The Ebb & Flow of Activity Streams

Investigating the user experience of stream-based interfaces.
To view activity, I had to go to and view each profile in turn.
What's on your mind?

Captain Bordes
Fly Fishing Adventure
9 new photos
2 minutes ago · Comment · Like · Share

Alex Iskold
4 minutes ago · Comment · Like

Alex de Carvalho
I'm humbled by those who went out on a line for me. Teaching is a privilege. And teaching clarifies ideas and focuses the mind.
4 minutes ago · Comment · Like

Will Pate
http://www.youtube.com/watch?v=ONS2ptAR4mo
http://www.youtube.com/watch?v=ONS2ptAR4mo
The Case for Separated Bike Lanes
Source: www.youtube.com
9 minutes ago · Comment · Like

Muhammad Saleem
Amazon lowers Kindle price again! From $299 to $249: http://ow.ly/taCc
9 minutes ago · Comment · Like
Instead of visiting profiles, I could simply visit a single page (my news feed)
Facebook News Feed, Fall 2006

1. Same information as always.
2. Only a change to the interface.
3. Aggregation made all the difference.
4. People starting thinking about privacy differently.
5. Security by obscurity is taken for granted.
6. Overall activity increased dramatically.

By showing new activity in a single screen, Facebook changed everything.
Latest: I find it interesting that Restoration Hardware sends me countless emails but I buy furniture at IKEA, who sends me none. 41 minutes ago

Home

dharmesh "Video is the most effective form of content because it "humanizes" the message and can strongly engage" #ims09
less than 20 seconds ago from TweetDeck

cathcam I'm delighted with the progress the Dell UI team are making on new thinking with http://script.aculo.us/ and our management UI framework
1 minute ago from web

noahmittman Wow, nice move: PSN opens up DLC purchases to Amazon so you can buy your add-ons/dl games there as well http://bit.ly/NTWJ
1 minute ago from EventBox

adamconnor It's an extremely quiet and uneventful day. I don't know if that is contributing to my glum mood, or helping to keep it from getting worse.
1 minute ago from Echofon

craighenry Diet Pepsi is not as good as Diet Coke. DEAL.
2 minutes ago from Echofon

circa1977 OK, Basecamp talk over. Can't find emails and open site up to projects, not Dashboard. Wherever it was, didn't register. Thanks, everyone.
2 minutes ago from Tweetie

zerohearing? great biscuits and gravy — at Allen's Alley
leisa
storyboarding three different approaches to 'on ramp' design for prototyping and testing. yay!
20 seconds ago from Twitter - Comment - Like - Share - Hide

Alex Iskold
1 minute ago from Twitter - Comment - Like - Share - Hide

dave mcclure
RT @danolsen @Scobleizer intvw real-time discovery http://YourVersion.com (#TC50 Peoples Choice Winner) http://www.ticketweb.com/t3...
11 minutes ago from Twitter - Comment - Like - Share - Hide

Paul Buchheit
shedskin - An experimental (restricted) Python-to-C++ compiler - http://code.google.com/p...
2 hours ago from Bookmarklet - Comment - Like - Share - Hide

Ertaşı Karamatlı and Space Cowboy liked this

"Shed Skin is an experimental compiler, that can translate pure, but implicitly statically typed Python programs into optimized C++. It can generate stand-alone programs or extension modules that can be imported and used from larger Python programs. Besides the typing restriction, programs cannot freely use the Python standard library (although about 17 common modules, such as random and re, are currently supported). Also, not all Python features, such as nested functions and variable numbers of arguments, are supported. For a set of 40 non-trivial test programs (at over 12,000 lines in total; see the shedskin-examples-0.2.tgz download), measurements show a typical speedup of 2-40 times over Psyco, and 2-220 times over CPython. Because Shed Skin is still in an early stage of development, however, many other programs will not compile out-of-the-box." - Paul Buchheit from Bookmarklet
Dinner and board games – Who’s up for dinner and board games next week? I’m thinking

Snapshots! – I’m really impressed with all the nature shots we’ve put together! Desert

BBQ on Sunday! – Our house, 6pm. Let us know if you can come! What can I bring? Just

Sushi time? – Hey Dan and Jens, I think its time for our monthly sushi-tasting dinner. Tough

Hey Steph, – Wanna get coffee tomorrow? I think your music player ended up left on my desk

Wayward music player? – Looking to return Hey. I think your music player ended up left on my desk

See what turned up on my front lawn yesterday! – It’s fairly late in the season to be

It’s Movie Time!!!! – Whee – the 80’s are cool again! What about “Confessions of a Shopaholic”?

