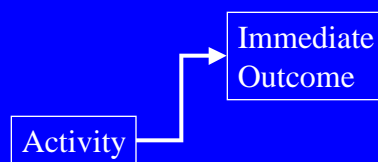


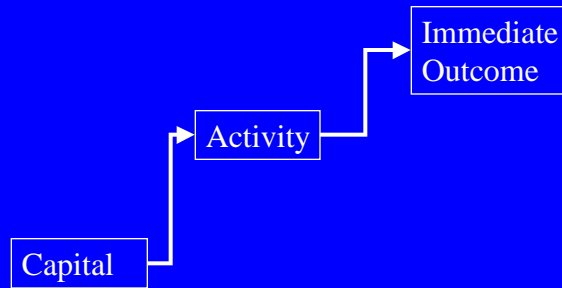
Computer Networks, Social Networks, and Social Capital

Paul Resnick
Associate Professor
University of Michigan School of
Information
04/10/01

Activities and Effects

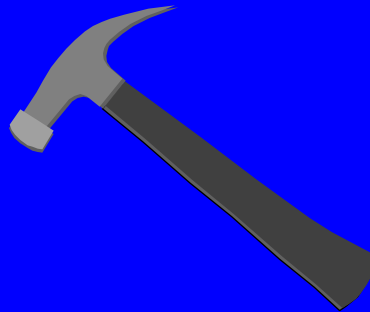


Preconditions



Forms of Capital

- Physical



Forms of Capital

- Physical

- Financial



Forms of Capital

- Physical

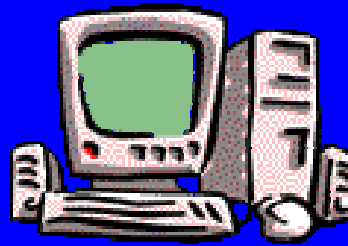
- Financial

- Human



Forms of Capital

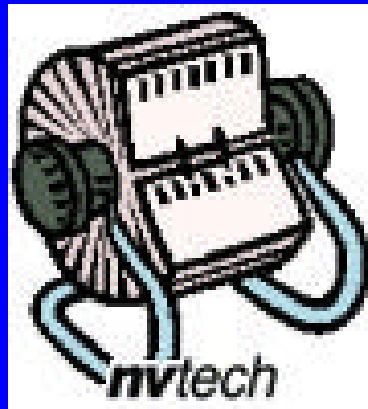
- Physical
- Financial
- Human



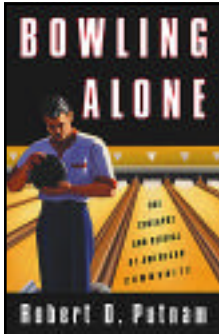
- Information and Communications Technology

Forms of Capital

- Physical
- Financial
- Human
- ICT



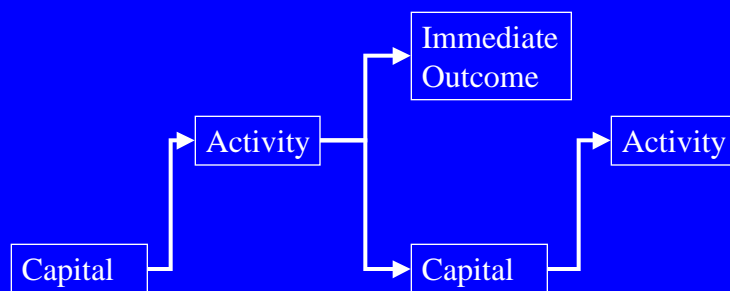
- Social

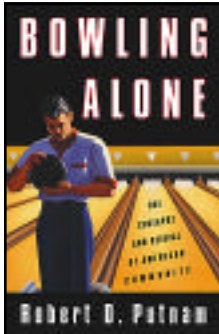


Macro Impacts of Social Capital

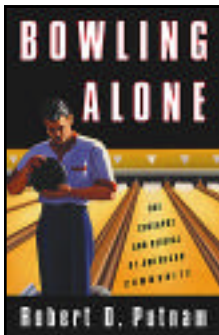
- Health
- Education
- Economics
- Crime
- Politics

