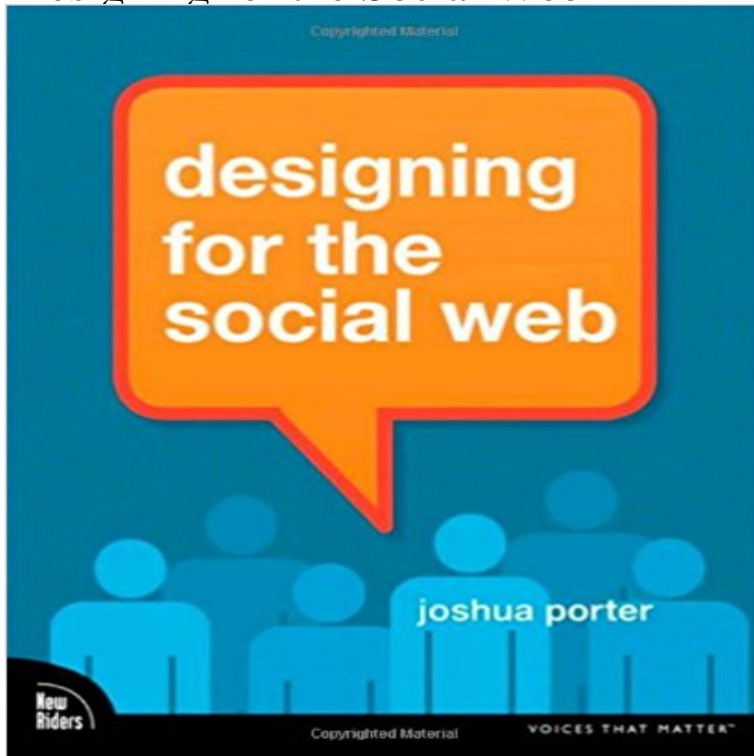


Designing for the Social Web



No matter what type of web site or application you're building, social interaction among the people who use it will be key to its success. They will talk about it, invite their friends, complain, sing its high praises, and dissect it in countless ways. With the right design strategy you can use this social interaction to get people signing up, coming back regularly, and bringing others into the fold. With tons of examples from real-world interfaces and a touch of the underlying social psychology theory, Joshua Porter shows you how to design your next great social web application. Inside, you'll discover: The real reasons why people participate online and the psychology behind them The Usage Lifecycle how people use your web application over time How to get people past that trickiest of hurdles: sign-up What to do when you've launched a web application and nobody is using it How to analyze the effectiveness of your application screens and flows How to grow your social web application from zero users to 1000 and beyond Designing for the social web is about much more than adding features. It's about embracing the social interaction of the people who make you successful and then designing smartly to encourage it.

Designing for the Social Web: Joshua Porter - Designing for the Social Web. Joshua Porter. New Riders. 1249 Eighth Street. Berkeley, CA 94710. 510/524-2178. 510/524-2221 (fax). Find us on the Web at **Designing for the Social Web** Customer service is the new marketing because you can realize the radical efficiencies of the web only by enlisting the users of the service as co-contributors. **Designing for the social web - ACM Digital Library - Association for** Designing for the Social Web centers around two core ideas: that the Web is social in nature, reflecting the input of others, and that Web site users go through a **Designing for the Social Web (Voices That Matter Series) by Joshua** Designing for the Social Web: the Book. Has it really been nine months? Last August, when I decided to go out on my own and start Bokardo **Buy Designing for the Social Web (Voices That Matter) Book Online Designing For The Social Web (??) - ???? These are the slides from my Designing for the Social Web Presentation that was originally given at WordCamp Raleigh on 05/21/11. : Designing for the Social Web eBook: Joshua Porter** Designing for the Social Web by Justin Seeley of iThemes at WordCamp Raleigh 2011. - **Designing for the Social Web - Joshua Porter - Livres** No matter what type of web site or application you're building, social interaction among the people who use it will be key to its success. They will talk about it, **Designing for the Social Web - WPBeginner** Buy Designing for the Social Web by Joshua Porter (2008-05-04) by Joshua Porter (ISBN:) from Amazon's Book Store. Free UK delivery on

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