: sketch1554687323515.png (65 KB, 500x500)

Much tired.

We intuit norms quickly.

We intuit norms quickly.

9GAG Get Our App! Join Us! Official 9GAG Shop Anime Wallpaper Outfit of the Day Log in Sign up

POPULAR

Hot
Trending
Fresh

SECTIONS

Funny
Animals
Anime & Manga
Anime Waifu
Anime Wallpaper
Apex Legends
Ask 9GAG
Awesome
Basketball
Car

Funny

Why so serious

Hot Fresh

Funny Meme Savage Surreal Dank

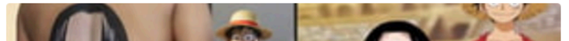
Funny · 40m

Holy shit is this relatable

April Fools 2019: 10 Jokes From Famous Brands

Farting On Coworker Isn't Workplace Bullying, Court Rules

This UPS Driver Takes The Most Cheerful Photos With Dogs In The Neighbourhood



We intuit norms quickly.

ravelry patterns yarns friends groups help forums my notebook

search for people

search for names used on Ravelry or elsewhere

updates from friends

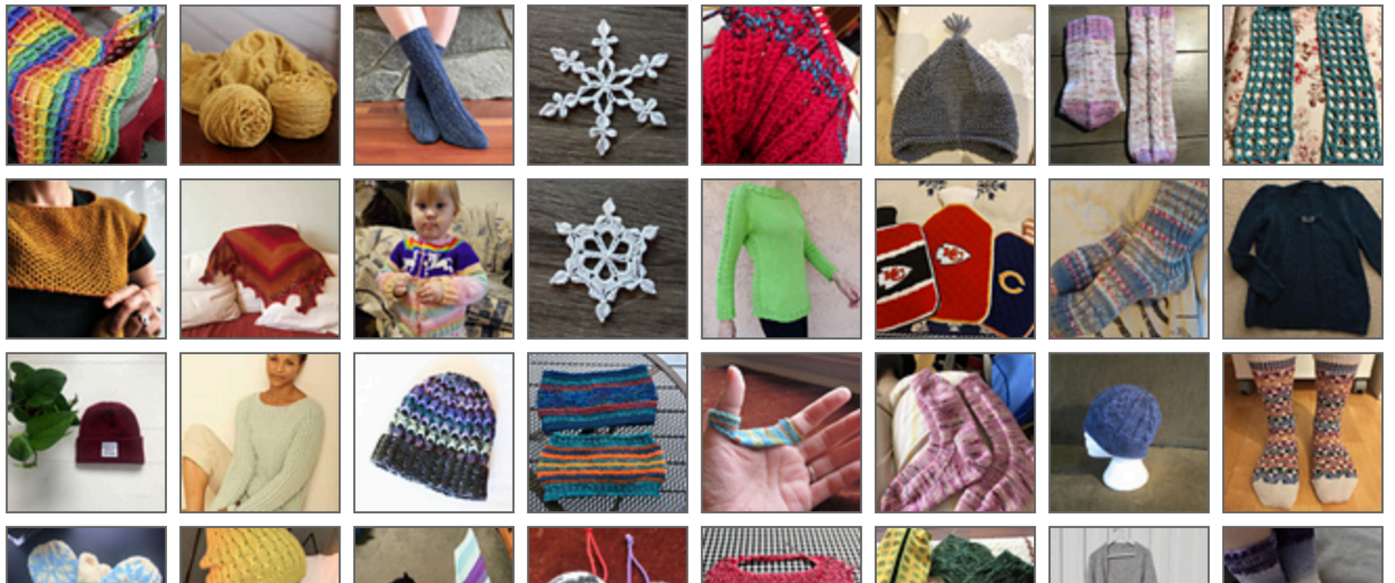
You haven't added any friends yet

it's finished! load another

mkgVT finished their Vottene Barlind / The Taxus Mittens
3 days ago

finished projects from everyone

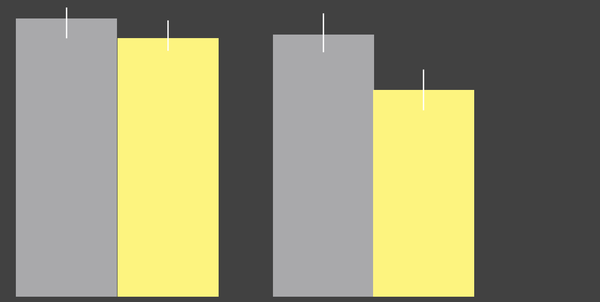
see more FOs advanced search watch live



We notice signals quickly

[Metaxa et al. 2018; Cheryan et al. 2009]

Intent to enroll



Gender neutral

Stereotypical

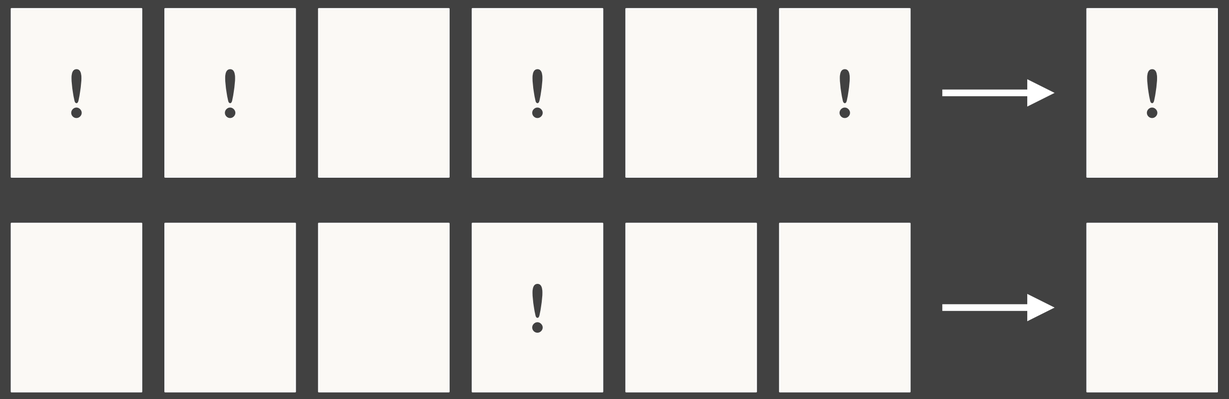
Men

Women

Descriptive norms

We are influenced by what we see as common behavior in the environment. These are known as descriptive norms: norms that describe common behavior.

If a site is full of risqué selfies, you're more likely to post risqué selfies there [Chang et al. 2016]

