

An Introduction to Social Mining

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Outline

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

New directions

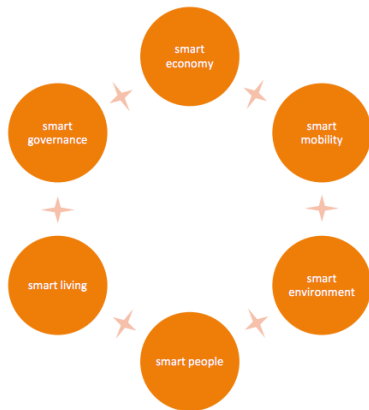
Smart Cities: Dimensions

Smart city



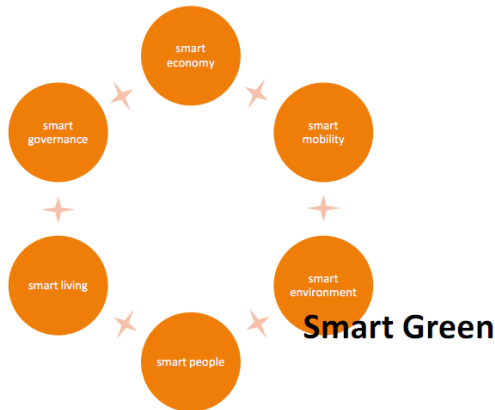
New directions

Smart Cities: Dimensions



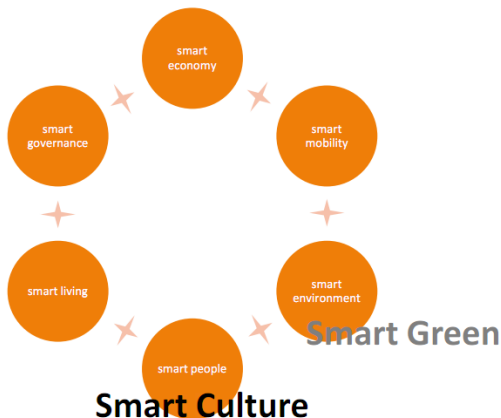
New directions

Smart Cities: Dimensions and Social Media (1)



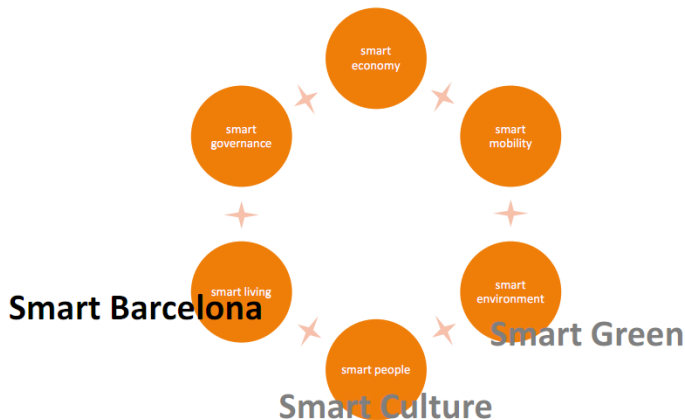
New directions

Smart Cities: Dimensions and Social Media (2)



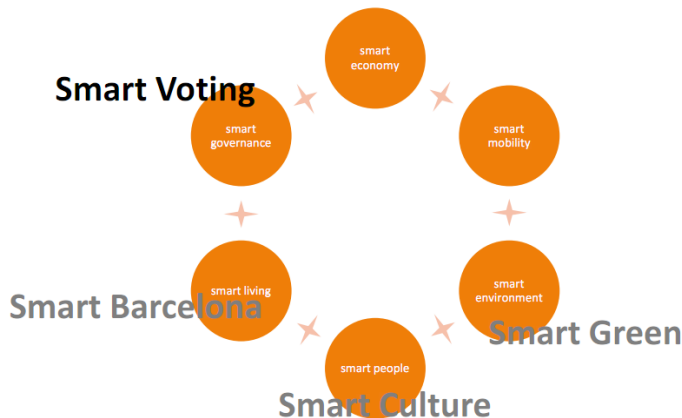
New directions

Smart Cities: Dimensions and Social Media (3)



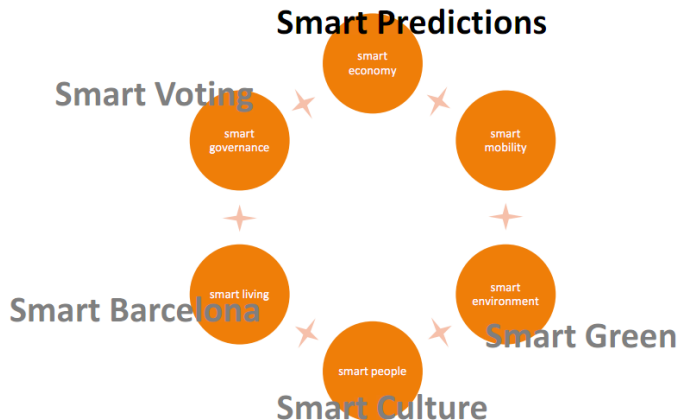
New directions

Smart Cities: Dimensions and Social Media (4)



