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# Redes Sociales en la Web: Desde la Experiencia de Usuario

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Taller Tópicos Emergentes de la Web, CIW, DCC, Universidad de Chile, Julio 2007

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# Experiencia de Usuario



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# Problema Tecnología



"Los productos tecnológicos que no funcionan de la manera que las personas esperan las hace sentir estúpidas - aun cuando efectivamente hayan logrado lo que se propusieron."

Jesse James Garrett (2002)

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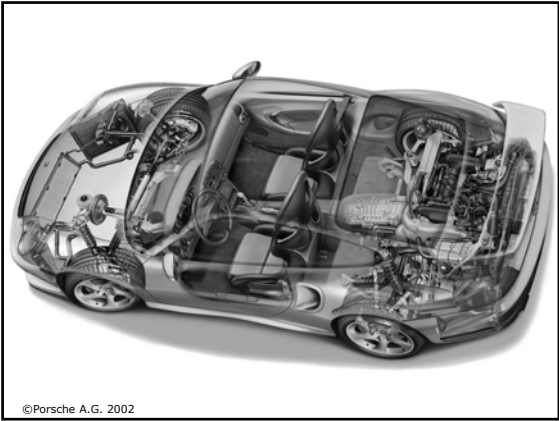
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Diseño de la Experiencia de Usuario

**“It’s not Rocket Science,  
It’s Social Science”**

**Clement Mok**  
Diseñador,  
(Interfaz Macintosh)

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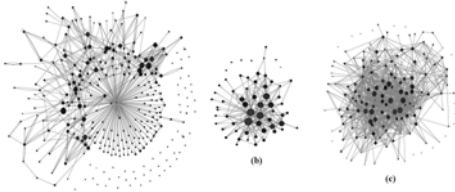






## Interconexión en Blogs



**Fig. 2:** Within-community blogroll and post citation links for (a) DFW, (b) UAE, and (c) Kuwait. Nodes are colored by outdegree: red - high, blue - low, and sized by their indegree.

Noor Ali-Hasan and Lada Adamic, 2007

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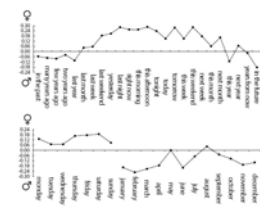
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## Blogs: H vs. M, Fechas



**Fig. 1:** Men are from march, women are from this weekend: the role of time in feminine and masculine writings.

Hugo Liu and Rada Mihalcea, 2007

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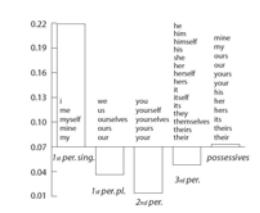
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## Blogs: H vs. M, pronombres



**Fig. 5:** Semantic orientation of pronouns.

Hugo Liu and Rada Mihalcea, 2007

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## Myspace / Facebook



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## Chilenos se toman Fotolog.com



	Pais	Fotologs en Fotolog.com at 19/2/07	%
	Total	6.502.000	100
1	Chile	954.600	14,7
2	Argentina	578.500	8,9
3	Brazil	458.700	7,1
4	México	290.300	4,5
5	España	163.500	2,5
6	Estados Unidos	62.200	0,96
7	Portugal	43.900	0,67
	Zona Neutral	38.600	0,59
8	Italia	20.300	0,31
9	Uruguay	18.000	0,28
10	Alemania	17.200	0,26

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## Fotologs Chilenos: Pokemones vs. Pelolais



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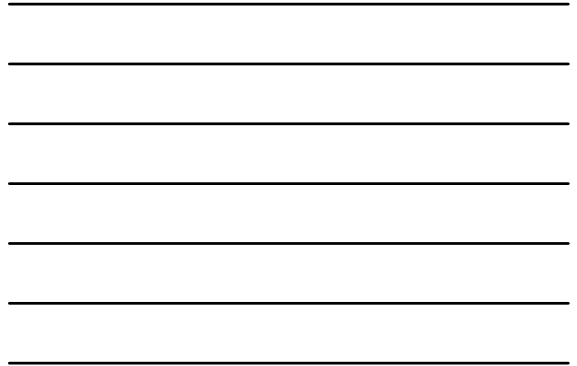
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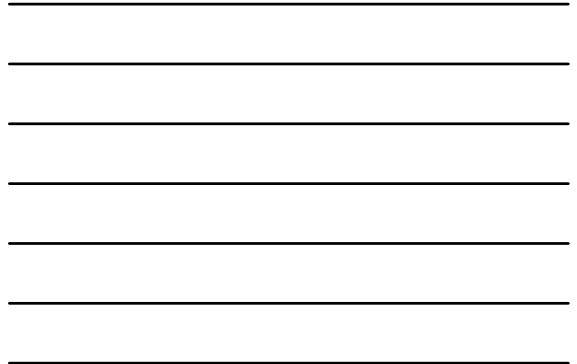








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## Taxonomía vs folksonomía

- Taxonomía
  - Control
  - Autoridad
  - Precisión
  - Jerarquía, clasificación
  - Búsqueda
- Folksonomía
  - Flexibilidad
  - Simpleza, popularidad
  - Utilidad
  - Plano, categorización
  - Exploración, descubrimiento (serendipity)

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## Clasificación social

Explore / Tags / friends / clusters

Jump to: friends

The screenshot shows a social classification interface with four clusters of images. Each cluster has a set of tags and a link to 'See more in this cluster...'. The clusters are:

- Cluster 1: party, fun, family, girl, wedding, baby, son, smile, love, dancing. Link: See more in this cluster...
- Cluster 2: people, portrait, girl, no, woman, blackandwhite, hair, eyes, big, blackandwhite. Link: See more in this cluster...
- Cluster 3: birthday, food, dinner, cake. Link: See more in this cluster...
- Cluster 4: beach, summer, water, sun, vacation. Link: See more in this cluster...

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## Sistemas de Tagging

- Incentivos a los usuarios
  - Future retrieval
  - Contribution and sharing
  - Attract attention
  - Play and competition
  - Self presentation
  - Opinion expression

Marlow et al. (2006)

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