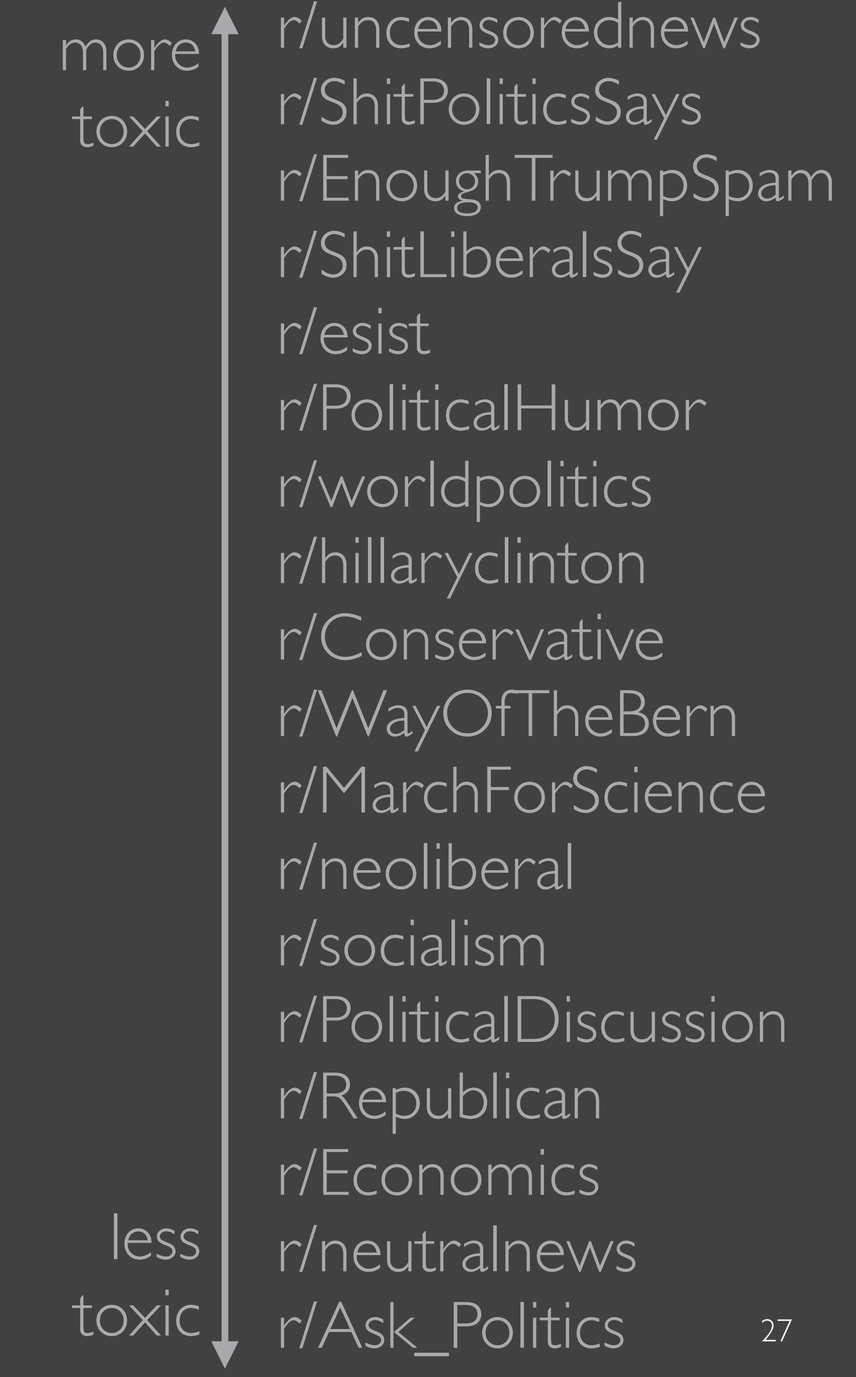


Is it the norms or the people?

[Rajadesingan, Resnick and Budak 2020]

Are community norms influenced more by who joins, or by what behaviors are on display?

Comparing people before and after they joined 56 political subreddits with different levels of toxicity: it's the norms. People match toxicity levels with their first post in the community, differing from their prior behavior in other political subreddits.



Is it the norms or the people?

[Ricart-Huguet and Paluck 2020]

How much are our behavior and attitudes influenced by the norms of the people around us?

Natural experiment: randomization into university dorms that have starkly different cultures

Result: influence is weakest for individual outcomes (e.g., grades, personality), and strongest for interpersonal outcomes (e.g., trust, activism). Effects are strengthened if it's part of the dorm's daily life, and can last long past college.

Afrostone	"Calm" "Humble" "Disciplined"
Lumbox	"Noisy" "Stubborn" "Outgoing"

Positive comments

Result: 35% antisocial comments

[Cheng et al. 2017]

(Real comments on the article)

Negative comments

Result: 47% antisocial comments
(Relative increase of one third compared to the 35% baseline)

Taking these together…

A substantial amount of the good and the bad that we see online can be attributed to the norms that are established in that space.

Why?

Recall: social proof, from our Going Viral lecture

When uncertain about appropriate behavior, we look to others' behavior as a kind of proof of what is appropriate

Injunctive norms

We are also influenced by what we believe to be expected, even if we don't see it. These are known as injunctive norms: norms that describe what you should or should not do.

Subreddit rules: /r/roastme

5. The Unfunny Abuse Rule

There is a clear and definitive line between humor and abuse. If your comment cannot be reasonably expected to make an audience laugh, and is instead meant to intimidate or threaten another user, your posted comment will be removed.

OSS Contributor Covenant: used by Linux, git, Node.js, React…

Our Standards

Examples of behavior that contributes to creating a positive environment include:

- Using welcoming and inclusive language
- Being respectful of differing viewpoints and experiences
- Gracefully accepting constructive criticism
- Focusing on what is best for the community
- Showing empathy towards other community members

When do norms influence?

Norms don't influence us at all times: it's principally when they're made salient [Cialdini 1991]

Participants receive an unwanted paper ad on their car windshield. They see someone either walk by or litter. Measure: % who littered

Person walks by

Person litters

When the littered norm was made salient by the litterer, people reinforced it.

Hidden rules on Reddit

[Chandrasekharan et al. 2018] (What gets moderated out?)

No misogynistic slurs, no racist or homophobic content, no personal attacks, no porn, no criticizing moderators

→ Macro-norms that are shared across nearly every subreddit

No meme low-effort posts, no "thanks!"-only replies, no inappropriate humor (in serious spaces), no personal anecdotes (in science spaces)

→ Meso-norms that are shared across clusters of subreddits

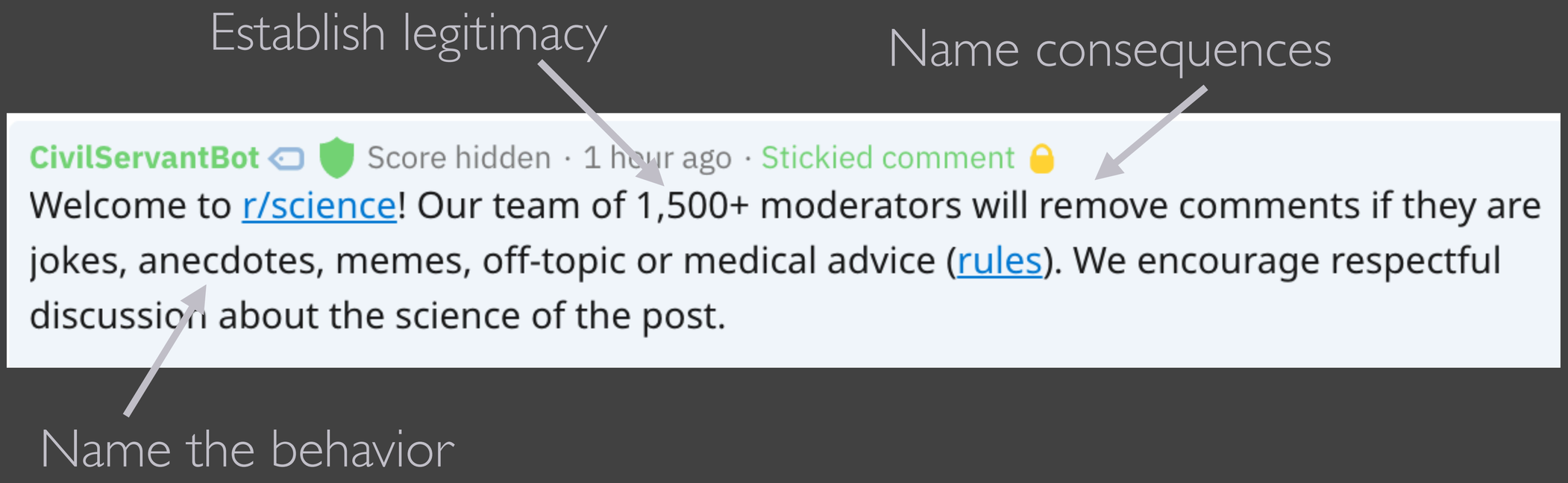
No offering commerce tips, no diet advice, no high-school science theories

