

**ABSTRACT:** Designers of online environments shape the social potential of these spaces far more profoundly than do the architects of our familiar physical spaces: they determine whether participants are anonymous or named, whether history persists, whether reputations are prominently displayed or privately discussed.

In this talk I will present several design projects from the Sociable Media Group. Some are visualizations of online interactions, which reveal important but hard to perceive social patterns. Others are experimental mediated social spaces, where the goal is to balance legibility with innovative computational capabilities. The focus will be to show how design affects identity, reputation and trust - the foundations of society.