Pics from a walk in Sydney… – Just from walking around in Kimbili / Milsion’s Points

Gallery opening this Thursday – Hey everyone, my show is finally going up and I would love if your

Any tips for combating jet-lag? – Please share! For the first day, stay up as long as possible. Get

The Castle (Mandatory Fun) – Speaking of movies, who hasn’t seen “The Castle”? Such

Say, here are some photos from the Kokoda track. – Check out the broken wrist! At the

Favorite Place to Travel – Poll – Where do you like to go when you have time off? Brazil India

Who wants to see transformers?! –

Offsite pics! – Check out the photos from our offsite Vista Goofy Helmet So fast Hikes SF

Noel (and me, Emily):
Snapshots!

I’m really impressed with all the nature shots we’ve put together!

Emily: They make me want to go on vacation

me: Seriously, what a well traveled bunch. Lars, what kind did you use?

Lars: Canon: Canon D50 - Canon Digital Photography

I’m in the market for a new one. And these look so good. Really pro
Recent Activity

You are StevenAMoore's newest contact!
If you don't know StevenAMoore, StevenAMoore is probably a fan of your photostream or wants a bookmark so they can find you again. There is no obligation for you to reciprocate, unless you want to.

View StevenAMoore's profile, photos, contacts, or add StevenAMoore as a contact, too.

77 minutes ago

Yay! dcancel has marked you as a contact too.
View dcancel's profile, photos, contacts, or change your relationship with dcancel.

2 days ago

You are broken4good's newest contact!
If you don't know broken4good, broken4good is probably a fan of your photostream or wants a bookmark so they can find you again. There is no obligation for you to reciprocate, unless you want to.

View broken4good's profile, photos, contacts, or add broken4good as a contact, too.

5 days ago

Flash Player quit unexpectedly
52 views | 1 comment | 0 favorites
megafill - [now deemed as 'safe' again!!] said:
i'm getting the same message when i try to upload photos to Flickr or Picnik...
do you have a solution?
What is an activity stream?

1. A temporally-based interface/screen showing a flow of information
2. Consists of many kinds of activity-objects
3. Often shows newest items at the top
4. Vertical flow
5. Based on subscription or follow model
6. Displays both personal and social information
What objects are in activity streams?

1. Status updates
2. Bookmarks, favorites, likes
3. Blog posts
4. Tweets
5. Pictures & videos
6. Movie recommendations
7. Reviews
8. Purchases
9. Alerts, notifications, announcements

(Basically anything)
## Joshua Porter Services

Your feed includes the items you have shared from the sites below. [Learn more](#)