→ Micro-norms that are unique to specific subreddits

How design influences norm formation

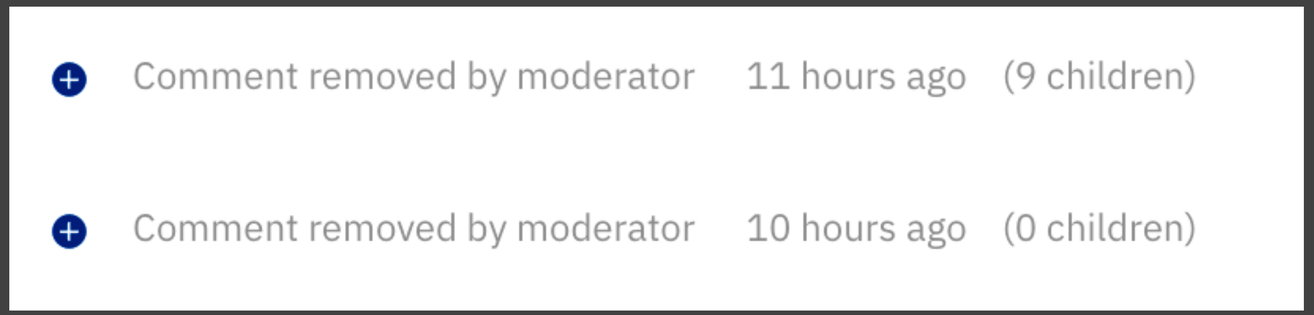
Making norms salient

Randomized experiment on Reddit's r/science, stickying a rules post at the top of a random subset of the threads

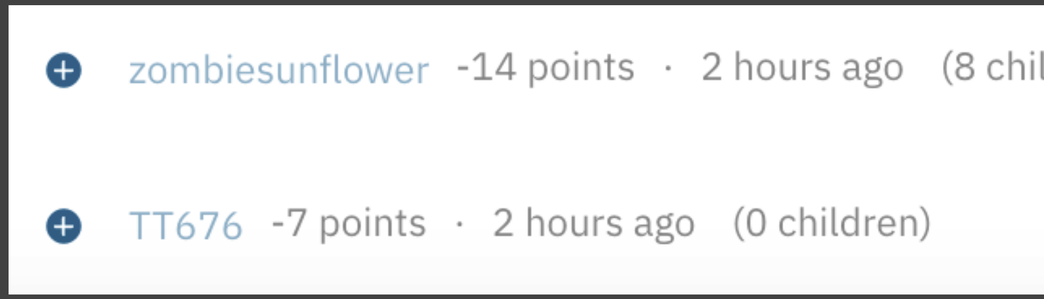


Newcomers 8% more compliant (ok.) but 80% more likely to post (wow!) [Matias 2019]

Making norms salient



Mods removing posts



Downvotes hiding posts

Both of these are the community visibly enforcing injunctive norms.

It (should) have the effect of making those norms salient, and thus encouraging more behavior in line with the norms.

But, it could also have the effective of making clear a descriptive norm of people creating bad posts, which would increase them!

Step one: think critically about the norms that the members of your community will want. Have conversations about them.

Don't just let the norms emerge. Be purposeful and thoughtful.

Norms that emerge without design are often poisonous.

MOTHERBOARD

VICE

WOMEN | By Samantha Cole | Dec 18 2018, 10:21am

Twitter Harassment of Woman Journalists and Politicians Happens Every 30 Seconds, Study Finds

The study by Amnesty International is

CHINA INSIGHT

Battling the Keyboard Warriors: How China's Netizens Address Online Harassment

Fintech

Venmo removes its global, public feed as part of a major redesign

Sarah Perez @sarahpereztc / 10:02 AM PDT • July 20, 2021

Comment

Curate a community early

How did Stack Overflow create a set of norms around answers to technical questions?

Closed beta

The founders launched in a small private beta with 500 enthusiastic community members for three months before opening to everyone

What happened?

By the time the site launched publicly, it was full of positive examples of technical questions answered helpfully and succinctly, which set the expectation

Curate a community early

How did Stack Overflow create a set of norms around answers to technical questions?

New user training wheels

Legitimate peripheral participation [Lave and Wenger 1991]: new members begin with low-risk tasks while they absorb norms. On Stack Overflow, new users cannot up/downvote, edit questions and answers — only ask and answer

What happened?

Users learn what kinds of questions and answers are valued before they can vote

But this is hard to scale…

The decline of Stack Overflow

Originally published by John Slegers on July 4th 2015

How trolls have taken over your favorite programming Q&A site

community APRIL 26, 2018

Stack Overflow Isn't Very Welcoming. It's Time for That to Change.

We <3 and believe in Stack Overflow. But sometimes, loving something means caring enough to admit that it has a problem. Let's start with the painful truth: Too many people experience Stack Overflow[1] as a hostile or elitist place, especially newer coders, women, people of color, and others in marginalized groups. Our employees and community…

Jay Hanlon
EVP of Culture and Experience (former)

{* SOFTWARE *}

if dev == woman then dont_be(asshole): Stack Overflow tries again to be more friendly to non-male non-pasty coders

Another try...catch attempt to end tedious mansplaining

What a very bad day at work taught me about building Stack Overflow's community

Hi, my name is Sara Chipps, first time Stack blogger, long time Stacker (I've always wanted to say that!). I'm the new Director of Public Q&A at Stack Overflow. I've been at Stack for a year now, and I'd like to share with you one of my worst days at work, and what it

Why? More to come when we discuss growth and anti-social behavior.

Defaults influence norms

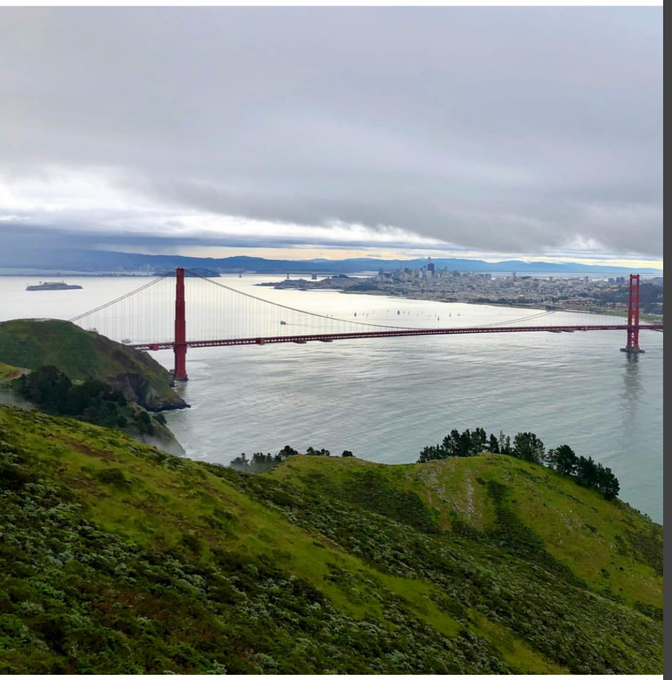
The default on Instagram is a public account.

What if you want to make your Instagram account private?

12:24

Instagram

pablo
Marin Headlands



104 likes

pablo First ride 🚴

View 1 comment

Add a comment...

