Distinguished Cyber Center Lecture

Cyber Center and Brian Lamb School of Communication

Presents

Building Safe, Thriving Communities with Credible Content: Design Principles for Web Sites and Social Structures

Speaker Bio

Ben Shneiderman is a Professor in the Department of Computer Science, Founding Director (1983-2000) of the Human-Computer Interaction Laboratory, and a member of the Institute for Advanced Computer Studies at the University of Maryland, College Park. He was elected as a Fellow of the Association for Computing (ACM) in 1997 and a Fellow of the American Association for the Advancement of Science (AAAS) in 2001. He received the ACM SIGCHI Lifetime Achievement Award in 2001. He is a member of the National Academy of Engineering. Ben pioneered the highlighted textual link in 1983, and it became part of Hyperties, a precursor to the web. His move into information visualization spawned Spotfire, known for pharmaceutical drug discovery and genomic data analysis. He is a technical advisor for the treemap visualization producer, The Hive Group.

Presentation Abstract

While researchers are far from having reliable predictive models of online community success, a growing body of literature and inspirational examples can provide guidance for aspiring community managers. We know that design principles for websites can make a substantial difference in getting first-time users to return or regular visitors to become content contributors and eventually active collaborators. Getting active collaborators to become committed leaders is yet a bigger challenge, but having such leaders is one of the keys to community success. These leaders help set behavior norms by their examples, take the community into new directions, and deal with a wide variety of threats. Successful communities must develop leaders who create resilient social structures to deal with serious threats from hackers who maliciously violate privacy, attack servers, vandalize content, or provide misleading content. This talk will cover examples and a road map for research.

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