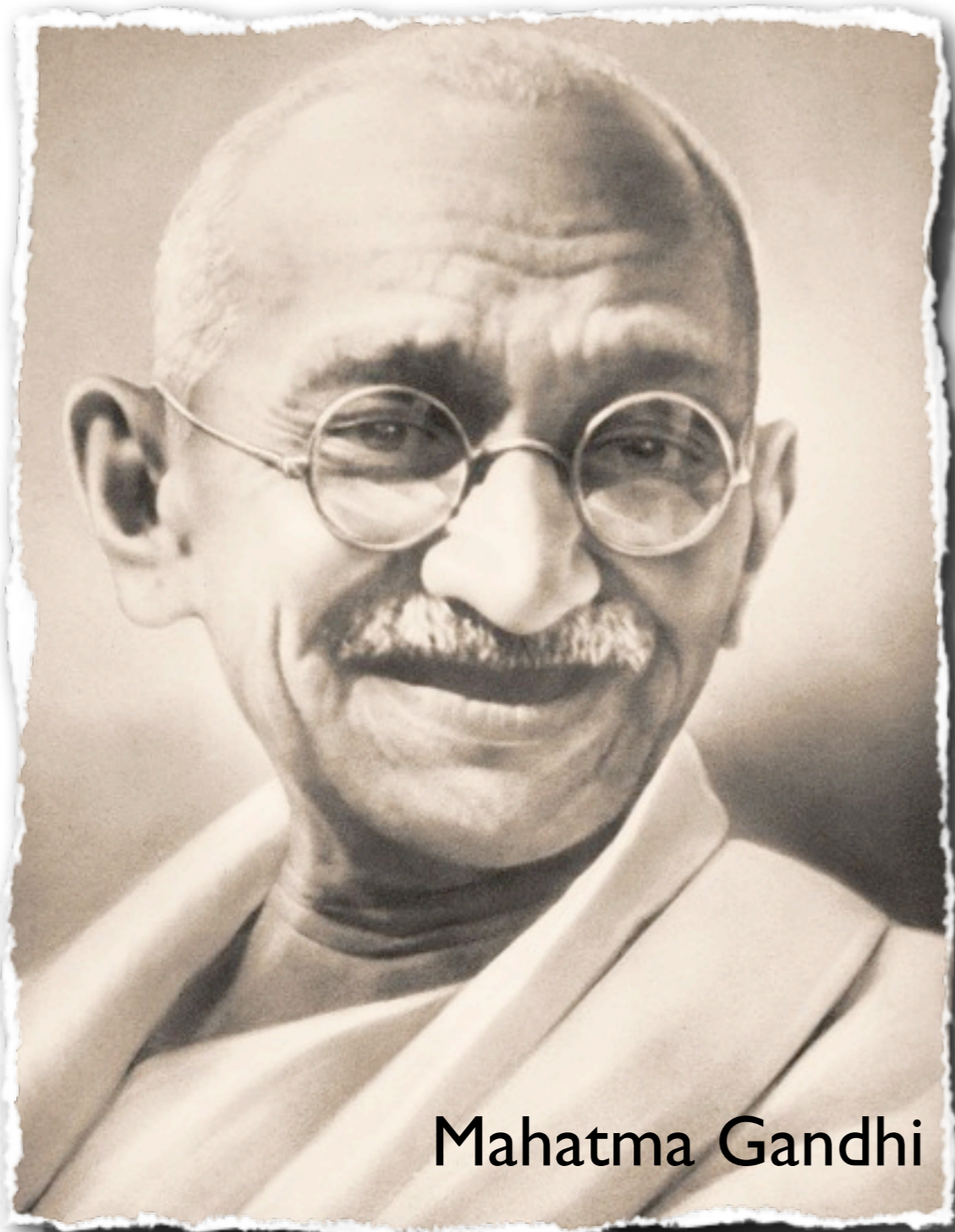


# Introduction to Social Computing and Its Computation Techniques

Irwin King, Baichuan Li, and Tom Chao Zhou  
{king, bcli, czhou}@cse.cuhk.edu.hk

Department of Computer Science and Engineering  
The Chinese University of Hong Kong





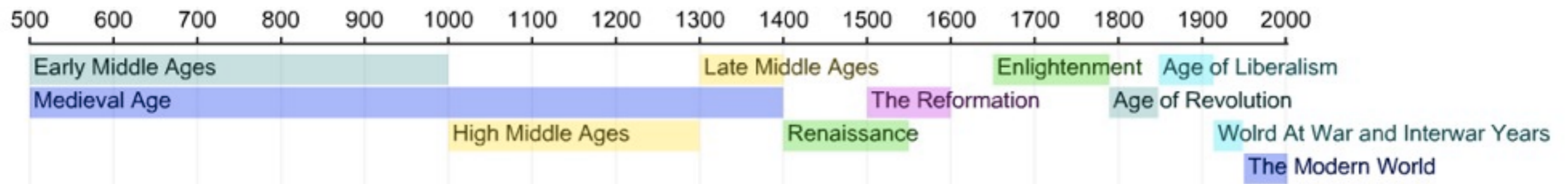
Mahatma Gandhi

*Interdependence is and ought to be as much the ideal of man as self-sufficiency.*

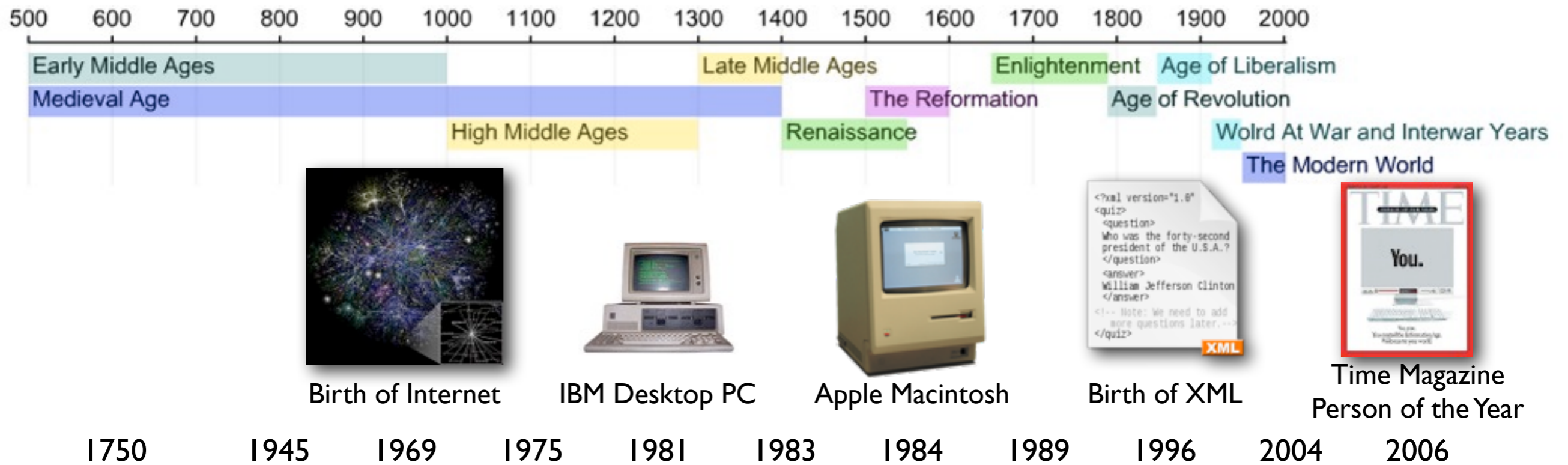
*Man is a social being.*



# A Brief History of the World



# A Brief History of the World



**Industrial  
Revolution**

**Information  
Age**

**Internet  
Age**

**www  
Age**

**Attention  
Age**

ENIAC



The MITS Altair  
Apple II



Time Magazine  
Person of the Year



Birth of WWW



Birth of Web 2.0







intel.

# revolution in evolution

Highlights from the Journey to 1 Billion PCs



**1971** - Intel, founded by Robert Noyce, Gordon Moore and Andy Grove, introduces the world's first microprocessor and calls it the Intel® 4004.

**1974** - Intel introduces the 8080 microprocessor, which was used in the first commercially successful personal computer - the Altair.

**1976** - Apple Computer, Inc. releases the Apple I, the first single-circuit board computer. The following year, the company introduces the Apple II, the first for a personal computer, the Apple II featured color graphics.

**1977** - Intel introduces the 8085 microprocessor.

**1980** - IBM introduces its first personal computer featuring the Intel® 8088 microprocessor. Established the PC revolution and set industry standards that still exist today. The IBM platform enabled hardware makers and software programmers to develop programs and add-on accessories. IBM then, most PCs had been cloned and proprietary.

**1981** - Lotus Development Corporation introduces Lotus 1-2-3, which becomes a best-seller application.

**1982** - Intel introduces the 80286 microprocessor featuring 275,000 transistors - more than 100 times as many as the original 4004. The 286™ microprocessor was a 32-bit chip that brought "multi-tasking" capabilities to the PC.

**1983** - Apple introduces the Macintosh with a GUI. A GUI is a graphical user interface that provides visual representation for what was previously lines of code. The GUI made PCs more usable for non-technical people.

**1984** - Apple introduces the Macintosh with a GUI. A GUI is a graphical user interface that provides visual representation for what was previously lines of code. The GUI made PCs more usable for non-technical people.

**1985** - Intel introduces the 386™ microprocessor featuring 2.75 million transistors - more than 100 times as many as the original 4004. The 386™ microprocessor was a 32-bit chip that brought "multi-tasking" capabilities to the PC.

**1986** - The number of PCs shipped worldwide reaches nearly 10 million.

**1987** - Intel introduces the Pentium™ processor and Microsoft introduces Windows® 3.1, providing a solid multimedia platform for consumer games and learning applications. Increased processing capabilities, coupled with the availability of affordable CD-ROM drives and sound cards, usher in multimedia on the PC.

**1988** - In Geneva, Switzerland, Tim Berners-Lee develops a new technique for distributing information on the Internet, eventually called the World Wide Web.

**1989** - Intel introduces the Pentium™ processor and Microsoft introduces Windows® 3.1, providing a solid multimedia platform for consumer games and learning applications. Increased processing capabilities, coupled with the availability of affordable CD-ROM drives and sound cards, usher in multimedia on the PC.

**1990** - The number of PCs shipped worldwide reaches nearly 10 million.

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**1992** - The number of PCs shipped worldwide reaches 200 million.

**1993** - Intel introduces the Pentium™ processor and Microsoft introduces Windows® 3.1, providing a solid multimedia platform for consumer games and learning applications. Increased processing capabilities, coupled with the availability of affordable CD-ROM drives and sound cards, usher in multimedia on the PC.

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**2007** - Intel introduces the Pentium™ processor and Microsoft introduces Windows® 3.1, providing a solid multimedia platform for consumer games and learning applications. Increased processing capabilities, coupled with the availability of affordable CD-ROM drives and sound cards, usher in multimedia on the PC.

**2008** - Intel introduces the Pentium™ processor and Microsoft introduces Windows® 3.1, providing a solid multimedia platform for consumer games and learning applications. Increased processing capabilities, coupled with the availability of affordable CD-ROM drives and sound cards, usher in multimedia on the PC.

