CommonClick

Motivation

When you come across a webpage full of pictures and links, it’s always a challenge to understand what you should look at first. And even after you’ve familiarized yourself with what seems to be popular with the website and its visitors, there’s not much to say that something new will change everything and you may not catch on.

Ultimately, we really want to see a static website beyond just the text. In fact, there are many individuals interacting and clicking pages that we’ve probably also seen, creating valuable links between us and them. CommonClick will use static links to capture how individuals and groups interact with you, other individuals, and other groups.

Related Work

Website Heat Maps
Web heat maps have been used for displaying areas of a Web page most frequently scanned by visitors. Each colored region of the page indicates the percentage of people who viewed that area. Each color represents a range of viewing activity. For example, areas that are colored red are clicked by between 80% and 100% of the participants. This tells you visually overall, what’s hot and what’s not.

iComment
This service allows visitors to post comments right on any web page. Other visitors can read or post public comments to the overall web page, specific text, or any picture. Essentially, this lets you SPEAK OUT, as an individual and turns any page into an interactive, social network.

Implications
We want to be able to capture both the high level “what’s hot and what’s not” visual like the Heat Maps but also allow for low level, individual comparisons.
CommonClick Visualization

Objects
The objects that can be visualized are linked pictures and linked text. Pictures are unique by its image location and the text is uniquely defined by the string of letters (names, phrases, etc).

Colors
Each different color represents a user-selected “group”. An example is listed below:

Red – Current Viewer
Orange – Viewer’s friends
Blue – UIUC Network
Green – Non-network

Viewers can choose to add or delete groups in order to compare different ones. Some other “groups” that can be added include specific individuals, people in your friend’s list, members of the I Love Fighting Illini group, etc.

This borrows from the iComment idea where any person or group can essentially “speak out” about a particular linked picture or text right on the webpage.

Size
The size is the “intensity” of the object and each circle is determined by a score. Each group receives a number based on the ratio of the # times clicked/ # times seen. The higher the number, the relatively larger the circle. The largest circle size to which the relative sizes are given is determined by the area of the object.

Position
The position of the circles works similarly to website heat maps. For each group’s circle, the average position that the group clicks will pinpoint the middle of where the circle falls.