

# Social Patterns & Anti-Patterns FTW

Social Design Patterns are proven solutions to common problems in specific contexts

## Principles

- Leave Incomplete
- Palimpsest
- Talk Like a Person
- Your vs. My
- Be a Game
- Ethics

## Self

- Engagement  
(ex: Sign in Continuity)
- Identity  
(ex: Profile, Avatar, Dashboard)
- Presence  
(ex: Statuscasting, Activity Streams)
- Reputation  
(ex: Competitive Spectrum, Levels, Labels, Ranking)

## Actions

- Collecting
- Broadcasting
- Communicating
- Feedback  
(ex: Comments, Vote to Promote)
- Sharing  
(ex: Bookmarklet)
- Collaboration  
(ex: the Wiki Way, Crowdsourcing)
- Social Media  
(ex: Managing Attention)

## Community

- Relationships  
(ex: Circles of Connection)
- Groups  
(ex: Ridiculously Easy Group Formation)
- Community Moderation  
(ex: Norms, Don't Feed the Troll)
- Place / Geography / Location  
(ex: Event-Making, Mapping)

## Other Considerations

- Openness
- Mobile/Ubiquity
- Enterprise Context
- Demographics
- Games



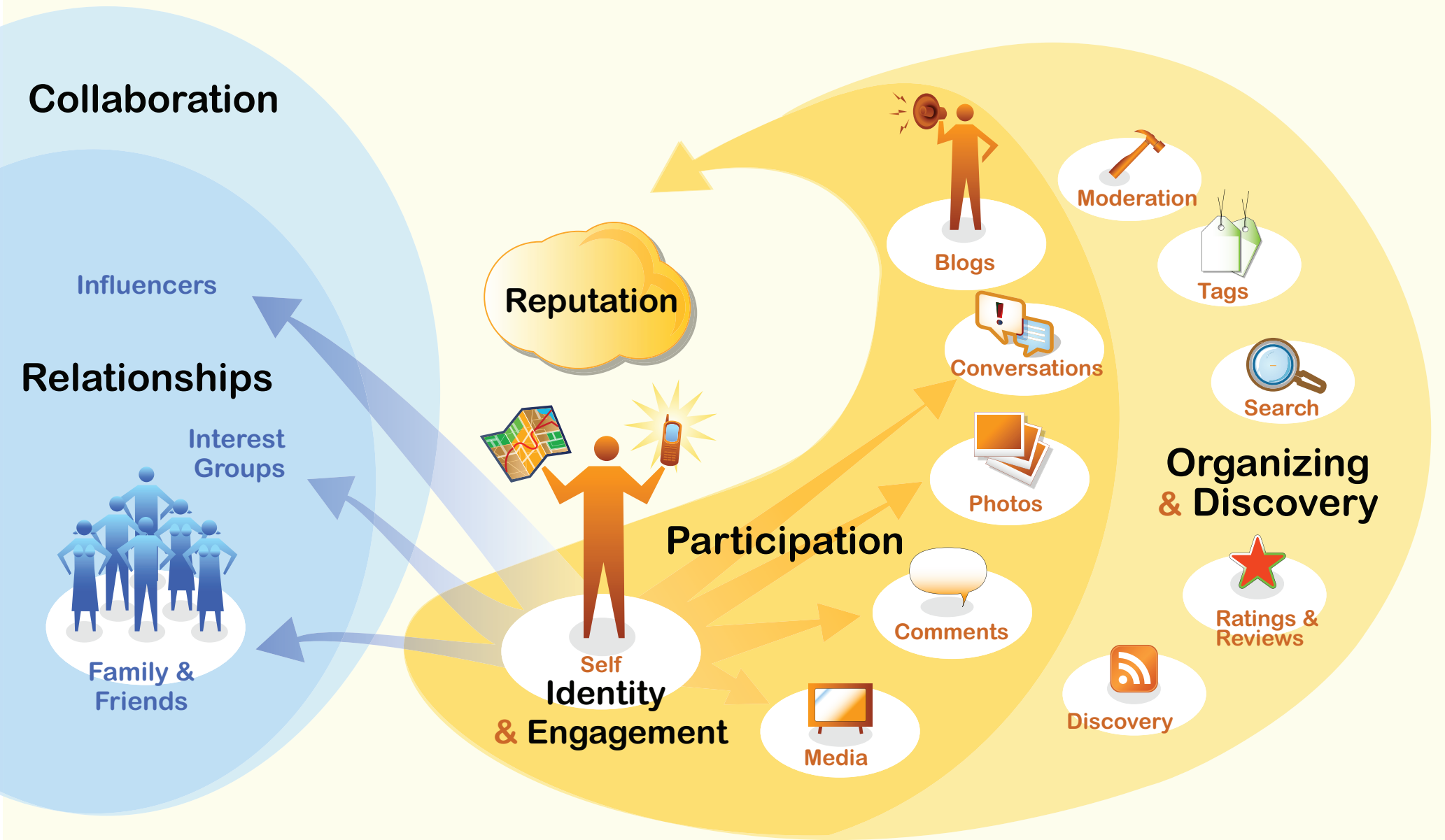
Visualization of social components based on *Designing Social Interfaces* by Erin Malone and Christian Crumlish.  
Diagram - Erin Malone, 2009, riffing off of Gene Smith's *Social Media Honeycomb*.

Social Design Antipatterns  
(or Antisocial Design Patterns)  
are things that seem like a good idea at the time, bandaids, with known negative consequences.

- Password Antipattern
- Ex-Boyfriend Bug
- Cargo Cult Design
- Underpants Gnomes
- Sock Puppets
- Leaderboard  
(in most contexts)

The book site: <http://www.designingsocialinterfaces.com>

Check out the patterns: <http://www.designingsocialinterfaces.com/patterns.wiki>



# Social Media Ecosystem

a sample model from the book *Designing Social Interfaces*, by Christian Crumlish and Erin Malone

*Illustration by Bryce Glass, based on his Community ecosystem illustration done for the Yahoo! Platform Division, 2007*