

ICDE2009 Panel Session

Social Network Mining and Search

1:30 pm - 3:00 pm
March 30, 2009

Shanghai, China



Panelists

- Irwin King, The Chinese University of Hong Kong
- Christo Faloutsos, Carnegie Mellon University
- Chin-Yew Lin, Microsoft Research Asia
- Cong Yu, Yahoo! Research
- Philip Yu, University of Illinois at Chicago



Format

- Introduction of panelists
- Introductory remarks from the moderator
- 15 minutes presentation from each panelist (hopefully something controversial!)
- Open microphone to the audience
 - State your name and affiliation
 - State your question clearly and concisely





Chin-Yew Lin

Dr. Chin-Yew Lin is a lead researcher and research manager at Microsoft Research Asia (MSRA). He is also the co-director of the MOE/MSRA Information Technology Key Lab at Hong Kong University of Science and Technology (HKUST). Before joining Microsoft in 2006, he was a research scientist at the Information Sciences Institute at the University of Southern California (USC/ISI) where he worked in the Natural Language Processing and Machine Translation (MT) group since 1997. His research interests are automated summarization, question answering, community intelligence, and computational advertising. He also developed automatic evaluation technologies for summarization, QA, and MT. In particular, he created the ROUGE automatic summarization evaluation package. It has become the de facto standard in summarization evaluations. More than 200 research sites worldwide have downloaded this package.





Cong Yu

Cong Yu is a Research Scientist at Yahoo! Research in New York City. His current research interests are information discovery and exploration on social content sites, and web-scale information extraction. He co-leads the Royal Jelly project at Yahoo! on social content exploration and recommendation, and is a core member of the Purple SOX project on information extraction. He graduated from the Department of EECS at University of Michigan in 2007, with a PhD Degree in Computer Science and Engineering. His doctoral dissertation, Managing Complex Databases in a Schema Management Framework, received ACM SIGMOD Distinguished Dissertation Award Honorable Mention in 2008. He has served on various conference Program Committees since graduation, and is currently co-chairing the Developers Track of the 2009 International World Wide Web Conference. He is an avid fan of Michigan football.





Philip Yu

Philip S. Yu received the MS and PhD degrees in E.E. from Stanford University, and the MBA degree from New York University. He is a Professor in the Department of Computer Science at the University of Illinois at Chicago and also holds the Wexler Chair in Information Technology. Dr. Yu spent most of his career at IBM, where he was manager of the Software Tools and Techniques group at the Thomas J. Watson Research Center. His research interests include data mining, Internet applications and technologies, database systems, parallel and distributed processing, and performance modeling. Dr. Yu has published more than 530 papers in refereed journals and conferences. He holds or has applied for more than 350 US patents.



Social Network Mining and Search



Macroscopic Views of Social Computing



Alexa as of Nov. 2008	USA	CHINA	Global
1	Google	Baidu	Yahoo
2	Yahoo	QQ	Google
3	Myspace	Sina	YouTube
4	YouTube	Google.cn	Windows Live
5	Facebook	Taobao	Facebook
6	Windows Live	163	MSN
7	MSN	Yahoo	Myspace
8	Wikipedia	Google	Wikipedia
9	EBay	Sohu	Blogger
10	AOL	Youku	Yahoo.jp



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**



ICDE2009 Panel Session, Social Network Mining and Search, Shanghai, China, March 30, 2009



Social Networking

The screenshot shows a Facebook profile for Irwin King. The profile includes a profile picture, a cover photo, and a bio. The bio states: "What are you doing right now?". The profile also lists networks, sex, hometown, and religious views. A mini-feed shows recent activity, including updates about a new address, profile changes, and new friends. The contact information and education details are also visible.

facebook Profile edit Friends Networks Inbox home account privacy logout

Search

Applications edit

- Photos
- Video
- Groups
- Events
- Marketplace

Irwin King
What are you doing right now?