1 DAY AGO

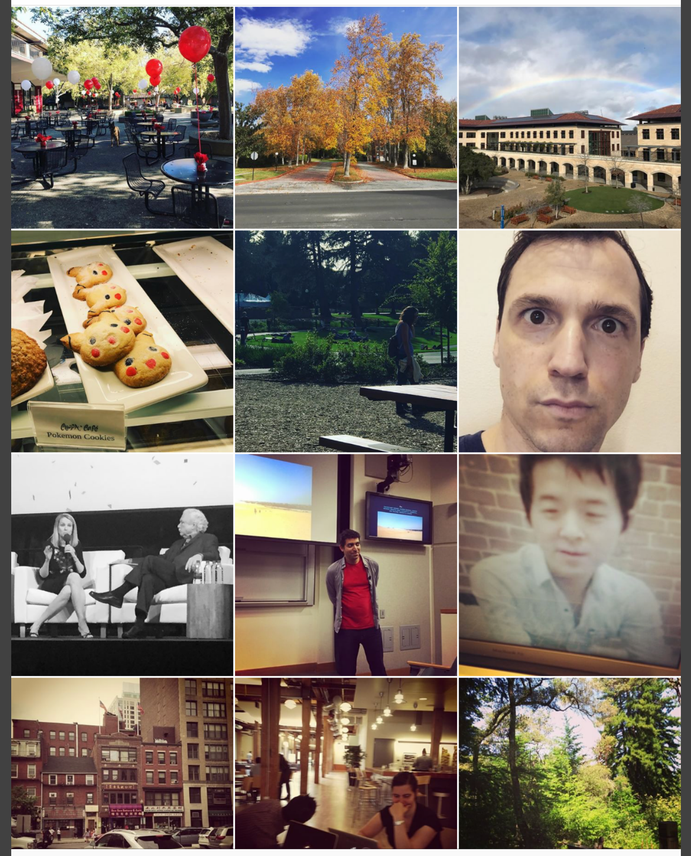
r0wb0t

12:25
◀ Search

msbernstein

22 posts
300 followers
308 following

Edit Profile

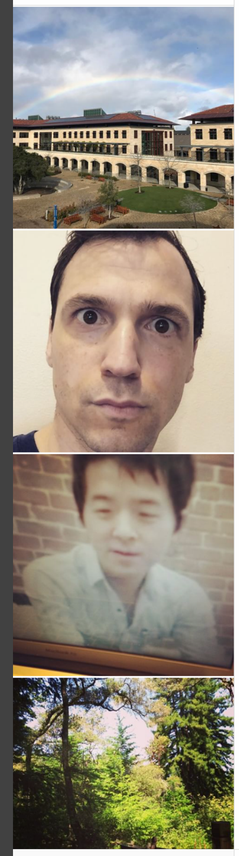


12:25
◀ Search

msbernstein

308 following

Edit Profile



msbernstein

- Your Activity
- Nametag
- Saved
- Close Friends
- Discover People
- Open Facebook

Settings

12:25
◀ Search

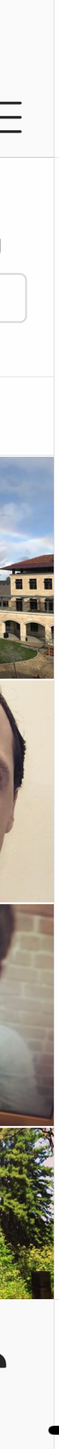
Settings

- Follow and Invite Friends
- Notifications
- Privacy and Security
- Payments
- Ads
- Account
- Help
- About

Logins

Add Account

Log Out of msbernstein



msbernstein

- Your Activity
- Nametag
- Saved
- Close Friends
- Discover People
- Open Facebook

Settings

12:25
◀ Search

Settings

- Follow and Invite Friends
- Notifications
- Privacy and Security
- Payments
- Ads
- Account
- Help
- About

Logins

Add Account

Log Out of msbernstein

12:25
◀ Search

Privacy and Security

Privacy

- Account Privacy
- Blocked Accounts
- Photos and Videos of You
- Resharing to Stories — On
- Story Controls
- Comment Controls
- Activity Status

Security

- Password
- Saved Login Info
- Two-Factor Authentication
- Access Data

12:26
◀ Search

Account Privacy

Private Account

When your account is private, only people you approve can see your photos and videos on Instagram. Your existing followers won't be affected. Learn More.

Defaults influence norms

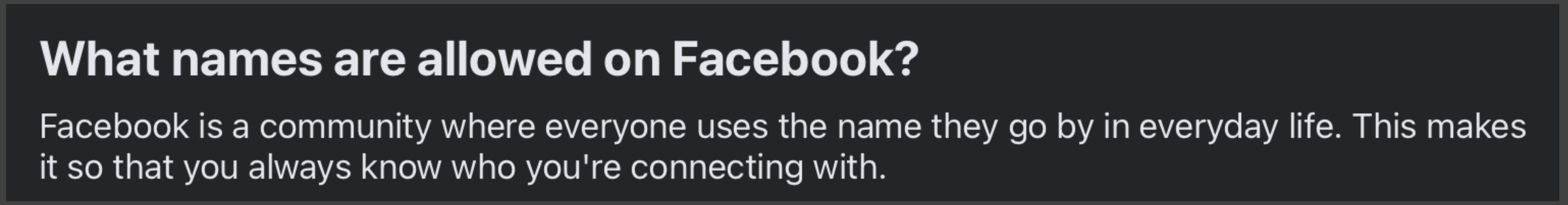
Very few users change defaults: only 5% of Microsoft Word users in one study had ever changed any settings [Spool 2011]; only 19% changed the default public calendar setting [Palen 1999]

Think about the defaults you encounter in social computing systems

Who do you share with by default on Facebook?
What's the default sort order of posts?
What's the default skin color of emoji? 👍🏾

Identity influences norms

Should we use real names? Pseudonyms? Be anonymous? This is a classic, old question in the field. What do you think? [1 min]



Identity influences norms

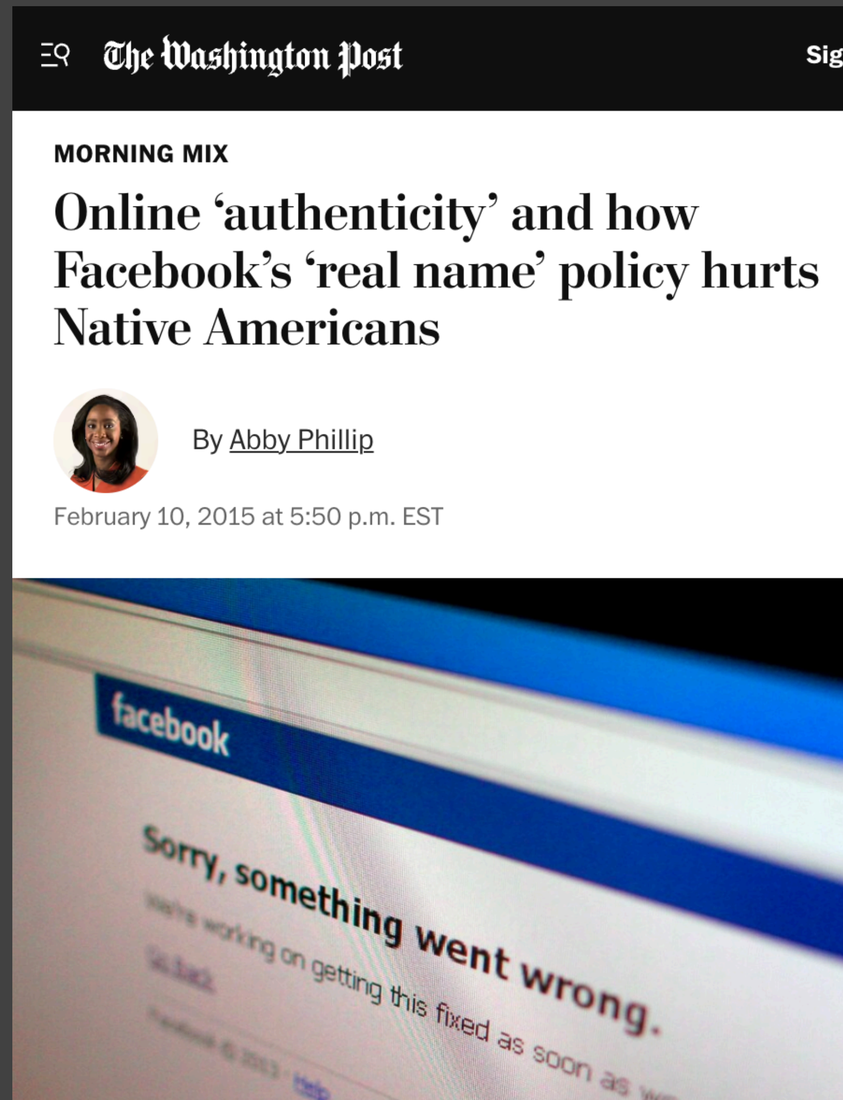
Should we use real names? Pseudonyms? Be anonymous? This is a classic, old question in the field. What do you think? [1 min]

> Anonymous environments create greater disinhibition, which results in more trolling, negative affect, antisocial behavior, and conformity to norms [Kiesler et al. 2012; Huang and Li 2016]
>
> On the other hand, anonymity can foster stronger group identity [Ren, Kraut, and Kiesler 2012], more creativity [Jessup, Connolly, and Galegher 1990], and engagement across political divides [Combs et al. 2023]

Overall, anonymity increases conformance to group norms [Huang and Li 2016, Seering et al. 2018]

Identity influences norms

Summary: anonymity and pseudonymity are playing with 🔥. But, real name requirements can put victims of abuse and others at risk.



