Trajectories through Social Machines

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Observing the Web in the context of Social Machines

- Are there any extra requirements?
- Different methods?
- What should we observe? (everything?)
- How should we choose and structure our observations?
What is a Social Machine?
"Genuine" Social Website Users → ReCAPTCHA → myExperiment → Spam Originators
Whither the Social Machine?
Whither the Social Machine?
Whither the Social Machine?
What to observe?

"Genuine" Social Website Users

Mercenary Community

ReCAPTCHA

myexperiment

PAYU2BLOG

Spam Originators
What to observe?

- Logs
- Analytics
- Data findings
  e.g. Success rate of transcription
What to observe?

- Logs
- Analytics
- Data findings
  e.g. Success rate of transcription

- Social sciences
- Qualitative study
- Motivation
  Individual and group

"Genuine" Social Website Users

Community

Spam Originators
What to observe?

- Logs
- Analytics
- Data findings
  - e.g. Success rate of transcription

- Social sciences
- Qualitative study
- Motivation
  - Individual and group

- Mixed methods
- Differences in technique and scale
- Unlikely to be a simple transferable metric
Trajectories

"Genuine" Social Website Users

Mercenary Community

Spam Originators

Purpose Pass test to join website

Trajectory i
Trajectories... distinguished by purpose

Trajectory i
"Genuine" Social Website Users
Purpose
Pass test to join website

Trajectory ii
Mercenary Community
Purpose
Pass test to vandalise website

Spam Originators
Trajectories... distinguished by purpose

Trajectory i: Purpose - Pass test to join website

Trajectory ii: Purpose - Pass test to vandalise website

Trajectory iii: "Genuine" Social Website Users

Mercenary Community

Spam Originators
Trajectories enable comparative study
Trajectories enable comparative study...between different concurrent elements.
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Trajectories enable comparative study...between different concurrent elements

"Genuine" Social Website Users

Mercenary Community

Purpose Character Recognition

Comparative study of an element can inform the design of a better observatory
Trajectories enable comparative study...between elements and trajectories over time

The emergent properties of Social Machines
Summary

*Trajectories* are a means to break down the behavior of Social Machines by *purpose*

- They provide a framework through to discern what should be observed of the Social Machine
- ... and a basis for comparative study of these observations
- Through this study we can better understand and define the properties of Social Machines
Fin.

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