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**1<sup>as</sup> Jornadas de Sistemas de  
Informação Geográfica: “ Os SIG ao  
Serviço da Engenharia e da  
Sociedade”**

**26 de Maio de 2010  
Auditório da Fundação Portuguesa  
das Comunicações**

# Designing Sites Around Social Objects

**Alberto Rodrigues da Silva**

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## Designing Sites Around Social Objects

26/Maio/2010

Alberto Manuel Rodrigues da Silva  
DEI/IST/UTL

### Contexto

Painel “O Cidadão como Produtor de Dados”

Foco da apresentação:

Princípios para a Concepção de Sistemas Web 2.0  
[...], em que as pessoas sejam produtores de  
conteúdos.

Baseado no trabalho de Jyri Engeström e outros.

People don't just connect to each other.  
They connect through a shared object.



In <http://www.clickfutebol.com/Wallpapers-Futebol/wallpapers-bola-estadio-futebol.jpg>

People don't just connect to each other.  
They connect through a shared object.

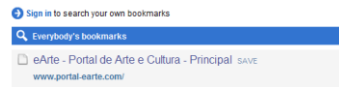


[http://www.gazetadopovo.com.br/midia\\_tmp/370-1705bares.jpg](http://www.gazetadopovo.com.br/midia_tmp/370-1705bares.jpg)

Good services allow people to create social objects that add value.



Flickr did it to photos  
Delicious did it to bookmarks  
YouTube did it to video

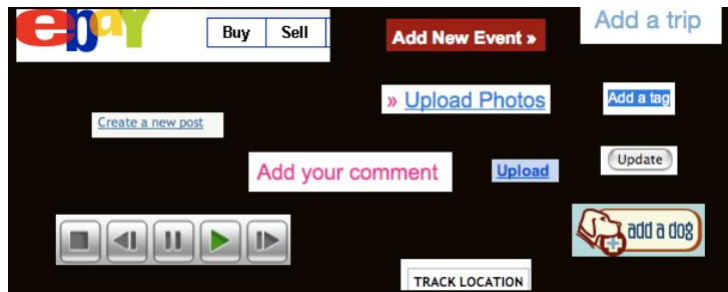


## Principles for designing object-centered social sites

## 1. Define your object

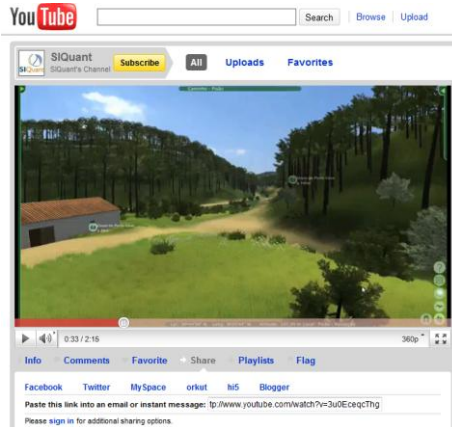


## 2. Define your verbs



### 3. Make the objects shareable

Send/Share Widget  
Send This  
Share Application  
Give Gift  
Share This  
Embedding



### 4. Turn invitations into gifts



[Gentleman's Willy Care Kit](#)  
★★★★☆ (12) £7.63  
[Fix this recommendation](#)



[Morph Desk Buddy](#)  
★★★★☆ (4) £8.99  
[Fix this recommendation](#)



[DT Family Time Photoframe Clock, Silver](#)  
★★★★☆ (58) £18.68  
[Fix this recommendation](#)



[The Genie \(Head Massager\)](#)  
★★★★☆ (115) £3.40  
[Fix this recommendation](#)

## 5. Charge the publishers not the spectators



<http://moderateinthemiddle.files.wordpress.com/2009/01/money-changer.jpg>

## Some of My Own Experiences

The collage displays three distinct web interfaces. The top-left screenshot is for 'eArte', featuring a navigation menu with categories like 'Exposições', 'Cursos', and 'Artistas', alongside a grid of artist portraits. The top-right screenshot is for 'Portal de Percursos e Interpretação', showing a search bar, a list of featured trails with small landscape images, and a section for featured points of interest. The bottom screenshot is for 'AIDS Portugal', which includes a header with navigation links, a central news section with a headline about HIV testing, and a sidebar with various service links and logos for partners like Abbott and VIV.

## More Information

### Alberto Rodrigues da Silva

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#### Contact

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#### Professional Activities

Director at [SIQuant Lda](#)

Associate Professor at [Department of Computer Science and Engineering of IST/UTL](#)

Senior Researcher at [INESC-ID Lisboa](#) (Co-founder and first/current leader of the [GSI](#) (Grupo de Sistemas de Informação, Information Systems Group))

Consulting and mentoring at different companies and institutions

#### Quick Links

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