Designing Norms
CS 278 | Stanford University | Michael Bernstein

Reply in Zoom chat:
What’s the friendliest place on the web that you’ve seen?
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 motivations, how to design for them, and how extrinsic motivators crowd out intrinsic motivators

Channel factors and how small changes have big downstream effects on contributions

Social loafing
A Tale of Two Subreddits
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 respectfully in any manner?

Why?

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

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.

Penya23  22 points · 7 hours ago

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

Post by u/YoyoFoSho93 · 5 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.
I'm a Window Builder Newbie and I cannot figure out how to create a group of radio buttons. I'm using the **Swing Data Binding Example** found in Google Code. (I'd post a link but the system won't let me.)

I'd like to add a simple Yes/No Radio button to the Person form.

The form is laid out using a GridBag layout.

I am not using the Pro Version of WindowBuilder.

I've searched on-line for an answer, But I haven't found anything. Maybe its so simple no one has blogged about it.

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**Re: Creating Radio Button Groups**

http://docs.oracle.com/javase/tutorial/uiswing/components/button.html#radiobutton

Konstantin Scheglov, Google, Inc.
I've searched on-line for an answer, but I haven't found anything. Maybe it's so simple no one has blogged about it.

**Re: Creating Radio Button Groups**

Konstantin Scheglov  
Senior Member

Messages: 555  
Registered: July 2009

RTFM

http://docs.oracle.com/javase/tutorial/uiswing/components/button.html#radiobutton

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Jeff Byrd  
Junior Member

Messages: 3  
Registered: December 2011

Wow. Thanks! So Helpful!

If you read my post you would see that I was asking how to create a Radio Button Group using **WindowBuilder**.

Should have known that some senior member lurker would have flamed my first post WITHOUT EVEN READING IT.
There is no straight answer. It all depends on what you are trying to understand. Since OpenGL is a state machine, sometimes it does not do what you expect as the required state is not set or things like that.

In general, use tools like glTrace / glIntercept (to look at the OpenGL call trace), gDebugger (to visualize textures, shaders, OGL state etc.) and paper/pencil :). Sometimes it helps to understand how you have setup the camera and where it is looking, what is being clipped etc. I have personally relied more to the last than the previous two approaches. But when I can argue that the depth is wrong then it helps to look at the trace. gDebugger is also the only tool that can be used effectively for profiling and optimization of your OpenGL app.

Apart from this tool, most of the time it is the math that people get wrong and it can't be understood using any tool. Post on the OpenGL.org newsgroup for code specific comments, you will be never disappointed.
Find homes in United States on Airbnb

Why?

← value the home
value the relationship →

[Jung et al. 2016]
What makes the interactions on Snapchat and Instagram so different?
Like awkward silences?

That was for my breakout room peeps cuz my internet is bad

Janna your backgrounds are always the best

+1

+1

+1

Turns out psych 70 == cs 278
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 social distancing  it’s complicated
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 you hate] swings by for a surprise performance while you're studying

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.
We intuit norms quickly.
We intuit norms quickly.
We intuit norms quickly.
We notice signals quickly

[Cheryan et al. 2009]

Experiment: students brought into a small room in Stanford’s Gates building, and told to ignore the room, which was decorated “by another club”.

The experimenter left the room for one minute to retrieve materials. The participants saw either…

Stereotypical CS condition: Star Trek poster, comics, video games, soda cans

Non-stereotypical CS condition: nature poster, art, general interest books, water bottles
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]
News of the Day

I’m Voting for Hillary Because of My Daughter

Back in the 2008 primary season, I supported Hillary Clinton. That choice...

Top Comments Sorted by Best

User1337 · 2 hours ago
I’m a woman, and i don’t think you should vote for a woman just because she is a woman. vote for her because you believe she deserves it.
6 ↗ | ↓ · Reply

User9054 · 3 hours ago
Personally, i’d vote for whoever i think is the best and...

Positive comments

Result: 35% troll comments

[Cheng et al. 2017]

News of the Day

I’m Voting for Hillary Because of My Daughter

Back in the 2008 primary season, I supported Hillary Clinton. That choice...

Top Comments Sorted by Best

User1337 · 2 hours ago
Oh yes. By all means, vote for a Wall Street sellout - - a lying, abuse-enabling, soon-to-be felon as our next President. And do it for your daughter. You’re quite the role model.
1 ↗ | ↓ · Reply

User9054 · 3 hours ago
Hillary is a cunt. I am voting with my dick for Putin. (s

Negative comments

Result: 47% troll comments
(Relative increase of one third compared to the 35% baseline)
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 instead meant to intimidate or threaten another user, your posted comment will be removed.

OSS Contributor Covenant: used by Atom, Angular, Eclipse, Jekyll, ...

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 a confederate walk by, or litter. Measure: % who littered.

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

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

Establish legitimacy

Name consequences

Name the behavior

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

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!
How design influences norm formation
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.

Equal Treatment != Equal Impact
Curate a community early

How did Stack Overflow create a set of norms around helpful 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 helpful 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.
Defaults influence norms

The default on Instagram is a public account.

What if you want to make your Instagram account private?
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]

Why? Recall: Channel factors. (Amongst other reasons.)

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? Let people be anonymous? This is a classic, old question in the field.

Anonymous environments create greater disinhibition, which results in more trolling, negative affect, and antisocial behavior [Kiesler et al. 2012]

On the other hand, anonymity can foster stronger communal identity [Ren, Kraut, and Kiesler 2012] and more creativity [Jessup, Connolly, and Galegher 1990]

Anonymity and pseudonymity are playing with 🔥. But, real name requirements can put victims of abuse and others at risk.
Culture influences norms

Norms are created as part of culture, which can also include:

- Social organization: who is high status? What is valued to obtain status?
- Symbols: anything that contains meaning

Local culture will impact the norms that can and will form.

- FB Payments: not popular
- WeChat Pay: ~1 billion users

Culture will also impact how social computing systems are coopted

- e.g., Myanmar military using Facebook to persecute Rohingya Muslims
Dangers
Once a norm is set, if the platform violates it, things get bad.

On a platform of user-created content, who is responsible for that content?

When YouTube starts demonetizing videos (and doing so inaccurately), it breaks from a norm of free performance. [Alkhatib and Bernstein 2019]

Result? Creators revolt.
Alternative: collective choice

Eleanor Ostrom (Nobel prize) suggests that successful commons-based organizations allow those affected to participate in rulemaking.

- Increased legitimacy → increased pro-norm behavior

Yes, it takes longer and is more shouty. But the long-term benefits (hopefully) outweigh it.
We were talking about the social media practices of her classmates when I asked her why most of her friends were moving from MySpace to Facebook. Kat grew noticeably uncomfortable. She began simply, noting that “MySpace is just old now and it’s boring.” But then she paused, looked down at the table, and continued.

“It’s not really racist, but I guess you could say that. I’m not really into racism, but I think that MySpace now is more like ghetto or whatever.”
boyd termed this “white flight” (and asian flight) from MySpace into Facebook. Facebook was only accessible to college students at the time, so it was the place for upwardly-mobile educated teens.
Norms, taste, and status

So what’s going on with this white flight 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?
Summary

We take cues about how to behave from what's around us

1. From signals in the designed environment
2. From peers in the lived environment

…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.
Social Computing

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