An Introduction to Social Mining

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August, 15-19 2011

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Outline

1. Smart Cities
2. Social Media Engagement
3. Social innovations and Social Media

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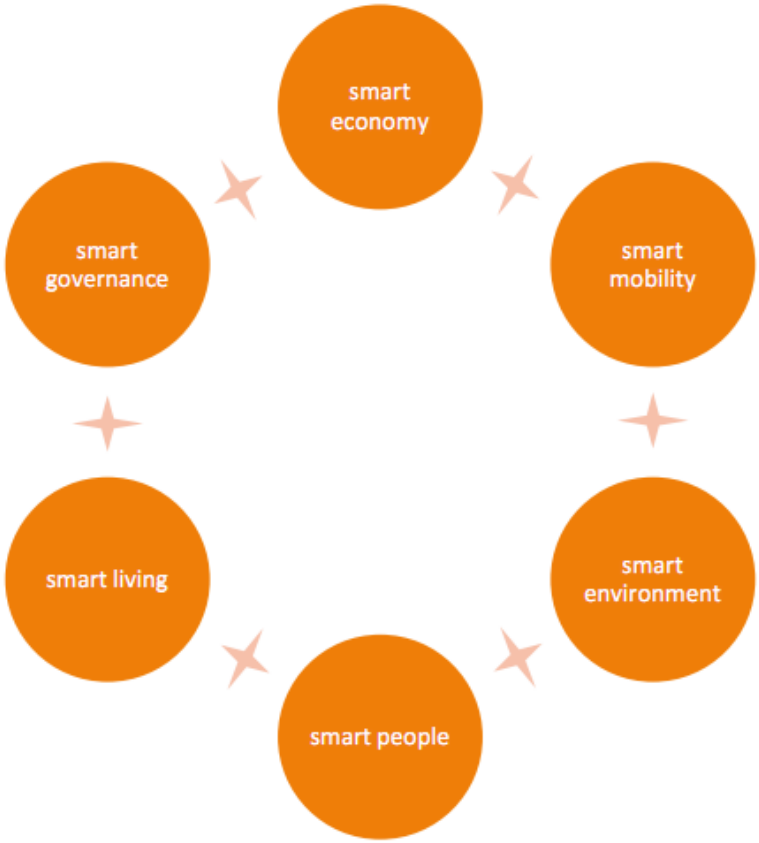
Smart city