Side Effects





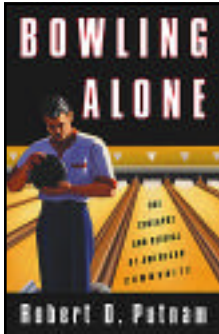
America's Declining Participation



America's Declining Participation

- Attending Club Meetings

58%

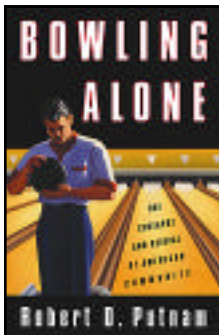


America's Declining Participation

- Attending Club Meetings
- Family Dinners

58%

33%



America's Declining Participation

- Attending Club Meetings
- Family Dinners
- Having Friends Over

58%

33%

45%

bettertogether

Saguaro Report Principles

- Social capital impact
- Recycle
- Bridge
- C2C

<http://www.ksg.harvard.edu/saguaro/>
<http://www.bettertogether.org/>

Some Opportunities

- Less immersive participation
 - Lurking and catching up
 - Microcontributions
 - Dormant but activatable groups
- Group and network formation
 - Introducer systems
- Impersonal social capital
 - Recommender systems
 - Reputation systems
 - Mass-conversation

Introducer Systems

- Convene information communities
 - everyone who accessed this information
- Referrals
 - to experts
 - to leaders of communities of interest

Recommender Systems

- People who liked this also liked...
- Sorting and filtering messages
 - Based on ratings from other readers



Reputation Systems

- Visible history of prior interactions
 - Objective measures
 - Subjective measures (ratings and comments)
- Goals
 - Individual decide who to trust
 - Encourage trustworthy behavior
 - Discourage untrustworthy from participating

Overall profile makeup

94 **positives**. 91 are from unique users and count toward the final rating.

4 neutrals. 0 are from users [no longer registered](#).

1 **negative**. 1 are from unique users and count toward the final rating.



ebay ID card seller01(00)

Member since Tuesday, Dec 16, 1999 ★

Summary of Most Recent Comments

	Past 7 days	Past month	Past 6 mo.
Positive	2	3	15
Neutral	0	0	0
Negative	0	0	0
Total	2	3	15
Bid Reactions	0	0	0

Buyer: [buyer02\(00\)](#) ★ Date: Mar-21-08 23:16:24 PST Item: [27389439](#)

Praise: Very good communication. Fast delivery. Great seller. A+++++

Buyer: [buyer02\(00\)](#) ★ Date: Mar-21-08 14:21:32 PST Item: [28478881](#)

Praise: FINE MAN, HIGHLY RECOMMEND, VERY FAST PAYMENT, GREAT E-MAILS, THANKS

Buyer: [buyer01\(04\)](#) ★ Date: Mar-21-08 12:48:00 PST Item: [26150297](#)

Complaint: ABSOLUTELY NO CONTACT!!! THIS SELLER IS ONLY WORRIED ABOUT MONEY!!! BEWARE!!!
Response: *****THIS BIDDER BOUNCED CHECK. THIS IS JUST CHILD LIKE RETRIBUTION *****

Buyer: [buyer05\(03\)](#) ★ Date: Mar-20-08 11:53:23 PST Item: [27149076](#)

Praise: prompt shipment, good packaging, would recommend...

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Analysis of eBay data

- Feedback is common ($> 50\%$)
- Negative feedback is rare ($< 1\%$)
- Feedback is informative
- Better reputation \implies more likely to sell
- Reciprocation may be deterring negative feedback

Some Design Problems

- Eliciting ratings
- Eliciting honest ratings
- Reputation-weighted recommendations

Opportunities Revisited

- Less immersive participation
 - Lurking and catching up
 - Microcontributions
 - Dormant but activatable groups
- Group and network formation
 - Introducer systems
- Impersonal social capital
 - Recommender systems
 - Reputation systems
 - Mass-conversation

Take Home Messages

- Pay attention to social capital impacts
- Try some things on your campus
 - Introducer systems
 - Recommender systems
 - Reputation systems