

# Technicolor Social Principles

principles to guide social integration

## agenda

Objective

Previously

Research

Social Principles

MediaNavi Principles + Social (appendix)

# Establish the social platform to guide features...

Share

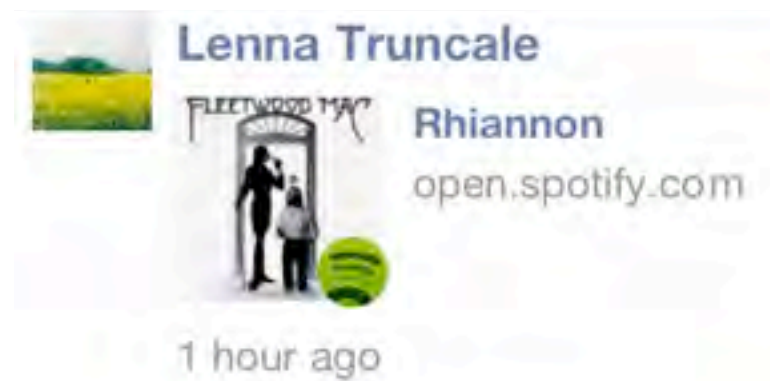
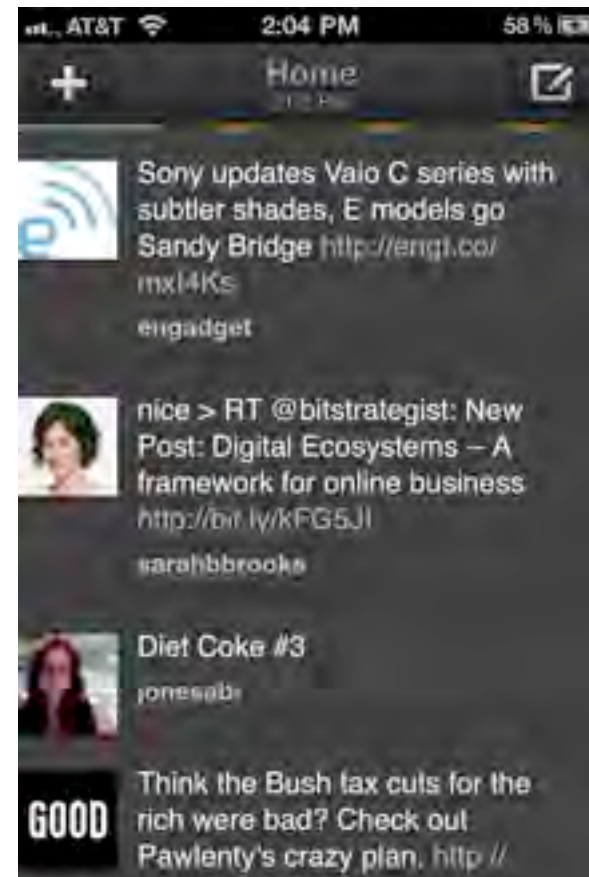
Discuss

Expand

# Previously

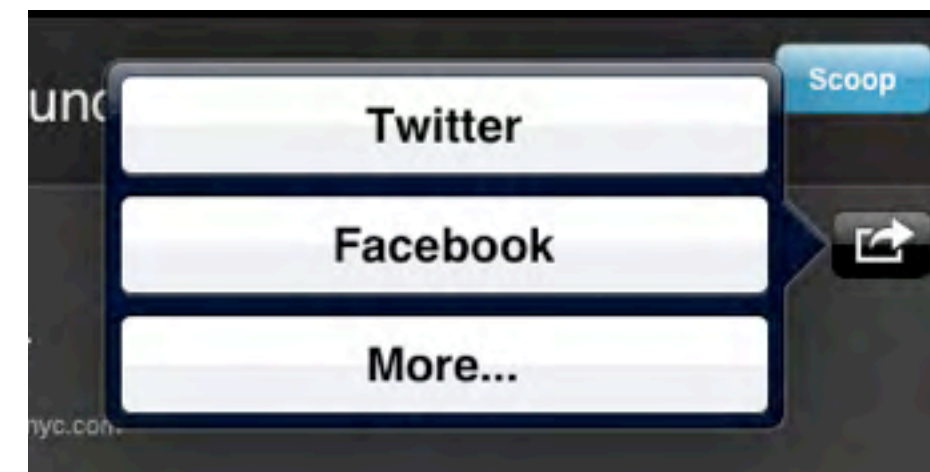
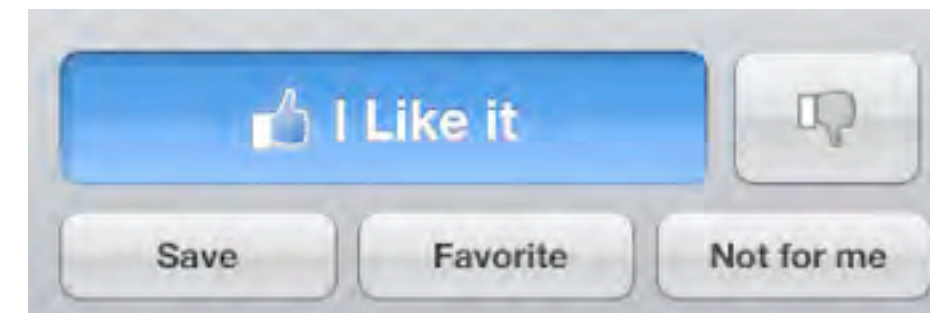
## Inputs

friends lists  
feeds  
metadata



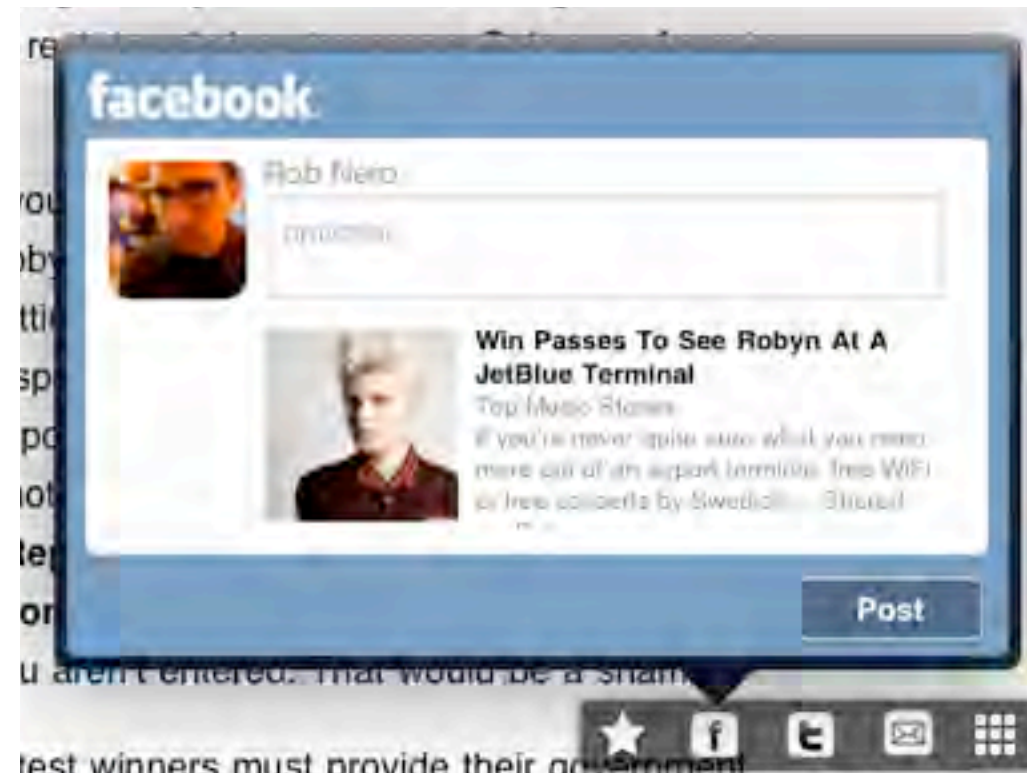
## Outputs

posts  
comments  
likes  
activity



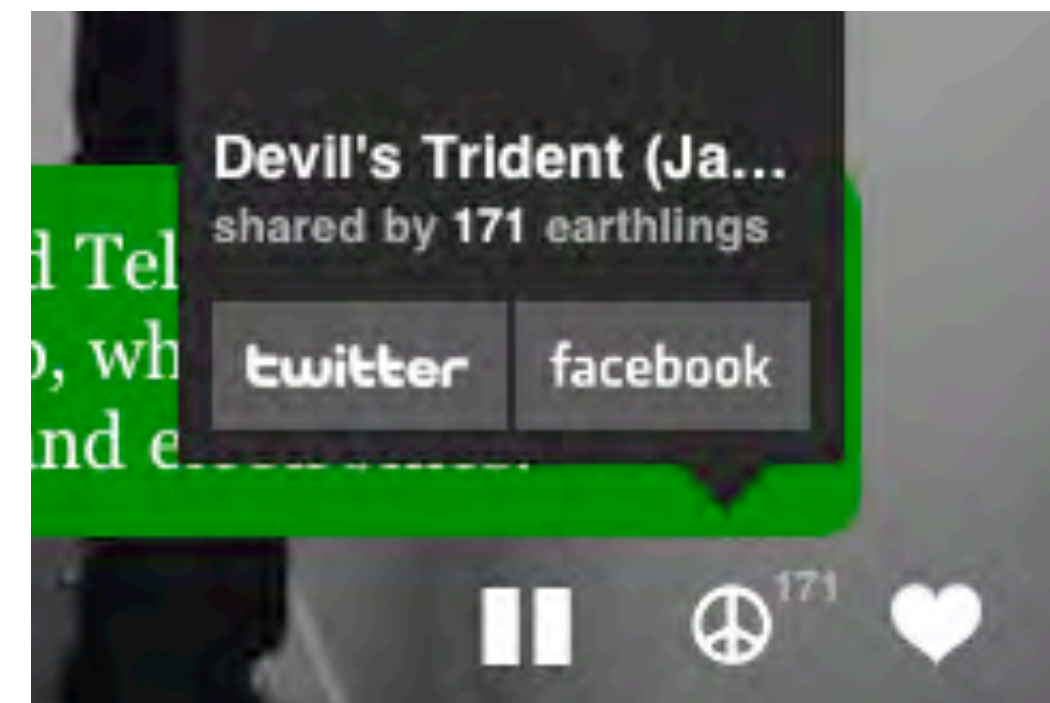
# Active

media  
edit post



# Passive

status  
activity  
one-touch post



## EXPERIENCE PRINCIPLES

**TV first.**

**Make it personal.**

**Media is social.**

**Enrich media consumption.**

**Integrated search & discovery.**

## SOCIAL RELEVANCE

social second

my tastes

my friends

recommend

broadcast

share

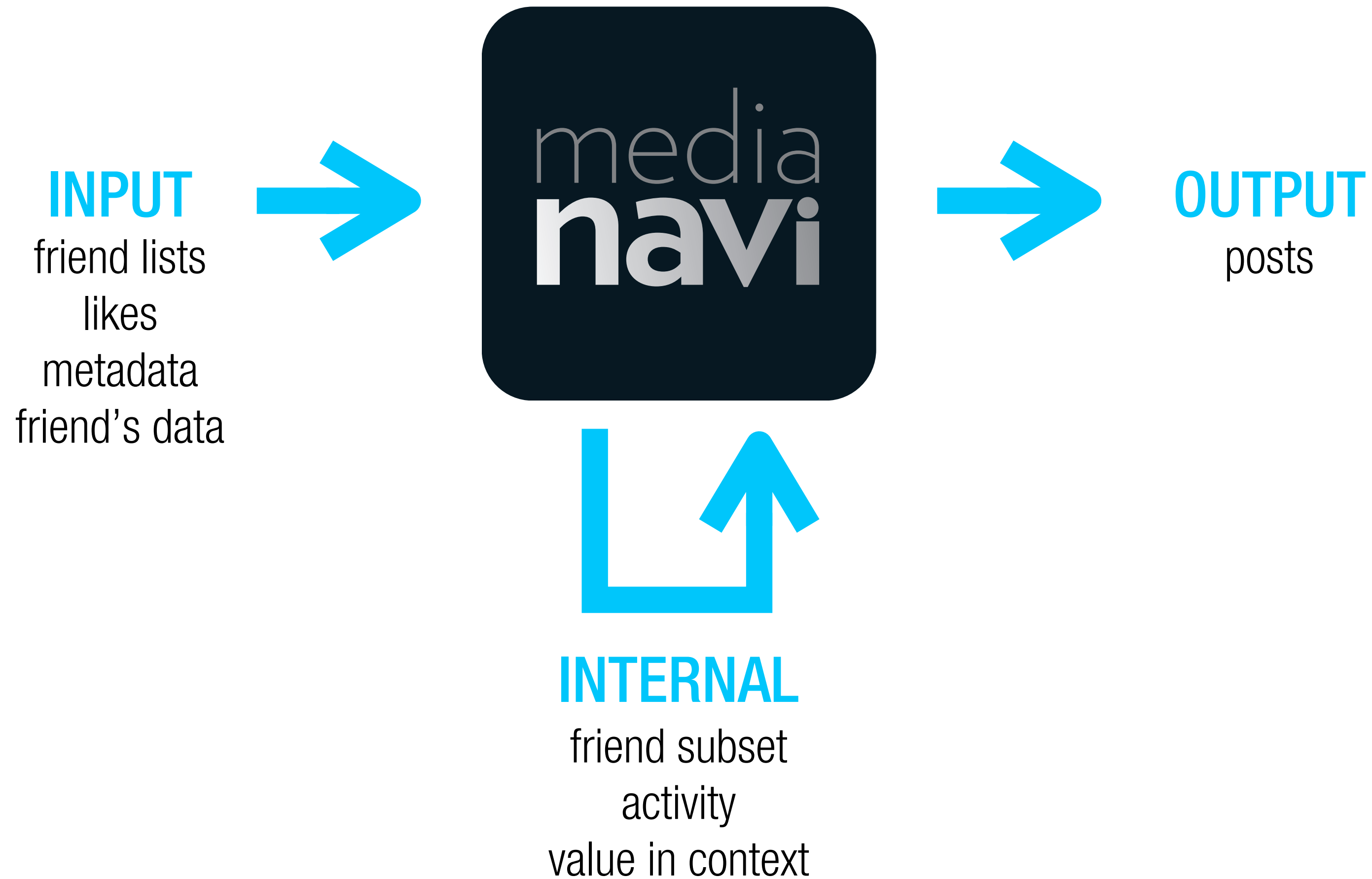
contextual

backstage

connected

recommendations

signal/noise





# Research

## Deep dive

Brainstorms

Academic research

Competitive audit

Synthesis

Research  
brainstorms

Say story in  
100, 50, 25... 2  
frames  
- richness lost

The Filter Bubble

"chance to meet friends!"  
connections won't  
be made.