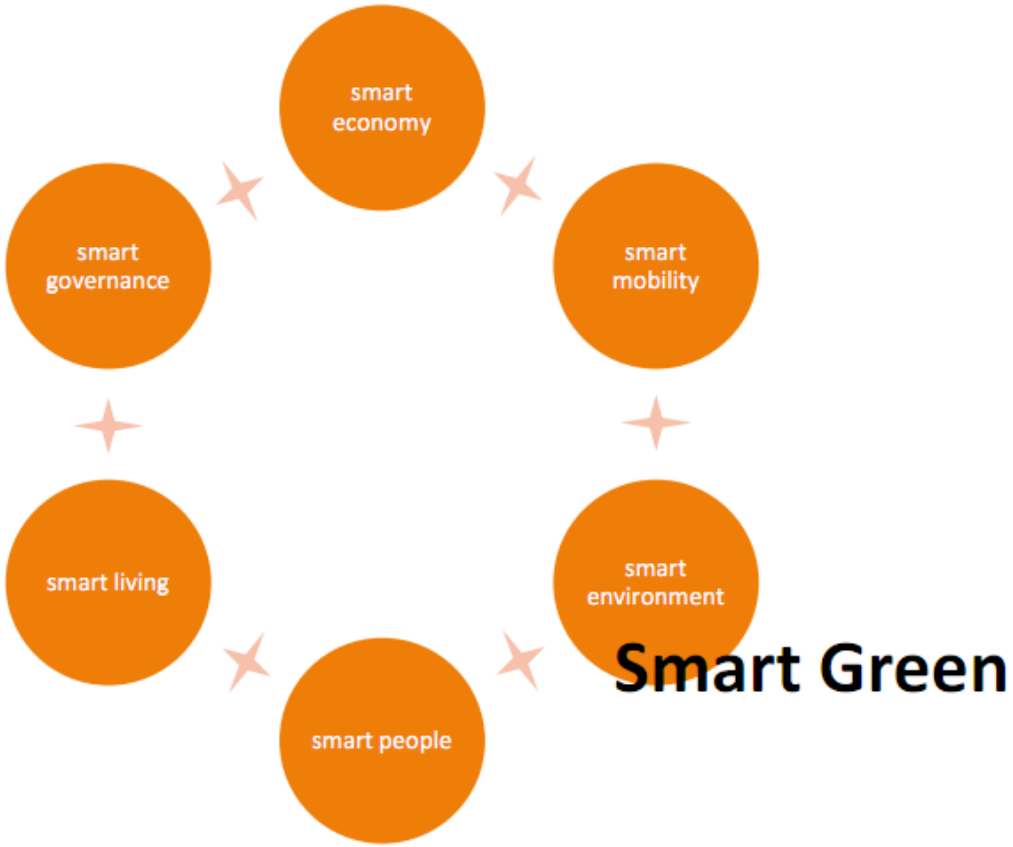
New directions

Smart Cities: Dimensions



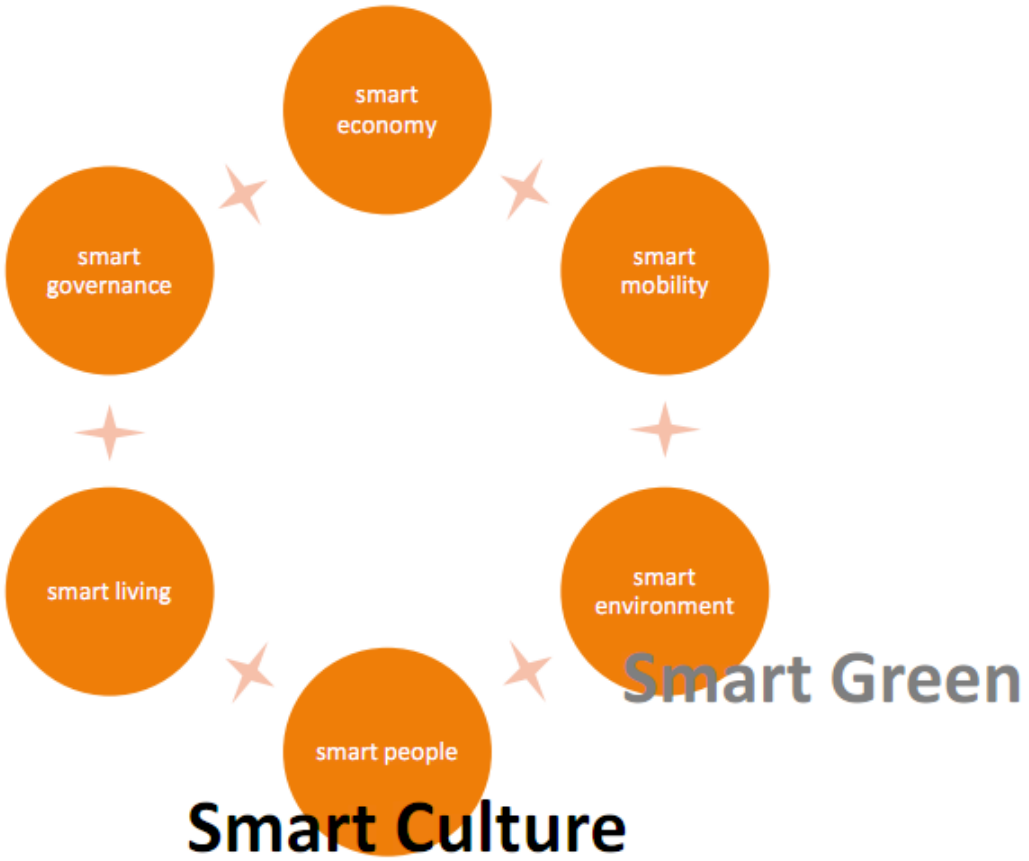
New directions

Smart Cities: Dimensions and Social Media (1)