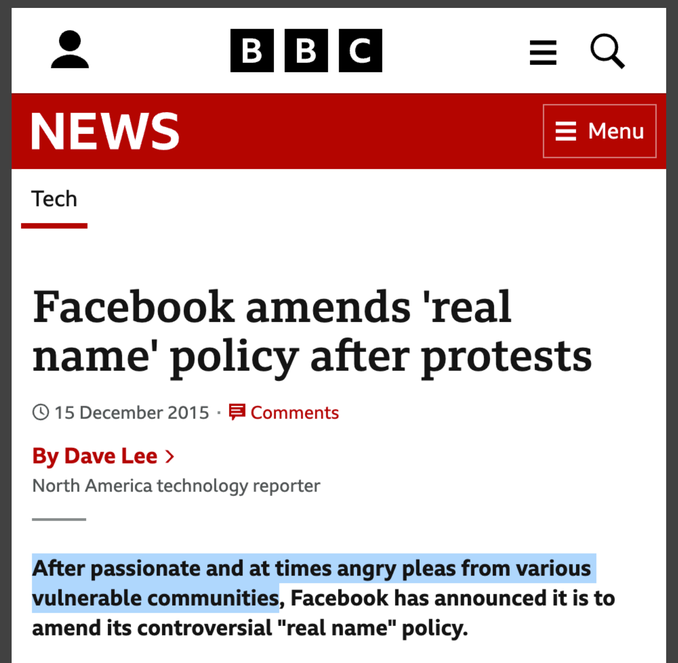
The Washington Post

MORNING MIX

Online ‘authenticity’ and how Facebook’s ‘real name’ policy hurts Native Americans

By Abby Phillip

February 10, 2015 at 5:50 p.m. EST



BBC

NEWS

Menu

Tech

Facebook amends 'real name' policy after protests

15 December 2015 · Comments

By Dave Lee

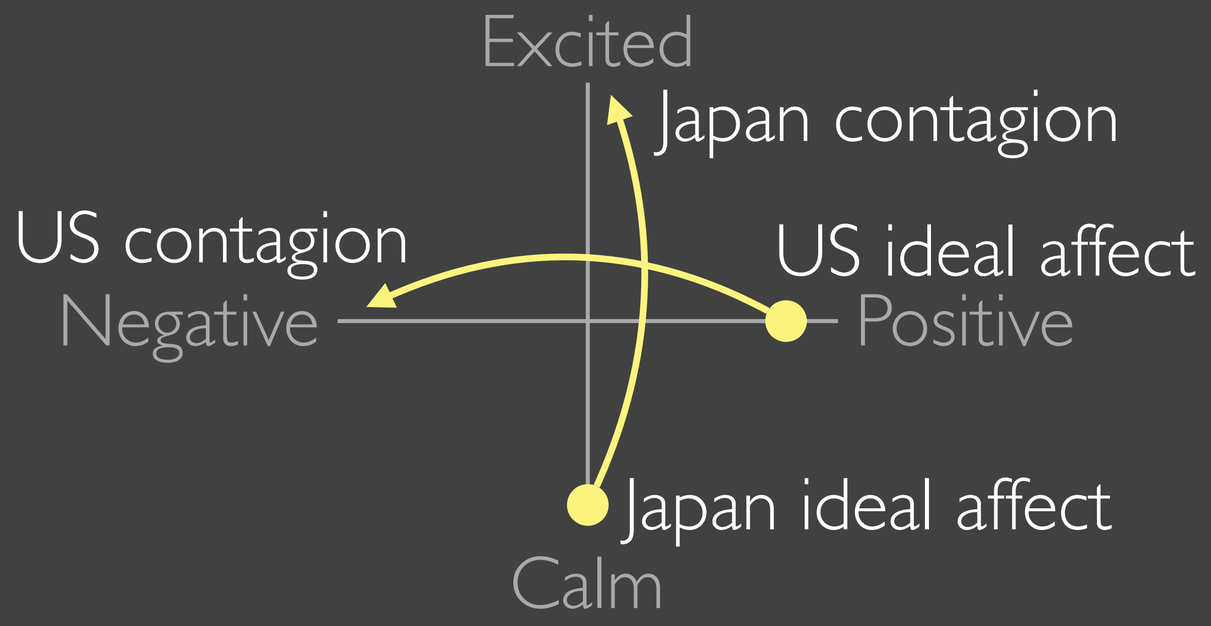
North America technology reporter

After passionate and at times angry pleas from various vulnerable communities, Facebook has announced it is to amend its controversial "real name" policy.

Culture influences norms

Norms are created as part of culture, which can also include answers to: Who is high status? What is valued to obtain status?

Local culture impacts norms. For example, we are most influenced by social media content violating our local cultural values [Hsu et al. 2021]



