An Introduction to Social Mining

Vladimir Gorovoy* and Yana Volkovich†

†@yvolkovich
Barcelona Media, Information, Technology & Society Group
Barcelona, Spain

* @vgorovoy
Yandex, Yandex.Uslugi
Saint Petersburg, Russia

August, 15-19 2011
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

- smart economy
- smart governance
- smart living
- smart mobility
- smart environment
- smart people
New directions
Smart Cities: Dimensions and Social Media (1)

Smart Green

smart people
smart living
smart governance
smart economy
smart mobility
smart environment
New directions
Smart Cities: Dimensions and Social Media (2)

- Smart economy
- Smart governance
- Smart living
- Smart mobility
- Smart environment
- Smart people

Smart Green
Smart Culture
New directions

Smart Cities: Dimensions and Social Media (3)

Smart Barcelona
Smart Green
Smart Culture

- Smart governance
- Smart economy
- Smart living
- Smart mobility
- Smart environment
- Smart people
New directions
Smart Cities: Dimensions and Social Media (4)

Smart Voting
- smart governance

Smart Barcelona
- smart living

Smart Culture
- smart people

Smart Green
- smart environment

Smart Economy
- smart mobility
New directions
Smart Cities: Dimensions and Social Media (4)

Smart Predictions
- Smart Economy
- Smart Mobility
- Smart Environment
- Smart Governance
- Smart Living
- Smart People

Smart Barcelona
Smart Green
Smart Culture
Smart Voting
New directions
Smart Cities: Dimensions and Social Media (6)
Tesco goes underground: became the number one online retailer in Korea
Not much have been done to study mobile (x2) information
New directions
Mobile information: questions

Who?
What?
Where?

Who?
What?
Where?

Why?
Content
Location

Time

When?
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

7 have computers

93 haven't
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”.
New directions
Metrics of 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.
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.
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
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
Vladimir Gorovoy  
@vgorovoy  
vgorovoy@yandex-team.ru

Yana Volkovich  
@yvolkovich  
yana.volkovich@barcelonamedia.org