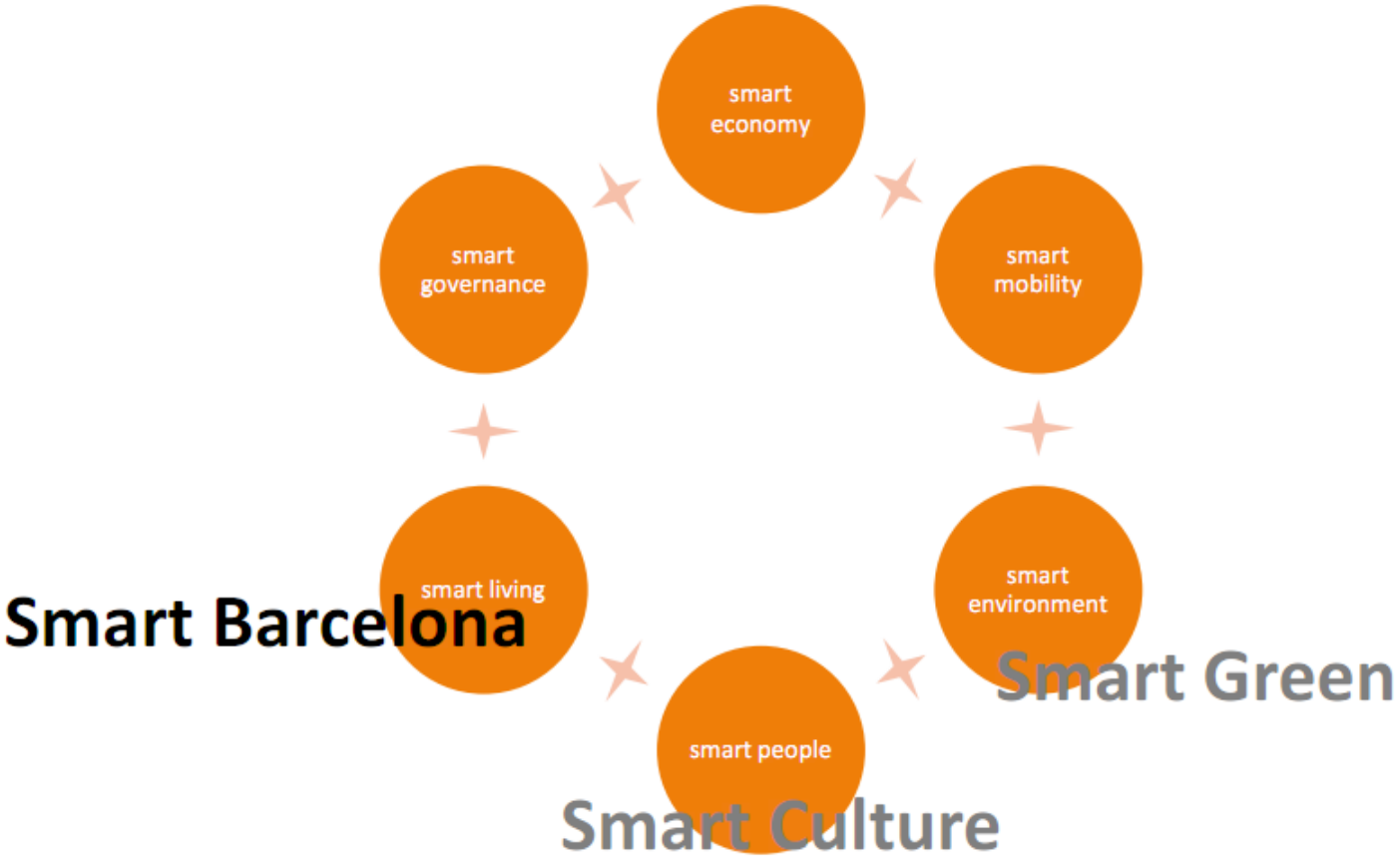
New directions

Smart Cities: Dimensions and Social Media (2)



