Final Synthesis

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ritiQue

An app developed with the concepts of community, identity and design

Community

Segmenting users is a balancing act.

- Too general - discussion is unfocused
- Too specific - discussion is sparse

CRITIQUE User Experience

- A place for meaningful feedback

- A platform for students and faculty to showcase their work

- A Community of Practice

How?

- Groups
  - Bring community to topics
  - Create sense of belonging first Blanchard and Markus 2002 and 2004
    - ex: Facebook

- Tags
  - Community will form around the tags
  - Symbolic Community Cohen 1985
    - ex: Reddit

More How's

- Gamification
  - Points, badges, and glory

Gamification

Using points and stuff to shape behavior

In the context of community, often takes the form of moderation (voting up and down)

Our app combines moderation and other forms of gamification.

Gamification in our app

Quora-style points system for critiques

Accumulated points from upvotes can be used to boost project posts

Identity

"We define who we are by negotiating local ways of belonging to a broader constellation"
-Wenger, Identity in Practice

Identity in our app

Your identity would be represented through:

- personal statement
- posts
- Tags
- Comments

- votes
- group connections
- badges
- profile picture

What does this app do for identity?

- identity as a student in a class linked to identity as a student at Stony Brook as a whole.
- express fluid nature of identity as experience grows

- allows expertise in fields outside majors and minors to be visualized and used

Identity and Critique

accountability is
required unlike YikYak

Who would you be?

what would you upload?
what would you comment on?

Design - App Demonstration

Final Reflection

We not only discussed the theory behind Identity, community, and design.

We experienced it through the vigorous use of iPads, apps, blogs

We designed something that could have an actual impact and use in our community and identity

Reference:

- Blanchard, A., & Markus, M. L. (2002). Sense of virtual community – Maintaining the experience of belonging. In *Proceedings of the 35th annual Hawaii international conference on system sciences (HICSS)* (pp. 3566–3575).
- Cohen, A. P. (2013). *Symbolic construction of community*. Routledge.
- Malinen, S. (2015). Understanding user participation in online communities: A systematic literature review of empirical studies. *Computers in Human Behavior*, *46*, 228-238.

Thank you

Questions?