Networks: CUHK Faculty
Sex: Male
Hometown: Taipei, Taiwan
Religious Views: Christian

Mini-Feed
Displaying 7 stories. See All

Today

- Irwin has a new address: Department of Computer Science and Engineering, The Chinese University of Hong Kong. 8:14pm
- Irwin edited Education Info, Hometown, Work Info, Website and Religious Views in his profile, and changed his profile picture. 8:14pm
- Irwin and Chi Chung Chan are now friends. 7:54pm
- Irwin and Tom Hung are now friends. 7:54pm
- Irwin and David Shepherd are now friends. 7:54pm
- Irwin joined the CUHK network. 7:54pm
- Welcome to Facebook! We're glad you're here. 7:54pm

Information

Contact Info

Email: king@cse.cuhk.edu.hk
Current Address: Department of Computer Science and Engineering, The Chinese University of Hong Kong, Hong Kong, Hong Kong
Website: http://www.cse.cuhk.edu.hk/~king

Education and Work

Education Info

Grad Schools: University Of Southern California '88 M.Sc., Computer Science
University Of Southern California '03 Ph.D., Computer Science

The screenshot shows the MySpace homepage. The page features a search bar, navigation links, and several content sections. The 'Cool New Videos' section displays a grid of video thumbnails. The 'MySpace Music' section highlights a new album by 'drmanhattan'. The 'MySpace Specials' section promotes a live performance by Aisha Tyler. The 'Cool New People' section shows profiles of new members. The 'Videos' section features a video titled 'Y The Last Party'. The 'Sponsored Links' section includes a link for 'Hong Kong Chat'.

myspace.com a place for friends Privacy | Help | SignUp

Home Browse Search Invite Film Mail Blogs Favorites Forum Groups Events MySpaceTV Music Comedy Classifieds

Cool New Videos 60,874 uploaded today!

Member Login

Find Your Friends on MySpace

Cool New People

MySpace Music [more music]

MySpace Specials

Videos [more videos]

Sponsored Links



Social Search

- Social Search Engine
- Leveraging your social networks for searching

eurekasterswicki login | sign up

build new swicki swicki directory about swickis about eurekaster

Search and vote for your faves

swicki search

a custom search portal around the topic of your choice powered by your community

Build a swicki!

A swicki is a custom social search portal on the topic of your choice. With every search, vote and click, your swicki generates more relevant results and turns into a valuable asset for you and your community. Take a tour to find out more about how swickis work.

- Choose from text, multimedia or video content
- Customize the swicki widget look and feel
- Share your swicki widget with your community

Build a swicki

New! Even fresher swickis with RSS and Autodetect. [Learn More.](#)

Eurekaster news

Now out of beta!

Come join the network for swicki builders

Swicki Users Go Green

CEO Speaking at SES New York

Get swicki illustrated

For the latest news and trends in social search, subscribe now.

Browse the directory

Try searching one of over 100,000 swickis already created, or grab one to add to your site or blog.

Recently created

- askforkids
- e-learning et didactique ...
- denver news
- home repairs any gal can ...
- creative ideas for green ...
- easy woodworking projects ...

More >

Top swickis

- techrunch
- borr2ikes
- popular science
- readrteweb
- lockergnome
- neopets
- larkswicki

More >

DIY: home improvement swicki showcase

- Home Repairs Any Gal Can Do
- Make Yourself a Man Pad
- Making Room for Baby
- Creative Ideas for Green Home Improvement

Computers

- dot net search engl...
- php resource search
- rails on ruby
- software factories
- web 2.0 workgroup

More >

Business

- adblogging
- alternative search ...
- bubblegeneration - ...
- contextual adverti...
- digging into search
- freelance tipster
- green building reso...

More >

Home

- about color for hom...
- gardening and plant...
- home improvement se...
- homemade baby food ...
- homemaking
- salmon

More >

Regional

- amazon river
- atlanta business se...
- atlanta home and ga...
- berkeley public lib...
- pittsburgh news
- pittsburgh wedding ...
- ski tahoe

More >

delver:: liad agmon edit

My Profile | My Network

Your friends are the best source of information!
Look for information, media and people within your network

(Go)

Noa Rabiner
Noa Rabiner is connected to you directly

- This is me!
- I know this person
- Add as Connection
- Send Message



Social Bookmarking

The screenshot shows the del.icio.us homepage. At the top left is the logo and tagline "social bookmarking". A search bar is in the top right. Below the logo are three main navigation links: "all your bookmarks in one place", "bookmark things for yourself and friends", and "check out what other people are bookmarking". A "get started" link is also present. A "hotlist" section titled "what's hot right now on del.icio.us" lists several popular bookmarks with their titles, authors, and the number of people who bookmarked them. To the right, there are sections for "Tags" (with a definition and a "learn more..." link) and "tags to watch" (listing categories like illustration, family, living, cool, and itunes with sub-tags).