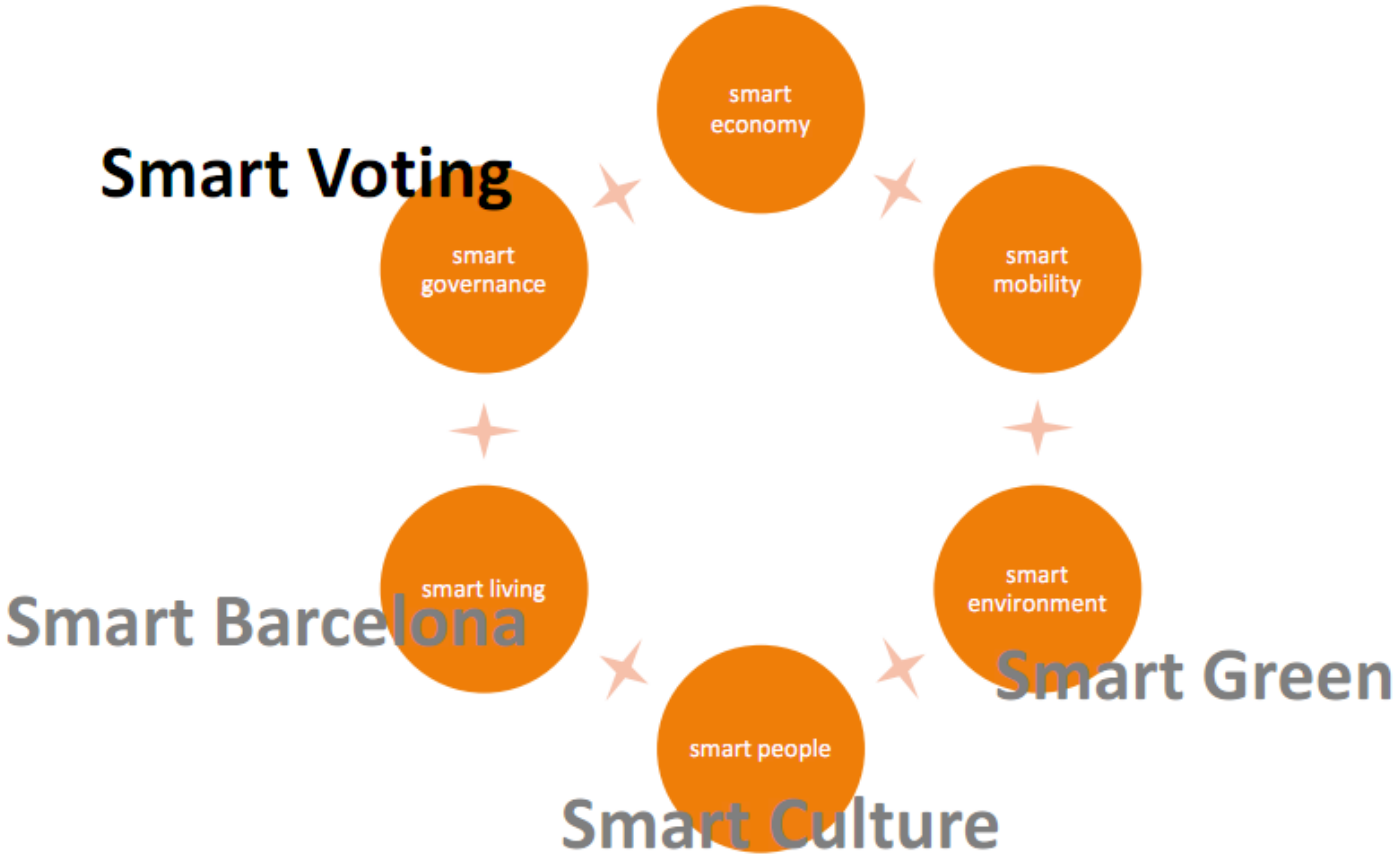
New directions

Smart Cities: Dimensions and Social Media (3)



