

## Assignment 6

### EVALUATE A SOCIAL NETWORK SERVICE

Mobile telephony and the Internet have encouraged 'social software': services which aim to organize communication democratically, from the bottom up rather than from above (for an overview, see 'Social software' in the English-language Wikipedia).

A subset of social software is 'social network services'. These allow people to find each other for the purposes of work, shared interests or opinions, romance, games etc.

This assignment asks you to find an existing social network service, join and participate in it, and assess its design. This assignment, appropriately, can be done by a group.

- 1 Do this assignment as an individual, or as a team of 2, 3 or 4
- 2 Search the Internet for examples of online social network services
- 3 Choose one which interests you (ideally an Italian one?)
- 4 Experience the service. You may need to join in order to participate, so you may wish to choose a free service
- 5 Evaluate its design. Graphic and information design is important, but focus on the service's emotional tone and the quality of its interaction with you
- 6 Make a display which briefly outlines the service, and evaluates its design
- 7 Write your full names (*nomi e cognomi*) on your display
- 8 When you arrive at the next lesson, immediately fix the display to the wall and be prepared to explain it to everyone.

Here are some social network services (there are many more!):

Cititag	<a href="http://cnm.open.ac.uk/projects/cititag">http://cnm.open.ac.uk/projects/cititag</a>
CrowdSpirit	<a href="http://www.crowdsprite.org/">http://www.crowdsprite.org/</a>
Friendster	<a href="http://www.friendster.com/">http://www.friendster.com/</a>
GridLockd!	<a href="http://www.gridlockd.net/">http://www.gridlockd.net/</a>
LinkedIn	<a href="http://www.linkedin.com/">http://www.linkedin.com/</a>
MySpace	<a href="http://www.myspace.com/">http://www.myspace.com/</a>
Radar	<a href="http://radar.net/">http://radar.net/</a>
Second Life	<a href="http://secondlife.com/">http://secondlife.com/</a>
World of Warcraft	<a href="http://www.worldofwarcraft.com/">http://www.worldofwarcraft.com/</a>
Yahoo Groups	<a href="http://groups.yahoo.com/">http://groups.yahoo.com/</a>