Social Gardening

Architecture for Friendship Management

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The Internet supports many great tools for communicating at a distance to maintain personal relationships and build social networks. However, these tools rarely help us realize which relationships are becoming strained by lack of attention. Staying in touch has become a chore.

Social Garden explores using virtual plants as a metaphor for relationships, encouraging us to cultivate our social connections as we do our gardens. By tracking and analyzing communications through email, instant messaging, social networking sites, SMS and phone, Social Garden proposes to give feedback on the health and nature of our relationships, and organize our social circles.

How it works

The Social Garden application quietly monitors your existing social behavior. With a plug-in architecture, it can aggregate your interactions in email, instant messaging, phone calls, text messages, social networking sites and other channels through a computer or smartphone.

For each relationship, the application creates a meaningful visualization shared between you and your friend, providing feedback on how your relationship has changed over time, and encouraging you to maintain or even grow it. These visualizations can be delivered as ambient information on your consumer electronics, or integrated into the flow of your communications devices.

aggregate / analyze

visualize / distribute