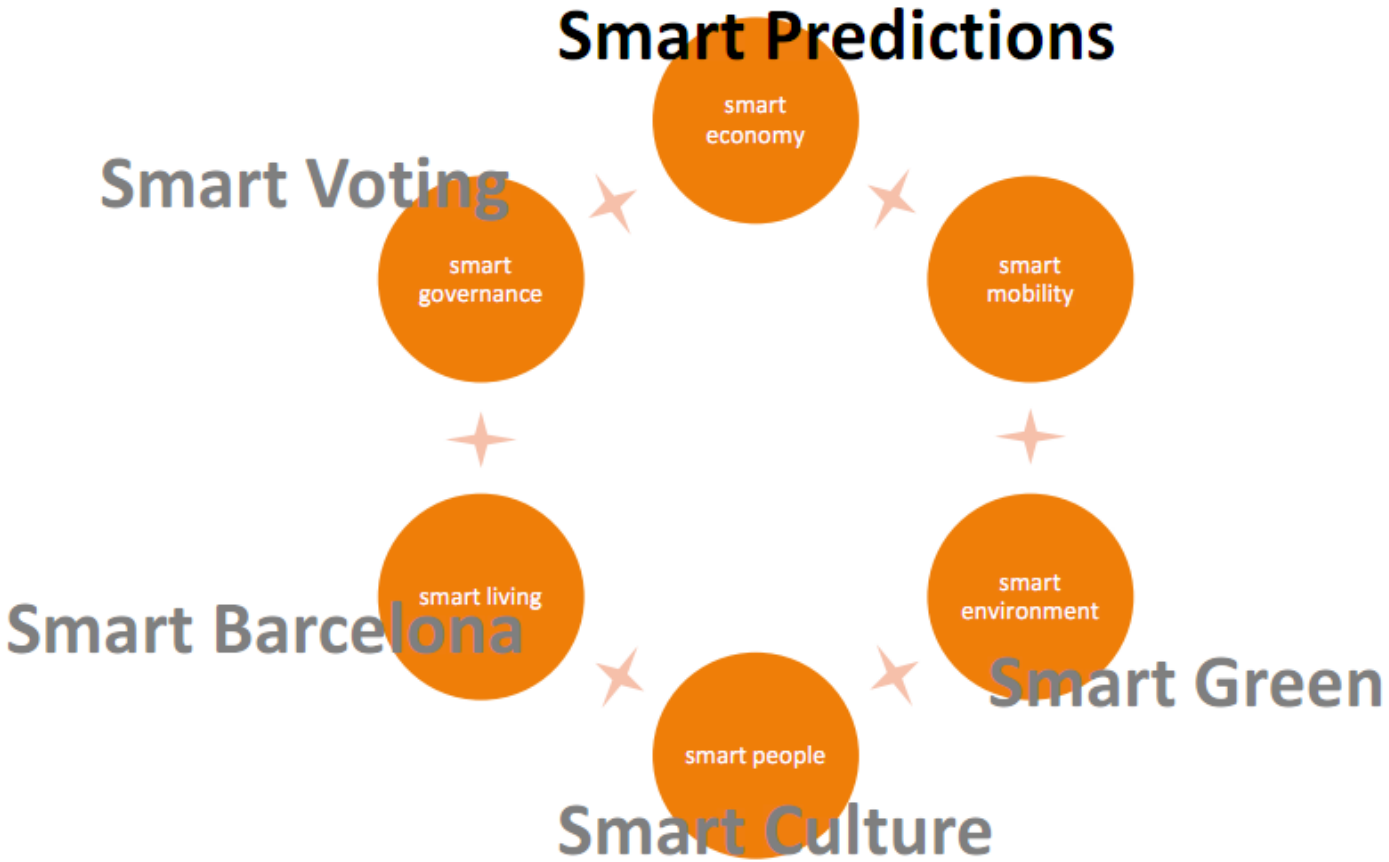
New directions

Smart Cities: Dimensions and Social Media (4)