For more information, please visit <http://www.intel.com>

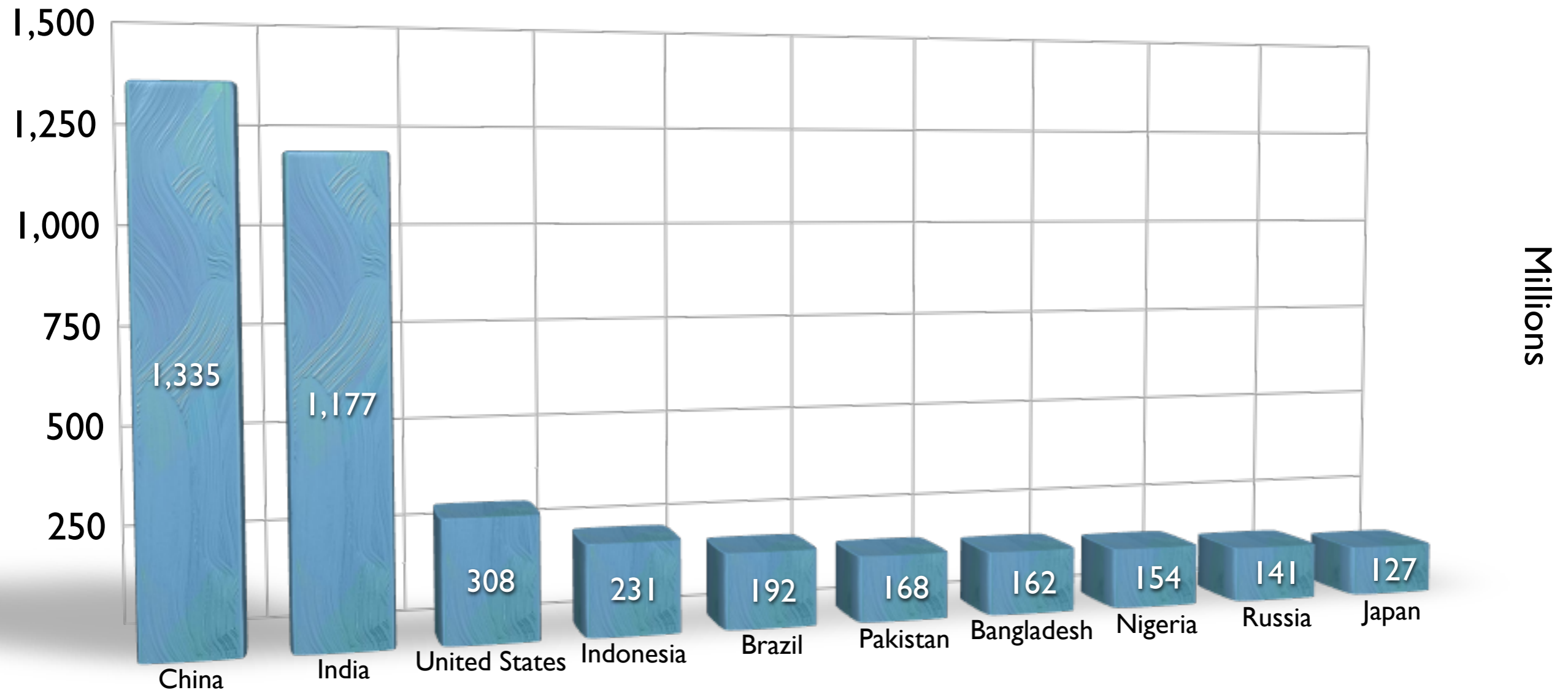
Introduction to Social Recommendation, Irwin King, Michael R. Lyu, and Hao Ma, WWW2010, Raleigh, USA





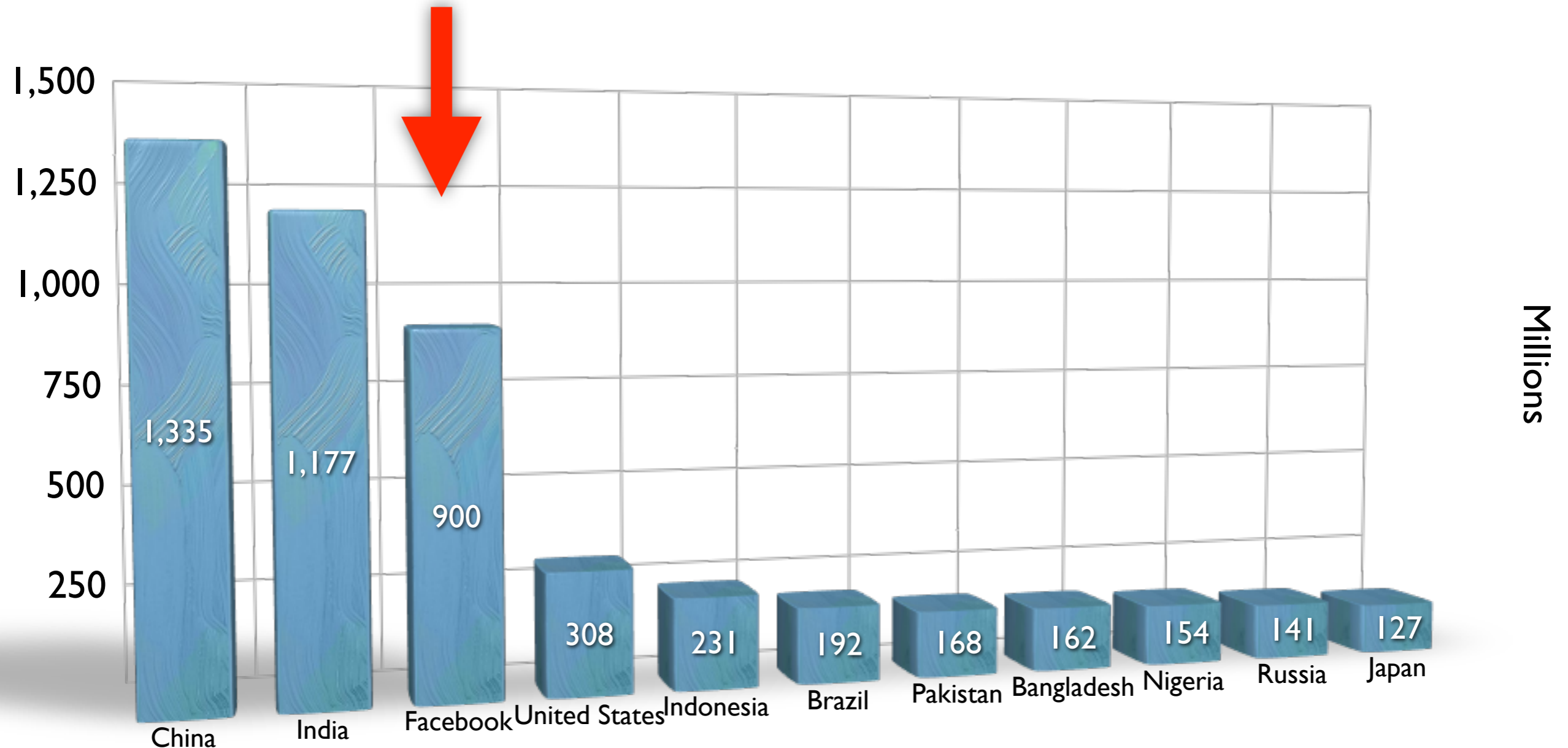
# Top 10 Populations by Countries

as of July 2009



# Top 10 Populations by Countries

Facebook as of March 2012



# Facebook's Growth Stats

## Statistics

901 million monthly active users at the end of March 2012.

Approximately 80% of our monthly active users are outside the U.S. and Canada.

526 million daily active users on average in March 2012.

488 million monthly active users who used Facebook mobile products in March 2012, and more than 500 million mobile monthly active users as of April 20, 2012.

During March 2012, on average 398 million users were active with Facebook on at least six out of the last seven days.

		Last week	Last 2 weeks	Last month	Last 3 months	Last 6 months
#	Country	Users	Change	(± %)	Pen.	
1.	<a href="#">United States</a>	156 830 580	-517 760	-0.33% ↓	50.55%	
2.	<a href="#">Brazil</a>	48 041 640	+1 030 580	+2.19% ↑	23.89%	
3.	<a href="#">India</a>	46 307 580	+481 960	+1.05% ↑	3.95%	
4.	<a href="#">Indonesia</a>	42 596 260	+324 220	+0.77% ↑	17.53%	
5.	<a href="#">Mexico</a>	33 587 760	+413 920	+1.25% ↑	29.86%	
6.	<a href="#">United Kingdom</a>	31 106 860	+161 760	+0.52% ↑	49.89%	
7.	<a href="#">Turkey</a>	30 651 580	-26 720	-0.09% ↓	39.40%	
8.	<a href="#">Philippines</a>	27 107 600	+19 280	+0.07% ↑	27.13%	
9.	<a href="#">France</a>	24 435 760	+88 120	+0.36% ↑	37.73%	
10.	<a href="#">Germany</a>	23 687 880	+135 200	+0.57% ↑	28.79%	





# Global Internet Traffic

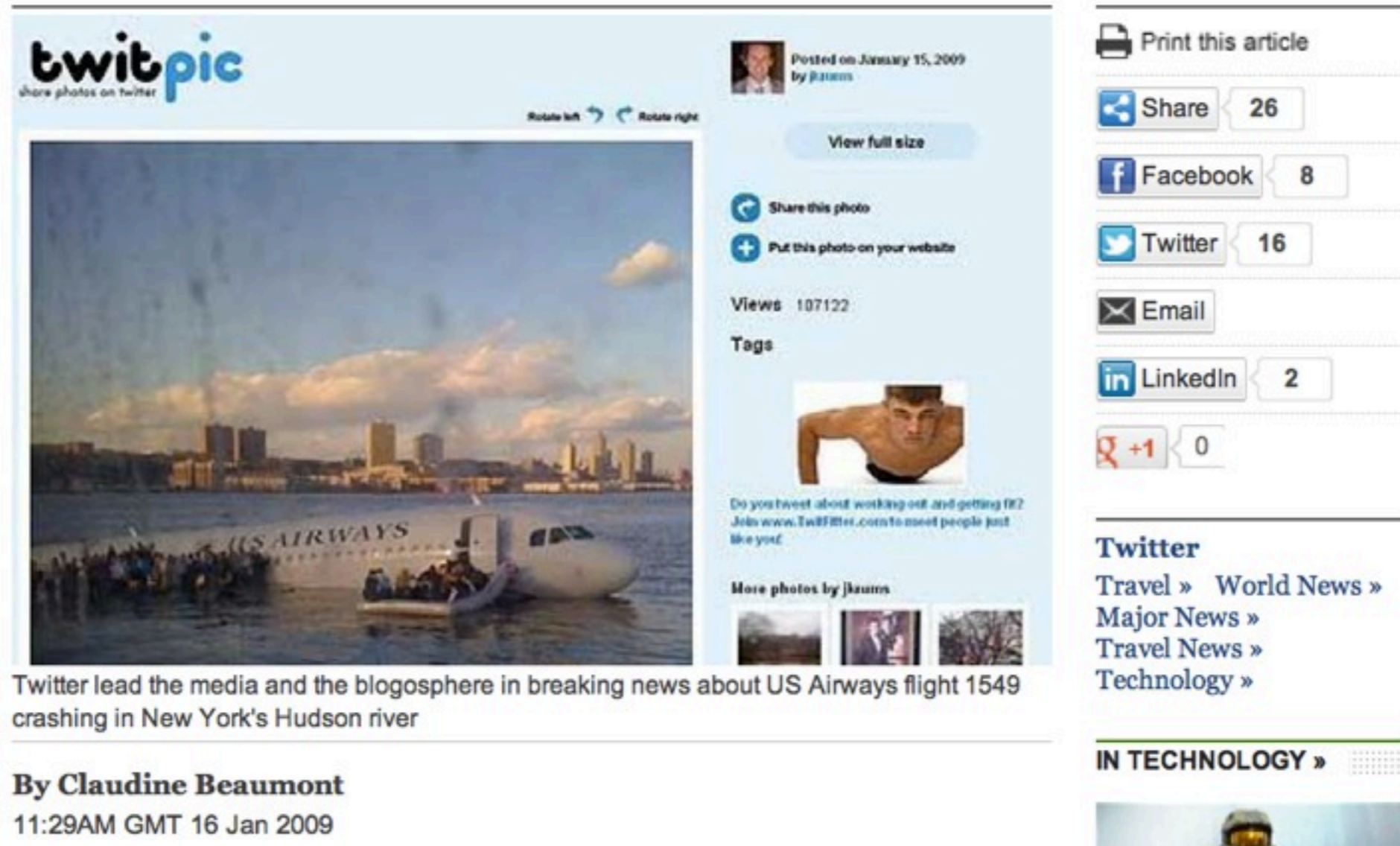
Alexa as of August 2011	China	USA	Japan	India	Brazil	Global
1	Baidu	Google	Yahoo.jp	Google.in	Google.br	Google
2	<b>QQ</b>	<b>Facebook</b>	Google.jp	Google	Google	<b>Facebook</b>
3	Sina	Yahoo!	<b>FC2</b>	<b>Facebook</b>	<b>Facebook</b>	<b>YouTUBE</b>
4	Taobao	<b>YouTUBE</b>	<b>YouTUBE</b>	<b>YouTUBE</b>	<b>YouTUBE</b>	Yahoo!
5	Google.hk	Amazon	Google	Yahoo!	Universo Online	<b>Blogger</b>
6	163	<b>Wikipedia</b>	<b>Ameblo.jp</b>	<b>Blogger</b>	Windows Live	Baidu
7	<b>Weibo</b>	<b>Blogger</b>	rakuten	<b>Wikipedia</b>	Globo	<b>Wikipedia</b>
8	Google	<b>Twitter</b>	<b>livdoor</b>	<b>LinkedIn</b>	<b>Orkut.com.br</b>	Windows Live
9	ifeng	eBay	<b>Facebook</b>	<b>Twitter</b>	Yahoo!	<b>Twitter</b>
10	Yahoo	Craigslist	<b>Wikipedia</b>	Rediff	<b>Orkut.com</b>	<b>QQ</b>



# Twitter in Spotlight

## New York plane crash: Twitter breaks the news, again

Twitter has once again led the media and the blogosphere in breaking news.



The screenshot shows a twitpic post from user jbaum, dated January 15, 2009. The main image is a US Airways plane in the Hudson River with people on a small boat nearby. The post has 107,122 views and is tagged with 'jbaum'. To the right of the photo are social sharing options: Print (0), Share (26), Facebook (8), Twitter (16), Email, LinkedIn (2), and Google+ (0). Below the photo is a 'More photos by jbaum' section with three small thumbnails. On the right side of the page, there is a 'Twitter' section with links to 'Travel', 'World News', 'Major News', 'Travel News', and 'Technology'. At the bottom right, there is a section titled 'IN TECHNOLOGY' with a small image of a person's face.