IRL vs OL?  
Social ≠ Friendship  
passive — active

\* Contextual Friends (prof.)  
linkedin sometimes

email, phone enough, sms  
too much gossip  
5+ years w/out  
awkward: college + cousins + Mom-in-law?  
don't want to deal w/ priv. settings

network too big?  
(friends)

\* "So addictive!" — guilt ;)

Soundcloud  
Yelp  
Flavors.me

RSS  
ffand  
Pinterest  
imgspark

"I think you would love this!"

Friends IRL buzz

critics: NPR reviews local

R.T.

Value?  
why?  
waste of time  
time/place to chat → IRL  
↓  
focused, choice

"just entertainment"  
isn't enough!

signal > noise

instant answers  
"gratification"  
timely!  
short  
keep up w/ friends  
"word of mouth" — of trusted friends

signal > noise

privacy — not spam everyone, be selective — circles

instant answers  
"gratification"  
timely!  
short  
keep up w/ friends  
"word of mouth" — of trusted friends

personal expert (friend)  
fanatics  
what (specifically) is so amazing about it!

follow friends who watch your films

netflix — wish would appreciate everything, regardless

stubs → IRL showings rarely

celebrity gossip

eBay ★ system  
"agree w/ review"  
"this review helped"

did you see...  
music in shows  
who is that...  
What else are they in?  
Follow actors, dir.  
br/>& repeat...  
imdb, wiki  
"who dated who.com"?

delicious-type svc.  
friend list  
therapy  
thumb up/like

friendly competition

Spotify!?

see all playing! — don't want to manage settings.

Apple Game Center "live"

f > places  
check-ins  
not want friends to see? (GenY)  
want to receive though!



NYT Customer Insight Group  
<http://www.slideshare.net/mitchiru/the-psychology-of-sharing-by-nyt-cig-httpnytmarketingwhsitesnet>

### Why We Share: A Study of Motivations for Mobile Media Sharing\*

Dion Hoe-Lian Goh<sup>1</sup>, Rebecca P. Ang<sup>2</sup>, Alton Y.K. Chua<sup>1</sup>, and Chei Sian Lee<sup>1</sup>

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<sup>2</sup> School of Humanities and Social Sciences  
Nanyang Technological University  
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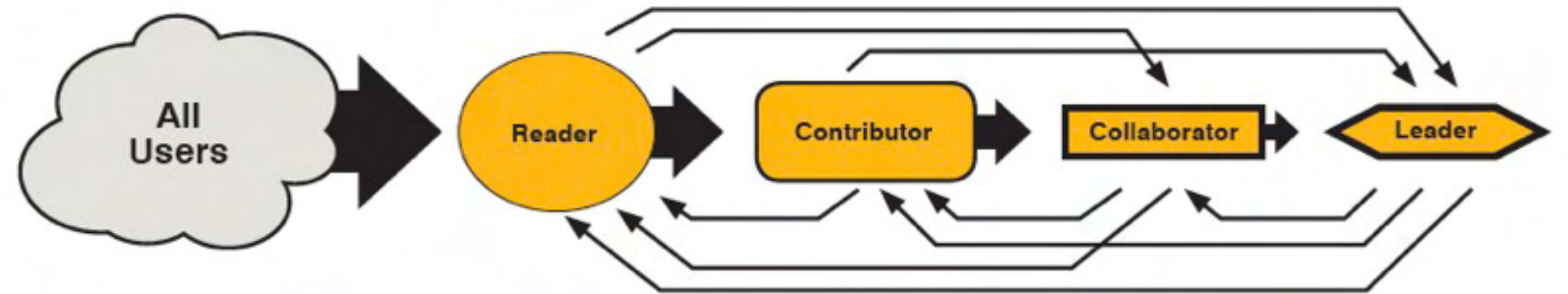
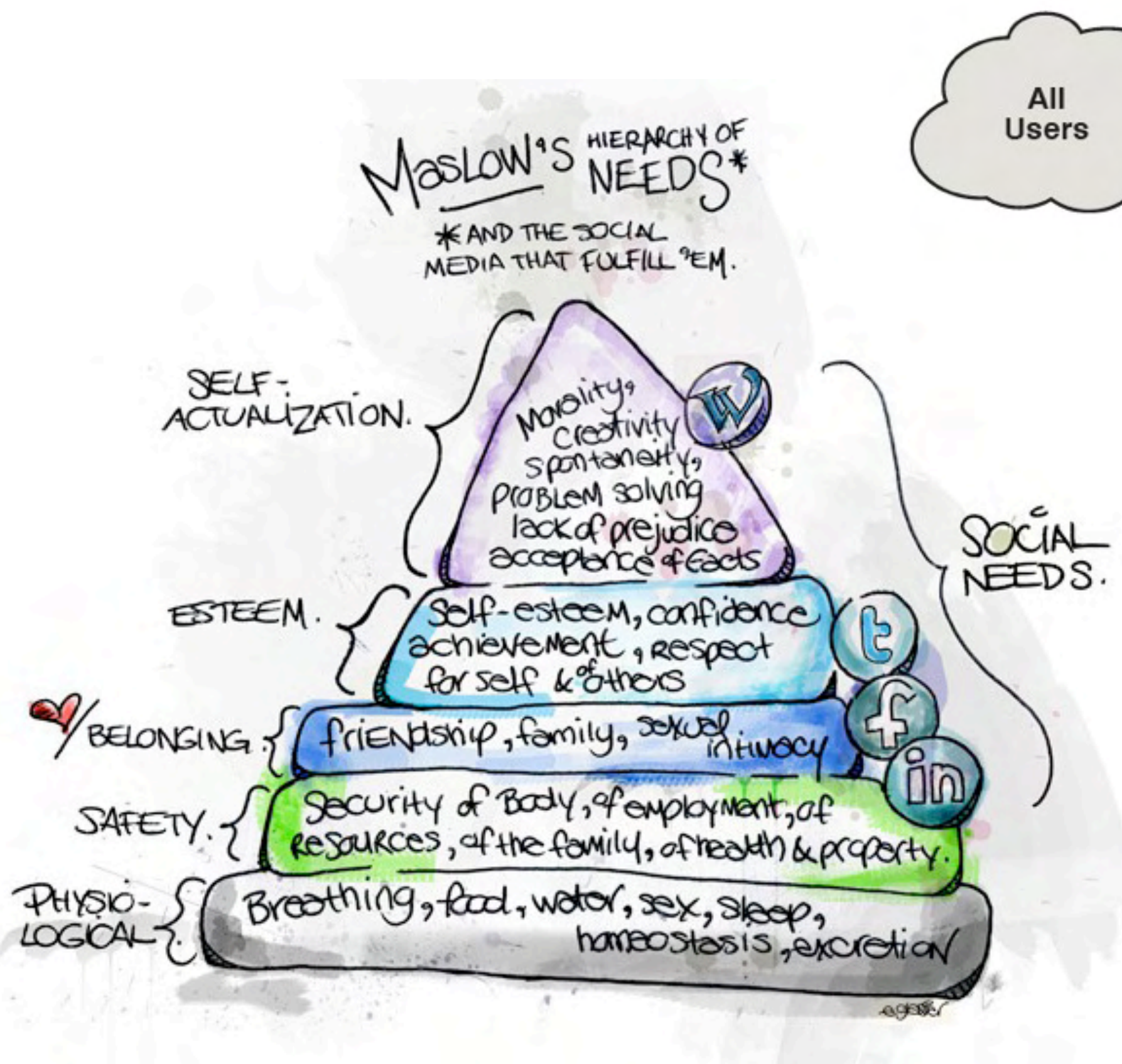
### Social Media Interactions With News for Civic Engagement

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Bloomington, IN 47408  
847 650 8424  
ninmehta@indiana.edu

**ABSTRACT**  
In this paper, I describe the power social media tools can have on civic engagement by means of news sites, looking at the Recommend to Facebook button on *The New York Times* from the individual perspective. Users engagement is considered from their life horizons, their identity and expression in their communities. Future research requires an understanding of how to track civic action taken as a result of awareness and engagement from social media awareness.

