

Social Networking Services for Public Spaces

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INTRODUCTION

Social networking services have changed the way we communicate and share our lives online.



People publish and consume more digital content than ever before.

These services and their content can be leveraged in novel application domains, e.g. in urban public spaces.

QUESTIONS

How, why, and when should these services and their content be utilized in our everyday environments?

How can we make a space "better" by leveraging these services?

AIM

Explore the integration of social networking services and their content into public, "offline" spaces to:

- 1.) Increase awareness and interaction between co-located people.
- 2.) Encourage users to create, socialize, and participate together towards a common goal.
- 3.) Provide value to the space owner / administrator.

METHODS

Use of technology probes.

Longitudinal field trials in authentic environments, leveraging the UBI-infrastructure in Oulu, Finland [1]. (20+ 55" interactive displays, some accessible to the general public 24/7)

Focus especially on public displays and smartphones as the interaction mediums.

Collaboration with local authorities to understand the possibilities of new technologies from a more practical viewpoint.

PROGRESS

Mechanism for distributing user interfaces between smartphones and public displays [2].

Best practices for social applications on public interactive displays: community generated content, immediate rewards, support of social use [3].

Distributed application that blurs the boundaries of online and offline spaces by sharing social media content in public spaces [4].

Deployment and evaluation of a technology probe to help Oulu Youth Affairs Department in better engaging the local young [5].

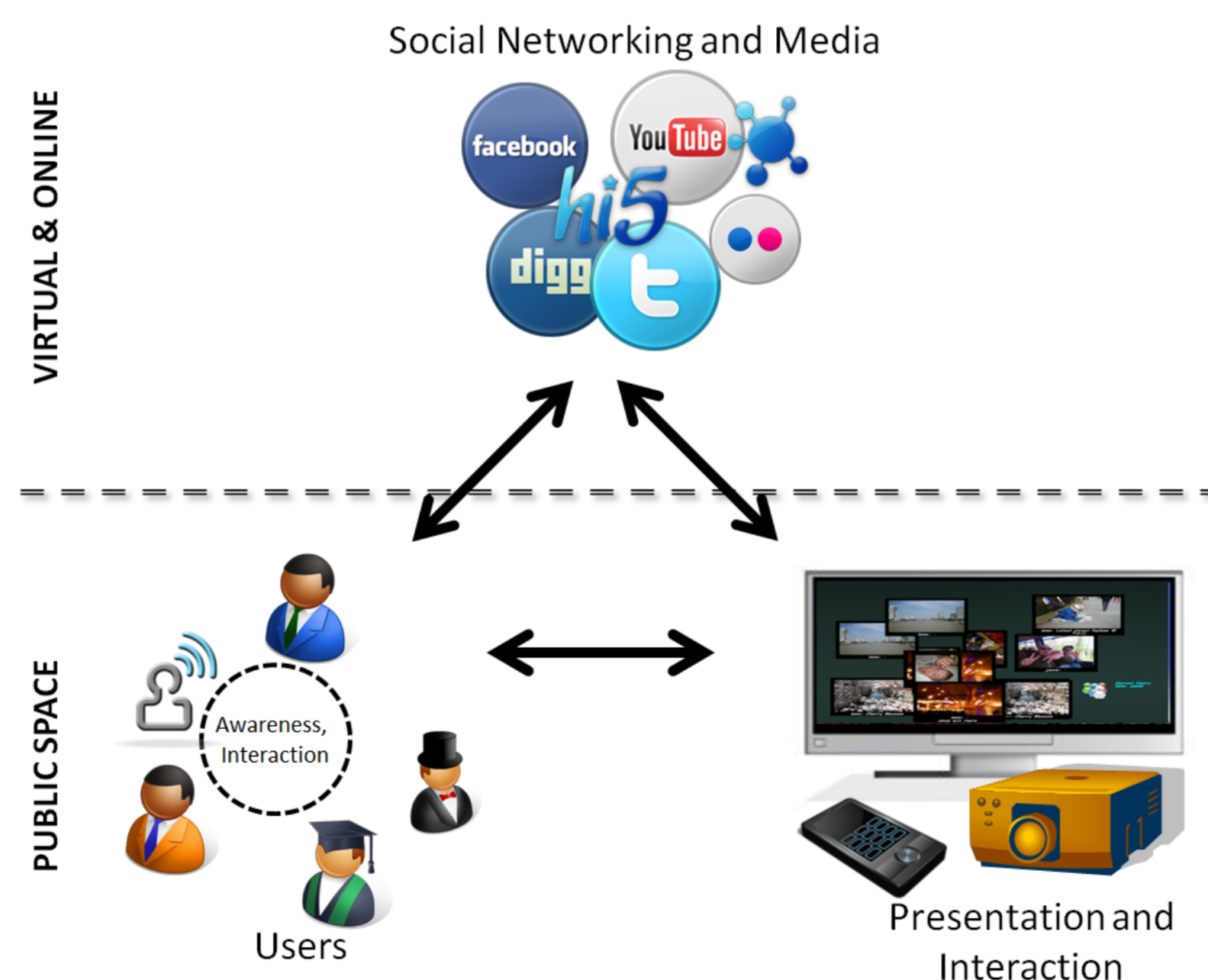
OUTCOMES

New knowledge on how to utilize interactive displays to engage communities - to persuade users to socialize and create together.

Longitudinal evaluation of various social applications, using a large-scale interactive display installation in an urban city centre.



Ph.D. thesis in 2014.



Left: proposed social service and content flow in public spaces, right: examples of our technology probes

REFERENCES

- [1] Ojala T et al. (2012) **Multipurpose interactive public displays in the wild: Three years later.** Computer 45(5), in press
- [2] Hosio S et al. (2010) **Supporting Distributed Private and Public User Interface in Urban Environments.** HotMobile 2010
- [3] Hosio S et al. (2010) **Enhancing Interactive Public Displays with Social Networking Services.** MUM 2010
- [4] Hosio S, Kukka H & Riekkilä J (2010) **Social Surroundings: Bridging the Virtual and Physical Divide.** IEEE MultiMedia 17(2), 2010
- [5] Hosio S et al. (2012) **From School Food to Skate Parks in a few Clicks: Using Public Displays to Bootstrap Civic Engagement of the Young.** Pervasive 2012