

What are some of the challenges in developing and implementing social TV? How can they be addressed?

Although both television and social networking applications have been major successes, it would be imprudent to assume that their combination will be successful without taking extreme care in its implementation.

Social applications related to TV have enormous potential. However, the ubiquity of television in its present form represents a challenge for its adaptation to the online social TV world.

The developments must simultaneously conform to strong pre-existing conceptual models, to social norms and to normal communicative processes and very well thought users interfaces. Here are some conceptual guidelines surrounding social TV design:

- Ensure Social Awareness
- Manage the transition from existing TV systems
- Socialize the TV Experience through Personalization
- Balance Between Communication and TV-Viewing
- Use Existing Social Networks/Technology Where Possible. Many online social networks are thriving today, including web-based social networks and instant messenger clients. Any interactive TV system that can take advantage of pre-existing social networks will provide significant convenience to their users. Users of Joost can log in to their Gmail accounts and chat with their existing contacts
- Take Television Text-Input Limitations into Consideration
- Incorporate Graphical User Interface Conventions