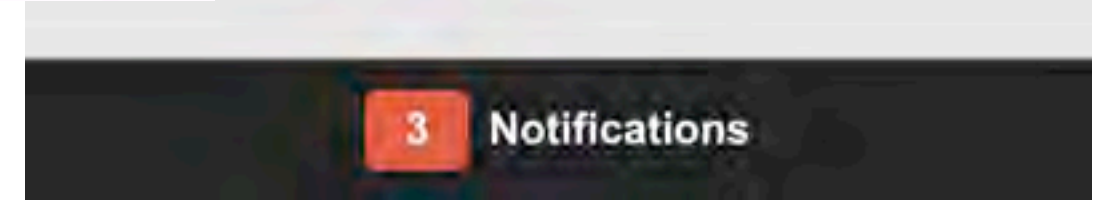
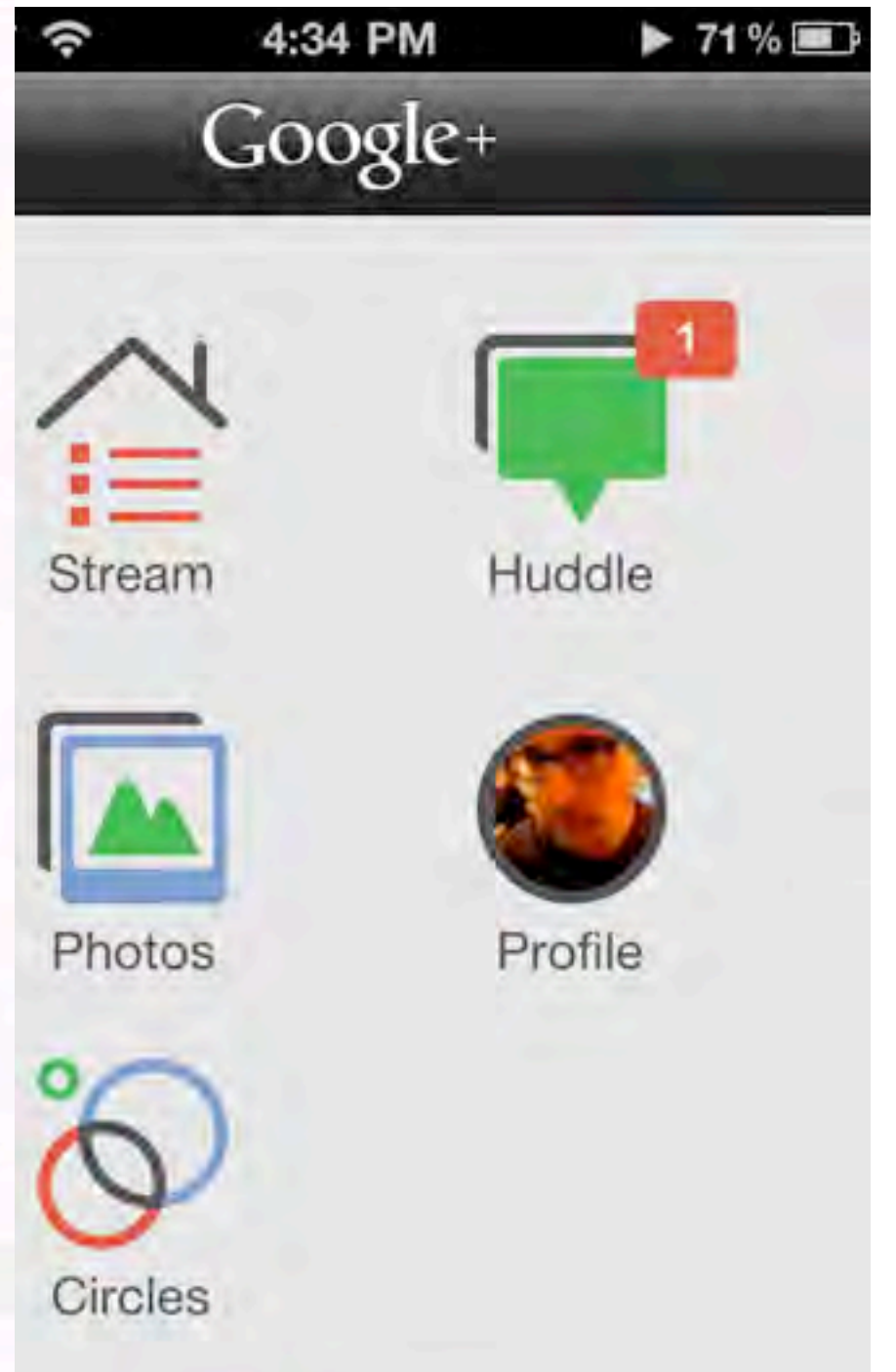
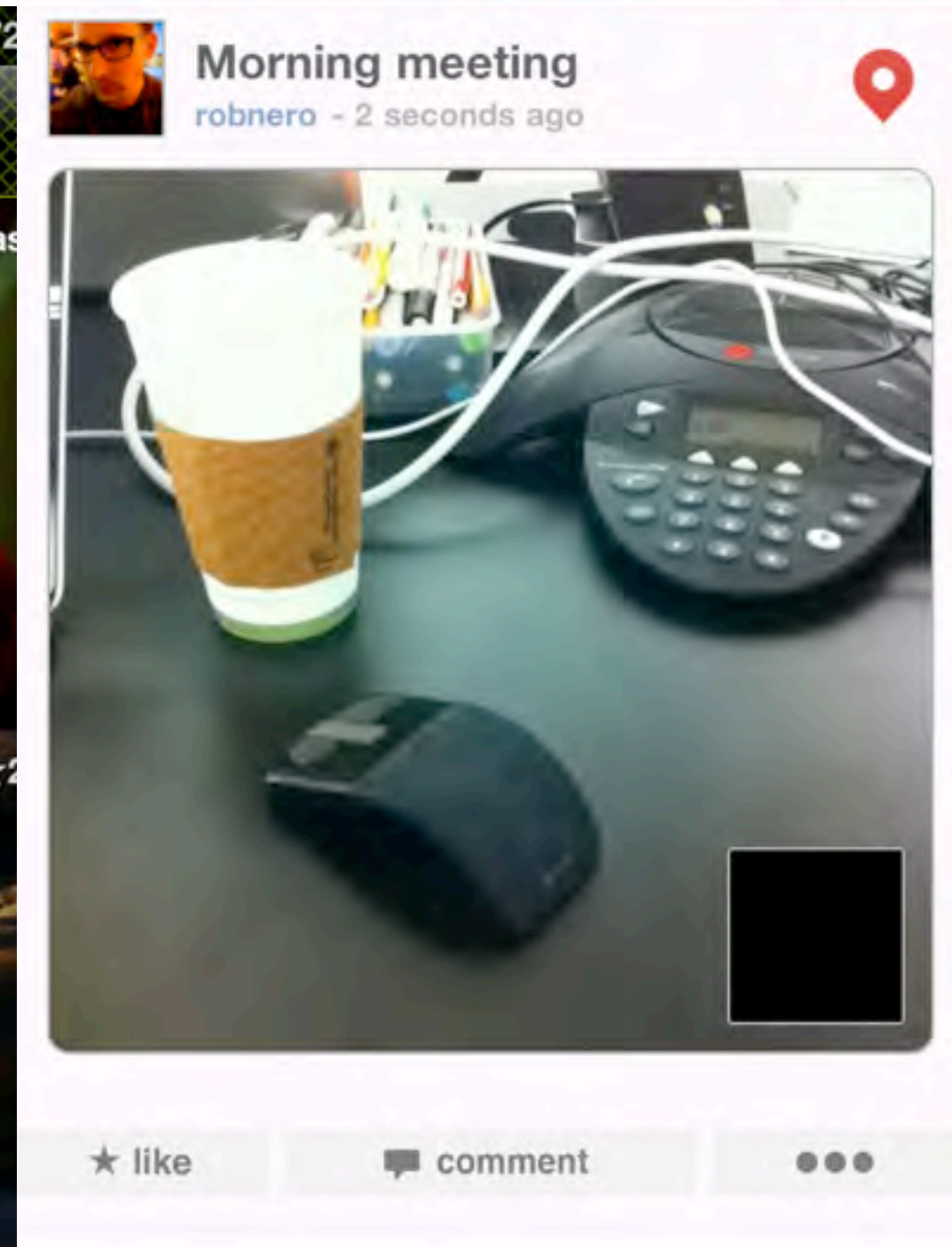
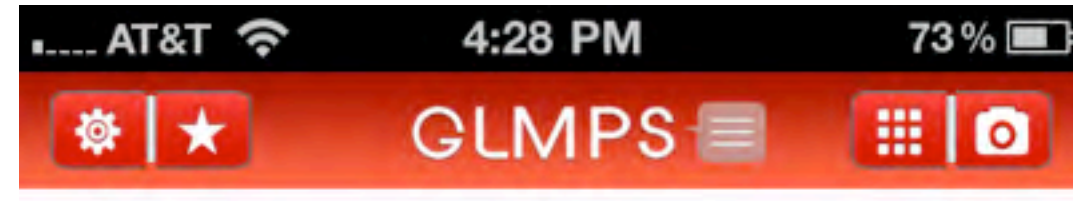
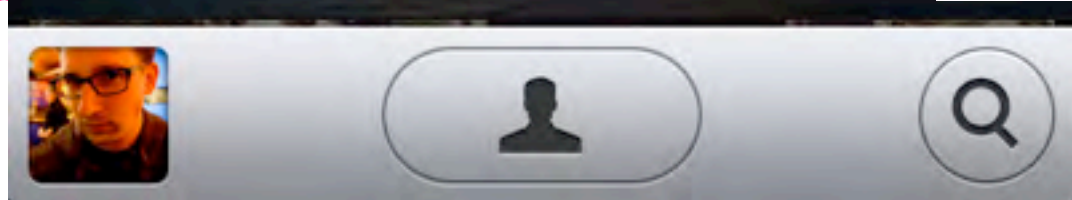
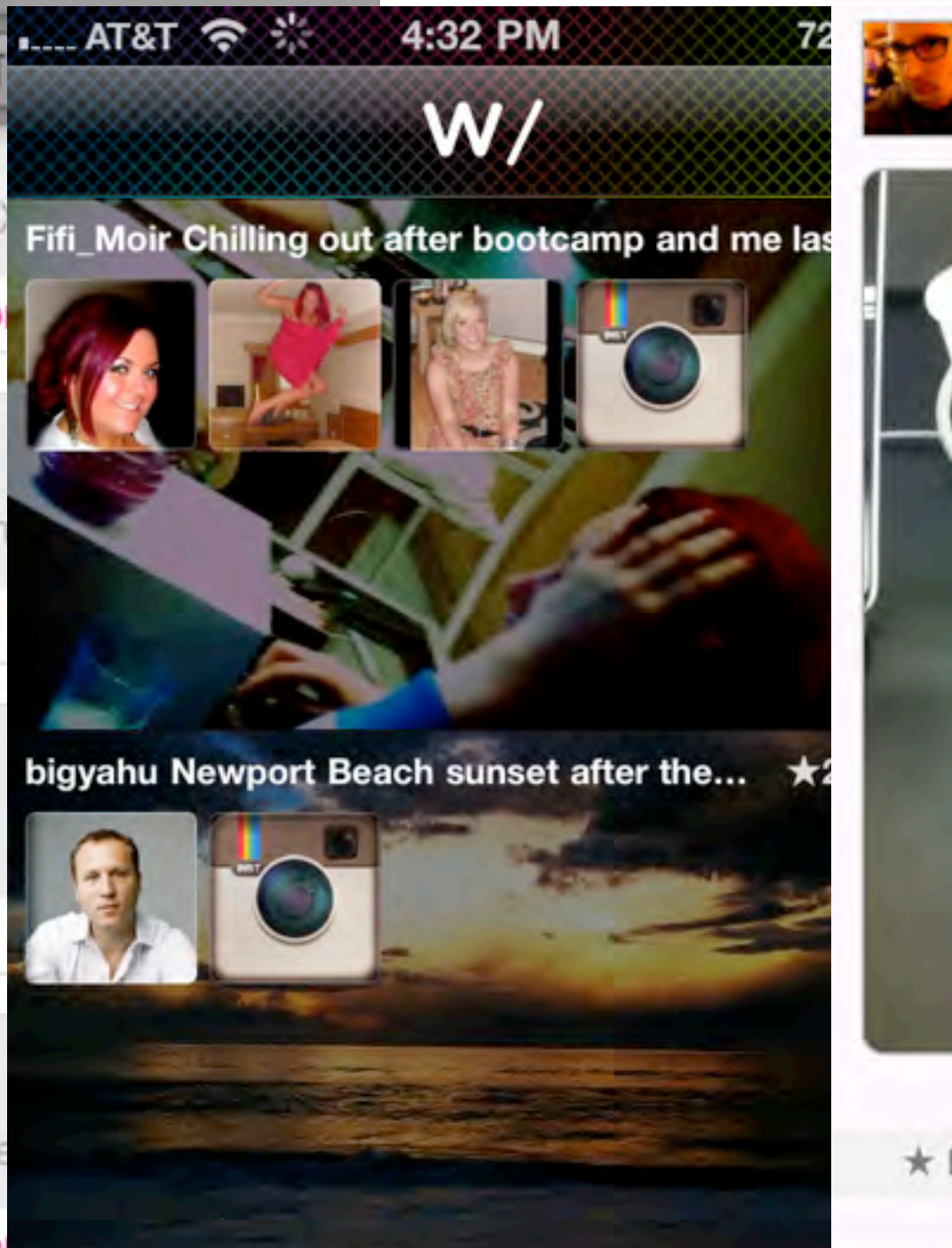
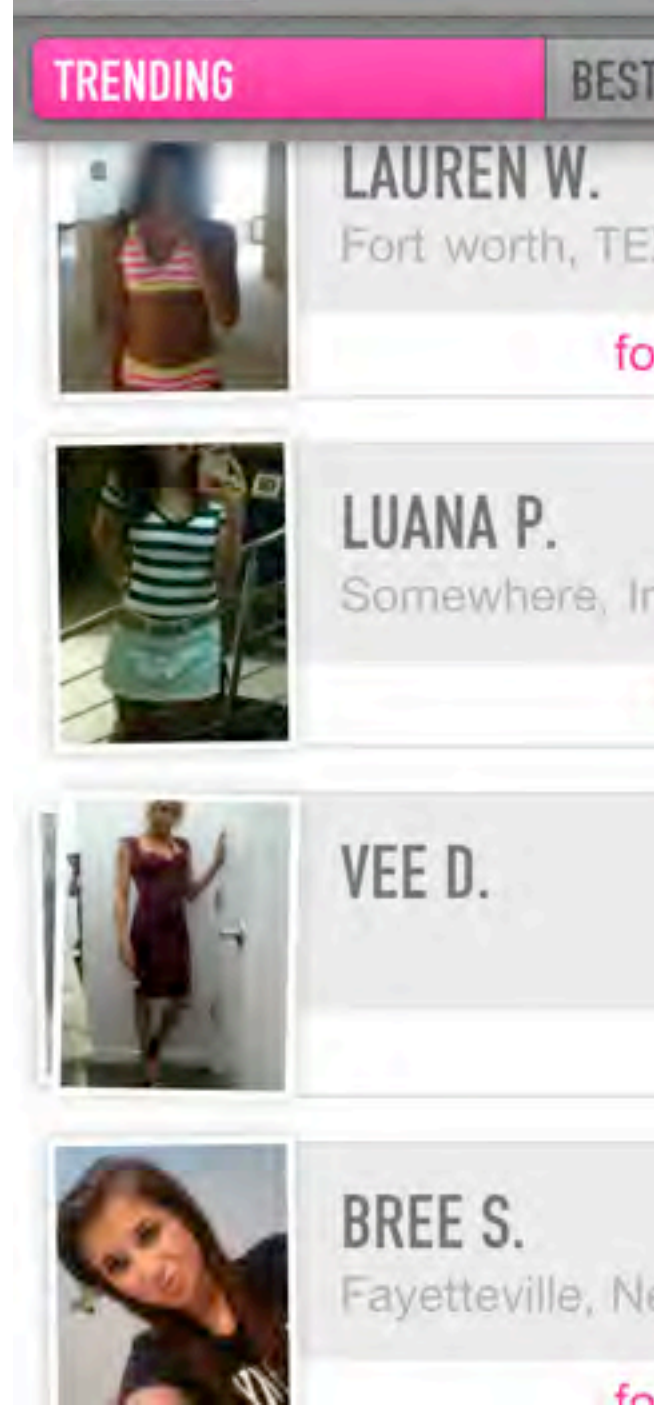
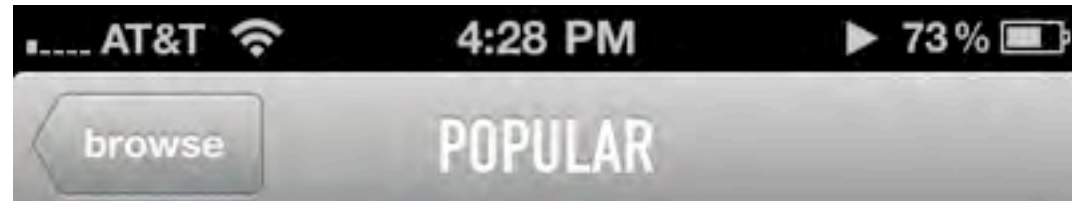
**Keywords**  
HCI, Interaction design, social media, news, journalism