Twitter lead the media and the blogosphere in breaking news about US Airways flight 1549 crashing in New York's Hudson river

By **Claudine Beaumont**


11:29AM GMT 16 Jan 2009















# Twitter Gainers

## Top Twitter Gainers

 <p><b>erol köse</b> +100 381 Followers</p> <p><i>per day</i></p>	 <p><b>Katy Perry</b> +439 801 Followers</p> <p><i>per week</i></p>	 <p><b>Rihanna</b> +1 790 017 Followers</p> <p><i>per month</i></p>
--	--	--

#	Screen name	Following ↕	Followers ▼ ↕
1.	 <a href="#">Lady Gaga (@ladygaga)</a>	138 640	25 455 849
2.	 <a href="#">Justin Bieber (@justinbieber)</a>	122 725	23 051 871
3.	 <a href="#">Katy Perry (@katyperry)</a>	98	20 967 819
4.	 <a href="#">Rihanna (@rihanna)</a>	815	20 332 267
5.	 <a href="#">Britney Spears (@britneyspears)</a>	415 313	17 495 465
6.	 <a href="#">Shakira (@shakira)</a>	66	16 442 764
7.	 <a href="#">Barack Obama (@BarackObama)</a>	677 280	16 391 776
8.	 <a href="#">Taylor Swift (@taylorswift13)</a>	78	14 920 243
9.	 <a href="#">Kim Kardashian (@KimKardashian)</a>	173	14 899 107
10.	 <a href="#">YouTube (@YouTube)</a>	422	13 531 122



# Pinup Interests

The screenshot shows the Pinterest homepage with a search bar, the Pinterest logo, and navigation links for English, About, and Login. Below the navigation is a yellow banner with the text "Pinterest is an online pinboard. Organize and share things you love." and buttons for "Request an Invite" and "Login". The main content area displays a grid of pins:

- Pin 1:** A tweet from Evan Rodgers with a link and a photo of a person. Below it, text reads: "Agora as hashtags também vão ser funcionais através do Facebook. Você curte essa ideia?" and "Livia Lamblet onto Social Media".
- Pin 2:** A photo of two smartphones, one with a yellow liquid inside. Below it, text reads: "not bad" and "1 like".
- Pin 3:** A technical diagram of a car chassis. Below it, text reads: "How to Convert an Image into a Pencil Sketch in Photoshop" and "Nelson Vale onto Tweaks & Tips".
- Pin 4:** A diagram of a Fork-Join framework. Below it, text reads: "Fork Join framework is new addition in Java 7 which is earlier available as separate JSR. fork join framework allows you to take full benefit of multiple cores of machine and can be used to implement map reduce algorithm in Java." and "Javin Paul onto java".
- Pin 5:** A photo of a bedroom interior.
- Pin 6:** A photo of a green sprout growing from a green container. Below it, text reads: "What is green? What is a viable economic alternative? What is".
- Pin 7:** A photo of a young girl in a tutu riding a bicycle.
- Pin 8:** A video player showing a man speaking. Below it, text reads: "Before you Set-up 'Facebook".





# The Brave New Words

blogger

wiki

AVATAR

头像

tag cloud

mash-up

unfriend

tweet

blogsphere

twitterati

defriend

hashtags

SEXTING

Folksonomy



# Web 2.0

- Web as a medium vs. **Web as a platform**
- Read-Only Web vs. **Read-and-Write Web**
- Static vs. **Dynamic**
- Restrictive vs. **Freedom & Empowerment**
- Technology-centric vs. **User-centric**
- Limited vs. **Rich User Experience**
- Individualistic vs. **Group/Collective Behavior**
- Consumer vs. **Producer**
- Transactional vs. **Relational**
- Top-down vs. **Bottom-up**
- People-to-Machine vs. **People-to-People**
- Search & browse vs. **Publish & Subscribe**
- Closed application vs. **Service-oriented Services**
- Functionality vs. **Utility**
- Data vs. **Value**

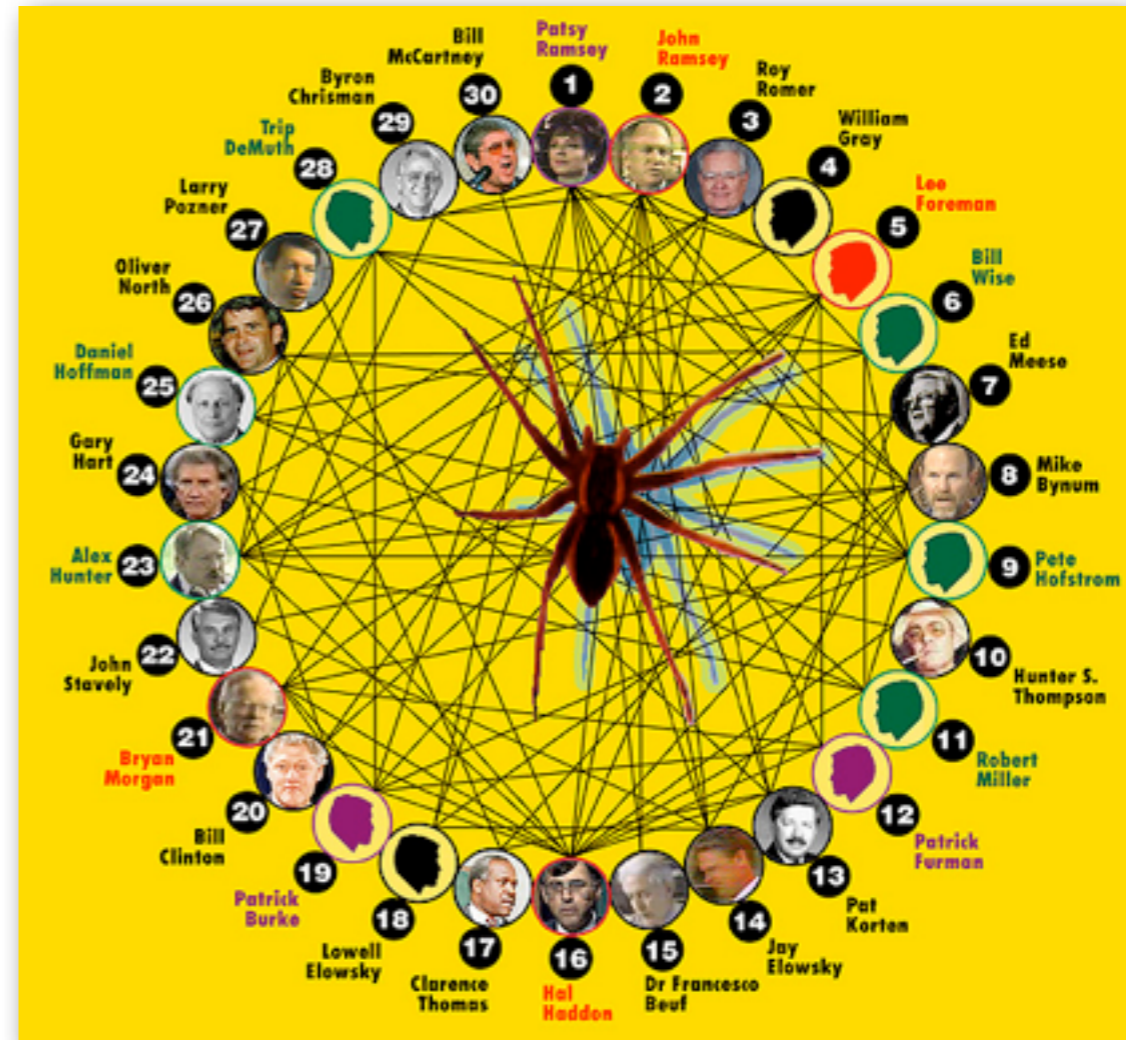


# Social Networks

Society:

**Nodes:** individuals

**Links:** social relationship  
(family/work/friendship/etc.)



S. Milgram and John Guare: **Six Degree of Separation.**  
Social networks: Many **individuals** with diverse **social interactions** between them.





