

# Modelling the social side of the Web

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The Web has become a pervasive influence in our society. To steer its evolution we must understand how social processes and technical processes together result in the structures and phenomena we observe.

Building on the concept of Social Machines we are developing techniques for modelling the emergence of an ecosystem in which these processes compete primarily for the attention and headspace of their human hosts. We are doing this from the bottom up by building generative models of human experience and by asking what social processes are sufficient to drive the emergence of larger communal experience.

In this talk it will be explained why it is important to better understand the social side of the Web and then present a view of the web through the lens of Social Machines.

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