**Self-Government and Civic Life**  
It has never been easier for individuals to broadcast thoughts and commentary about what is happening in the world. The New York Times' sharing UI is an exemplar to show how interpretation, expression and communication, and identity of an individual play an increasingly important in a civic democratic life. The Share UI empowers news consumers engage with news by identifying and communicating and broadcasting their understanding, thereby engaging in discourse which is an important tenant that upholds the values of journalism to support a working democratic government. "The point of

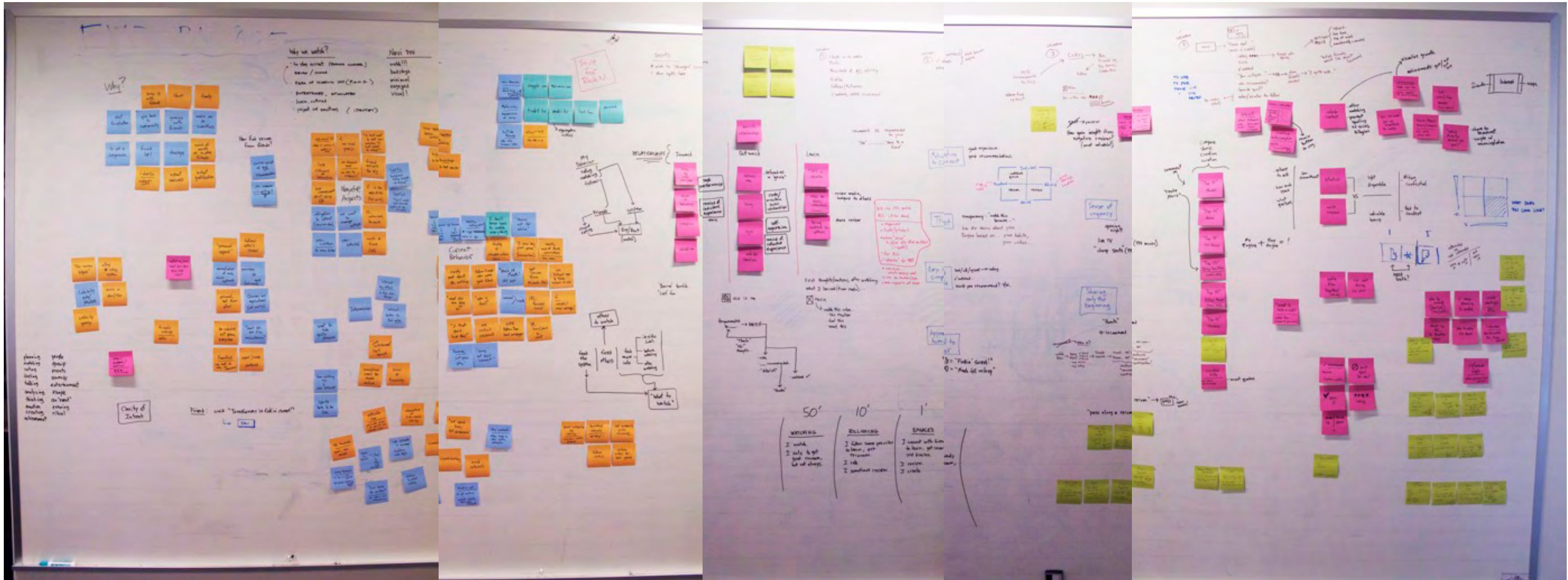


Inward / Outward / Knowledge

Research  
competitive audit



# Research synthesis

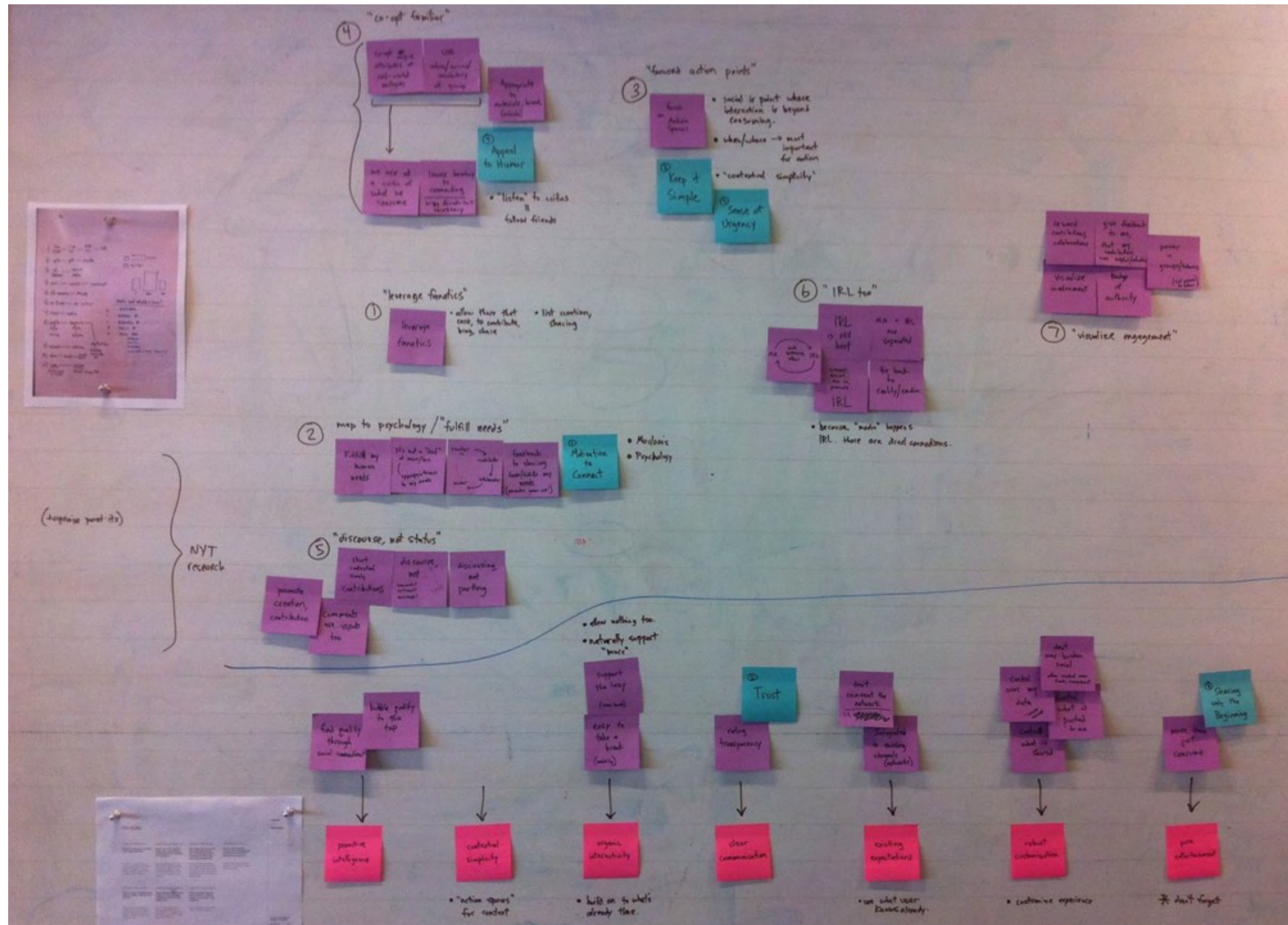


# Research synthesis





# Research synthesis



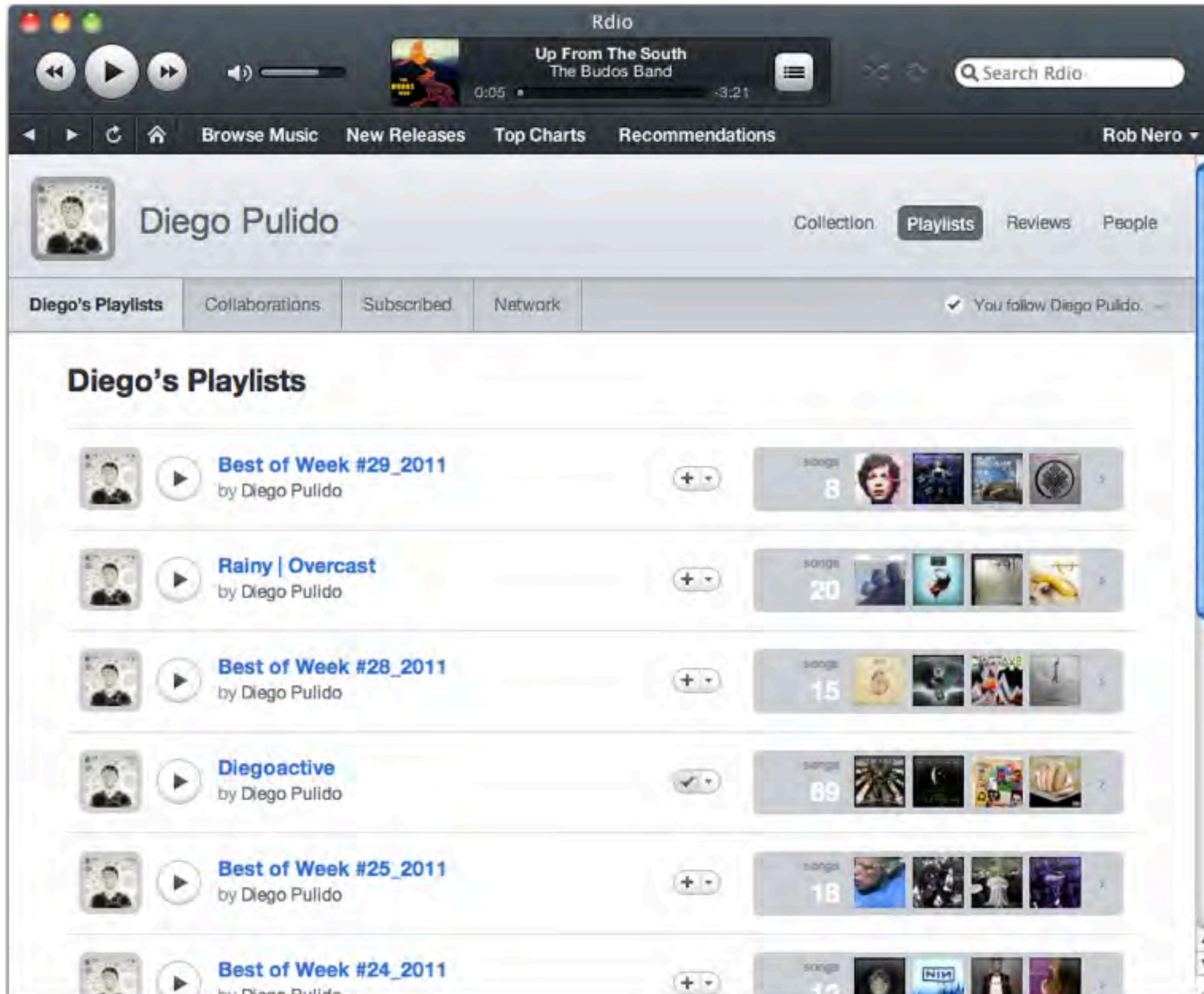
# Social Principles

# Leverage Passion

Allow people who are passionate about media to influence others with their enthusiasm.

Allow the people that are passionate about TV and movies to share their passion with others. Provide tools for them to share and feed their knowledge into the system so others can benefit.