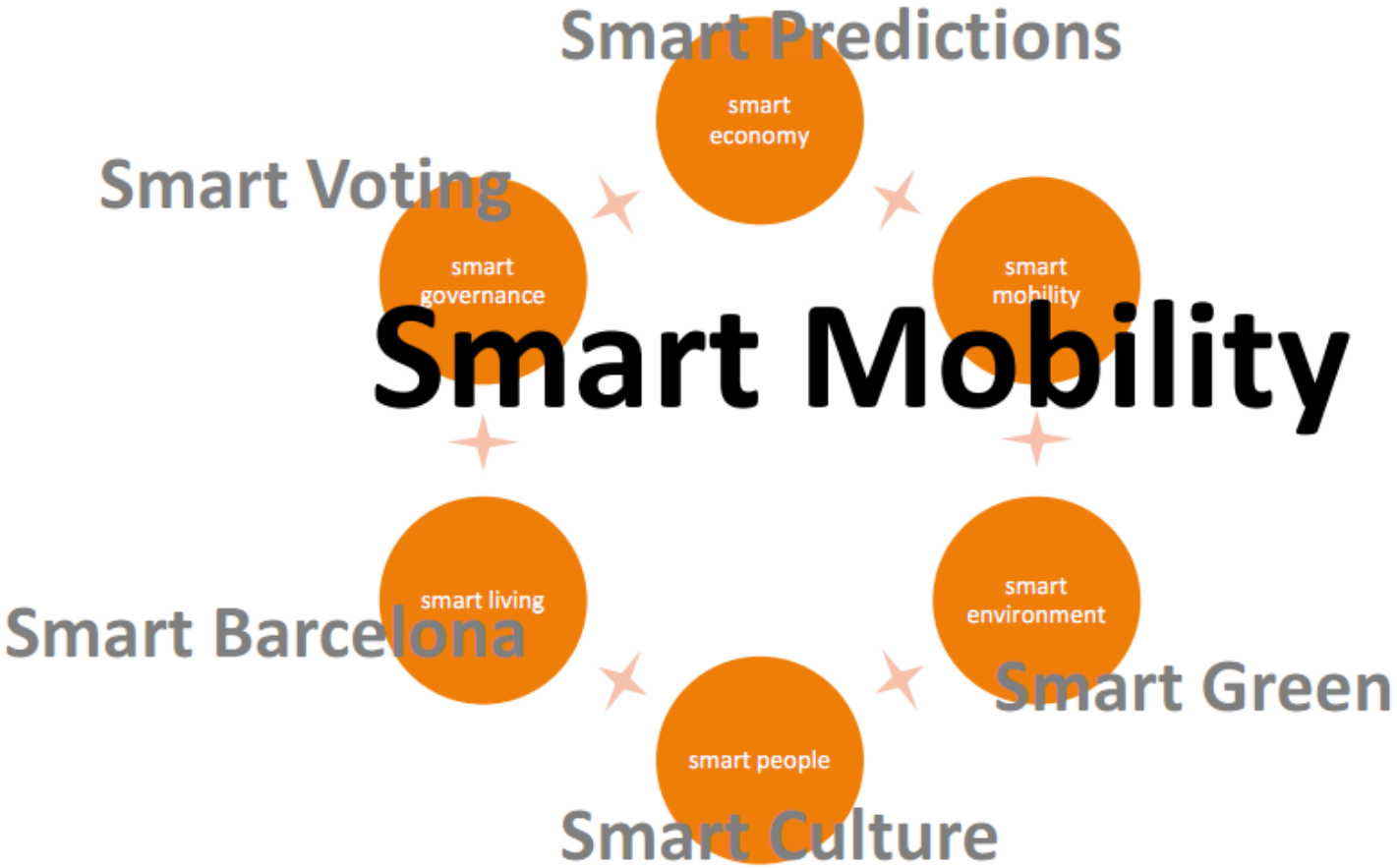
New directions

Smart Cities: Dimensions and Social Media (4)



New directions

Smart Cities: Dimensions and Social Media (6)



New directions

Mobility

- Tesco goes underground: became the number one online retailer in Korea

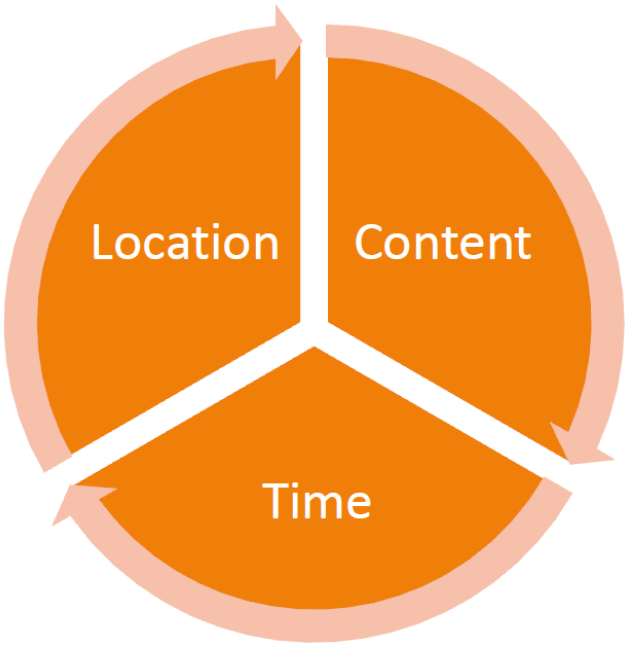
New directions

Mobility (cont.)

