
Favorite Patterns

Reify! Represent a piece of content as a URL, so you can

- bookmark where you have explored
- share it with a friend or post to social media
- Add it to a NFC tag or QR code and hide it in a physical location
- If you can express searches as a URL, you can share live searches too!

Steerability Ways of controlling the space navigation

- Create novelty content through embedding interpolation
- Doing random jumps in the space to explore unused content

Curator pets content curation customization to fight against algorithm's dictatorship

- Curate content based on the curation of the people who matters for you
- Noticing bots which drives your attention for content important for you, but without using for the community
- Prioritization and filters decided by the user instead of totally automated process

SOCIAL GAMES THAT YOU CAN PLAY WITH MASSIVE CONTENT

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So you have a big pile of content,
...and you'd like to create a
playable experience from it



Case studies

Pinterest boards - June and her friends play this game where they **curate** pinterest boards every year for each other. This board lets them get more **recommendations** and **inspirations** based on the **gifted** curation!

Redactile - Redacted is a **game** where you have a **new random** wikipedia page to **discover** everyday, these articles are blacked out and you have to find the words by guessing them. This helps players and friends have fun **discussions** about random wikipedia article about their **shared experience** of the day.

Tumblr bots - There are tumblr bots that crawl through posts and try to identify strings of text corresponding dna strings and posting about the identified organisms. The **community** has fun finding about these plants and **celebrate rare findings**.

...You aren't the first!

We've looked at **a lot of social experiences that use massive content sources**, and we've discovered that they have a few common design patterns.

We hope this zine will help you design your own, or think about existing ones.

You might have 200,000 images from an art museum, or all the posts on wikipedia, or all the games on itch.io
You might even have a generative algorithm that makes infinite content on demand!

You might want to make a game about hunting particular pieces of content

... or make a "mix tape" of content for a friend

... or a social app for people to explore a big space together

Whatever you are making, you can think about an experience as having:

A **source** of content

Some **features** to move around the content, or map, or share content that you've discovered.

A **use** for the experience

Features

Moving In the Space

- ❖ Boundaries (unlockable / collectible / inaccessible areas)
 - ❖ Teleport Buttons
 - ❖ Search
 - ❖ Recommender Systems (similarity-based / curiosity-based / collaborative filtering)
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Annotating the Space

- ❖ Trails
 - ❖ History
 - ❖ Exploration trace
 - ❖ Curation
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Sharing the Space

- ❖ Sharing links as URLs

Uses

- ❖ Showing off
 - ❖ Games & challenges
 - ❖ Surfing
 - ❖ Making gifts
 - ❖ Understanding, exploration, learning
 - ❖ Collaborative mapping
 - ❖ Other outcomes
 - ❖ Inspiration
 - ❖ Organized info
 - ❖ Self-reflection
 - ❖ Discovery
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Thinking about social

❖ **Collective Experience**

Sharing the experience - You go through the experience individually, but share the outcomes with others.

❖ **Collaborative Experience**

Sharing the space - You work together in the same environment, creating and contributing to a shared outcome.

Sources

Personal data: Anything we produce in

our daily lives, from emails, to photos, personal notes to shopping list, the music or the crafts we created

Big cultural data: (Museum images, literature) Museums are full of art,

digitalised, amazing poems, to literature

feasts.

Commercial data: Games data on steam

The social data we share explicitly - to be consumed by others in the void. - Itch.io

The social data we share implicitly - the comments to your friends' post, or some blog that you share for bookkeeping