# leverage passion



rdio



getglue

# Ideas

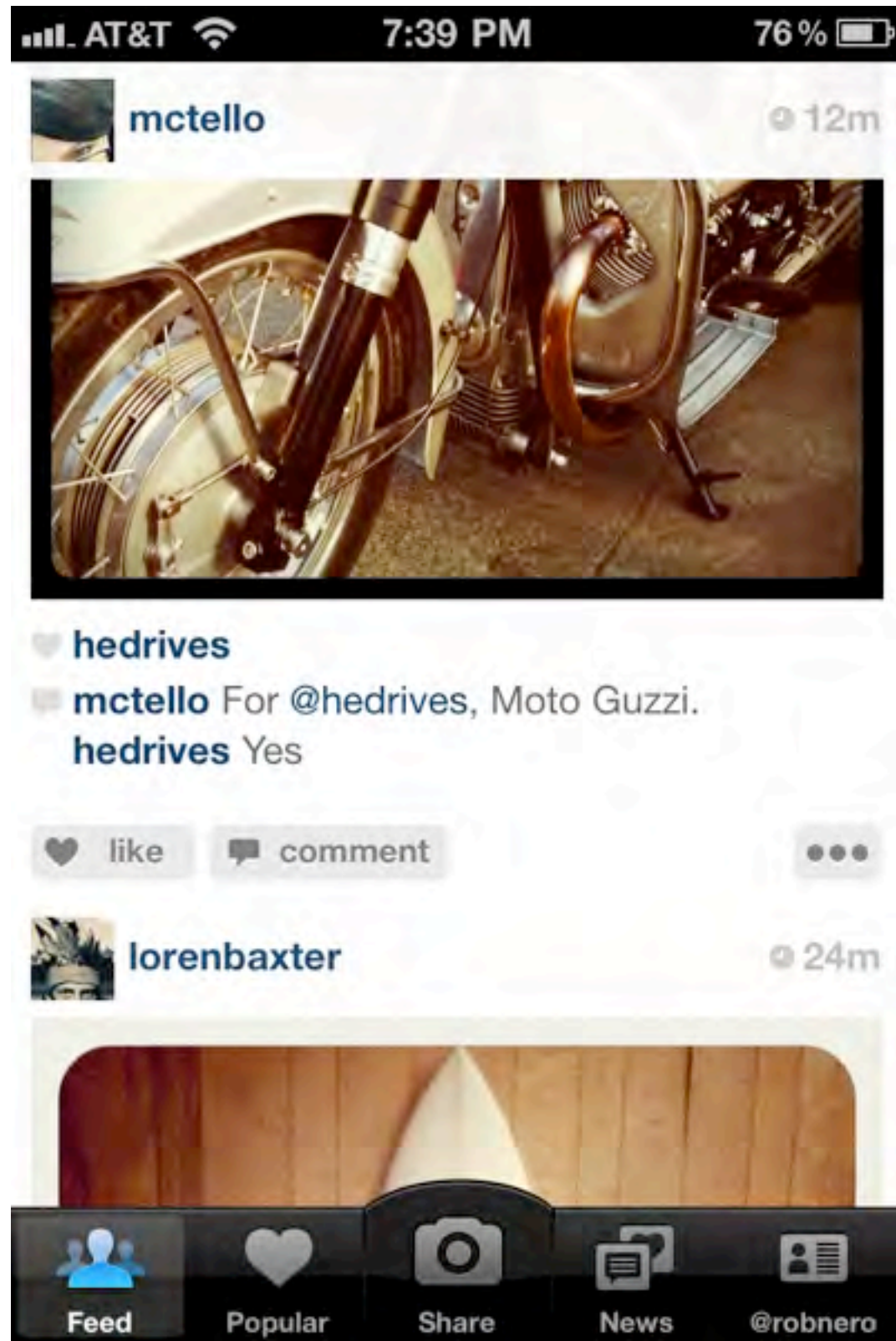
- reviews
- top 10 lists (compare/create)
- track people/movies

# Enable Discussion

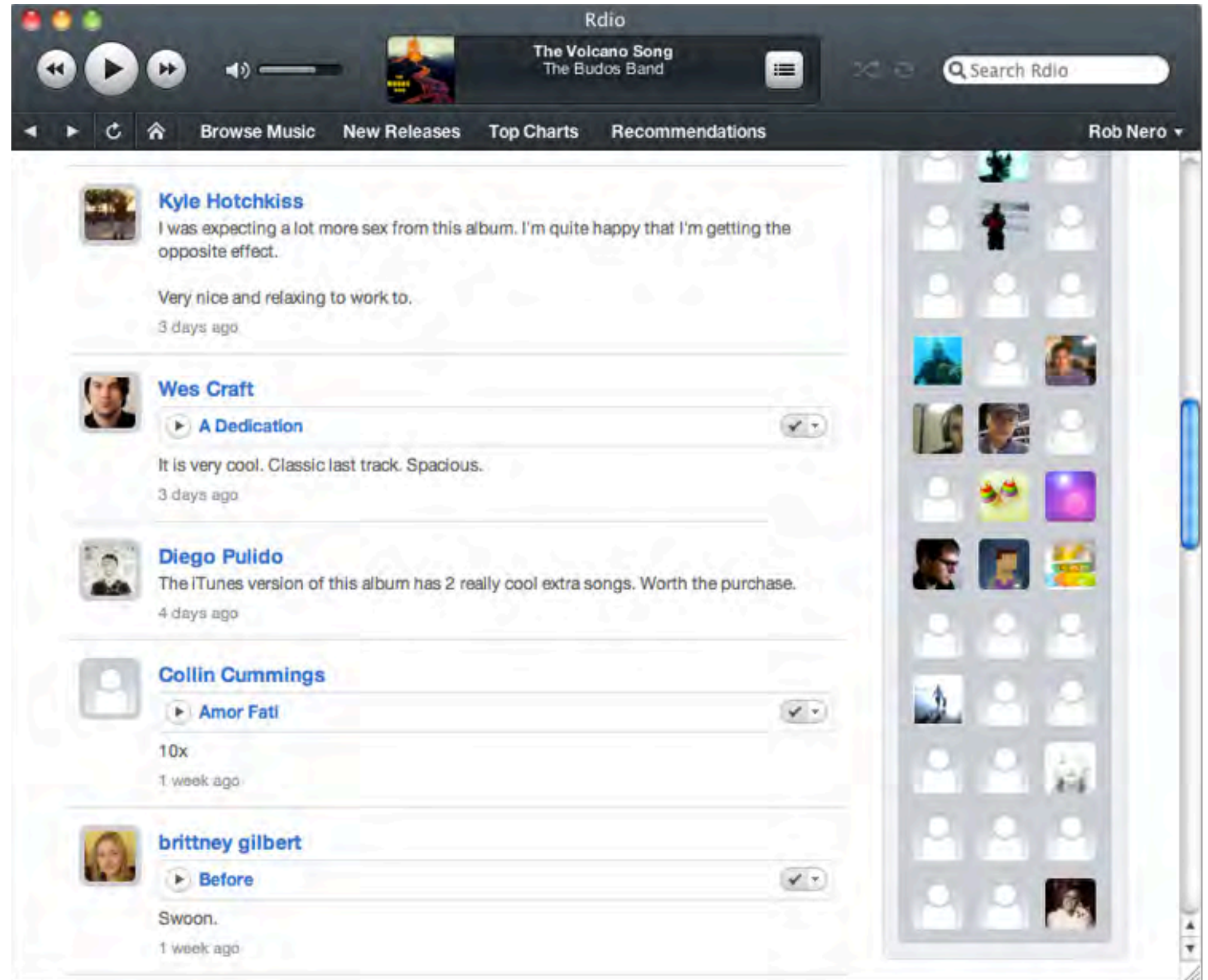
Encourage and simplify the creation of meaningful media-centric commentary and discussion.

Content that is crafted and relevant has higher value than content that is fleeting and irrelevant. A “movie review” or “commentary” has higher value than a “status” or “tweet”, but also takes more time and engagement to craft. Promote discourse and discussion related to the media to promote value over speed.

# enable discussion



instagram



rdio

# Ideas

- active recommendations
- active reviews
- reviews
- agree/disagree
- commentary
- connections to others
- connect to details



# Seamless Engagement

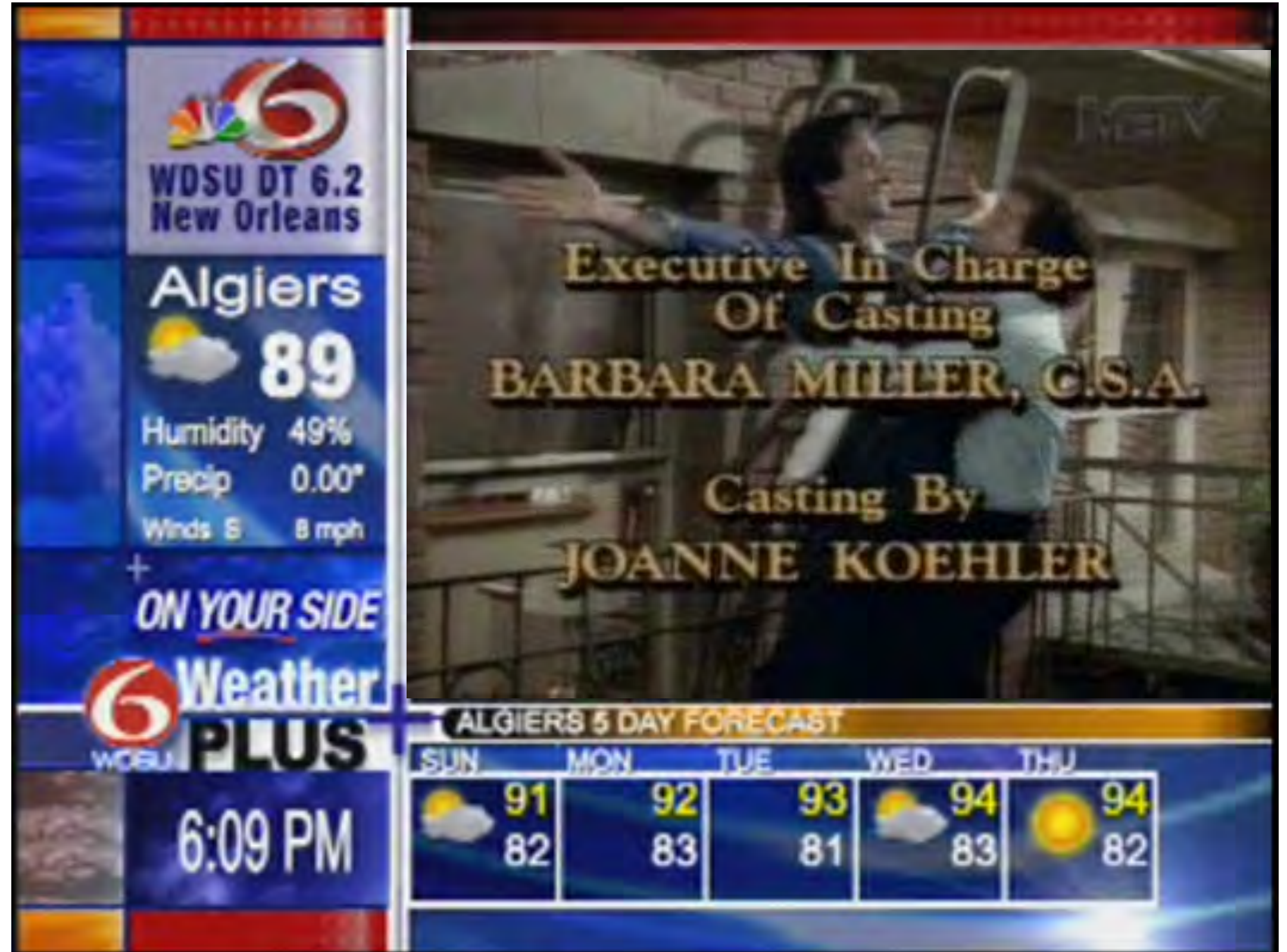
Streamline engagement by placing interaction points in areas that support a seamless transition from passive consumption to engaged contribution.

“When” and “where” are most important when attempting to engage the user in any activity beyond passive consuming. Strategically place focused points of action for the user, so the transition to active engagement is natural and seamless.

# seamless engagement



instagram



local news during TV show end credits

# Ideas

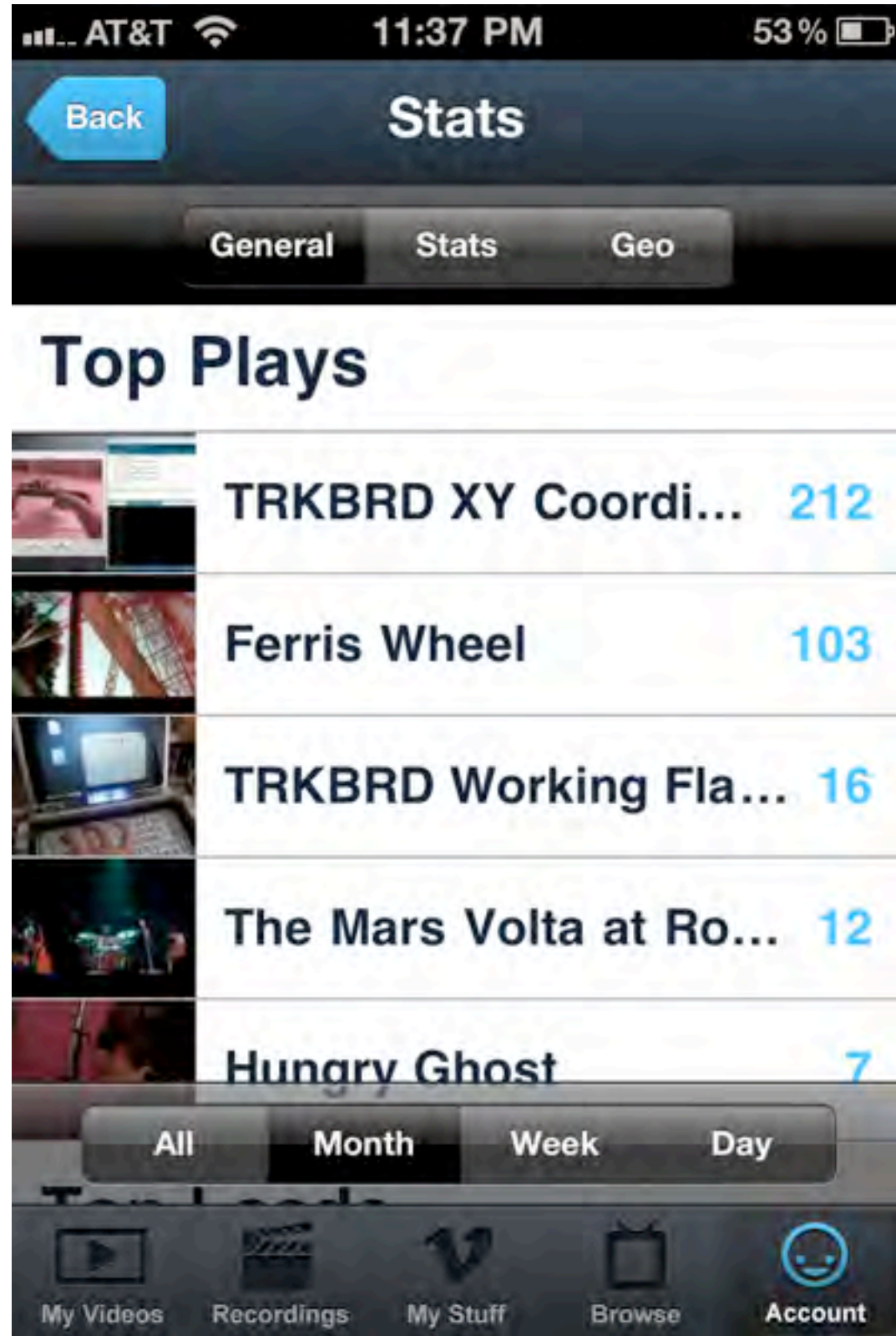
- ending credits
- review assistant
- review mad libs
- who's watched
- planning to watch/calendar
- continuous activity/interstitials

# Personal Fulfillment

Appeal to the human needs of sharing that range from boosting ego, reaching out to friends, or learning something new.

