# Social Interaction Design for Online Video

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**Abstract**

The social nature of watching audio-visual content drives developers of online video to explore the integration of social media with streaming video. This leads to new kinds of services such as twitter updates that enhance live video streaming, or Facebook apps that allow chatting while watching video content. Moreover, several apps are being created for smartphones and tablets, which act as secondary devices or 'second screens' that allow remotely communicating with friends while watching video. This presentation will give an overview of current developments on social video applications as well as an insight into incorporating social features to enhance the video viewing experience through social interaction design. David Geerts highlight and summarize the most important social features present in these applications and present them in a coherent framework that helps in understanding the relevance of these emergent applications. The following key principles in designing such applications will be discussed in detail: activity, awareness, synchronization, social interaction, device, and social reach. Each of the principles will be illustrated by using existing applications, including secondary screens, rich social experiences with other viewers and social sharing of video content with close relationships.

The full presentation is available at:

**Author Keywords**
Online Video, Interaction Design, Sociability

**ACM Classification Keywords**
H.5.1 [**Multimedia Information Systems**]: Video (e.g., tape, disk, DVI); K.3.1 [**Computers and Education**]: Computer Uses in Education - Computer-managed instruction (CMI).

**Bio**
David Geerts has a master in Communication Science at the KU Leuven, a master in Culture and Communication at the KU Brussel and a PhD in Social Sciences at the KU Leuven. David is Research Manager of the Centre for User Experience Research (CUO) at the faculty of Social Sciences and is specialized in user-centered design and evaluation of future ICT applications, such as social interactive television, serious games and social media, working on several local and EU projects. He organized many workshops, special interest groups, and tutorials at international conferences, and for some years has taught a course on Human-Computer Interaction for master students of the faculties of Social Sciences and Economy. David Geerts is member of the IFIP TC14 WG6 on Entertainment Computing, is co-founder of the Belgian ACM SIGCHI.be chapter (now CHI Belgium), is part of the EuroITV steering committee and was program chair of the EuroITV2009 conference on interactive television.