- Not much have been done to study mobile (x2) information

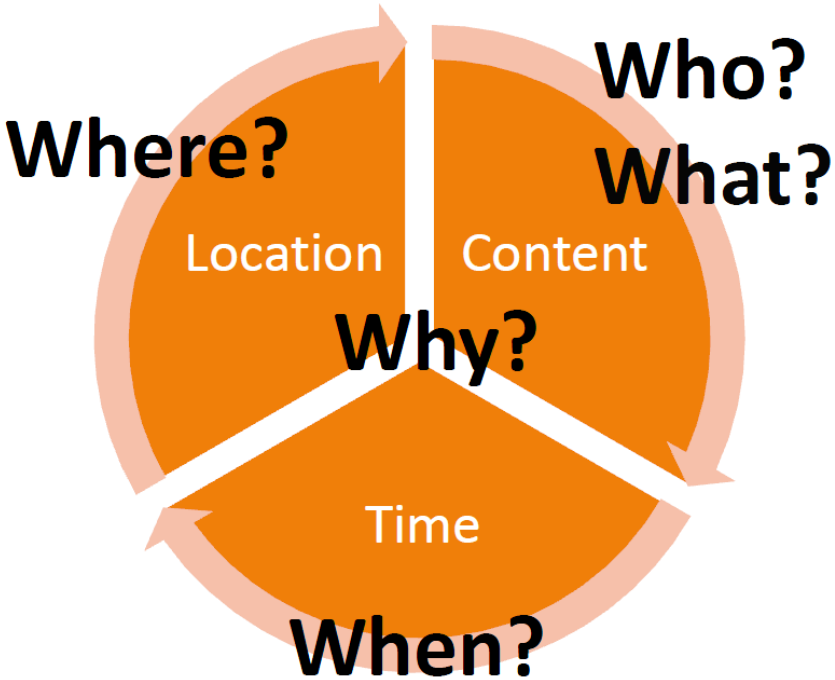
New directions

Mobile information



New directions

Mobile information: questions



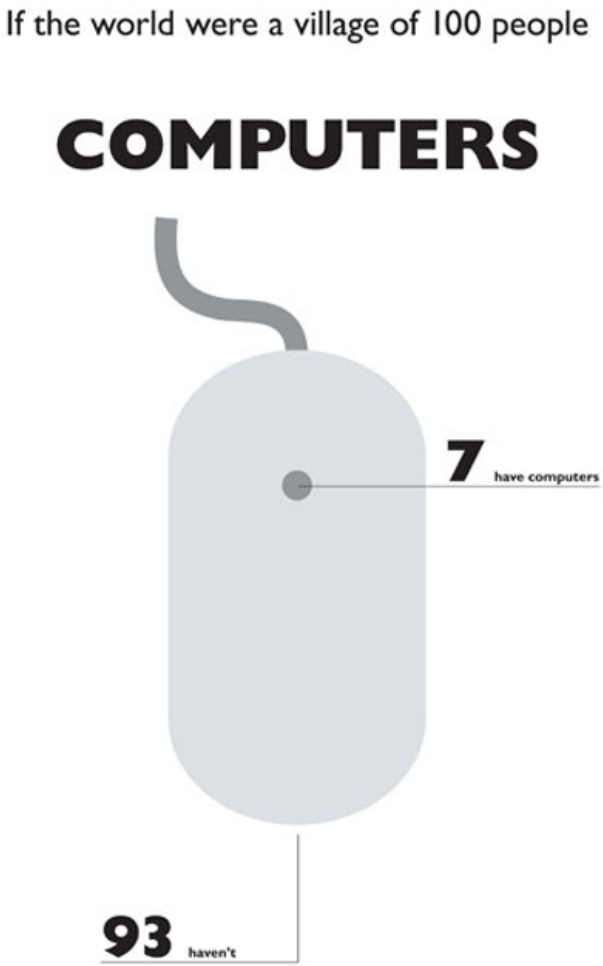
New directions

Some ideas

- video stream (Google+, Facebook & Skype);
- urban planning (traffic, parking, lighting, events, shopping lists);
- games;
- etc.