### Blogging
- 🌱 Ameba
- 🌱 Blog
- 🌱 LiveJournal
- 🌱 Skyrock
- 🌱 Tumblr
- 百度空间

### Bookmarking
- 📖 delicious
- 🔊 Diigo
- 📜 Furl
- 🌱 Ma.gnolia
- 🌱 Mister Wong
- 🌻 StumbleUpon
- 🌿 Twine
- はてな

### Books
- 📖 Goodreads
- 📖 LibraryThing

### News
- 🌱 Digg
- 🌱 Google Reader
- menéame
- Mixx
- Reddit

### Photos
- 🌱 Flickr
- 🌱 Fotolog
- 🌱 Photobucket
- 🌱 Picasa Web Albums
- 🌱 SmugMug
- 🌱 Zooomr

### Status
- 🎉 brightkite.com
- 🎉 Facebook
- 🎉 Gmail/Google Talk
- identi.ca
- Plurk
- 🎉 Twitter

### Video
- 🎬 12seconds
- 🎬 Dailymotion
- 🎬 Joost
- 🎬 Seesmic
- 🎬 Smotri.com
- 🎬 Vimeo
- 🎬 YouTube

### Music
- 🎵 iLike
- 🎵 Last.fm
- 🎵 Pandora

### Miscellaneous
- 📺 Custom
- 📺 RSS/Atom
- 📼 Amazon.com
- 📼 LinkedIn
- 📼 Netflix
- 📼 Netvibes
- SlideShare
- Polyvore
- tipjoy
- Upcoming
- 🌼 Wakooopa
- ♦ Yelp
The Fire-hose feeling

Characterized by a feeling of being overwhelmed with content.

People don’t feel in control.

Too much content to process.
Amplifying

Save, share, favorite, more like this
Damping

Hide, block, unsubscribe, delete message
Damping

Hide, block, unsubscribe, delete message
Smart Algorithm

Two types of filtering: Implicit vs. Explicit

Explicit

Implicit (mostly)
Streams in the Enterprise

1. Sometimes people can’t miss stuff.
2. All content is not created equal.
3. It very much matters who shared what.
4. Privacy is just as important (groups, etc)
5. Overall security is important.
6. Projects and other groupings become more important
Case Study: Broadcast Messages in Socialcast

Visually distinctive
*Breaks* following rules
Messages seen by everyone
Otherwise the same

Idea generated after observing current practices and use cases.
Trends in Streams

Avatars
Services as logos
Implicit assumption of posts
Conversions in aggregate/threaded
Real-time
Single, persistent open share field
Private group-like functionality
Streams as APIs (imported content)

Statistics/Metrics
Ad-hoc sharing activities (one-time streams, etc)
Stream as sharable object
Email digests
Alerts and notifications within the stream
Outside objects in stream (ads, news, etc)
Ratings, reviews, and other signalling objects
Everything in the stream
IxDA.org

Active Discussion Threads
Where bounce off design concepts?
Started Today at 5:25am via web
- Dominic Willems
- Fredrik Matheson
- Martin
- dave malouf
- Den Serras

"Download Adobe Acrobat" for PDFs
Started Today at 10:15am via e-mail
- Jamie Bresner
- James Page
- Caroline Jarrett
- James Page
- David Corrigh
- Christopher Rider
- David Little
- James Page

Aggregating activity in sidebar
Focused on who said what (identity)
Let's people track conversations
Trend: Stream of visitors
Trend: Inline getting started

FriendFeed

You have 1 invitation from Zee.

Add: Photos

David Recordon
Wedding - http://www.flickr.com/photos...

6 minutes ago from Flickr - Comment - Like - Share - Hide

Find the people you know on FriendFeed
Import your address book to see which of your friends are already using FriendFeed

Facebook Twitter Gmail Yahoo! Hotmail
0 seconds ago - Hide

Tony
Pennsylvania has hit that time of the year where it redefines green. Lying in the field contemplating a life far removed from manhattan

7 minutes ago from Twitter - Comment - Like - Share - Hide
Trend: Seeding the stream
Trend: Aggregate/Threaded Conversations

roonoid The PBS series 'Craft In America' is fabulous.
less than a minute ago from UberTwitter

russu @billder make sure he includes selections from the
tweet new mixtape I made him!
1 minute ago from Tweetterrific in reply to billder

JohnAByrne Great performance from Derek Jeter (two-run
comer, single, pair of walks) as Yanks take first game 7–2
over Twins.
2 minutes ago from TweetDeck

Jason RT @KellerLl: @Jason Paying for Angels – It's extortion
and victimization all wrapped in the guise of help and a
handshake: snake oil=pa ...
2 minutes ago from UberTwitter

fling tempted to go to the cowboy bar on the corner, but
unfortunately the bull is out of order.
2 minutes ago from Birdfeed