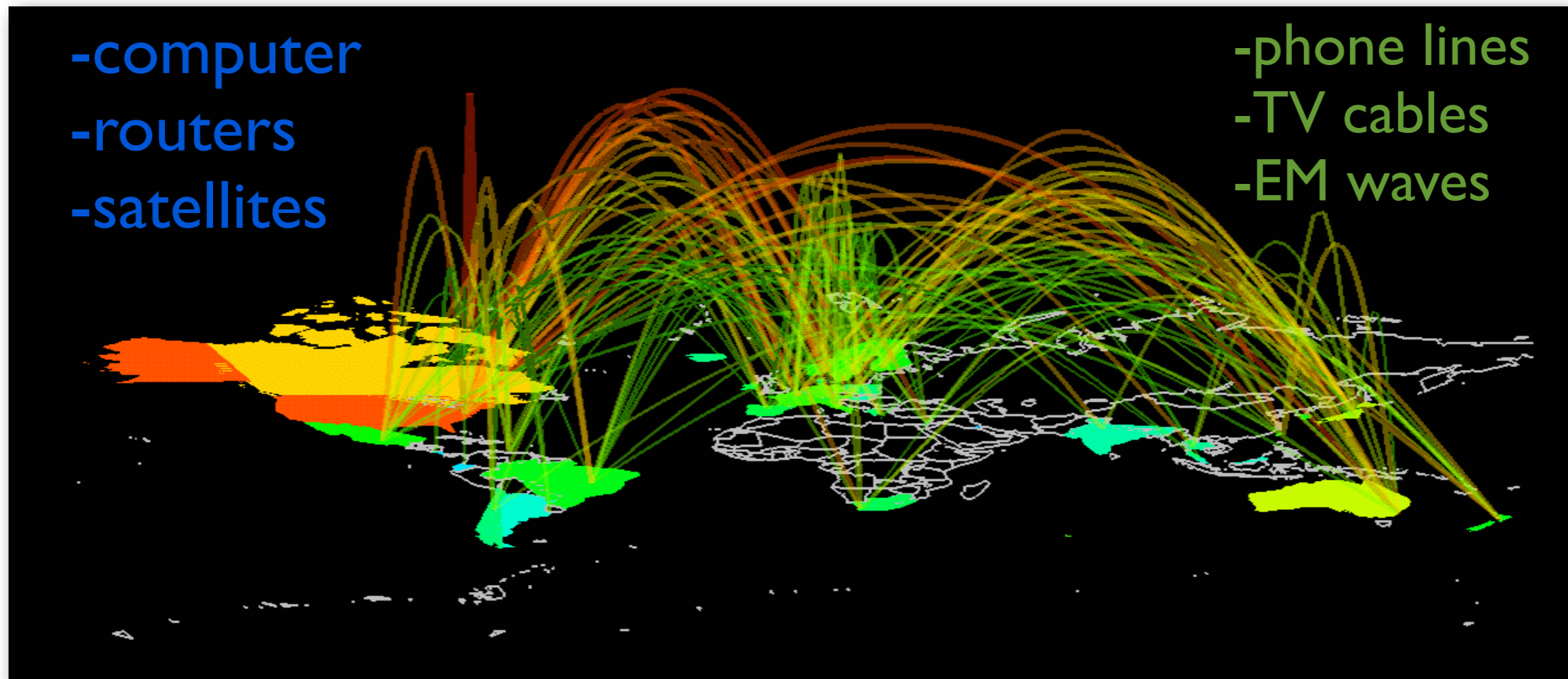
# Milgram's Experiment





# Social Networks

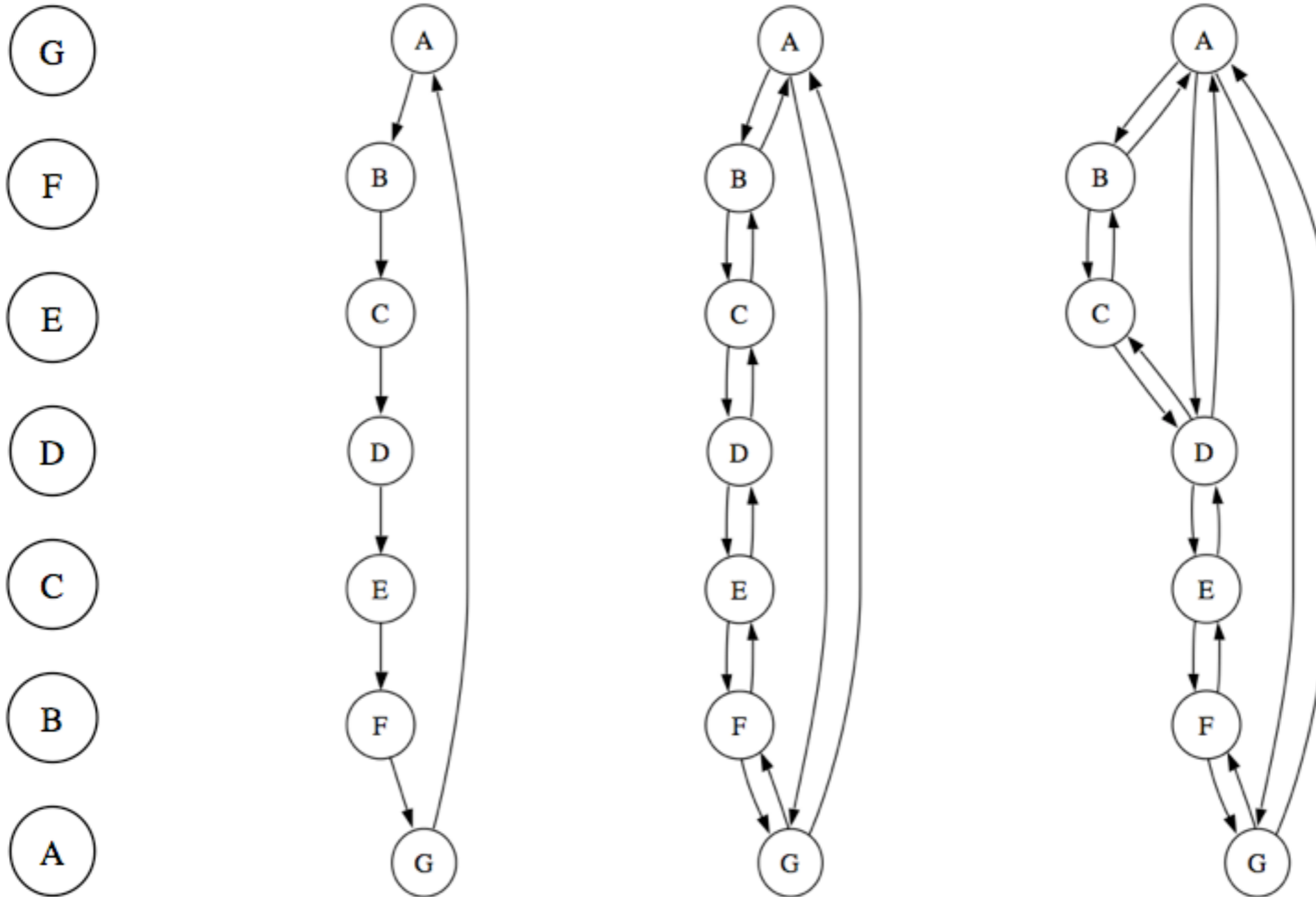
- The Earth is developing an electronic nervous system, a network with diverse **nodes** and **links**.



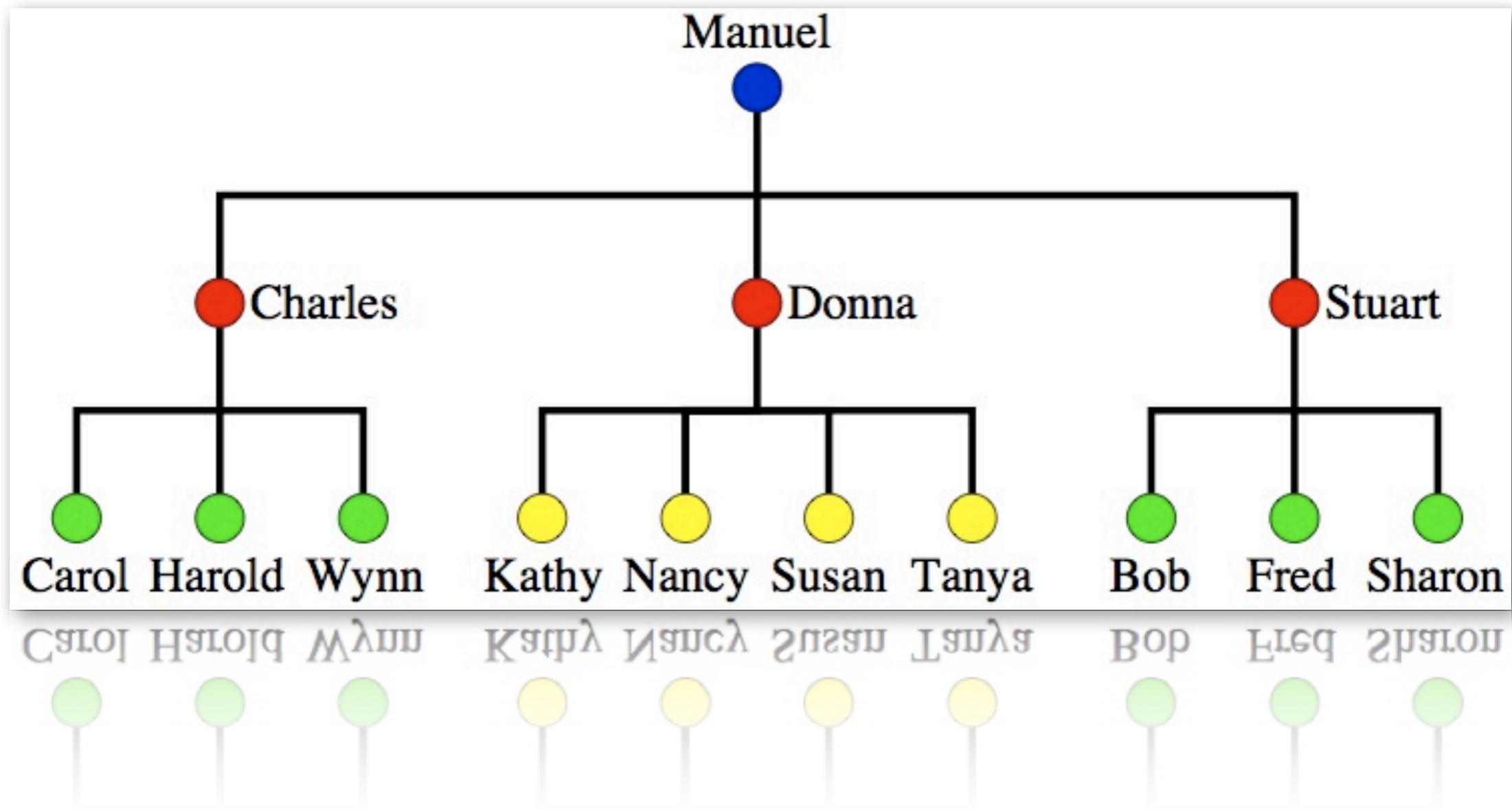
Communication networks: many non-identical components with diverse connections between them.



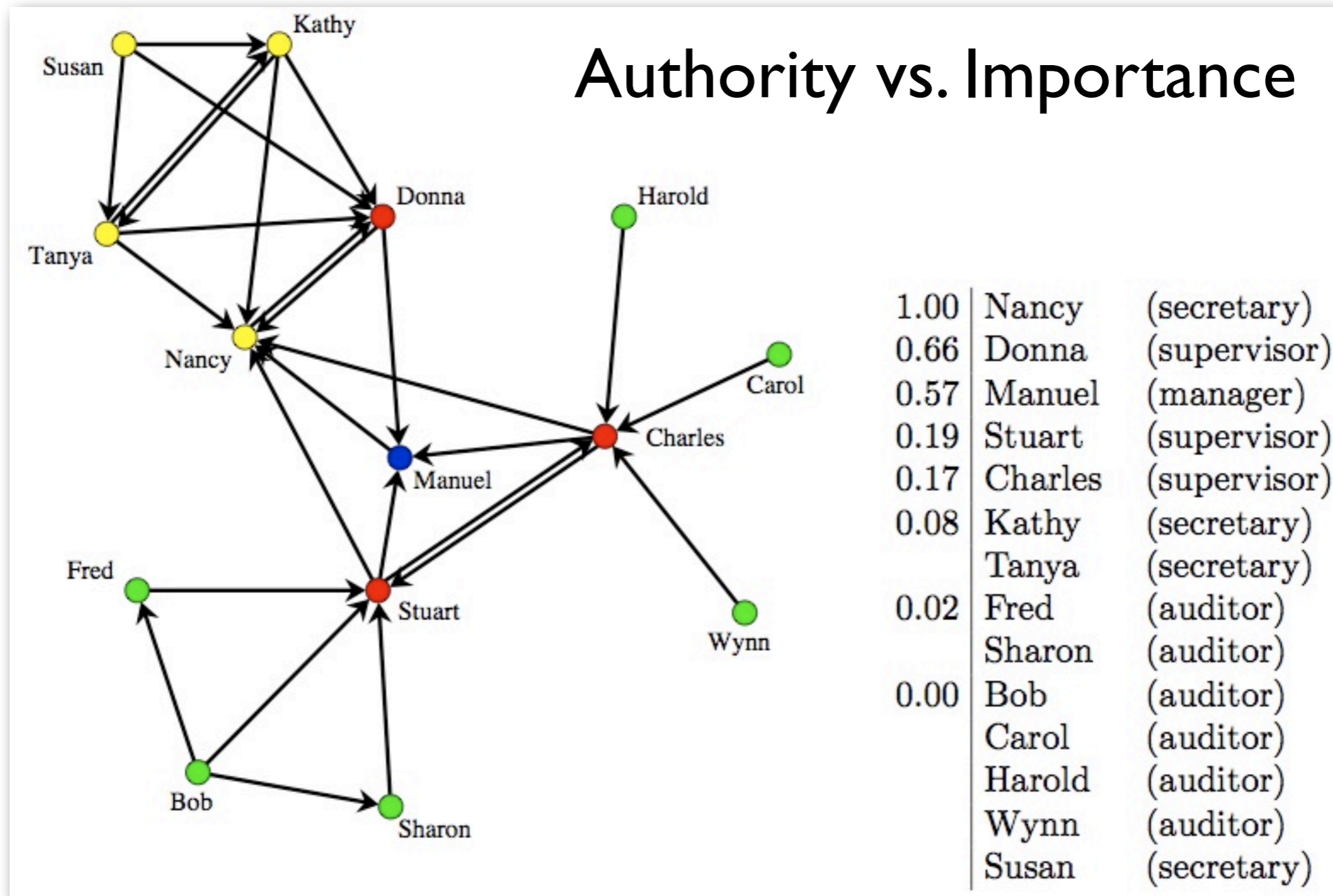
# The Flow of Information



# Organizational Chart



# Social Network Chart





# Social Analytics/Informatics

## Social Informatics

Contact : [Slovenian](#) : [FDV](#)



### Search

[Advanced search](#)

### Login

[New user](#) [Lost password](#)

[SOCIAL INFORMATICS](#)

[STUDY PROGRAMS](#)

[RESEARCH CENTRES](#)

[BIBLIOGRAPHY](#)

### Introduction

- [Concept](#)
- [History](#)

The notion of social informatics relates to the interaction between society and ICT (information-communication technologies). In its broadest sense it covers:

1. the social consequences of ICT at micro (e.g. social aspects of ICT applications at personal and organisational level) as well as at macro level (e.g. information society studies);
2. the application of ICT in the area of social sciences and social/public sector;
3. the use of ICT as a tool for studying social phenomena (within social science methodology).

Graphical presentation is [here](#)>>

### Relevant Fields

- [Social Informatics](#)
- [Web Content Structure](#)
- [Survey Methodology](#)
- [Marketing Research](#)
- [Social Science Methods](#)
- [Applied Statistics](#)
- [Official Statistics](#)
- [Data Collection](#)
- [Library Science](#)
- [Information Society](#)
- [HC Interaction](#)
- [Information Systems](#)
- [Social ICT Applications](#)
- [Data Modeling & Simulations](#)
- [Media & Communication](#)
- [Science & Technology](#)
- [Arts & Informatics](#)

### News

- 07.12.09 [Information Society Free Virtual Library](#)
- 02.12.09 [Job offer: Professor in Social Informatics](#)
- 01.12.09 [Call for papers to "New technologies and data collection in social sciences"](#)
- 09.11.09 [Call for Papers "IASSIST 2010"](#)
- 27.10.09 [Job offer: Associate Professor Position - Department of Social Informatics](#)

[archive](#)

### Blogs

- [Social Informatics by Michael Tyworth](#)
- [Social Informatics - a knol by Per Arne Godejord](#)
- [Pixelcharmer Field Notes: Social Informatics](#)
- [Journal of Social Informatics Blog](#)
- [Social Informatic - International Blog](#)

[more](#)

### Associations

- [The European Survey Research Association](#)
- [Council of American Survey Research Organizations \(CASRO\)](#)
- [Marketing Research Association](#)
- [International Communications](#)






# Politics

HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS

**The New York Times**  
Friday, June 19, 2009

**News**

Search All NYTimes.com   

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS STYLE TRAVEL JOBS REAL ESTATE AUTOS


**The Lede**

[The New York Times News Blog](#)

June 2, 2009, 7:05 PM

## China's Great Firewall Blocks Twitter

By ROBERT MACKEY



Catherine Henriette/Agence France-Presse — Getty Images

Search This Blog

Previous Post: [Bloggers Ponder Last Message From Missing Jet's Computer](#)

Next Post: [Punditry From Bin Laden and Zawahiri on Obama's Trip to the Middle East](#)

### Recent Posts

June 18 (38 comments) [Latest Updates on Iran's Disputed Election](#)  
To supplement reporting from New York Times correspondents inside Iran on Thursday, The Lede will continue to track the aftermath of Iran's disputed presidential election online.

