CPSC 599.28/601.28
Social Visualization

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Social visualization
• Drawn by hand in the 1930s

Moreno's Image of a Pattern of Linkages
Grant's Drawing of a Target Sociogram of a First Grade Class
Friendships among forth graders
Online communication

- Chat
- Email
- Online communities
- Blogs
- Etc. ...

- Lets look at purpose – what would one want to visualize and why?

Chat

Purpose #1
A visual interface for chat.
Comic Chat
Purpose #1
A visual interface for chat.

http://research.microsoft.com/vwg/projectsho/comicchat.htm

Chat Circles
Purpose #1
• A visual interface for chat.
• In contrast to more pictorial solutions
• Abstract shapes to convey
  – identity and
  – activity

Chat Circles

Abstract shapes to convey
- identity and
- activity

Participant -> circle (colour is personal choice)
Activity -> brighter (dimmer with silence)

Proximity is needed to ‘hear’
Chat Circles

Chat Circles purpose:
- conversation history
- Graphical Log
  - participant is thread
  - bars are messages

Movement leaves trails
Online interaction environments

Purpose:
The people who use them -> data portraits
• Do people get really involved?
• Post frequently? Rarely?
• Do people respond to each other?
• Are newcomers welcome?
• Who are the experts?
• Who has been here for a while and has made many posts?

PeopleGarden
http://graphics.lcs.mit.edu/~becca/papers/pgarden

PeopleGarden

Basic person flower
More petals - more messages
New on the right
Petals fade with time
Marked difference in saturation
mean time gap

Responses to postings

Magenta indicates initial post
PeopleGarden

- A PeopleGarden showing messages from a message board with 1200 postings over a 2-month period.
- Height of flower denotes amount of time a user has been at the board.

PeopleGarden

A dominating voice       A more democratic group