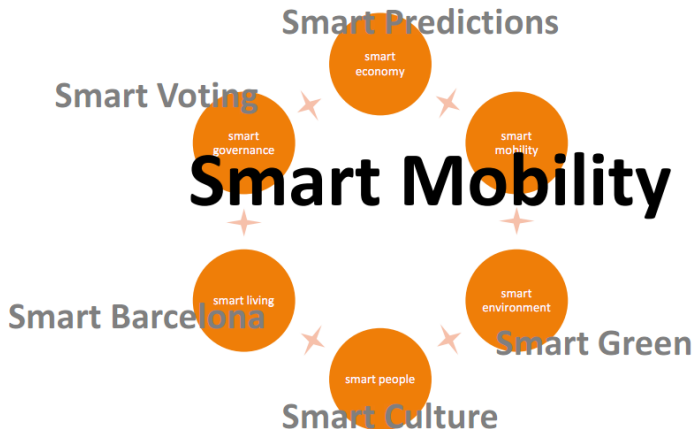
New directions

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



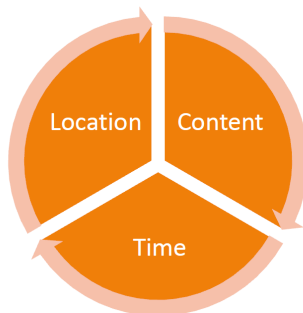
New directions

Mobility (cont.)

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

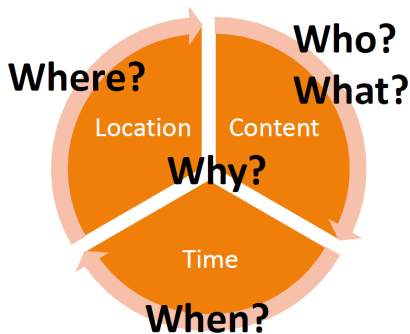
New directions

Mobile information



New directions

Mobile information: questions



New directions

Some ideas

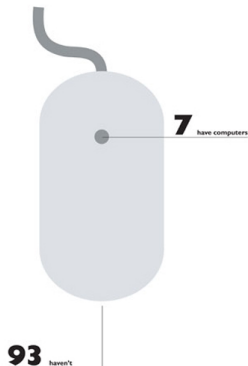
- video stream (Google+, Facebook & Skype);
- urban planning (traffic, parking, lighting, events, shopping lists);
- games;
- etc.

Smart cities

At the end of the day

If the world were a village of 100 people

COMPUTERS



New directions

Bringing Social to Social Media Research

Social Media

New directions

Social media engagement

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”.

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.

- 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.

- 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

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

Social innovations

Example

kickstarter.com

What is Kickstarter? We're the largest funding platform for creative projects in the world. [Learn more!](#)

KICKSTARTER

Discover
great projects

Start
your project

BLOGHELPSIGN UPLIGIN

A NEW WAY TO

Fund & Follow Creativity


FEATURED IN CNNWIRED6000PitchforkNPRThe New York Times

Blog

Interviews, updates, and tips from the Kickstarter team.

[Lolotte, Pearl, and In The Chair: a Shout-Out to Shorts](#)

posted about 13 hours ago



Darshan: Photographic Series on Indian Deities
by Manjari Sharma

New York/Mumbai photographer Manjari Sharma re-imagines Indian deities in a new medium with detail and emotion. A series

Mumbai, India

93%

\$18,798

9


FUNDED

PLEGGED

DAYS LEFT

PROJECT OF THE DAY

Manjari Sharma aims to photographically recreate nine classical images of gods and goddesses pivotal to mythological stories in Hinduism. She has titled the series Darshan, after the Sanskrit word meaning "sight," "view" or "vision." Beautiful!



Corrente: Handbags Made in Brooklyn
by Corie & Tennille

Handbags made in Brooklyn? Yep, it's true! Our designs are made in small workshop in the Navy Yards, doubling as our design studio.

Brooklyn, NY

79%

\$6,335

10

FUNDED

PLEGGED

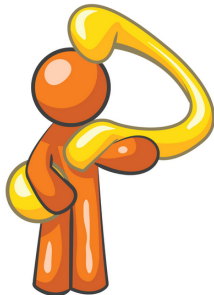
DAYS LEFT

FASHION

Corie and Tennille's handbags are made from soft rich leathers matched with Art Deco-inspired hardware. Professionally manufactured inside the Brooklyn Navy Yards, Corrente's holiday collection will most definitely be strutted down the runways and sidewalks of BK, NY.

Questions

Questions



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.

Contact info

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