del.icio.us
social bookmarking

del.icio.us search
login | register | help

- » all your bookmarks in one place
- » bookmark things for yourself and friends
- » check out what other people are bookmarking

learn more... » get started «

hotlist what's hot right now on del.icio.us

HOT NOW see also: popular | recent

Video: Twitter in Plain English | Common Craft - Explanations In Plain English 130 people
save this
first posted by jtyerse twitter video howto commoncraft web2.0 tags

Home | NotchUp Beta save this 212 people
first posted by sokrates_af jobs interview career search job tags

PrimeTimeRewind - The TV Cube save this 145 people
first posted by david.rothman tv video streaming television media tags

The Simple Dollar » Planning a Kitchen Garden save this 133 people
first posted by lantzilla gardening food garden cooking vegetables tags

Office Live Workspace vs Google Docs: Feature-by-Feature Comparison - ReadWriteWeb save this 135 people
first posted by gariig microsoft google office google_docs live tags

Tags
A tag is simply a word you use to describe a bookmark. Unlike folders, you make up tags when you need them and you can use as many as you like. The result is a better way to organize your bookmarks and a great way to discover interesting things on the Web.
learn more...

tags to watch more ...

illustration
karenklassenillustration
Dave Devries's Monster Engine
current work

family
Cozi
Comeeko - Creating comic strips from your photos
Let's Have More Teen Pregnancy

living
Home - tiny living
Eartheasy homepage
The Simple Dollar » Nourishment on a Desperate Income

cool
Browse Goods
rssWheel
Laptop Stand By LapDawg - A Revolutionary, Ergonomic Laptop Holder

itunes



Social Media

The screenshot shows the YouTube homepage with the following elements:

- Header:** YouTube logo with the tagline "Broadcast Yourself™". Navigation tabs for Home, Videos, Channels, and Community. A search bar and an "Upload" button.
- Videos being watched right now...:** A row of five video thumbnails with their durations (02:13, 03:29, 01:58, 07:01, 03:53).
- Promoted Videos:** Four video thumbnails with titles like "Think Again Awards" and "第14屆十大電視廣告頒獎典禮 - 飛出...".
- Featured Videos:** A list of featured videos with titles and view counts:
 - David Sedaris delivers a pizza:** From [weeknight](#), 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](#)".
- Login:** A form with fields for Username and Password, a "Login" button, and links for "Sign Up | Help", "Forgot Username | Forgot Password", and "Login with your Google account".

The screenshot shows the Flickr homepage with the following elements:

- Header:** Flickr logo and a "Sign In" link.
- Main Content:** A large photo of a small plant growing in a crack in a sidewalk. Text reads: "Share your photos. Watch the world." Below this is a search bar and a "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:** Four icons with labels: "Share & stay in touch", "Upload & organize", "Make stuff!", and "Explore...".
- Footer:** A "Take the Tour" button and a link to "Explore Flickr Blog, the World Map, Camera Finder or interesting photos from the last 7 days".

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

- Header:** Second Life logo with the tagline "Your World. Your Imagination." and a "Resident Login | Join" link.
- Navigation:** Links for "What is Second Life?", "SHOWCASE", "COMMUNITY", "BLOG", and "SUPPORT". A search bar labeled "Search Second Life".
- Main Content:** A large image of a man and a woman flying through the sky. Text reads: "Get Started! Membership is FREE! Second Life is an online, 3D virtual world imagined and created entirely by its Residents." Below this is a link: "Discover a whole new world of friends, fashion, music, videos and fun! Explore the best of Second Life >>".
- Footer:** A section titled "Your Organization in Second Life!" with a link "Visit Second Life Grid".



Social News/Mash Up

The screenshot displays a social news/mashup website interface. On the left, a Digg feed lists several news items, including "Microsoft Demos 'ADD TO DIGG' Feature in IE8", "It was only a matter of time, The SIMS 3 Official", "Universe submerged in a sea of chilled neutrinos", "Unique locks on microchips could reduce hardware piracy", and "Warren Buffett Passes Gates To Become World's Richest Man".