June 17 (129 comments) [Wednesday: Latest Updates on Iran's Disputed Election](#)  
On Wednesday, The Lede will continue to track the aftermath of Iran's disputed presidential election online, to supplement reporting from New York Times correspondents inside Iran.

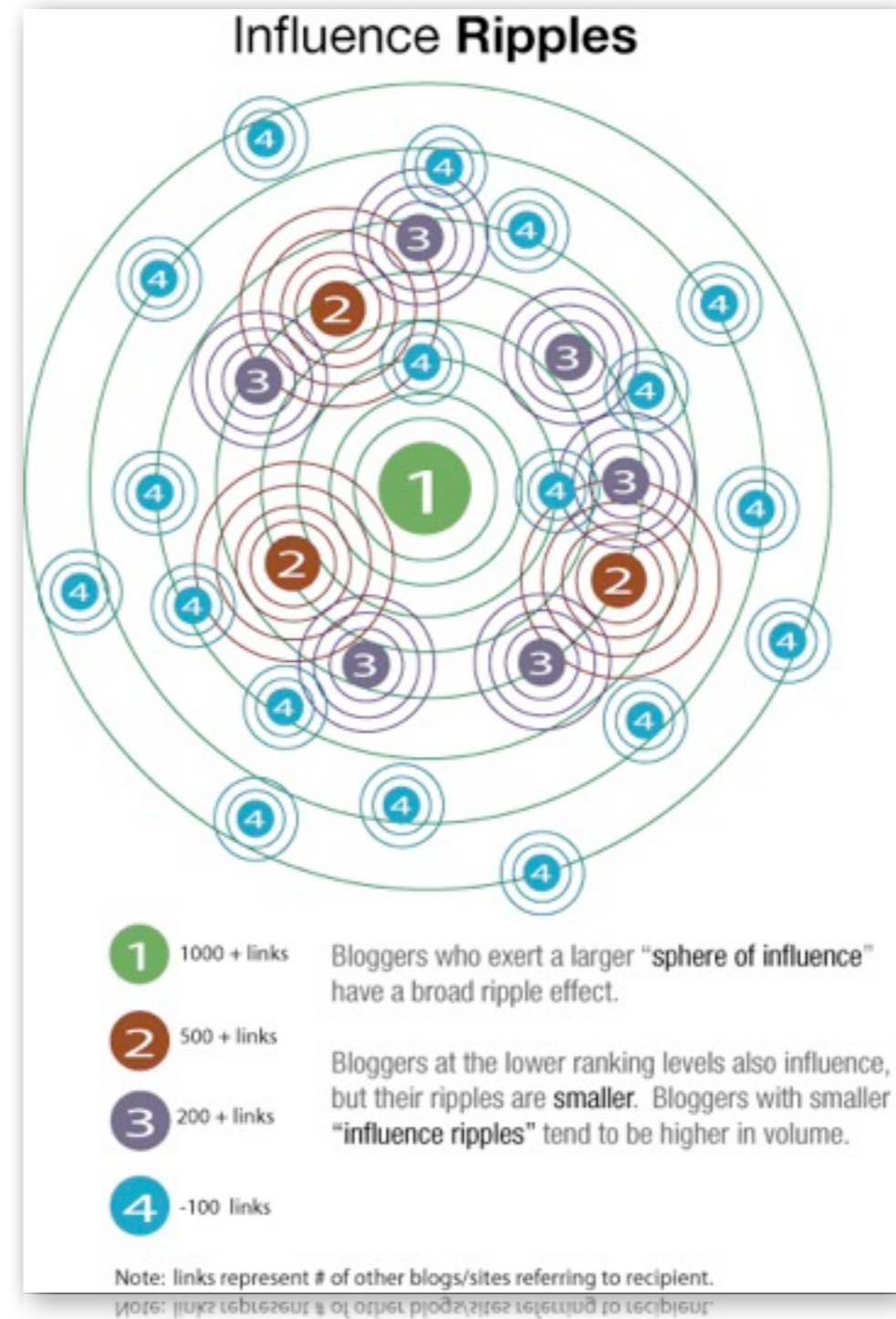
June 16 (198 comments) [Tuesday: Latest Updates on Iran's Disputed Election](#)  
To supplement reporting from New York Times correspondents inside Iran, The Lede





# Commerce

- Social marketing
- Who are the **brokers**?
- Who can exert the **most influence** on buying/selling?
- How **much** should one advertise?



# Public Health

- People's **behavior** can be monitored
- What is on people's mind translates to **search queries**
- Google predicts flu trends...

2007–2008 U.S. Flu Activity - Mid-Atlantic Region

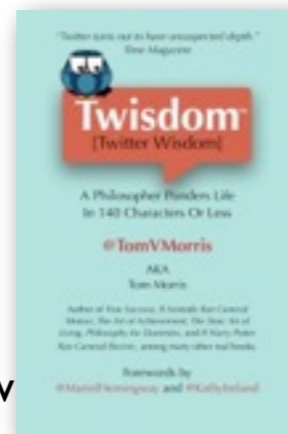
ILI percentage





# Twitter Pop Culture

- Twisdom: Twitter Wisdom
  - A Philosopher Ponders Life in 140 Characters or Less
    - “I don’t know the key to success, but the key to failure is trying to please everybody.” Bill Cosby Do what you know in your soul is right!
    - It is a miserable state of mind to have few things to desire, and many things to fear. – Francis Bacon
- The Longest Poem In the World-the awesome twitter poem! 956,644 verses this morning and ~4,000 a day!



# The YouTube Generation

The screenshot shows the YouTube channel page for 'The Academy of Motion Picture Arts and Sciences'. At the top left is the Oscar statuette logo. The channel name 'THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES' is prominently displayed. Navigation links include 'VISIT OSCARS.ORG', 'BECOME A FAN', and 'SIGN UP FOR NEWS'. The channel's video player shows a video titled 'Steve Martin and Alec Baldwin hosting the Oscars®' with a 5-star rating and 61 ratings. The video description states it is from the 82nd Academy Awards on March 10, 2010, with 312 views. A list of related videos on the right includes 'Opening Number at the 2010 Oscars®', 'The Hurt Locker winning Best Picture', 'John Hughes Tribute at the Oscars®', 'Kathryn Bigelow winning the Oscar® for Directing', 'Sandra Bullock winning Best Actress', 'Jeff Bridges winning Best Actor', 'Steve Martin and Alec Baldwin hosting the', and 'Editing Oscar® Nominees'.





# The Age of FaceBook

The screenshot shows the Facebook interface for Barack Obama's official page. At the top, the Facebook logo and navigation links (Home, Profile, Account) are visible. The page header includes a search bar and a 'Become a Fan' button. The main content area features a large profile picture of Barack Obama and a navigation menu with tabs for Wall, Info, Boxes, Events, Notes, and Photos. Below the navigation, there are three posts:

- Post 1:** A text post by Barack Obama stating: "8: the number of people every minute who are denied coverage, charged a higher rate, or otherwise discriminated against because of a pre-existing condition." It includes a link to "Health Reform by the Numbers: 8" on www.whitehouse.gov and mentions it was shared 27 minutes ago with 4,913 views.
- Post 2:** A video post titled "Barack Obama Speaking about health insurance reform this morning at Arcadia University - starting at 11:00 a.m. ET." It features a "LIVE" video player and a link to "President Obama Speaks on Health Insurance Reform" on www.whitehouse.gov, dated yesterday at 12:21am with 12,287 views.
- Post 3:** A video post titled "Barack Obama I need your help in urging all Americans who want health reform to make their voices heard." It includes a link to "President Obama's message to supporters: 'We need you in this final march for reform'" on www.youtube.com and a quote: "The special interests are marshalling their forces for one last fight to save the status quo on health reform. We cannot let that happen. That's why I'm asking you to summon the energy, the commitment, and the drive that has fueled this movement since day one." It is dated March 5 at 8:14am with 22,867 views.

On the right side of the page, there is an advertisement titled "Create an Ad" with the sub-heading "Connect With More Friends". The ad features an envelope icon and the Facebook 'f' logo, with text encouraging users to share their Facebook experience with more friends using simple invite tools. A "More Ads" link is located below the ad.

On the left side, there is a section titled "Information" with the following details:

- Current Office:** Office: President of the United States
- Organization:** This page is run by Organizing for America, the grassroots organization for President Obama's agenda for change. To visit the White House Facebook page, go to: <http://bit.ly/2bVCm>. OFA is a special project of the Democratic National Committee.





# Social Networking Sites

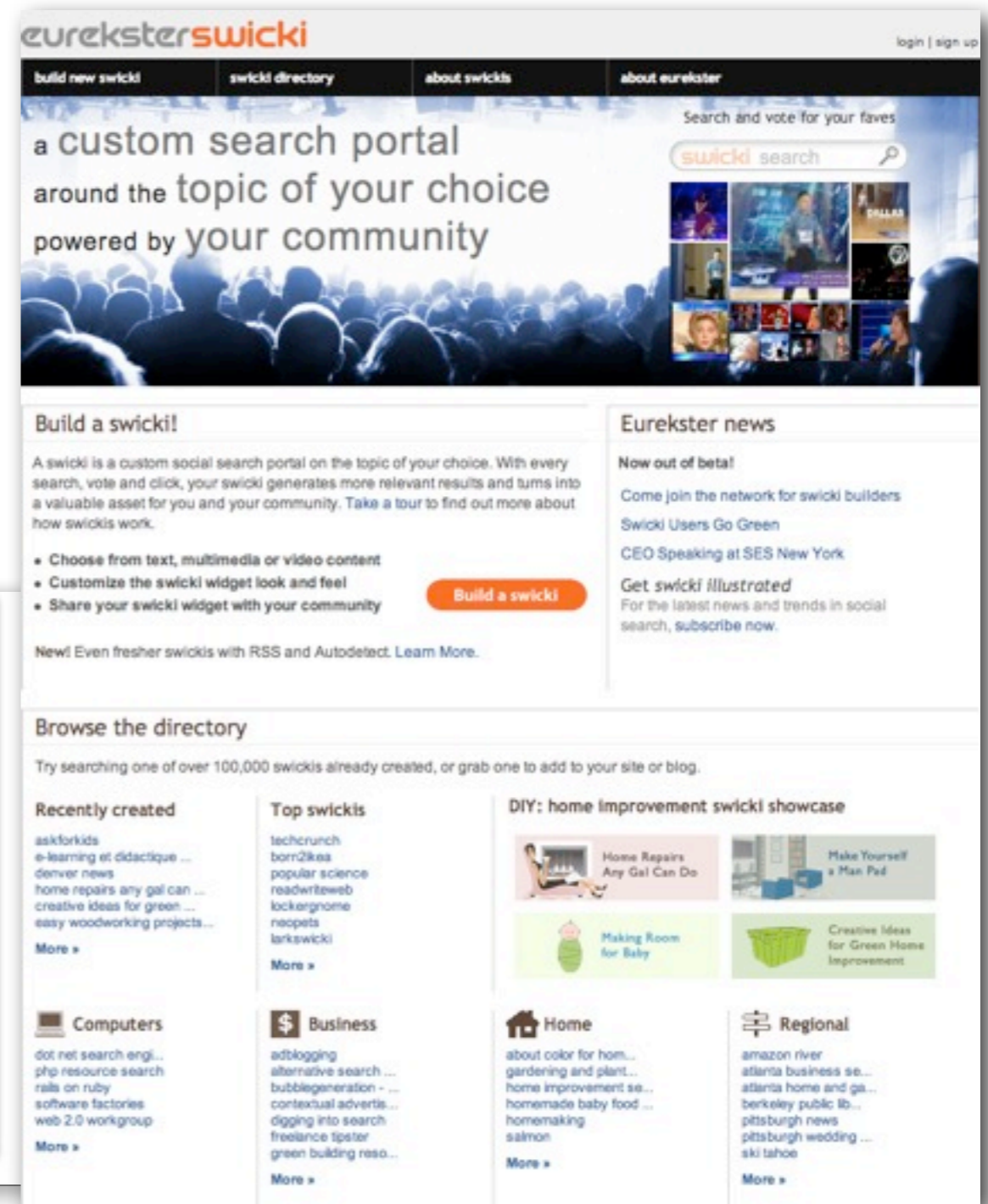
- Example of Social Networking Sites: FaceBook, MySpace, Blogger, QQ, etc.





