Part I. Organizational Design Question. Answer question #1 or #2.
You may work individually or in a team on this question. If you work in a team, you will all get
the same grade on the question unless each person addresses different topics that are part of the
larger design. If you have a different organizational design idea grounded in course material
please propose your alternative question to Peter or danah for approval. This question should be
about four pages of explanatory text (not counting footnotes or appendices, sketches, illustrations
from online sites that you wish to analyze, etc.) but use as much space as you need.

Question 1. The SIMS Social Network. You’ve seen the pros & cons of social networking
services, and read about face-to-face personal and professional networks. Based on the
assignments, lectures and your own critiques, design a new service to connect SIMS graduates –
past, present and future – into a social network – online, offline or both. Provide annotated
sketches and about 4 pages that discuss how your design is connected with the literature, lectures
class discussions and the lessons you learned from analyzing existing sites.

Question 2. The SIMS Game. Design a game based in social network theory – online or face to
face or both – to teach next year’s Master’s student class how to succeed at SIMS and Berkeley.
The objective of the game is to teach new students the skills that you’ve had to learn through
experience, but in a game environment. Provide annotated sketches and/or illustrations from
existing games, and about 4 pages that discuss how your design is connected with the class
assignments, discussions and the lessons that you learned from analyzing existing sites.

Part II. Social network questions.
Answer two of these questions using assigned readings and social software sites, lectures and
class discussions. These questions are about themes across the readings, so a good answer will
reflect on evolution and patterns of idea, but please take a point of view. Individual answers
only, about two pages per question (be concise but comprehensive).

Question 3. Gender and social networks. What is the impact of gender upon social
networks -- online and face-to-face? Please illustrate your answer with in-depth review of the
readings and an analysis of at least two social software sites. What are the key problems, and
what might be the solutions?

Question 4. Organizational design. Choose a social network or network organization site
and analyze its structure using the ‘five levels’ described in the Netwars article and in class. For
example, analyze MoveOn looking at decision-making, narrative, doctrine, technical structure
and social foundations. Please bring in other relevant readings. How would you improve the
design of the site?

Question 5. Motivation. What motivates people to participate in social networks and
network organizations – online and face to face? Review the accounts in the readings and
lectures and come up with your own analysis of the key explanations – are they convincing? If
not, what’s a better explanation?

Question 6. Identity and deception. How is a sense of identity shaped by social networks
and network organizations, and what is the difference between identity in face-to-face and online
environments? Illustrate your answer with examples from two social software sites, using
concepts from the readings and lectures.