A person will share or be social to fulfill specific needs in their life. These needs range from self-expression and ego, to defining themselves and bragging, to sharing something they've found or learned. Aside from the psychological, each person also follows a cycle of consuming, contributing, and collaborating, that should also be supported.

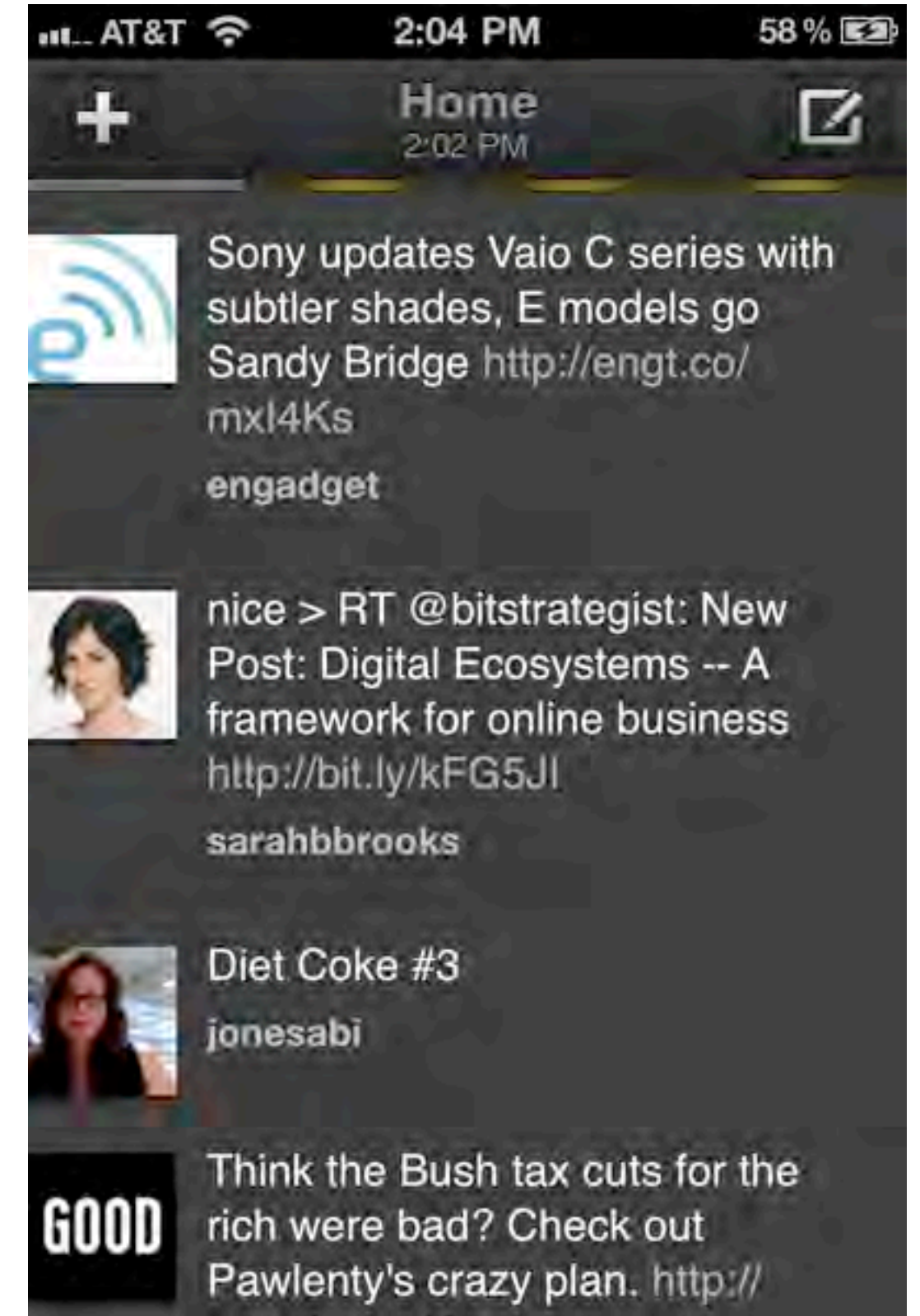
# personal fulfillment



vimeo



facebook



tweetdeck

# Ideas

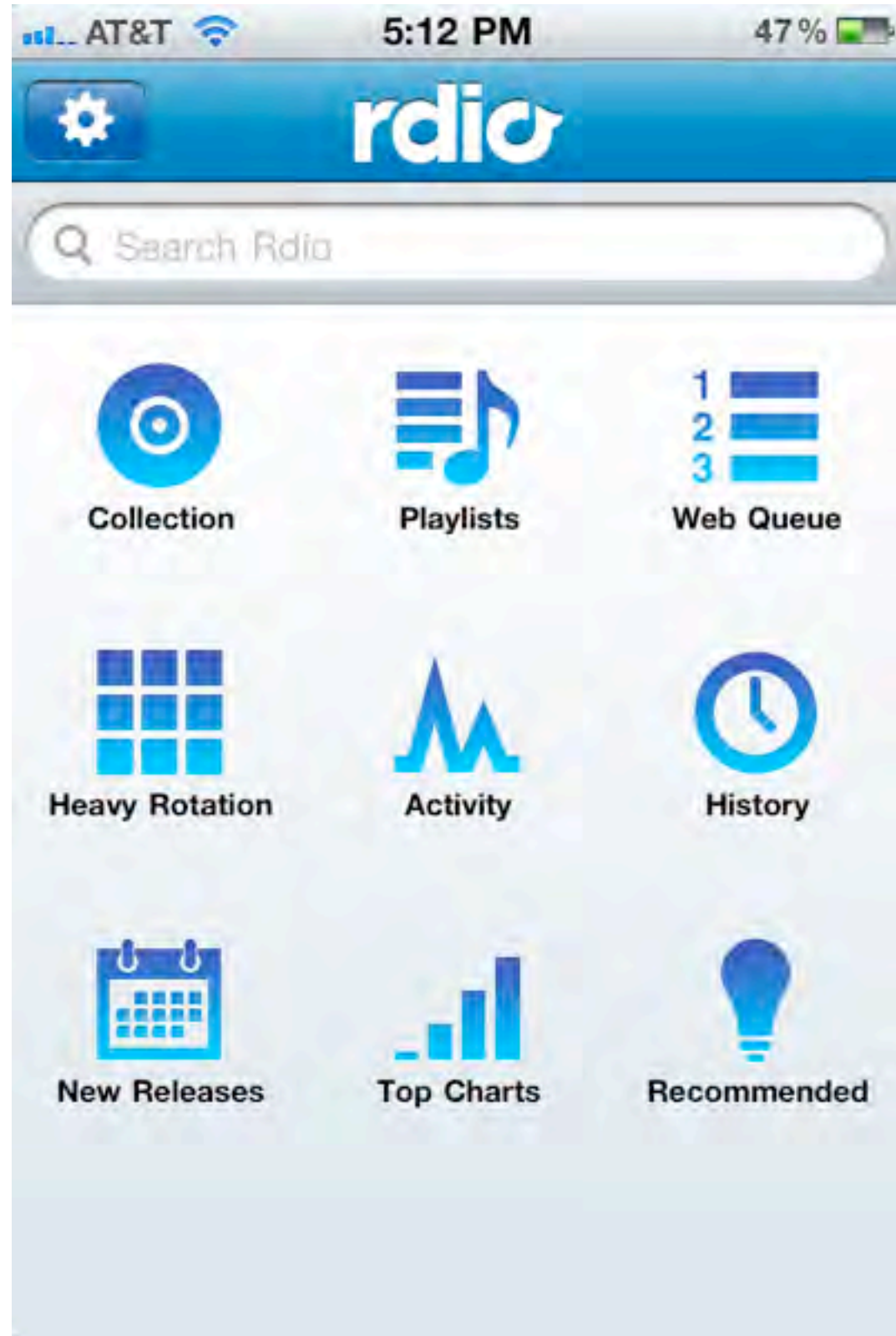
- top 10 lists
- reviews
- recommendations
- reality/emotion-based genres

# Co-Opt Familiar

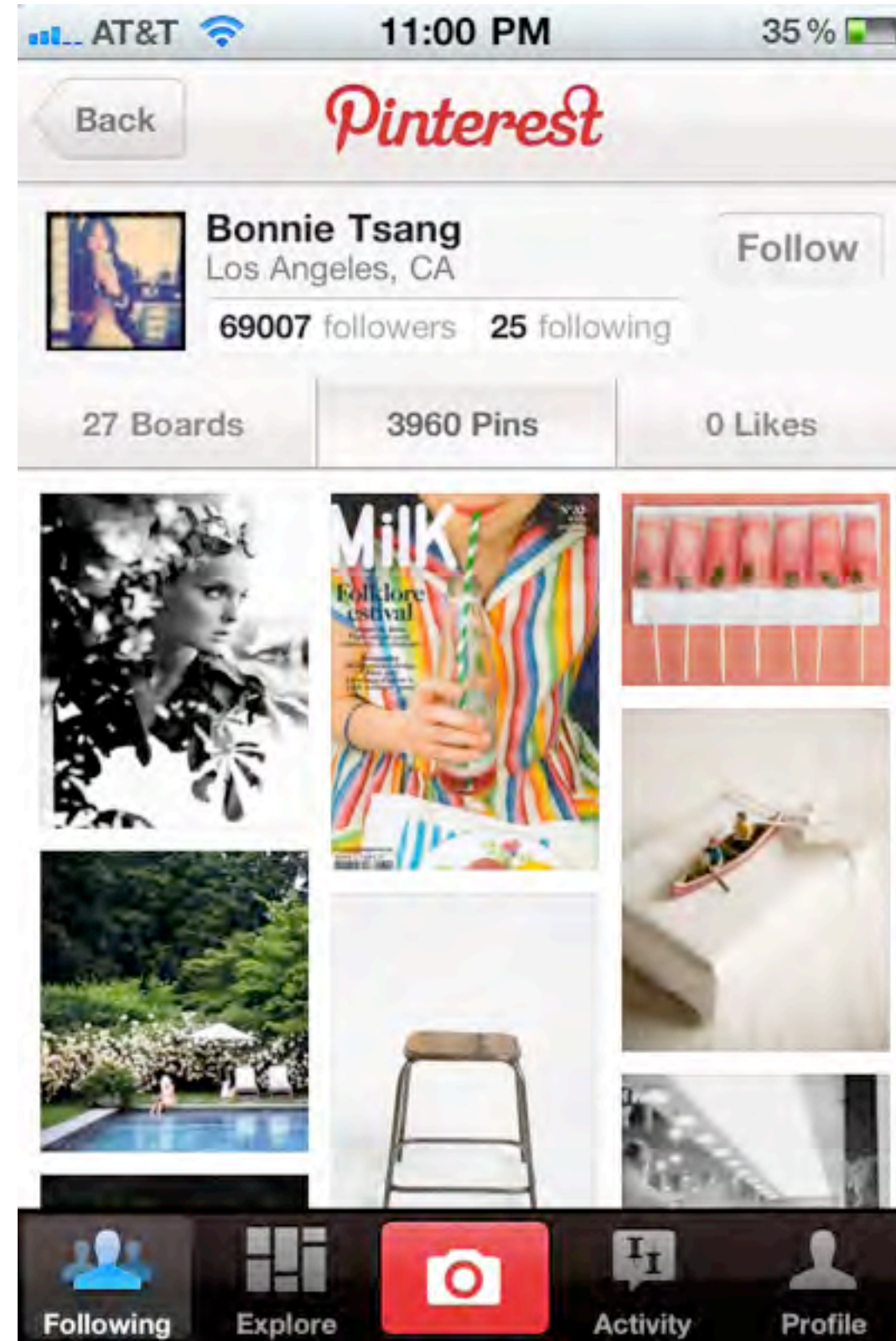
Embrace the unique qualities of the material and the community.

