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