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*1^{as} Jornadas de Sistemas de
Informação Geográfica: “ Os SIG ao
Serviço da Engenharia e da
Sociedade”*

**26 de Maio de 2010
Auditório da Fundação Portuguesa
das Comunicações**

Designing Sites Around Social Objects

Alberto Rodrigues da Silva

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Designing Sites Around Social Objects

26/Maio/2010

Alberto Manuel Rodrigues da Silva
DEI/IST/UTL

Contexto

Painel “O Cidadão como Produtor de Dados”

Foco da apresentação:

Princípios para a Concepção de Sistemas Web 2.0
[...], em que as pessoas sejam produtores de
conteúdos.

Baseado no trabalho de Jyri Engeström e outros.

People don't just connect to each other.
They connect through a shared object.



In <http://www.clickfutebol.com/Wallpapers-Futebol/wallpapers-bola-estadio-futebol.jpg>

People don't just connect to each other.
They connect through a shared object.

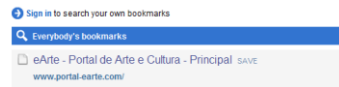


http://www.gazetadopovo.com.br/midia_tmp/370-1705bares.jpg

Good services allow people to create social objects that add value.



Flickr did it to photos
Delicious did it to bookmarks
YouTube did it to video

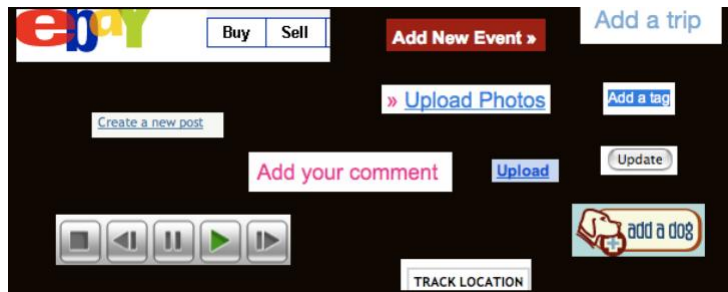


Principles for designing object-centered social sites

1. Define your object

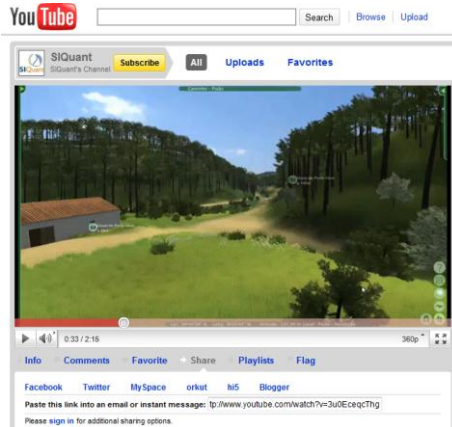


2. Define your verbs



3. Make the objects shareable

Send/Share Widget
Send This
Share Application
Give Gift
Share This
Embedding



4. Turn invitations into gifts



[Gentleman's Willy Care Kit](#)
★★★★☆ (12) £7.63
[Fix this recommendation](#)



[Morph Desk Buddy](#)
★★★★☆ (4) £8.99
[Fix this recommendation](#)



[DT Family Time Photoframe Clock, Silver](#)
★★★★☆ (58) £18.68
[Fix this recommendation](#)



[The Genie \(Head Massager\)](#)
★★★★☆ (115) £3.40
[Fix this recommendation](#)

5. Charge the publishers not the spectators



<http://moderateinthemiddle.files.wordpress.com/2009/01/money-changer.jpg>

Some of My Own Experiences

The collage displays three distinct web interfaces:

- eArte:** A website with a blue header and a grid of user avatars and profile information.
- Portal de Percursos e Interpretação:** A green-themed website for a national park, featuring a search bar, navigation tabs, and sections for 'Featured Trails' and 'Featured Points of Interest' with small landscape images.
- AIDS Portugal:** A website with a yellow and blue header, containing a navigation menu, a central news article titled 'Valência: Crises Médicas de Preservação em Faculdade de Saúde', and a sidebar with 'Especialistas Online'.

More Information

Alberto Rodrigues da Silva

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Professional Activities

Director at [SIQuant Lda](#)

Associate Professor at [Department of Computer Science and Engineering of IST/UTL](#)

Senior Researcher at [INESC-ID Lisboa](#) (Co-founder and first/current leader of the [GSI](#) (Grupo de Sistemas de Informação, Information Systems Group))

Consulting and mentoring at different companies and institutions

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