Each community has unique values, norms, and vocabulary that separate it from other communities. Each "material" (e.g., movies, music) that forms the basis of a community has unique properties that separate it from other materials. Both should be considered and included when creating a social network around the community and material.

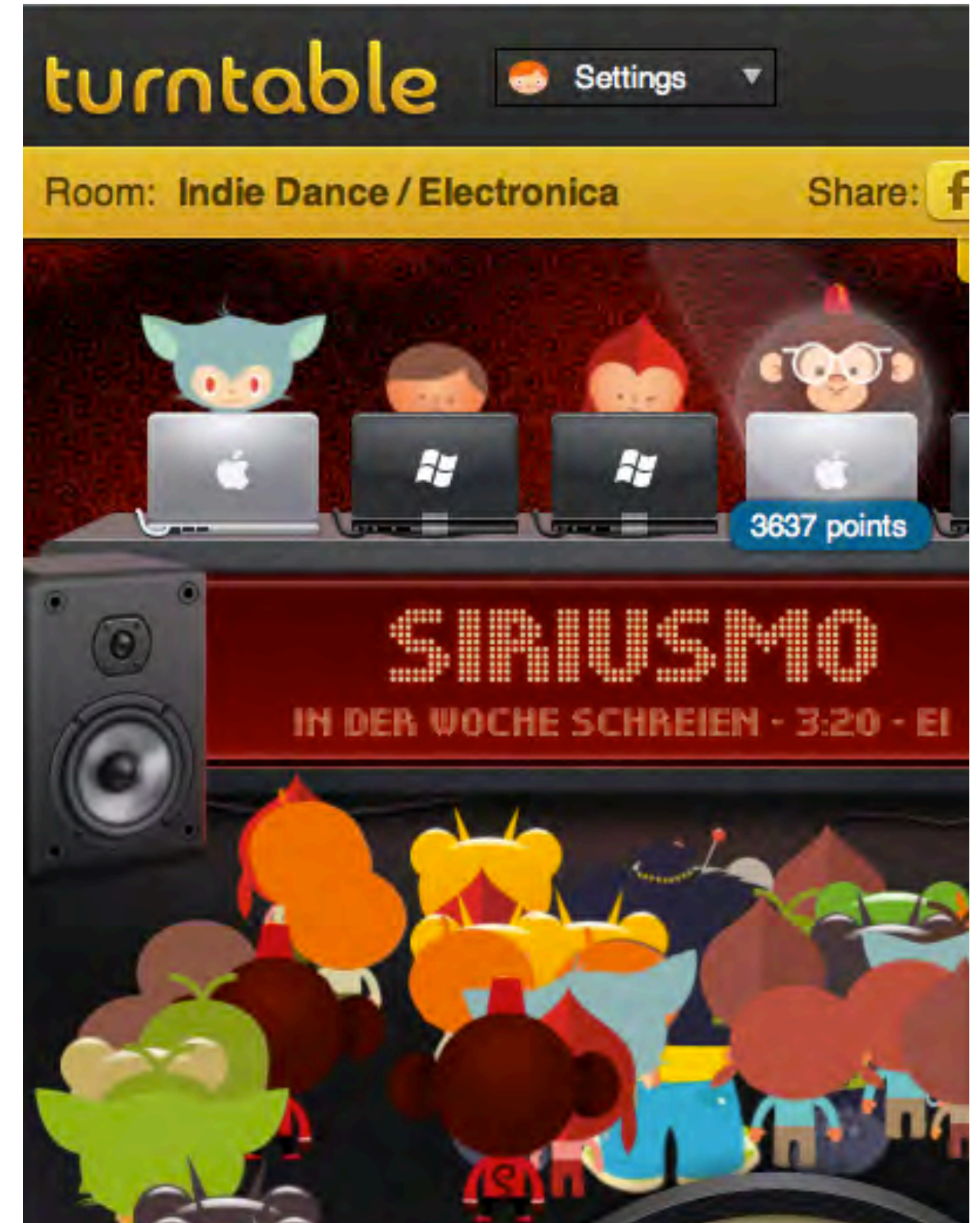
co-opt familiar



rdio



pinterest



turntable.fm



# Ideas

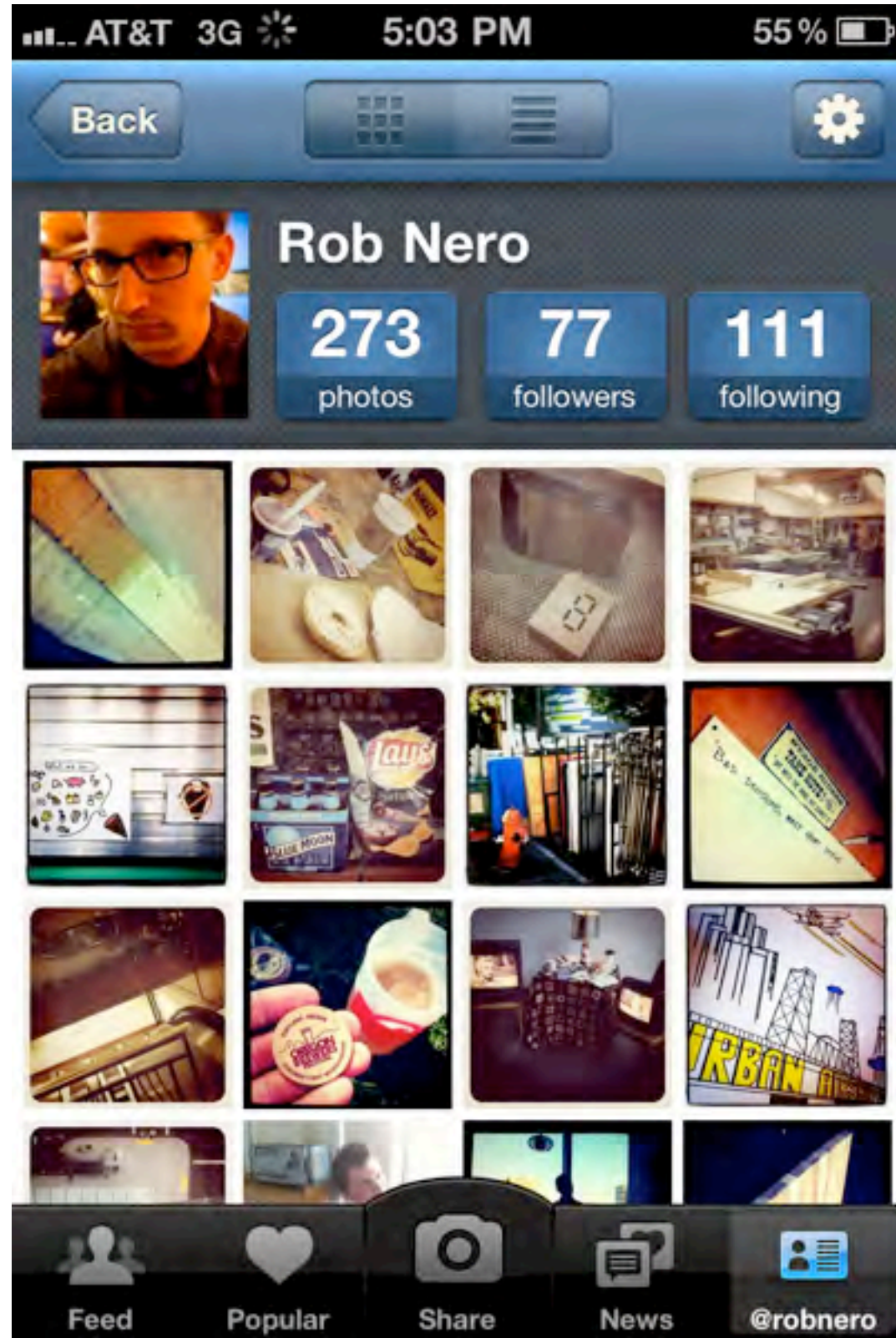
- critics, not friends
- well-known critics
- movie nights
- commentary
- special features
- ratings

# Visible Incentives

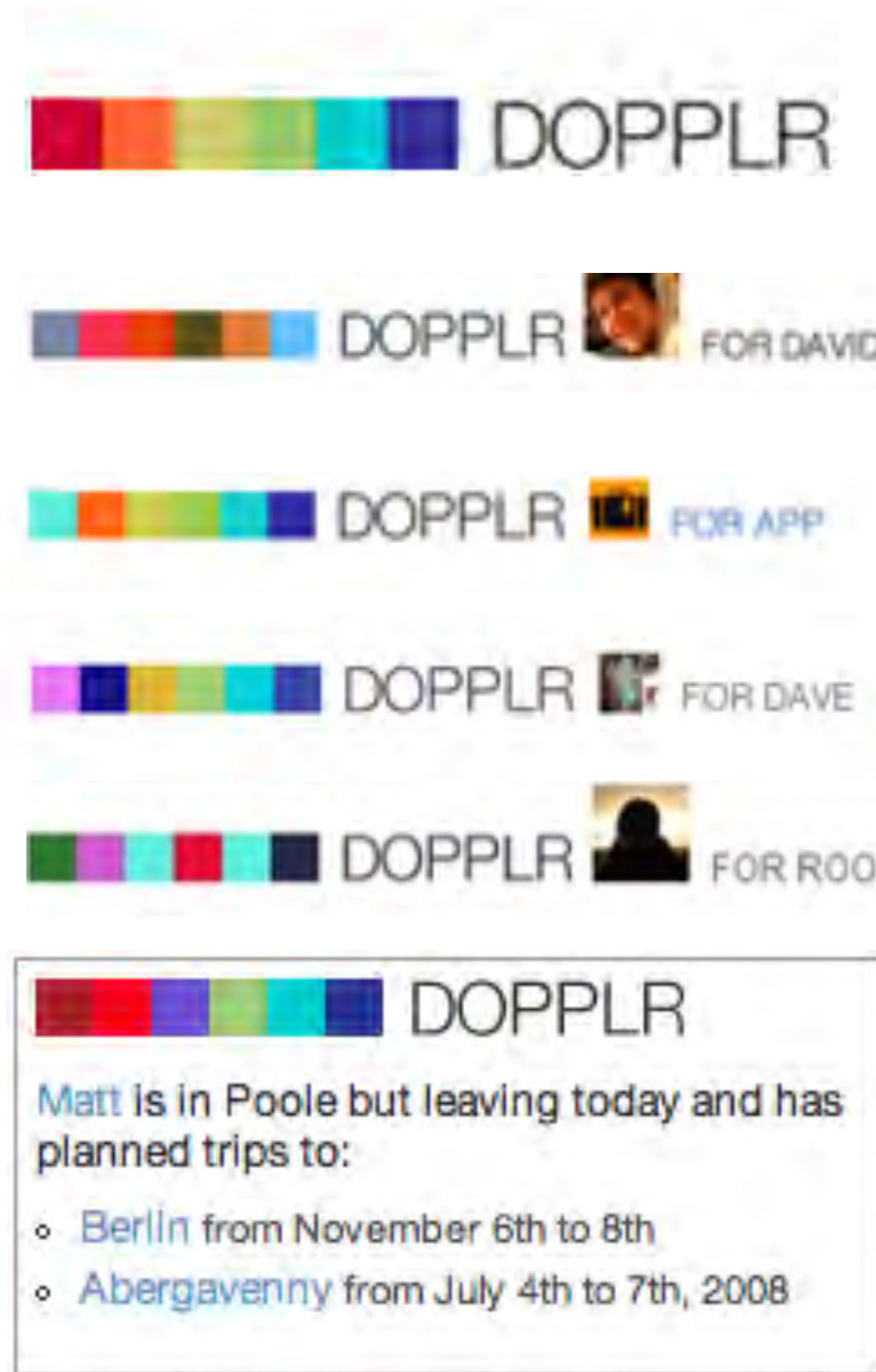
Provide a reason for users to invest time in sharing and expanding their media experience by displaying contributions and acknowledging those who become "experts".

Give rewards to promote sharing, show status, and display a person's authority and involvement. These rewards acknowledge contributions while creating a mechanism for achievement.

