Putting the Fun in Functional: Applying Game Mechanics to Social Software

Amy Jo Kim, Shufflebrain

Over the past few years, we’ve seen an explosion of interactive services that harness the collective efforts of users. On the web, services like MySpace, YouTube, FaceBook, Flickr, and Digg are providing hours of entertainment to millions of people. These game-like services are changing the face of networked entertainment, and rapidly displacing television as a leisure-time activity. Amy Jo Kim will review the psychology and system thinking behind game design, and explore how to use game mechanics to create interactive experiences that are fun, compelling and addictive.

Amy Jo Kim is an internationally recognized expert on community architecture and social systems design. She has designed products and services for AOL, Digital Chocolate, Electronic Arts, eBay, Harmonix, MTV, Nokia, Square/Enix, and Yahoo! Amy Jo is the author of *Community Building on the Web* and is currently working on developing a collection of “smart games” for online social environments.

Social Design and the Yahoo! Pattern Library

Christian Crumlish, Yahoo!

Social networking sites are proliferating. New social media aggregators appear every day. Venerable old sites are adding social features or trying to activate the social profiles of their users and members. A number of the interaction patterns that drive social relationships online are becoming clear (as well as a number of nasty “antipatterns”). Christian will talk about social patterns, previewing some that are in the works for the Yahoo! Design Pattern Library as well as others that he has noted “in the wild.” The newly redesigned Yahoo! Developer Network site is the host of Yahoo’s open design pattern library. Over the next few months, Yahoo! will be rolling out a series of open and social APIs and the pattern library will be gathering and sharing best practices for social web design.

Christian Crumlish started designing and building web sites in 1994 after years of writing and publishing about applications and user interfaces. Today he is the curator of the Yahoo! pattern library and is director of technology for the Information Architecture Institute. He studied philosophy at Princeton and painting at the San Francisco School of Art. Christian is the author of *The Power of Many: How the Living Web is Transforming Politics, Business, and Everyday Life* (Wiley, 2004), and he is working on a book about online presence and identity.

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