# Social Search

- Social Search Engine
- Leveraging your social networks for searching





# Social Media

The screenshot shows the YouTube homepage with the following sections:

- Navigation:** Sign Up, Account, History, Help, Log In, Site.
- Home:** Home, Videos, Channels, Community.
- Search:** Search bar with "Videos" dropdown and "Upload" button.
- Videos being watched right now...:** A row of five video thumbnails with durations: 02:13, 03:29, 01:58, 07:01, 03:53.
- Promoted Videos:** Four video thumbnails with titles: "Think Again Awards", "Think Again Awards", "第14屆十大電視廣告頒獎典禮 - 飛出...", "紅船觀察向更細觀察".
- Featured Videos:** A list of featured videos with details:
  - David Sedaris delivers a pizza:** From [weaknights](#), Views: 11,313, 5 stars, 01:01. More in [Comedy](#).
  - Erbert and Gerbert's Candle Cannon:** From [candlecannon](#), Views: 109,029, 5 stars, 02:34. More in [Entertainment](#).
  - Girl's Night Out:** From [danidovine](#), Views: 169,435, 5 stars, 03:49. More in [Comedy](#).
  - Lionel Neykov - Freeze My Senses:** From [LionelNeykov](#), Views: 150,758, 5 stars, 03:35. More in [Music](#).
- What's New:** A yellow box containing:
  - YouTube Mobile:** New! Watch ALL YouTube videos on your mobile device.
  - Warp!** Visually fly through YouTube videos in the Fullscreen player.
  - RSS Feeds:** Click on the "RSS this page" link to get fresh videos delivered.
  - SXSW on YouTube:** For the next week and a half, the SXSW festival is taking over Austin, Texas, to celebrate music, film and all things interactive. [Read more in our Blog](#).

The screenshot shows the Flickr homepage with the following elements:

- Header:** flickr logo, Sign In, Create Your Account (Only takes a moment with your Yahoo! ID).
- Main Text:** Share your photos. Watch the world. SEARCH button.
- Statistics:** 3,802 photos uploaded in the last minute · 558,832 photos tagged with urban · 2.2 million photos uploaded this month · [Take the tour](#)
- Navigation:** Share & stay in touch, Upload & organize, Make stuff!, Explore...
- Footer:** Take the Tour, Explore Flickr Blog, the World Map, Camera Finder or interesting photos from the last 7 days.

The screenshot shows the Second Life website with the following elements:

- Header:** SECOND LIFE logo, Your World. Your Imagination., Resident, Login | Join.
- Navigation:** What is Second Life?, Showcase, Community, Blog, Support, Search Second Life.
- Main Image:** A 3D rendered scene of a man and a woman flying through a blue sky.
- Text:** Get Started! Membership is FREE! Second Life is an online, 3D virtual world imagined and created entirely by its Residents. Discover a whole new world of friends, fashion, music, videos and fun! Explore the best of Second Life >>
- Footer:** Your Organization in Second Life! Find out why your business, school or nonprofit organization should get its own virtual world presence. [Visit Second Life Now!](#)



# Social News/Mash Up



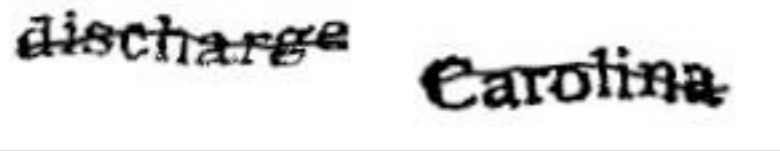






# Social/Human Computation

Security Check: Enter both words below, separated by a space. What's This?  
Can't read this? Try another.  
[Try an audio captcha](#)



Text in the box:

I have read and agree to the [Terms of Use and Privacy Policy](#)

[Sign Up](#)

[Problems signing up? Check out our help pages](#)

Security Check: Enter both words below, separated by a space. What's This?  
Can't read this? Try another.  
[Try an audio captcha](#)



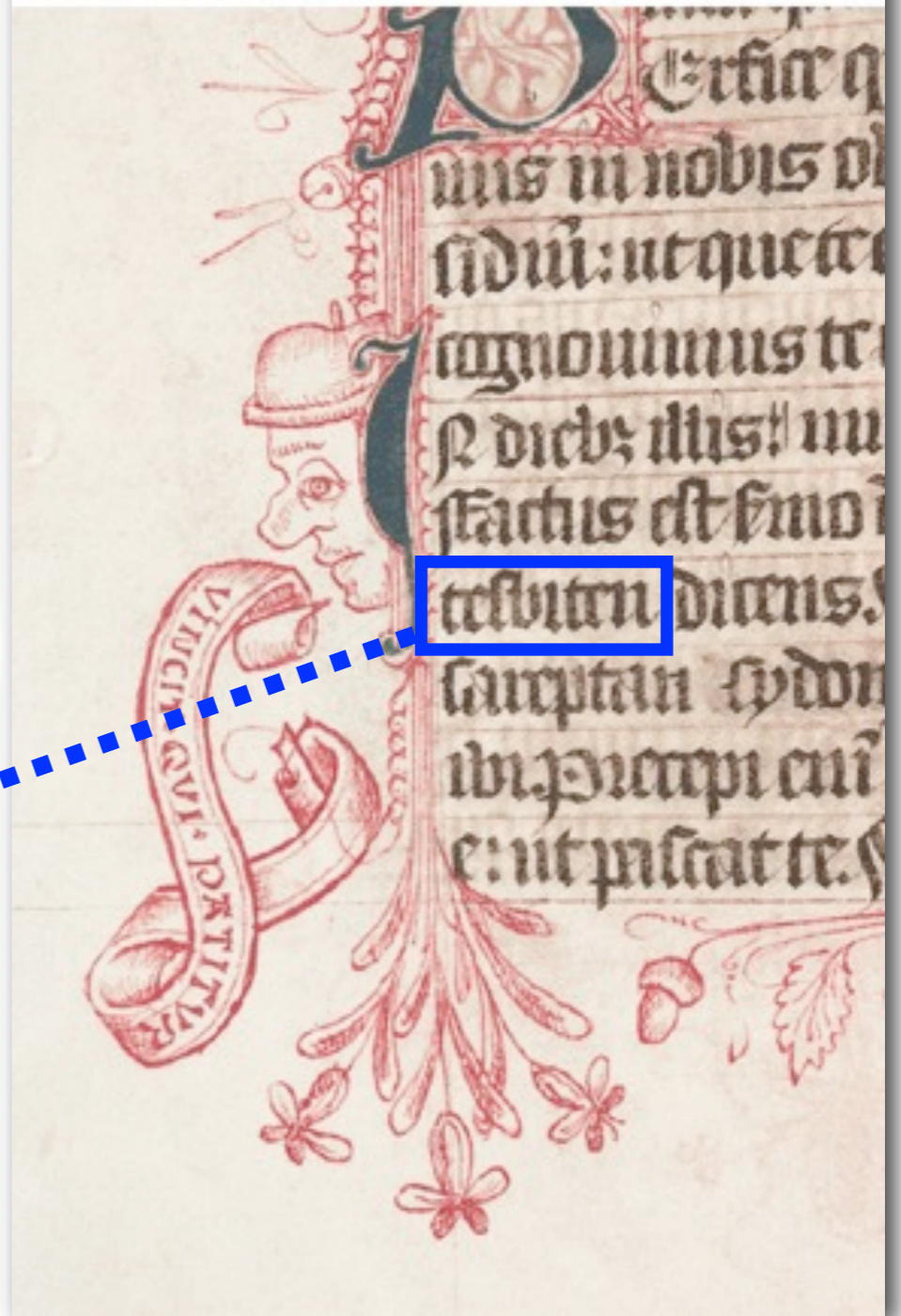
Text in the box:

I have read and agree to the [Terms of Use and Privacy Policy](#)

[Sign Up](#)

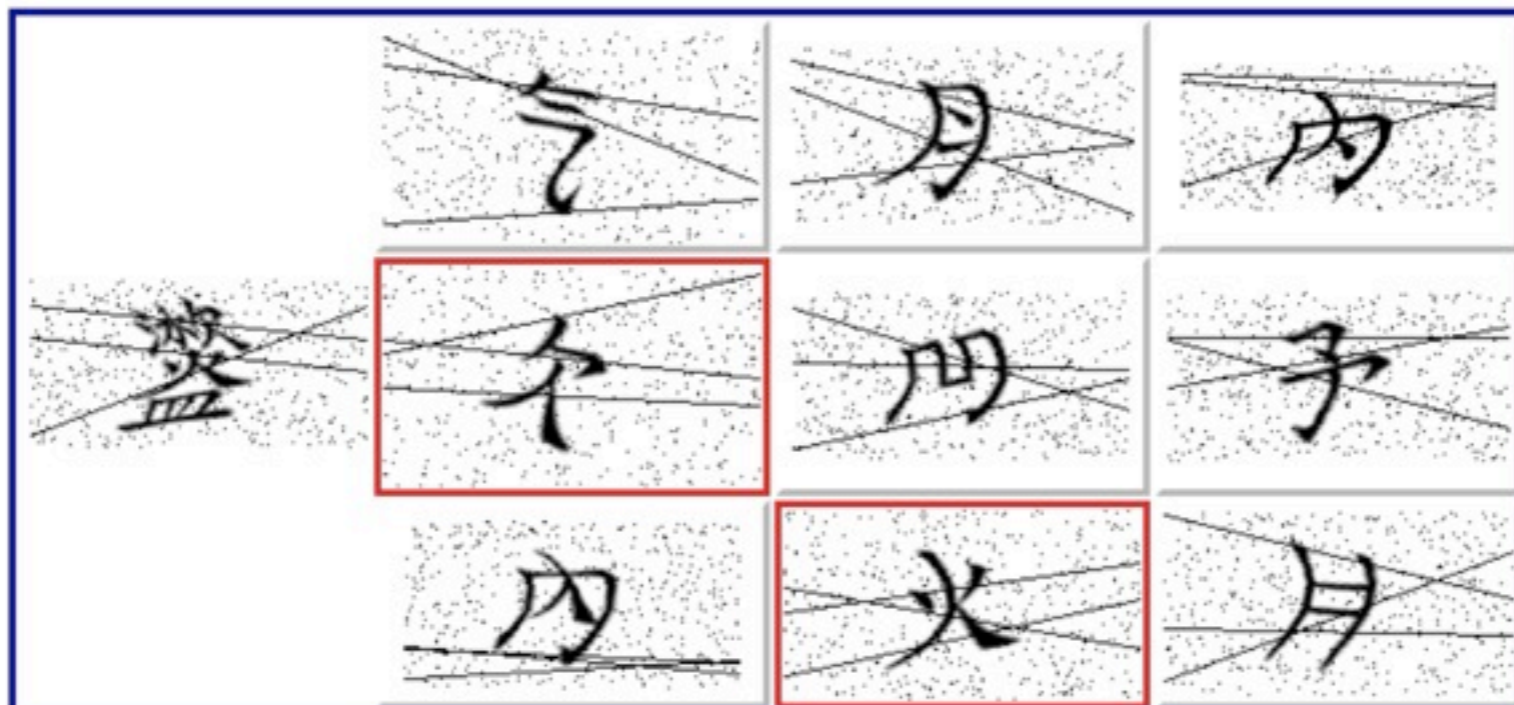
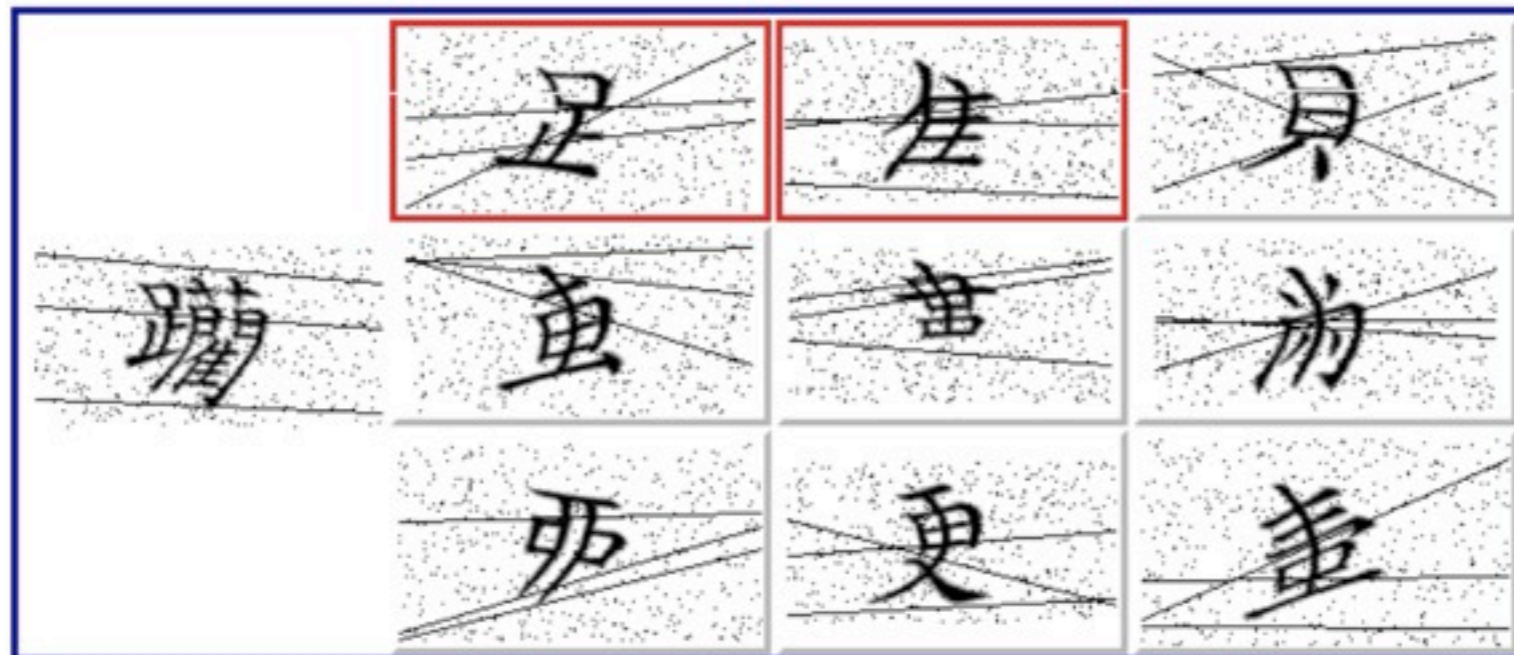
[Problems signing up? Check out our help pages](#)

MS. Don. b. 6, fol. 48v (detail) © Bodleian Library, University of Oxford



# Chinese CAPTCHA

Ling-Jyh Chen, Institute of Information Science, Academia Sinica, Taipei, Taiwan





# Human Computation

New Game! How to Play GUEST

## PAGE HUNT

**Cheetah**  
CONSERVATION FUND

Search Partners | Links | Contact Us

Home About the Cheetah Who We Are What We Do How You Can Help News and Events Worldwide Locations

### HELP US SAVE THE WILD CHEETAH!

Our vision is to see a world in which cheetahs live and flourish in co-existence with people and the environment.