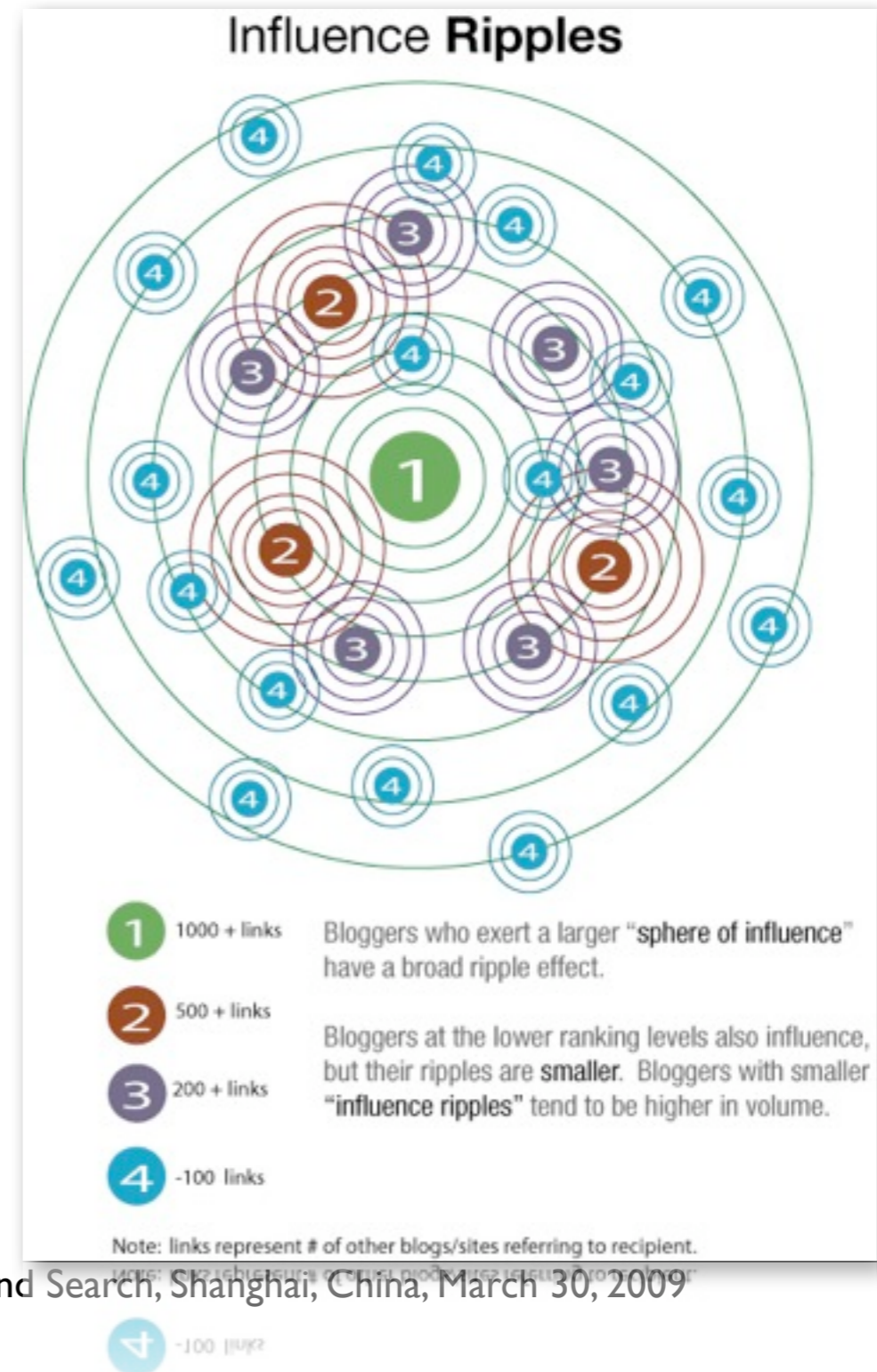
The central section features a profile for the artist **Björk**. It includes a search bar for "artist or song name", a "Go" button, and tabs for "Albums" and "Tracks". A video player shows "All is full of love" by Björk. Below the video, there are links to "Share this artist" and "Blog this artist". The "Genres" section lists: Pop, Trip-Hop, Rock, Vocal Jazz, Ambient, Electronica, Dance, Alternative, and Experimental.