Annaleen Have consumed types of molecules necessary to
help me enjoy Paranormal Activity.
3 minutes ago from twidroid

docbaty @jmspool Hopefully not the ones to do with a
catastrophic death
5 minutes ago from TweetDeck in reply to jmspool

atomiota Why Gourmet is down and Saveur is up
5 minutes ago from Seesmic

billder @fred_beecher Then you're the DJ in Savannah.
7 minutes ago from TweetDeck in reply to fred_beecher
Trend: Aggregate/Threaded Conversations

Robert Scoble
What service is growing faster than Twitter but that most Americans have never heard of? Answer here:

2 minutes ago - Comment - Like - Share

- Guy Vander Heyden, Cocoy Dayao and Dobromir Hadzhiev liked this
- I met the CEO this week and he was being praised by many at the Charles River Ventures Summit. - Robert Scoble
- Friendfeed - Varun Mahajan
- And, no, I am not talking about friendfeed. - Robert Scoble
- "My favorite underhyped company is GupShup, which stands for "chit chat" in India. They got to 20 million users in two years. Twitter took more time to reach that many users" - Edwin Khodabakchian
- Redhat - ;) - LPH™
- Zimbio? - Paul Holmes

Comment

©2009 FriendFeed - English - About - Tools & Widgets - Blog - API - Help - Privacy - Terms
Trend: Getting Started Inline

My Live Stream is where you'll see messages directly related to you – direct replies, updates from the people you follow, messages that you have "liked," and comments you have made.

Start sharing with your team to get the most out of Socialcast:

- Share what you're working on
- Create a custom real-time stream to follow subjects or people
- Update your profile with a photo, contact information and expertise
- Join or start a group
Trend: Stream as Sharable Object
Trend: Pre-selected following options
Trend: Friendfeed’s Use of Avatars over time

Richard posted three messages on Twitter

"you are 10th in the queue, your call will be answered in approx 16 mins". 16 mins of reggae music. great."
2 minutes ago - Comment - Like - Hide - More

"not that I have anything against reggae, it's just not my choice of music at 6 in the morning, when I'm trying to wake up."
4 seconds ago - Comment - Like - Hide - More

"listening to reggae music at 6.30am in the morning while on hold with web host. weird."
3 minutes ago - Comment - Like - Hide - More

Andy Baio posted a message on Twitter

"Game Neverending is shutting down in one hour. Last chance! http://gne.flickr.com/"
38 minutes ago - Comment - Like - Hide - More

Robert Scoble added an event on Upcoming

Apr 23, 2008: Ecocity World Summit at Nob Hill Masonic Center
3 hours ago - Comment - Like - Hide - More

Neal liked this

Chris Messina posted a message on Twitter

"I'm getting better at assertiveness. Sales dude just called and he's like "Can I tell you about..." and I'm all like "Nope, no thanks. Cya.""
32 minutes ago - Comment - Like - Hide - More

empowering, no? :) - Brett Kelly

You posted two messages on Twitter

"the problem with spam is a lack of identity...in systems where identity is tied to behavior social norms moderate activity over time."
40 minutes ago - Comment - Hide - More

"getting hammered by 3 types of blog spam simultaneously, comment, header, and footer insertions. No idea how to deal with any of them."
50 minutes ago - Comment - Like - Hide - More
Trend: Friendfeed’s Use of Avatars over time
Trend: Friendfeed’s Use of Avatars over time
Evidence of the Power of Avatars

1. After Rypple added avatars to emails, response rate improved between 15 and 20%.

2. “Organizations running Rypple Enterprise who branded Rypple with their corporate logo and colors saw a 22% increase in response rates over those who had not!”


Avatars are powerful presence indicators that drive activity.
People just love to look at pictures...that's the killer app of all online social networks. Seventy percent of all actions are related to viewing pictures or viewing other people's profiles.

Jan Pikorski - Harvard Business School
http://hbswk.hbs.edu/item/6156.html
Thank you!

twitter: @bokardo
email: porter@bokardo.com
web: http://bokardo.com