#### CCF'S MISSION

To be an internationally recognised centre of excellence in research cheetahs and their eco-systems, working with all stakeholders to ensure the conservation and management of the world's cheetahs.

Volunteer Kids4Cheetahs Cheetah

WHAT WILL IT TAKE TO SAVE THE CHEETAH? HELP TO CONSERVE

bing Copyright 2008 Microsoft Research | About Page Hunt | Terms of Use | Privacy Policy | Tell a Friend | Send Feedback

2:15 Score: 0 0 of 2 correct!

Frequent Queries: cheetah

cheetah fund bing

Query: cheetah fund Skip Bad Page

- 1 X [Cheetah Conservation Fund](#)  
The purpose of the Cheetah Conservation Fund (CCF) is to research and i  
<http://www.cheetah.org/?nd=home/>
- 2 X [INTERNATIONAL LOCATIONS, PARTNERS, AFFILIAT](#)  
The purpose of the Cheetah Conservation Fund (CCF) is to research and i  
<http://www.cheetah.org/2nd:international/>



# Social Bookmarking

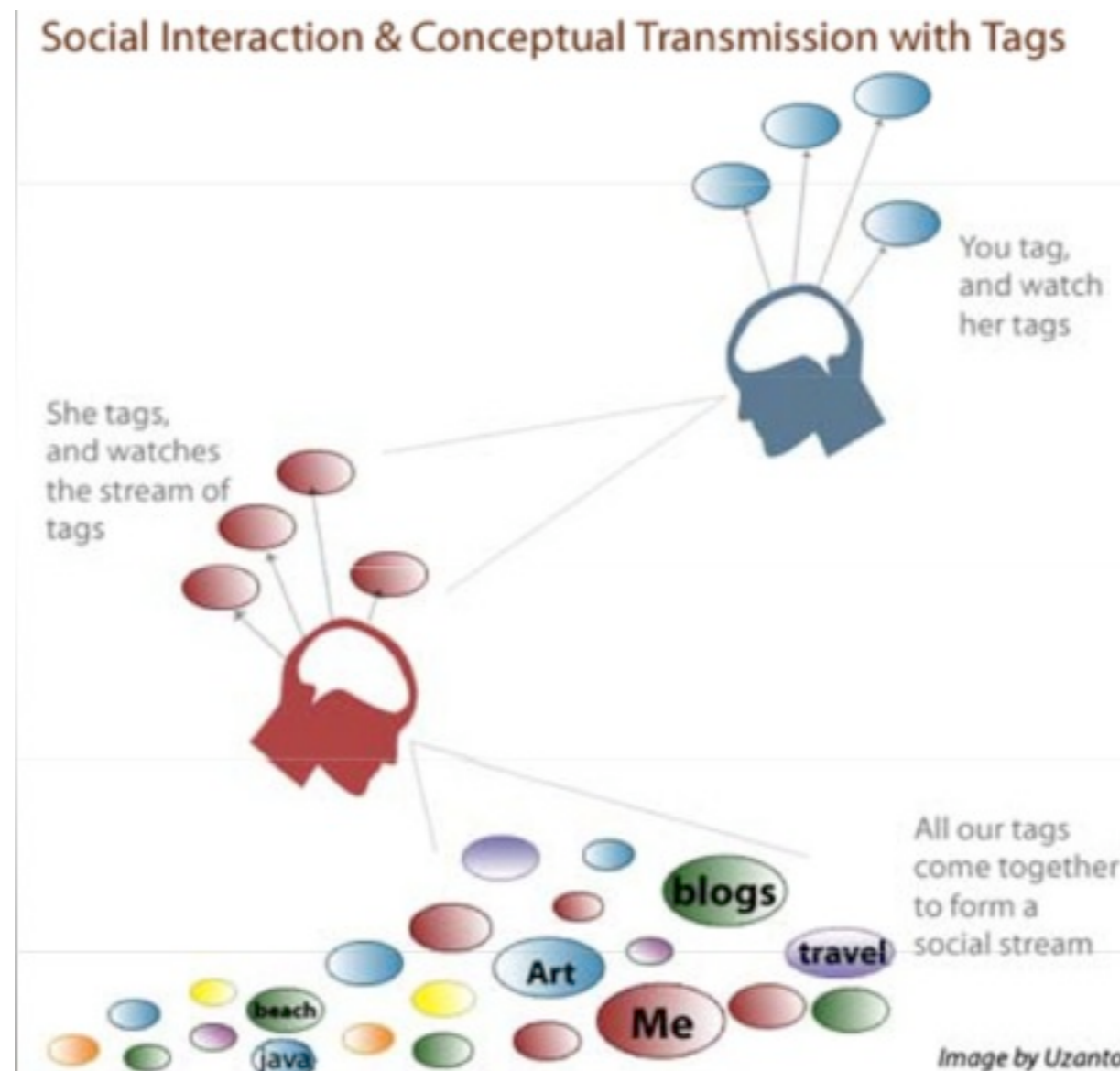
- **What is a tag?**
  - Descriptive metadata
  - A keyword or term associated with or assigned to a piece of information
  - User defined, created and shared
  - Many web users do it every day, with very little conscious awareness that they are “cataloging”
- **What gets tagged?**
  - Pictures, blog posts, video clips, catalog entries, just about anything...



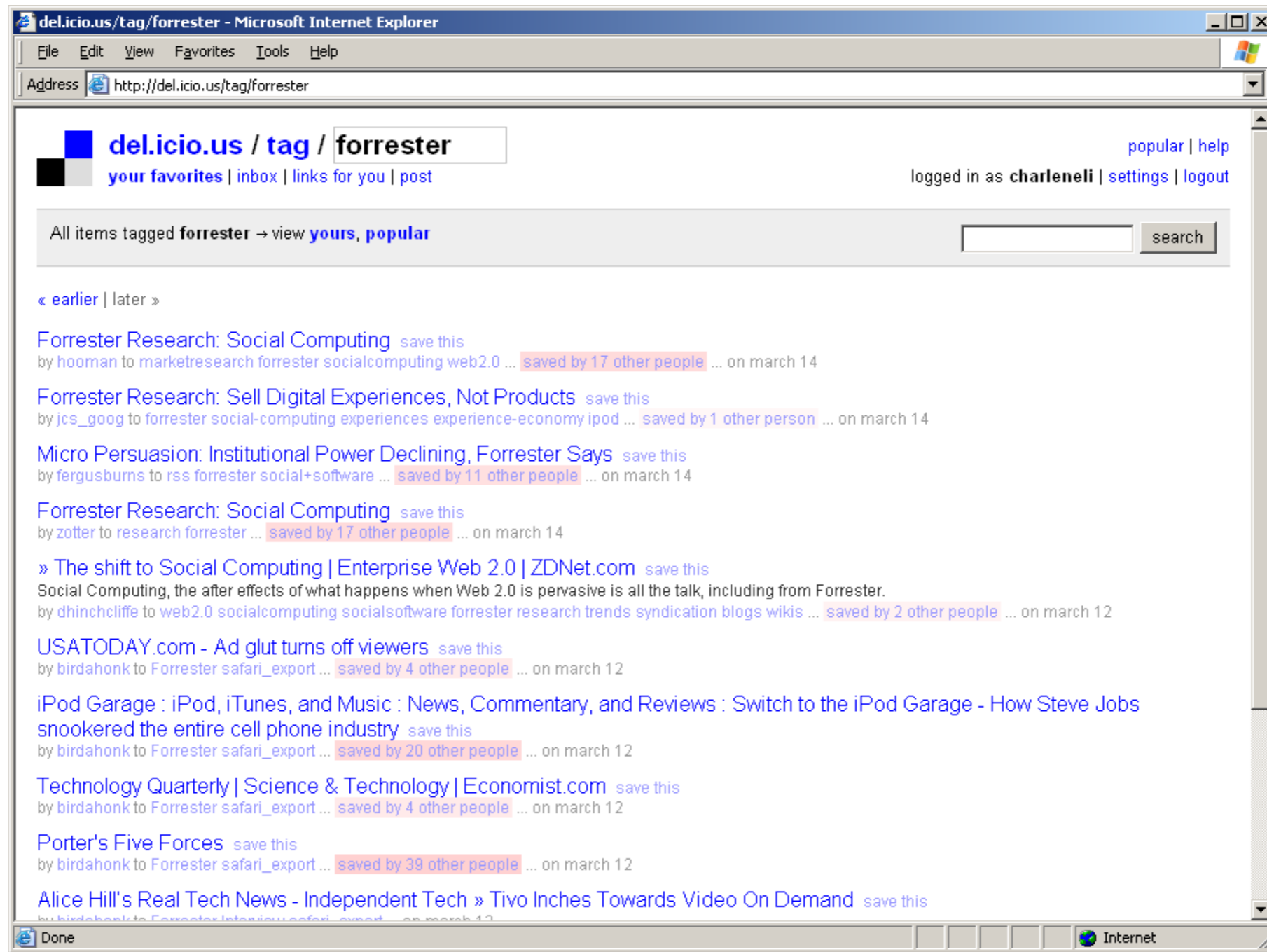


# Social Bookmarking

- Share one's tags
- Make the individual browsing experience a social one



# Social Bookmarking in del.icio.us





# Social Bookmarking in StumbleUpon

**StumbleUpon** allows users to discover and rate web pages, photos, and videos. It chooses which web page to display based on the user's ratings of previous pages, ratings by his/her friends, and by the ratings of users with similar interests.









# Social Entertainment

The screenshot shows the top of the Swoopo website. On the left is the Swoopo logo. To its right is the text 'Swoopo in the news' with a newspaper icon and 'Entertainment Shopping'. Further right is 'Swoopo international' with flags for Germany, UK, Spain, USA, France, and Canada. Navigation links include 'Home | My Swoopo | Help | Register'. A login bar contains 'Username', a password field with dots, and a 'LOGIN' button. Below the login bar is a 'All categories' dropdown menu. The main banner features a kitchen scene with a stand mixer and knives. A red starburst says 'Starting NOW'. Large red text reads 'CALPHALON, HENCKELS & KITCHENAID'. A dark blue box on the right says 'REGISTER NOW FOR FREE' and 'BUY BIDS AND BID WITHOUT RISK!'. A red arrow points to 'Browse Kitchenware'.

This section displays five auctions about to end. Each auction card includes an item image, title, bid count, time remaining, current bid price, and a 'BID' button.

Item	Bid Count	Time Remaining	Current Bid	Username
300 Bids Voucher	64 Auctions	00:00:18	\$117.90	Nirajzala
MySims Agents (Nintendo DS)	64 Auctions	00:02:05	\$0.24	Bb4kids
Samsung UN46B6000 46-Inch 1080p LED HDTV	64 Auctions	00:00:15	\$102.00	Julia30
Wii   Nintendo Console + Wii Sports	64 Auctions	00:00:15	\$32.04	Bearboy66
Apple MacBook Pro MB991LL/A 13.3-Inch Laptop	64 Auctions	00:45:27	\$12.42	Jamesham



# Social Recommendations

## Genius Recommendations for Apps NEW

There are tens of thousands of apps in the App Store, with more added every day. A new feature of iPod touch makes finding cool new apps even easier. It's Genius for apps, and it works just like Genius for your music. Tap the Genius icon and get recommendations for apps that you might like based on apps you and others have downloaded.