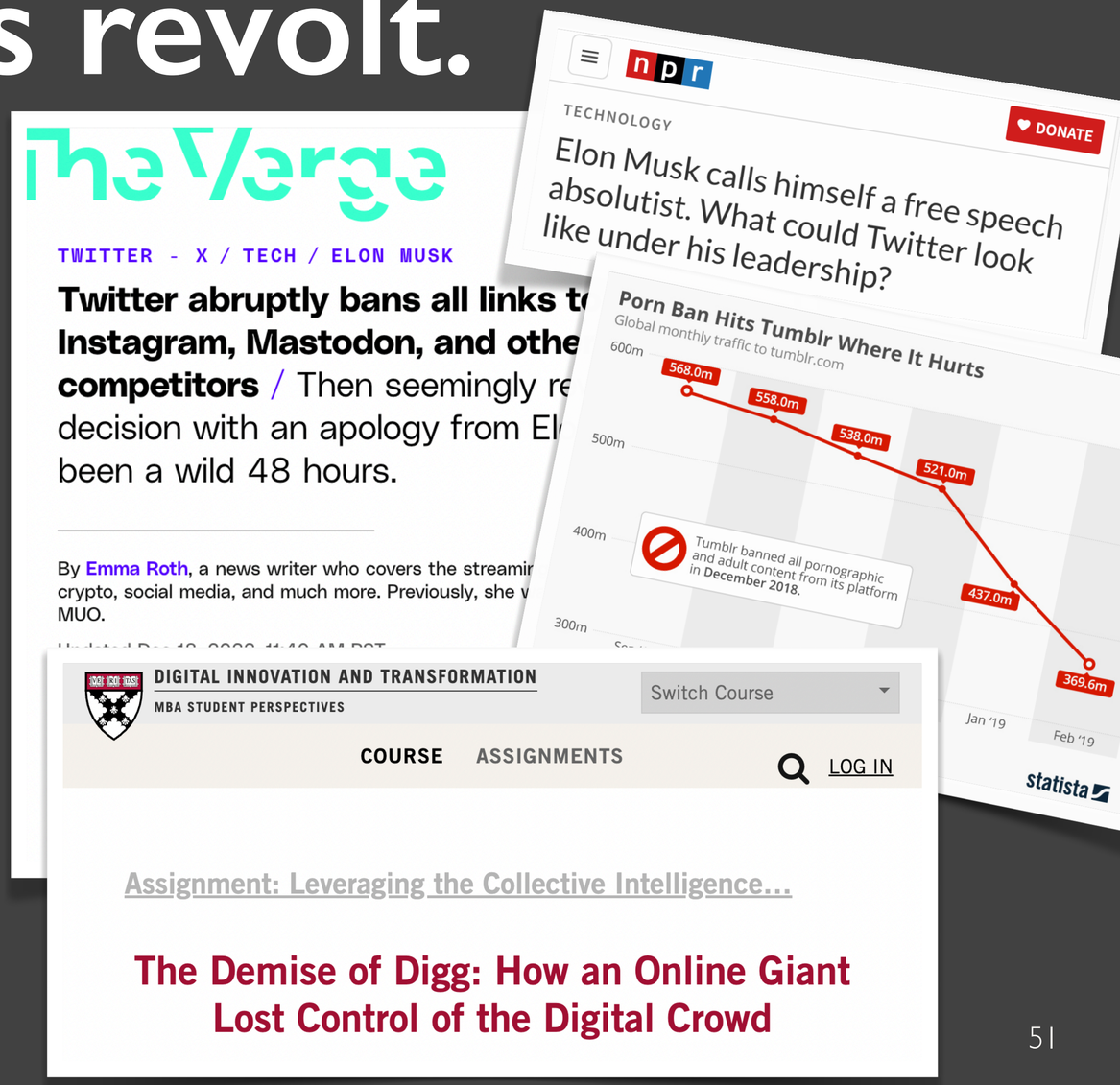
Dangers

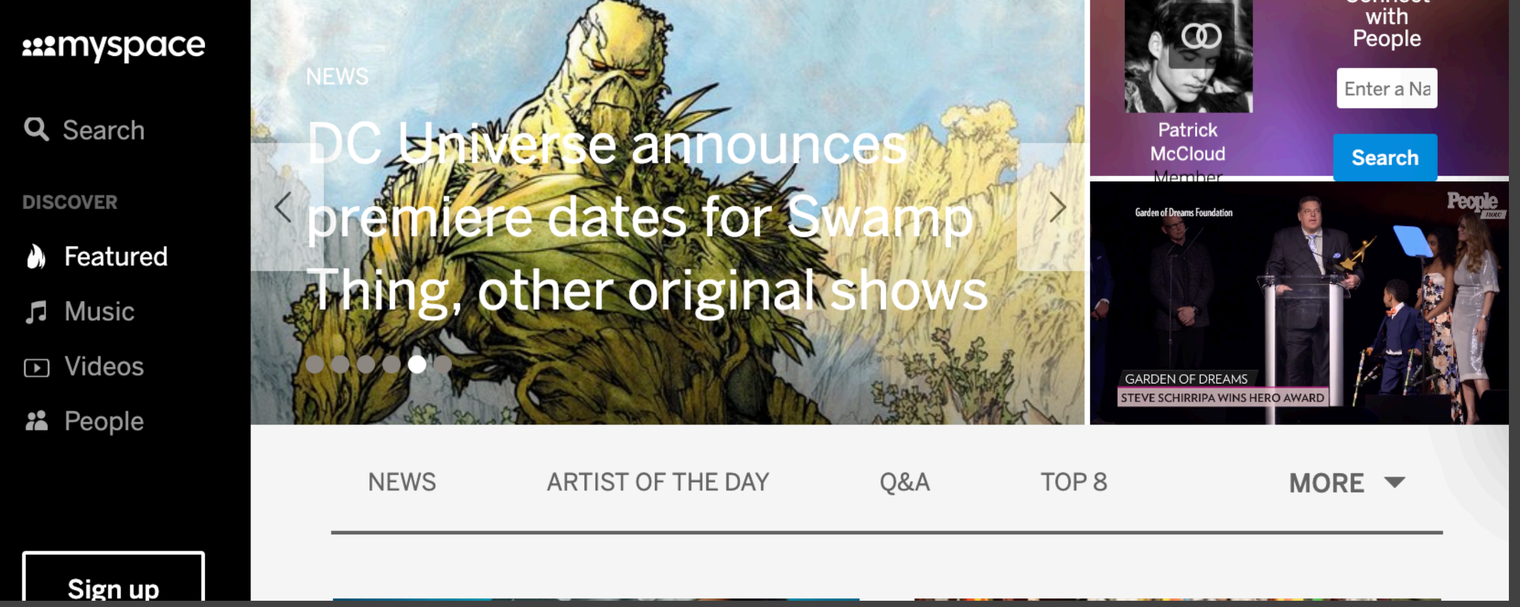
Once a norm is set, if the platform violates it, members revolt.

When Twitter ("Free the Bird!", "Free Speech!") starts banning links to other social media, the community revolts.

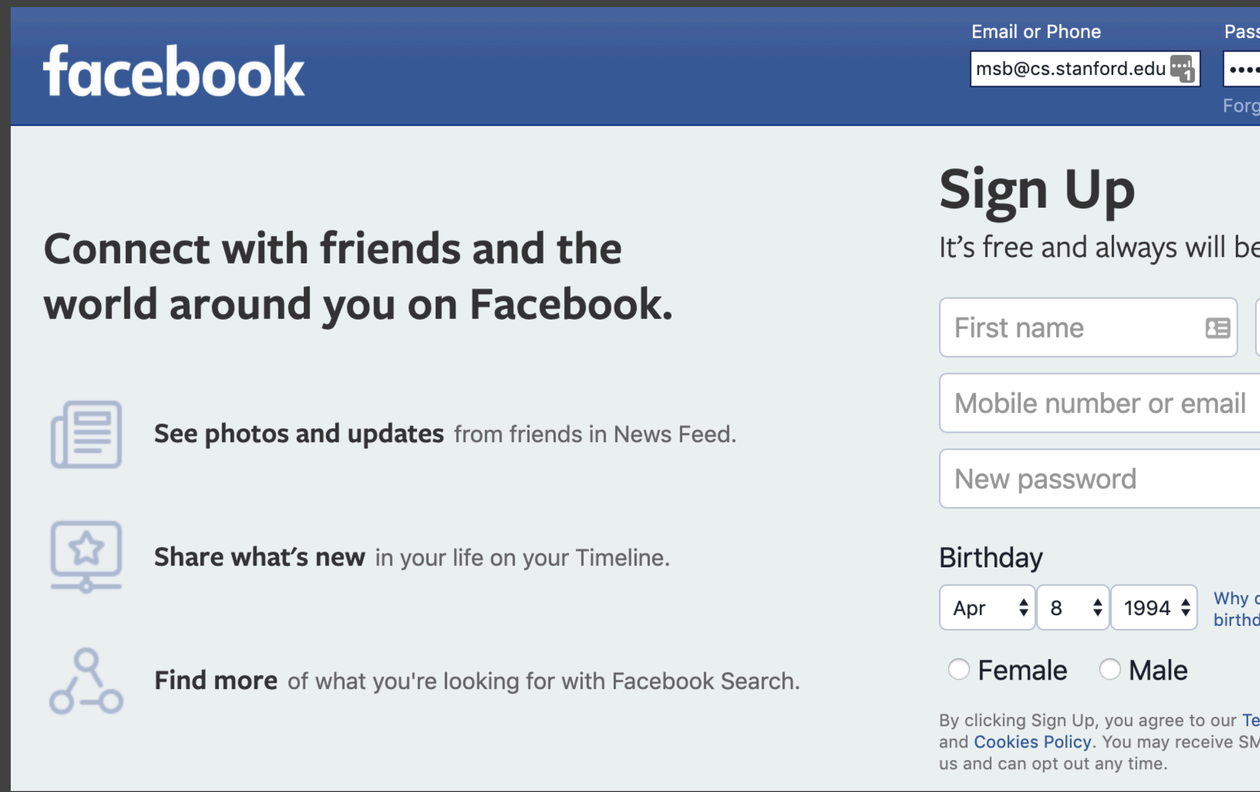
When Tumblr, considered a home for explorations of alternative sexuality, banned all NSFW content, the site plummeted.

When Digg, which advertised itself as a democratic space, didn't stop groups that were vote fixing, members left and helped kickstart Reddit





Facebook was only accessible to college students at first, so college-bound teens left MySpace for Facebook. danah boyd [2011] identified this as a form of "white flight".