On the right side, there are several widgets: "Lyrics from Yahoo! Music" showing a list of songs like "5 Years", "Alarm Call", and "All Is Full of Love"; "Flickr Photos" showing a gallery of images; and "Music on Hype Machine" with a "Play All" button.



Social Marketing

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



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

discharge **carolina**

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

discharge **tesbiten**

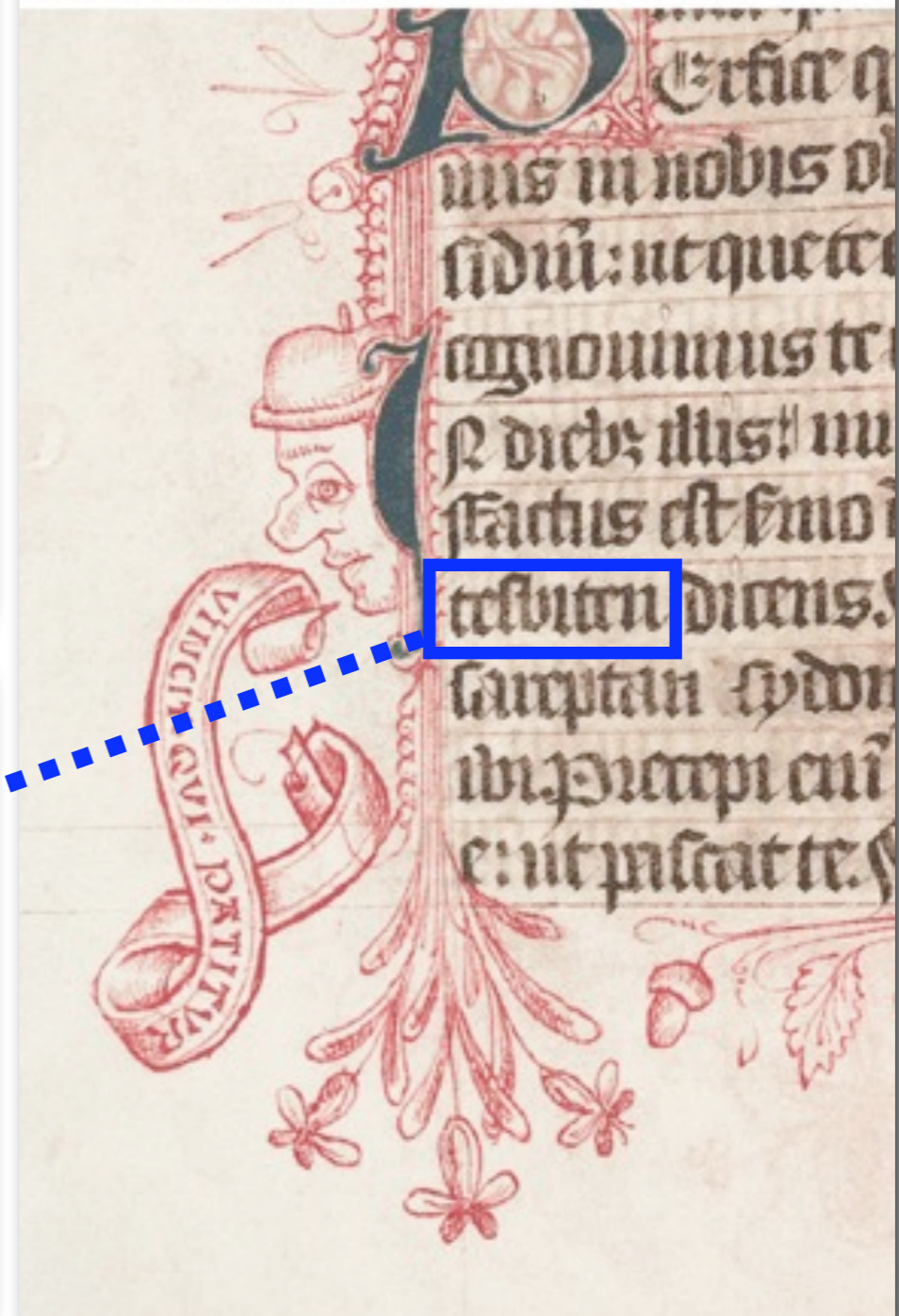
Text in the box:

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



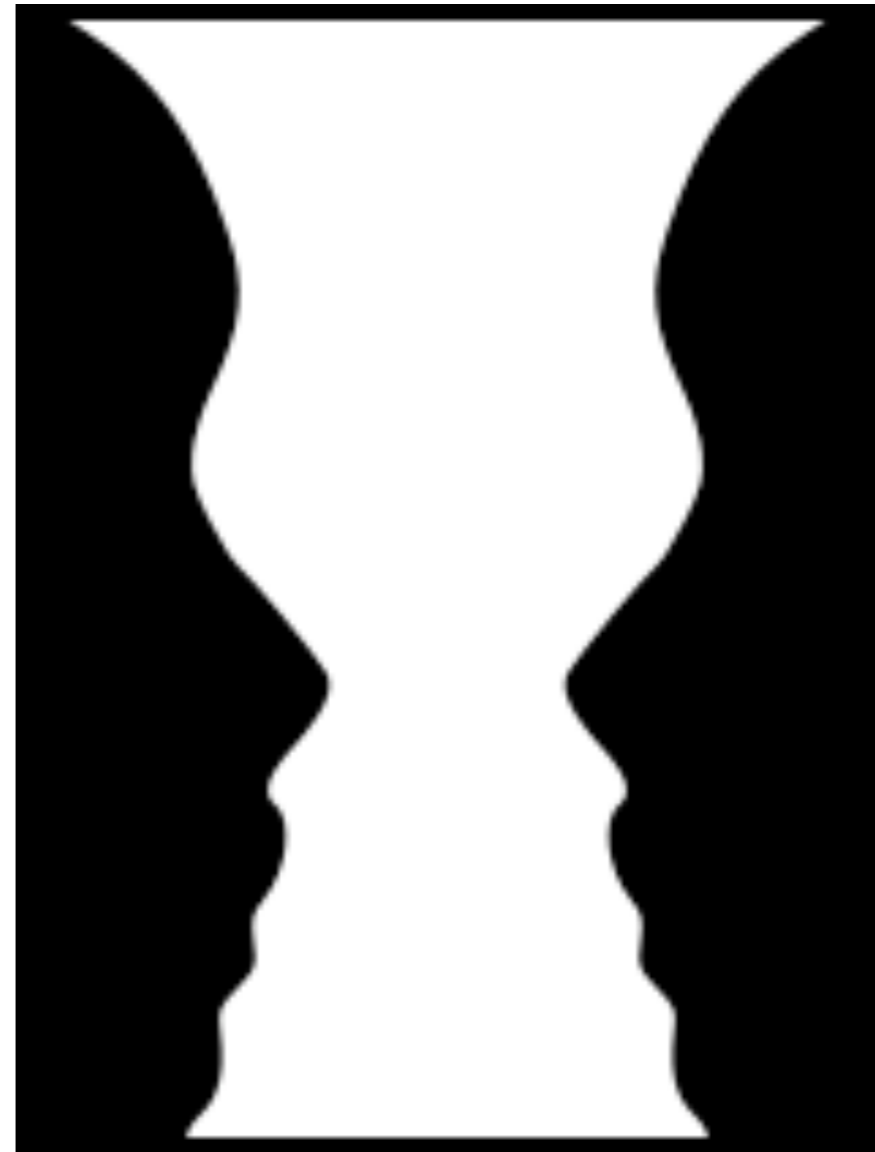
Web 2.0 Revolution

The Three C's

Connectivity

Collaboration

Communities

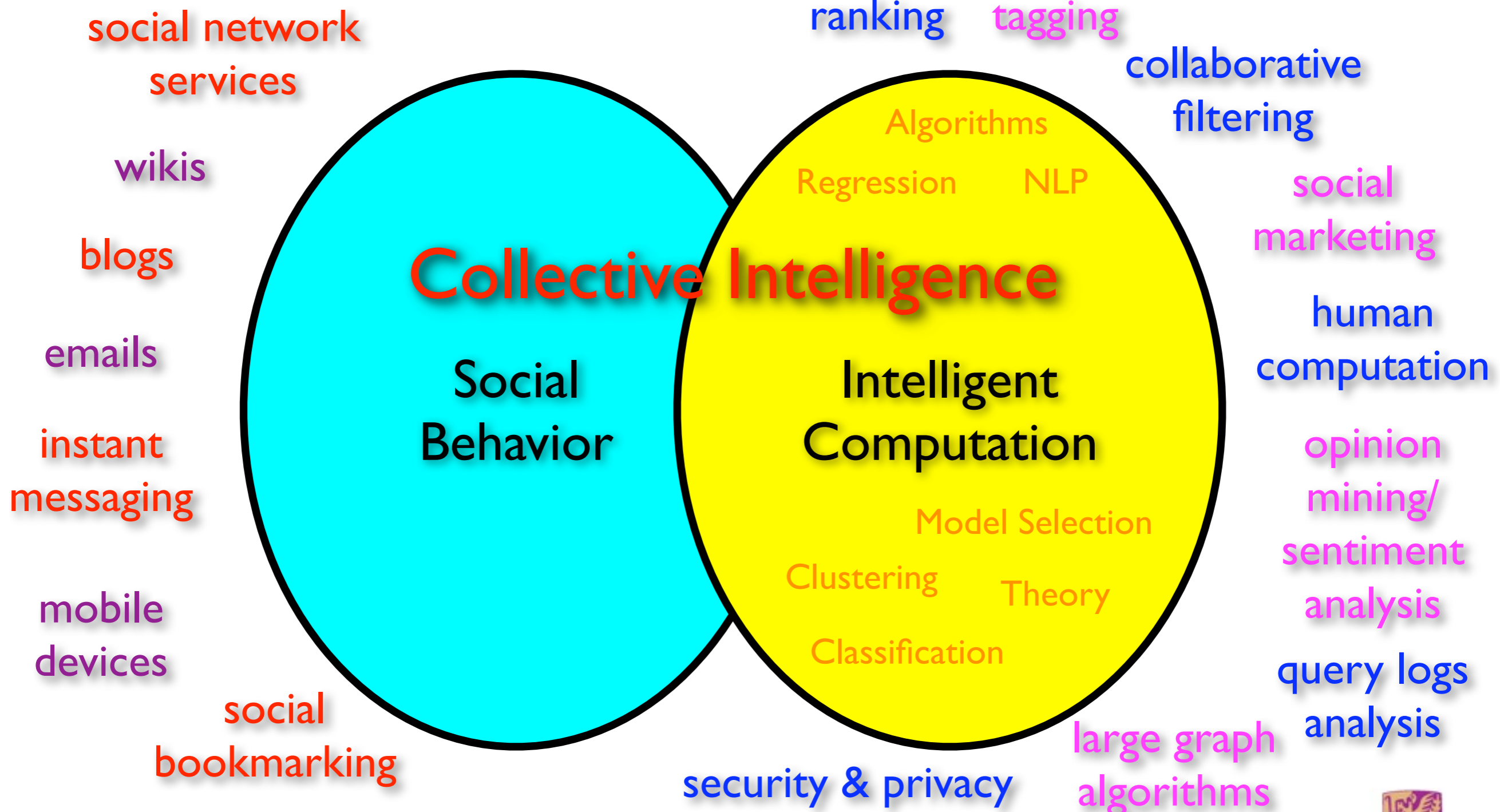


Social Relations

presence
identity
social role
reputation
expertise
trust
ownership
accountability
knowledge
crew
teams
populations
binary
cardinal
integer
real
squad
organizations
cohort
markets
communities
partners
groups



Social Computing



Issues in Social Computing

- **Theory** and models
- **Search and mining** 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



<http://groups.google.com/group/WSCE2009>

Call for Papers



Workshop on Social Computing in Education (WSCE2009)
in conjunction with SocialComp-09, August 29-31, 2009, Vancouver, Canada

- Theory and modeling of social computing in education
- Technology and software of social computing for education
- Social educational system design and architectures
- Case studies, best practices, and demos of social media in education
- Benchmark and experiments on social computing in education
- Mobile learning applications for social computing
- Semantic web standards for e-learning
- Software for social learning and collaborative learning
- Life long social learning network
- Quality and reliability of information and resources
- Privacy, risk and security issues in education using social media
- Virtual space for leaning communities
- Ubiquitous, distributed, and collaborative learning
- Integration of social learning spaces
- Social computing in education trend analysis
- Web 2.0 and social computing for learning (media sharing, media manipulation, conversational arenas, online games, virtual worlds, social networking, blogging, social bookmarking, recommender systems, collaborative editing, wikis, syndication, etc.)

ICDE2009 Panel Session, Social Network Mining and Search, Shanghai, China, March 30, 2009