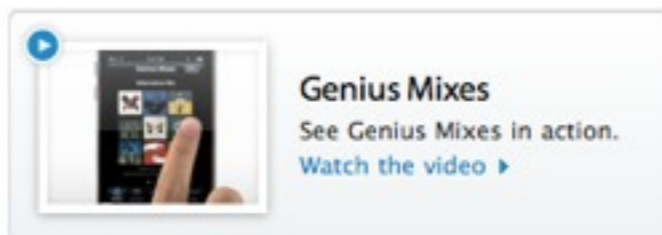
## Genius Playlists

Say you're listening to a song you really like and want to hear other tracks that go great with it. The Genius feature finds other songs on your iPod touch that sound great with the one you were listening to and makes a Genius playlist for you. Listen to the playlist right away, save it for later, or even refresh it and give it another go. Count on Genius to create a mix you wouldn't have thought of yourself.



## Genius Mixes NEW

Now the Genius feature is even more powerful. Introducing Genius Mixes. All you do is sync iPod touch to iTunes, and Genius automatically searches your library to find songs that sound great together. Then it creates multiple mixes you'll love. These mixes are like channels programmed entirely with your music.





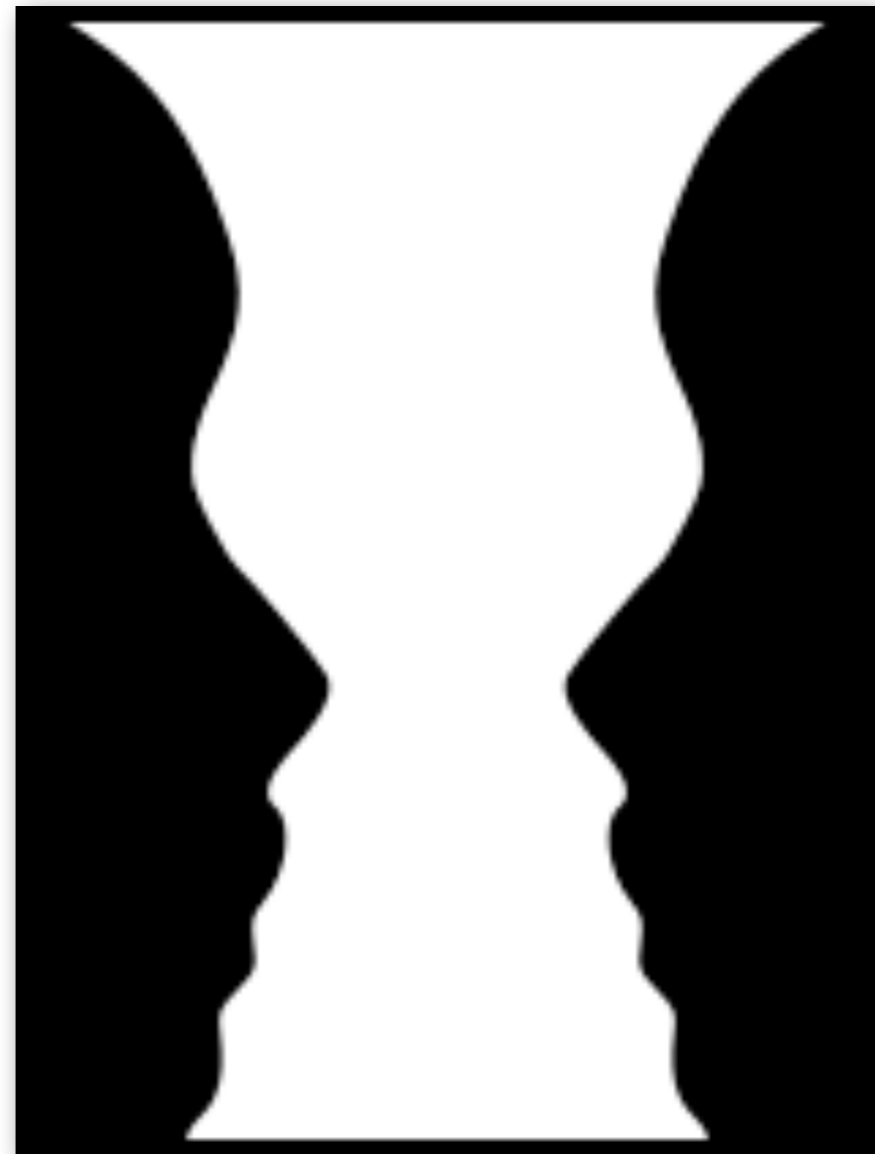
# Web 2.0 Revolution

- **Glocalization**-think globally and act locally!
- **Weblication**-Web is the application!
- Three C's

**C**onnectivity

**C**ollaboration

**C**ommunities



# Social Relations

presence  
identity  
social role  
reputation  
expertise  
trust  
ownership  
accountability  
knowledge

crew  
teams  
squad  
cohorts  
communities  
groups

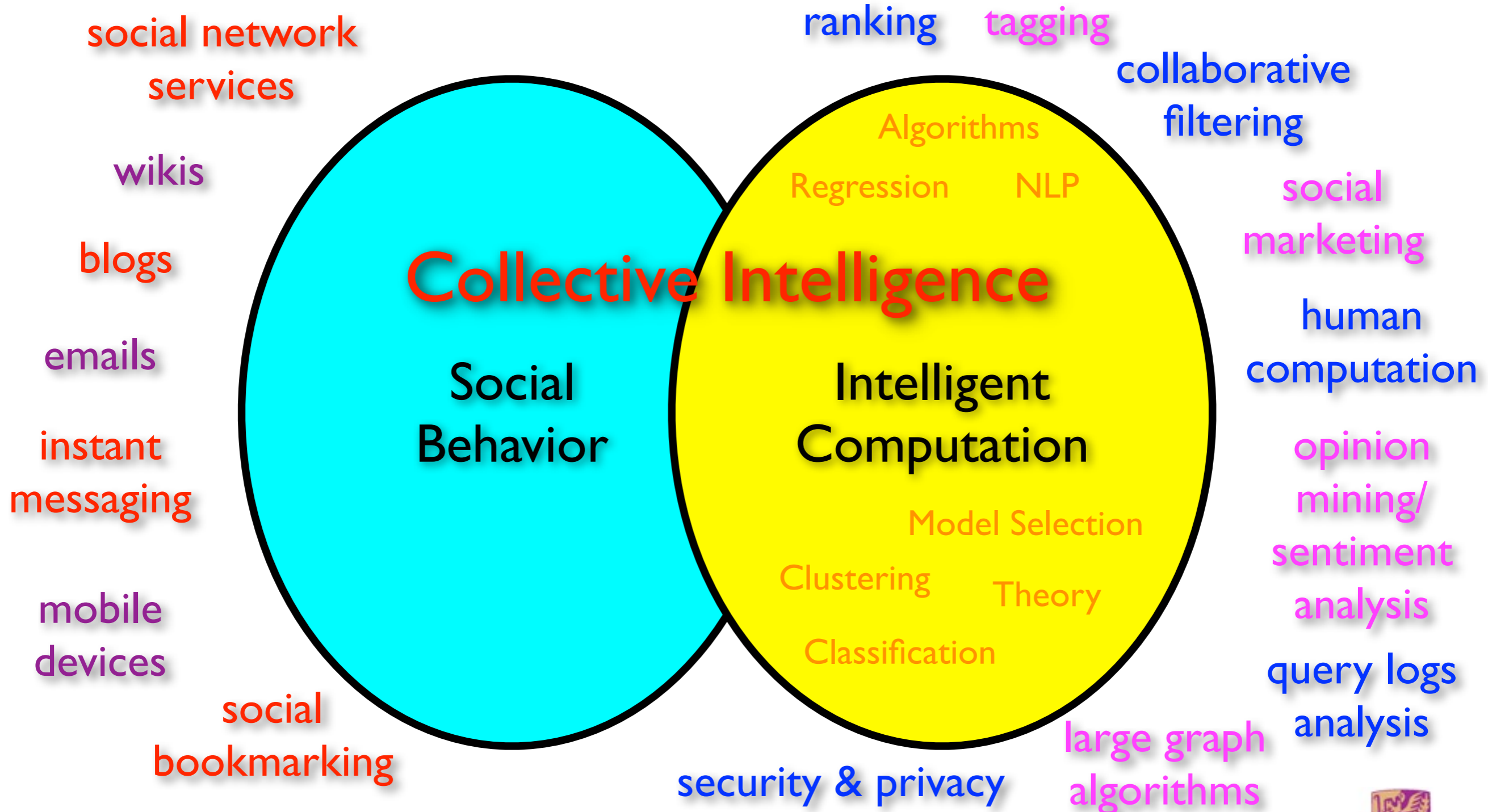
populations  
organizations  
markets  
partners

binary  
cardinal  
integer  
real





# Social Computing



# Emerging Issues

- **Theory** and models
- **Search, mining, ranking and recommending** of existing information, e.g., spatial (relations) and temporal (time) domains
- Dealing with **partial** and **incomplete** information, e.g., collaborative filtering, ranking, tagging, etc.
- **Scalability** and algorithmic issues
- **Security** and **privacy** issues
- **Monetization** of social interactions

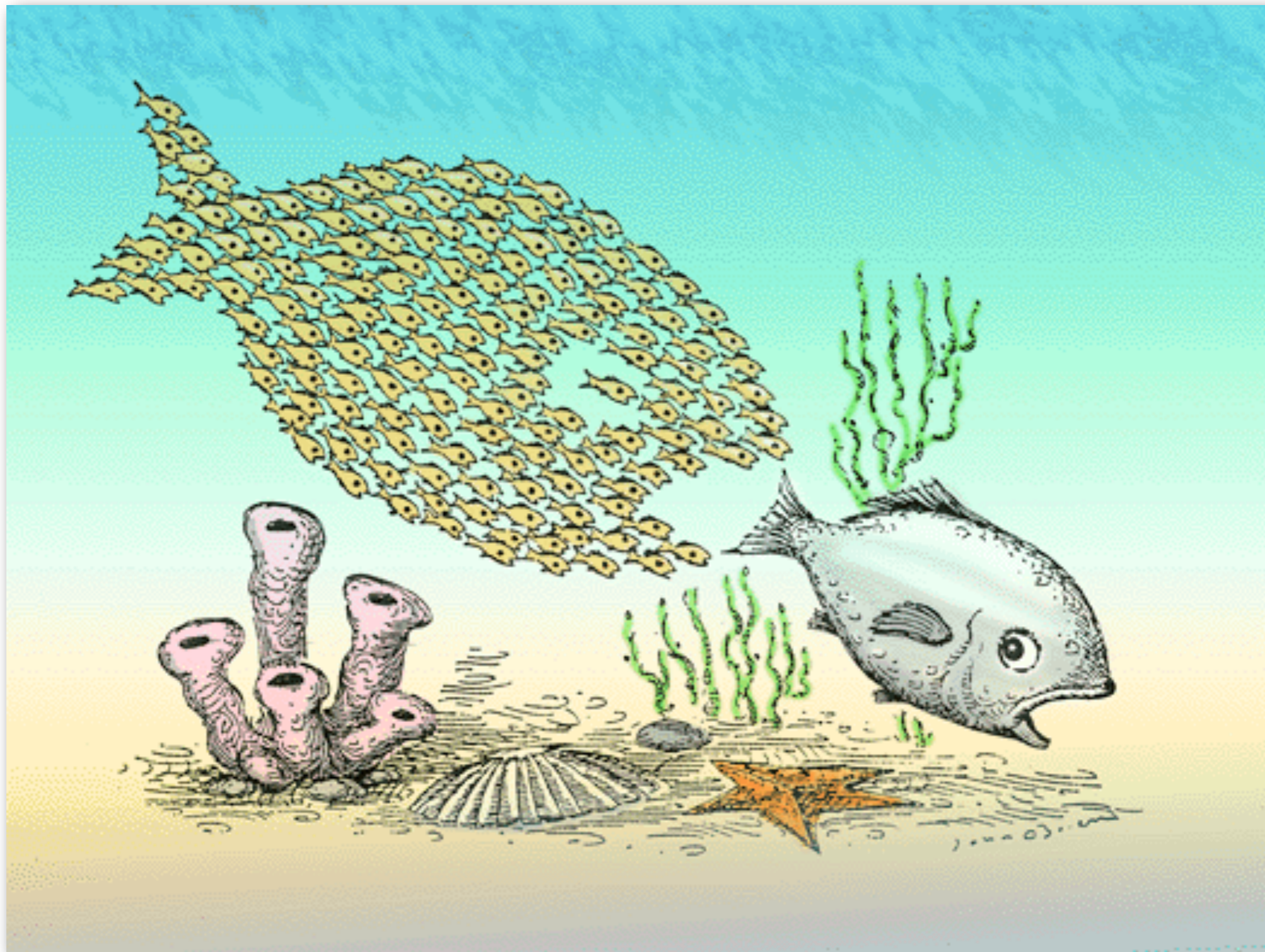




# Topics

- Introduction
- Matrix factorization models
- Social network analysis
  - Link analysis
  - Community detection
- Community question answering







# Q & A

