

IS208B Take Home Final Examination. DUE DATE: MAY 19, 2004 OR BEFORE.

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.