# visible incentives



instagram



dopplr.com



getglue

# Ideas

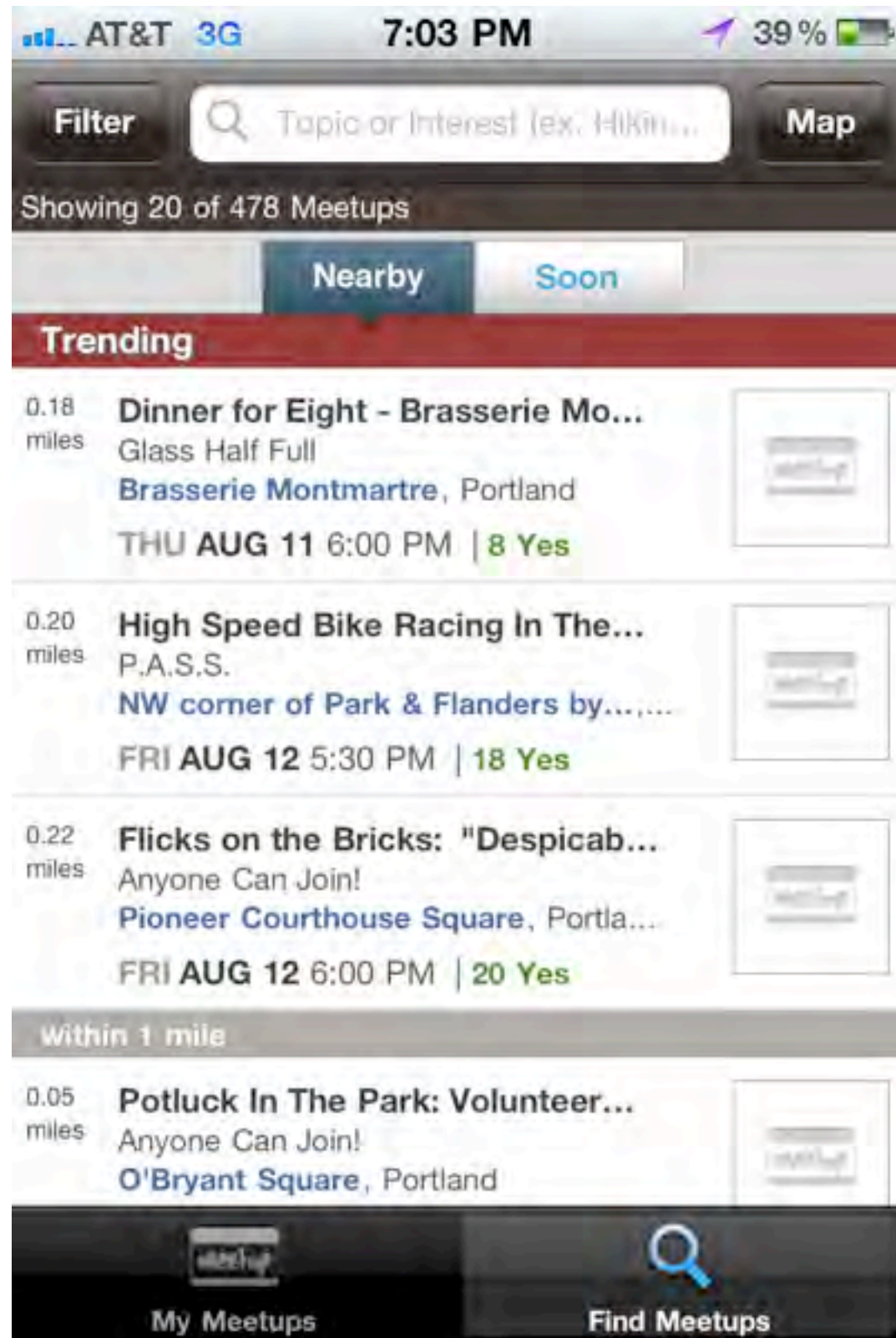
- badge/stats
- unlock content
- public profile
- user levels

# Connect Reality

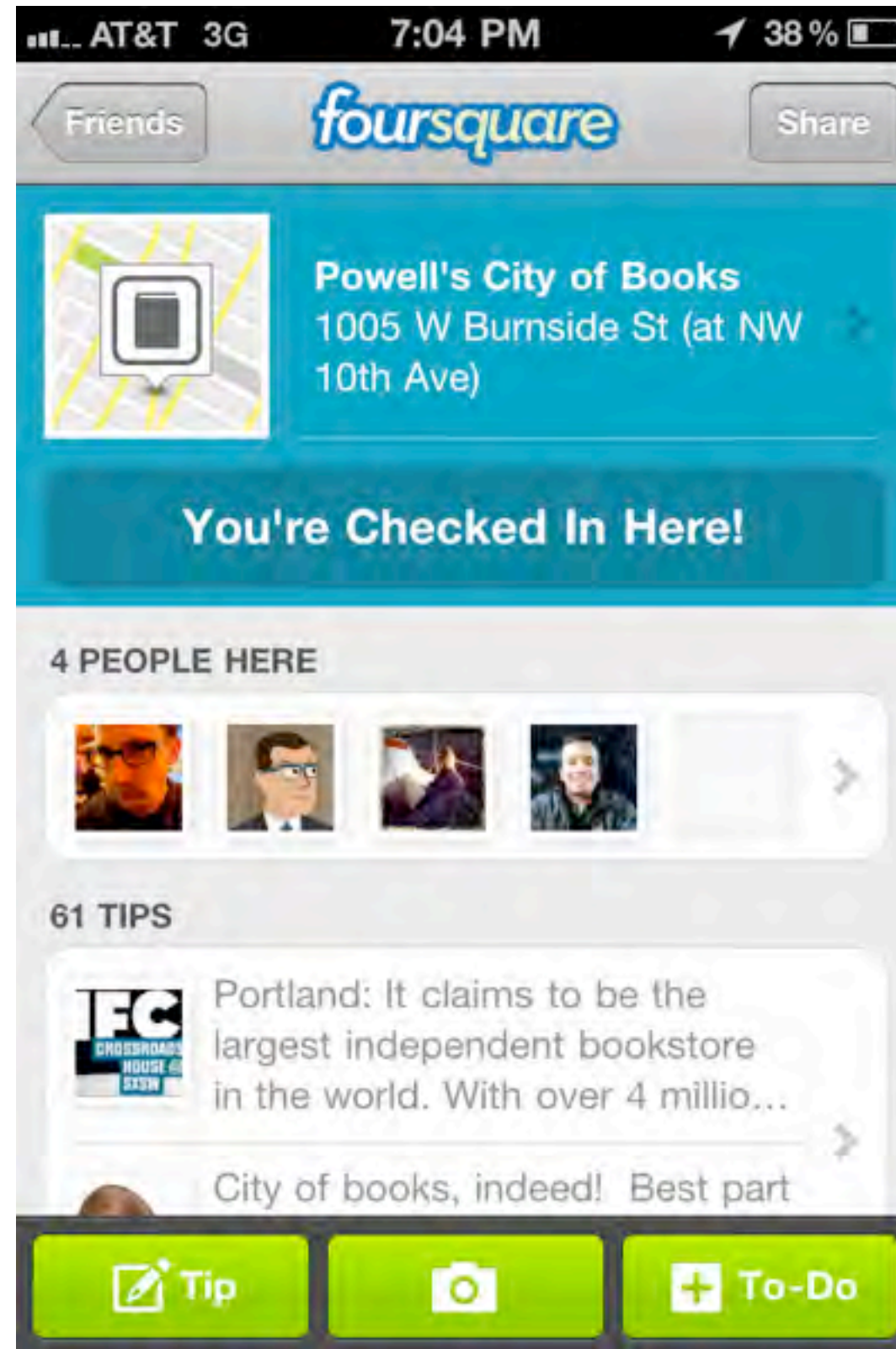
Allow users to transcend the screen by creating relevant links to the real world -- where social began in the first place.

Do not forget where social begins and lives... “in real life” (IRL). In real life is where media is consumed and shared, and still the best place to be social. Connect real life to the system, and the system to real life, to strengthen and enrich both experiences.

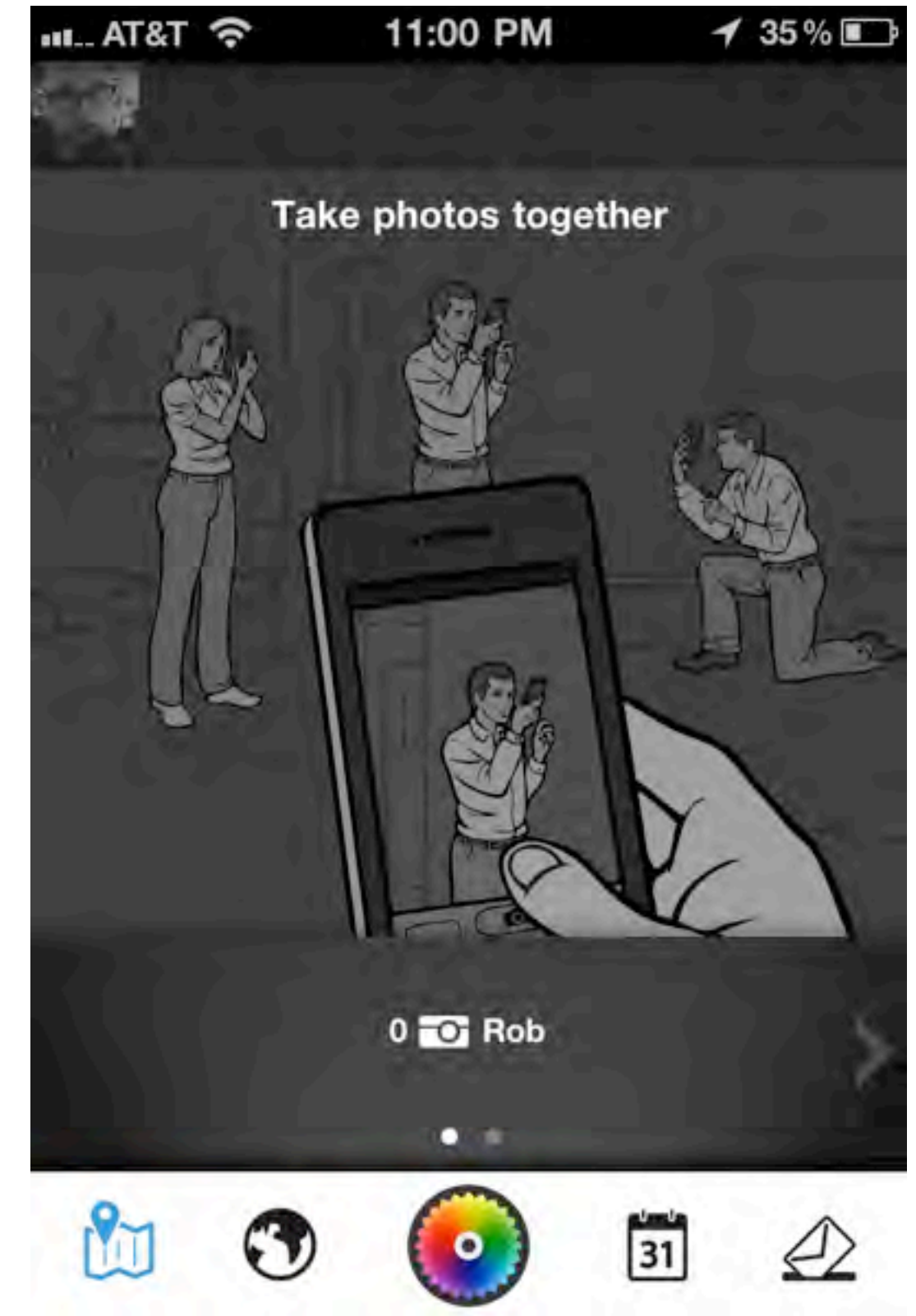
# connect reality



meetup



foursquare



color

# Ideas

- discounts
- opening night check-in
- movie night planning
- trailers
- days to opening
- Oscar lists
- in theaters now
- an event

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## Enable Discussion

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## Seamless Engagement

Streamline engagement by placing interaction points in areas that support a seamless transition from passive consumption to engaged contribution.

## Personal Fulfillment

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## Co-Opt Familiar

Embrace the unique qualities of the material and the community.

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Provide a reason for users to invest time in sharing and expanding their media experience by displaying contributions and acknowledging those who become "experts".

## Connect Reality

Allow users to transcend the screen by creating relevant links to the real world -- where social began in the first place.



Thank You!

appendix

# MediaNavi Principles + Social

## MediaNavi Principle:

# Pure Entertainment

Keep the TV focused on providing a pure media experience.

## Social relevance:

*Do not lose focus on the media experience with too many social distractions. Expand the experience beyond just the media by providing related content not easily found anywhere else.*

## MediaNavi Principle:

# Proactive Intelligence

Work on the user's behalf to reveal smart content without usurping their control over their own experience.

## Social relevance:

*Quality content is priority number one. People turn to their friends to help them with this quest.*

## MediaNavi Principle:

# Organic Interactivity

Make things work the way the user would expect them to work. Provide visual cues for interactions that fall outside those natural expectations.

## Social relevance:

*Allow social interactivity to grow with exploration. Accommodate a person's needs as they become more comfortable.*

## MediaNavi Principle: **Contextual Simplicity**

Keep the user experience focused on the immediate goal by prioritizing the tools and information that support it.

### Social relevance:

*Provide simple and contextual means to guiding the user through the sharing and contributing experience.*

## MediaNavi Principle:

# Robust Customization

Enable the user to customize their experience without allowing them to break it.

## Social relevance:

*Allow control over what a person shares, how it's shared, when it's shared, and what gets pushed back to the person.*

## MediaNavi Principle: **Existing Expectations**

Take advantage of what the user already knows by leveraging established social and media expectations.

### Social relevance:

*Following existing social norms and experiences will be make sharing more comfortable and familiar, which will promote contribution.*



## MediaNavi Principle:

# Clear Communication

Employ consistent rules and communication to maintain a simple—and learnable—user experience.

## Social relevance:

*Clarity and transparency will lead to trust, which leads to engagement and contribution.*