Smart cities

At the end of the day



Social Media

Social Media Engagement

New directions

Social media engagement

- First International Workshop on Social Media Engagement (SoME011, in conjunction with WWW2011)
- ***Engagement*** defines the phenomena of being captivated and motivated.
- ***Engagement*** can be measured in terms of a single interactive session or of a more long-term relationship with the social platform across multiple interactions.
- To design not just systems, but rather engaging experiences.
- [Attfield et al., 2011] “Towards a science of user engagement ”.

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Measuring Engagement:

- Dimensions of social activities and participation in social media:
  - content contribution;
  - perimeter of circulation;
  - endorsement, ratings, etc;
  - joining and leaving various social groups;
  - temporal patterns, such as longevity, burst, continuous and long engagements;
  - popularity and influence;
  - cultural dimensions

Measuring Engagement:

- Metrics of engagement: to be defined through a multidimensional approach.
- Important feature: to be a cross-measure between various platforms.

Engagement and Development:

- How to use social media to focus on social problems? and how to make social media available for the people who generally do not have access to the Internet?

Engagement and Development:

- Issues that should be addressed:
  - geographical aspects;
  - spam and vulnerable behavior detection;
  - local language support;
  - multimodal and multicultural aspects;
  - e-government (laws, public knowledge (e.g. against corruption));
  - money engagement;
  - personalization;
- Aspects: trust; management and building of reputation; anonymity; laws and information access; rating (referring to trust as well); access to market; localization; credit systems, and bonuses.

Social innovations and Social Media.

Future Research

Social innovations

- First International Workshop on Social Innovation and Social Media (SISoM 2011, in conjunction with ICWSM2011)
- *Social innovation* refers to new strategies, concepts, ideas and organizations that meet social needs of all kinds - from working conditions and education to community development and health - and that extend and strengthen civil society.

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Future research

Social innovations

Because

- present economic and social reference models that worked well during the last decades are not more sustainable
- *Social Innovation* is proving to be a sensible alternative to some of the traditional government-led institutional frameworks
- *Social Media* provide socio-technical platforms that can be used to empower individuals and groups to pursue many valuable cause

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Future research

Social innovations

Envision

- Social innovations evolve to become alternatives to existing public and private organizations, locally as well as globally.
- Social Media, in parallel to its current orientation towards leisure and consumption, evolves towards a support as effective as possible for the growth of consolidation of Social Innovation worldwide.
- The technology innovative communities and the social innovative communities collaborate towards the shared goal of more sustainable societies

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Social innovations

Example

kickstarter.com

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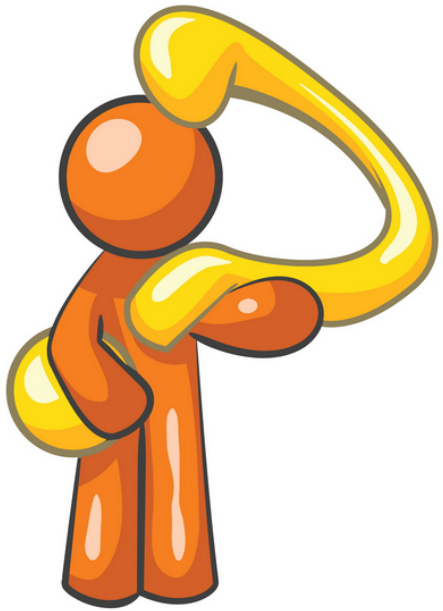
Questions

Questions



Bibliography I

S. Attfield, G. Kazai, M. Lalmas, and B. Piwowarski. Towards a science of user engagement (position paper). In *WSDM Workshop on User Modelling for Web Applications*, February 2011.

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