Norms, taste, and status

So what's going on with this behavior?

Sociologist Pierre Bourdieu [1979]: your aesthetic choices—the music you like, the clothes you wear, the food you enjoy—delineate your status in society

So what happens when people gravitate toward particular social computing systems with particular norms or designs?

We need to design norms. But those norms become exclusionary. What are we to do?

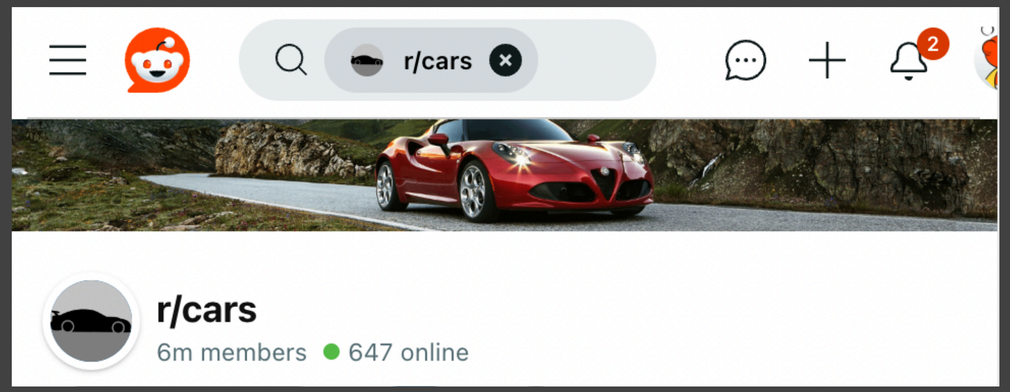
Unintended consequences

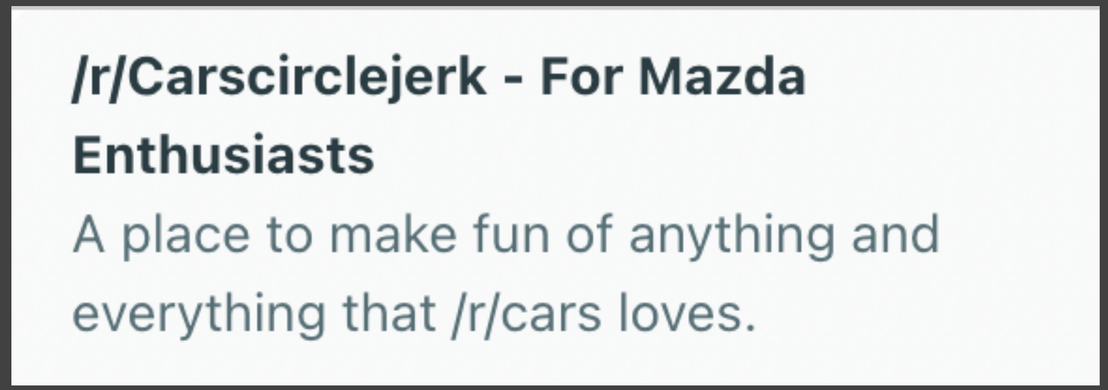
Facebook's design to connect people instead resulted in separation.

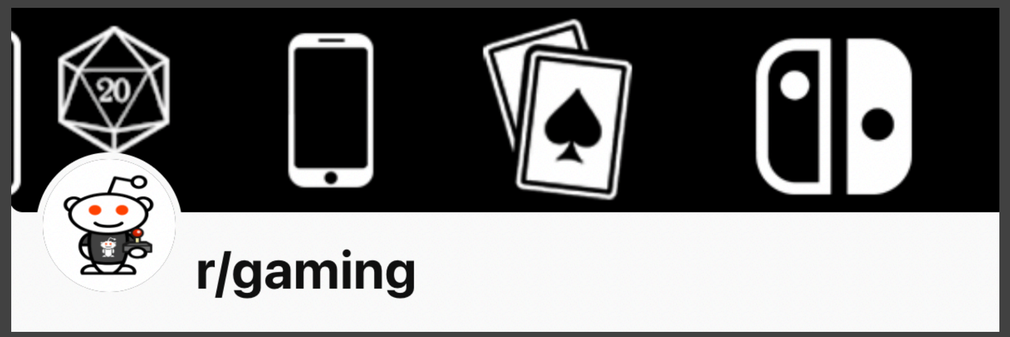
This reversal is not unique to Facebook — we'll continue to cover it:

- Twitter crowdsourced disinformation identification in 2021, but initially it was heavily used by political groups to flag their opponents' tweets
- SFUSD deployed an algorithm to more fairly assign students to schools, but it *increased* segregation: not all groups have access to information on how to navigate the algorithm [Robertson, Nguyen, and Salehi 2021]
- Facebook opened up its API to great fanfare…but Cambridge Analytica.
- Twitter empowers end user news via the Arab Spring…but fake news.

Fights are often over norms, not topics





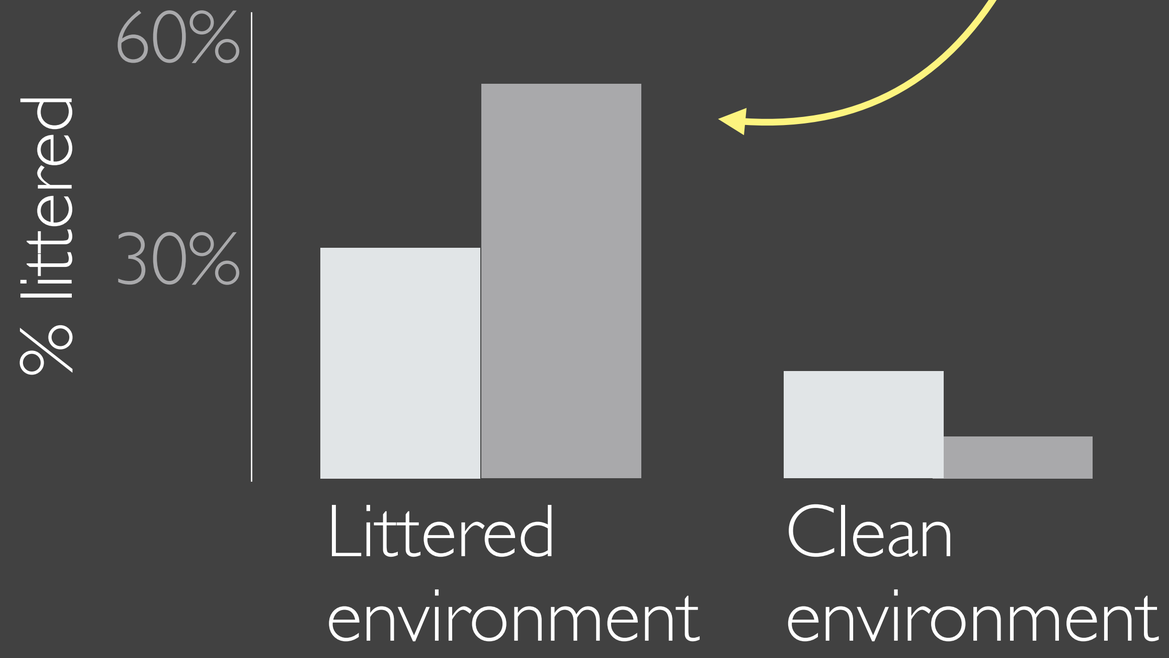


Utilizing injunctive norms

Possible injunctive norm: we *want* to support inclusion. We will act in favor of those who do, and against those who don't.

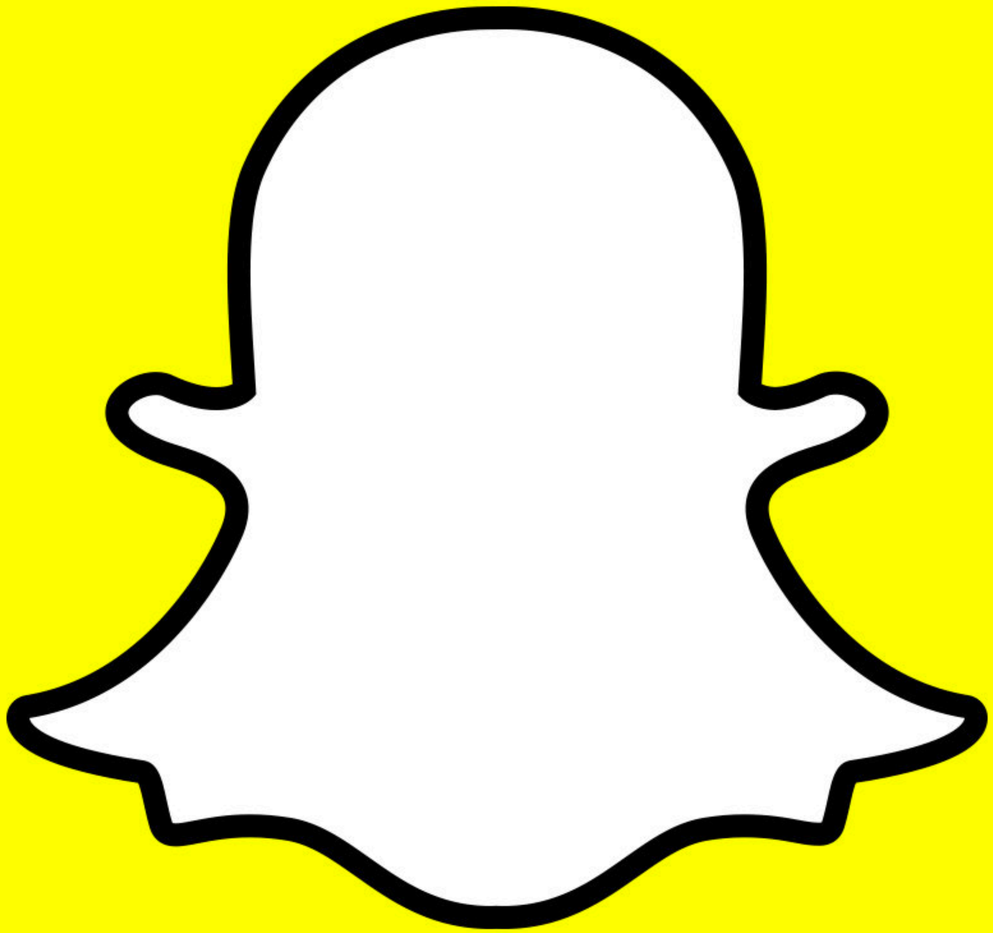
Would this work?

Remember this study?



Making the injunctive norm salient had the opposite—and desired—effect!

What makes the interactions on Snapchat and Instagram so different?



Designs encouraged different norms between the two platforms.

Summary

Norms: we take cues about how to behave from what's around us

1. From signals in the designed environment: injunctive norms
2. From peers in the lived environment: descriptive norms

…and we quickly learn these descriptive and injunctive norms.

So, if we think about how to fashion…

1. The designed environment (defaults, identity)
2. The lived environment (visible behaviors)

Then we can help highlight the things the community wants to be true about itself, to help them make it true.

References

Bicchieri, Cristina, Ryan Muldoon, and Alessandro Sontuoso, "Social Norms", The Stanford Encyclopedia of Philosophy (Winter 2018 Edition), Edward N. Zalta (ed.), URL = <https://plato.stanford.edu/archives/win2018/entries/social-norms/>.

Bourdieu, Pierre. "Symbolic power." Critique of anthropology 4.13-14 (1979): 77-85.

boyd, danah. "White flight in networked publics: How race and class shaped American teen engagement with MySpace and Facebook." Race after the Internet. Routledge, 2013. 209-228.

Chandrasekharan, Eshwar, et al. "The Internet's hidden rules: An empirical study of Reddit norm violations at micro, meso, and macro scales." Proceedings of the ACM on Human-Computer Interaction 2.CSCW (2018): 1-25.

Chang, Daphne, et al. "Engineering information disclosure: Norm shaping designs." Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems. 2016.

Cheng, Justin, et al. "Anyone can become a troll: Causes of trolling behavior in online discussions." Proceedings of the 2017 ACM conference on computer supported cooperative work and social computing. 2017.

Cheryan, Sapna, et al. "Ambient belonging: how stereotypical cues impact gender participation in computer science." Journal of personality and social psychology 97.6 (2009): 1045.

Cialdini, Robert B., Carl A. Kallgren, and Raymond R. Reno. "A focus theory of normative conduct: A theoretical refinement and reevaluation of the role of norms in human behavior." Advances in experimental social psychology. Vol. 24. Academic Press, 1991. 201-234.

References

Combs, Aidan, et al. "Reducing political polarization in the United States with a mobile chat platform." Nature human behaviour 7.9 (2023): 1454-1461.

Goffman, Erving. 1959. "The Presentation of Self in Everyday Life.''

Hsu, Tiffany W., et al. "Social media users produce more affect that supports cultural values, but are more influenced by affect that violates cultural values." Journal of Personality and Social Psychology 121.5 (2021): 969.

Huang, Guanxiong, and Kang Li. "The effect of anonymity on conformity to group norms in online contexts: A meta-analysis." International journal of communication 10 (2016): 398-415.

Jessup, Leonard M., Terry Connolly, and Jolene Galegher. "The effects of anonymity on GDSS group process with an idea-generating task." MIS quarterly (1990): 313-321.

Jung, Jiwon, et al. "Social or financial goals? Comparative analysis of user behaviors in Couchsurfing and Airbnb." Proceedings of the 2016 CHI conference extended abstracts on human factors in computing systems. 2016.

Kiesler, Sara, et al. "Regulating behavior in online communities." Building successful online communities: Evidence-based social design 1 (2012): 4-2.

Lave, Jean, and Etienne Wenger. Situated learning: Legitimate peripheral participation. Cambridge university press, 1991.

Matias, J. Nathan. "Preventing harassment and increasing group participation through social norms in 2,190 online science discussions." Proceedings of the National Academy of Sciences 116.20 (2019): 9785-9789.

References

Metaxa-Kakavouli, Danaë, et al. "Gender-inclusive design: Sense of belonging and bias in web interfaces." Proceedings of the 2018 CHI Conference on human factors in computing systems. 2018.

Palen, Leysia. "Social, individual and technological issues for groupware calendar systems." Proceedings of the SIGCHI conference on Human factors in computing systems. 1999.

Rajadesingan, Ashwin, Paul Resnick, and Ceren Budak. "Quick, community-specific learning: How distinctive toxicity norms are maintained in political subreddits." Proceedings of the International AAAI Conference on Web and Social Media. Vol. 14. 2020.

Ren, Yuqing, et al. "Encouraging commitment in online communities." Building successful online communities: Evidence-based social design (2012): 77-124.

Ricart-Huguet, Joan, and Elizabeth Levy Paluck. "When the sorting hat sorts randomly: a natural experiment on culture." Quarterly Journal of Political Science (2020).

Robertson, Samantha, Tonya Nguyen, and Niloufar Salehi. "Modeling assumptions clash with the real world: Transparency, equity, and community challenges for student assignment algorithms." Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems. 2021.

Spool, Jared. "Do users change their settings?" 2011. https://archive.uie.com/brainsparks/2011/09/14/do-users-change-their-settings/

Xiao, Sijia, et al. "Random, messy, funny, raw: Finstas as intimate reconfigurations of social media." Proceedings of the 2020 CHI conference on human factors in computing systems. 2020.

Social Computing

CS 278 | Stanford University | Michael Bernstein

Creative Commons images thanks to Kamau Akabueze, Eric Parker, Chris Goldberg, Dick Vos, Wikimedia, MaxPixel.net, Mescon, and Andrew Taylor.

Slide content shareable under a Creative Commons Attribution-NonCommercial 4.0 International License.