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**BARCELONA**  
JULY 17-21, 2011



# **Fifth International AAAI Conference on Weblogs and Social Media**

# **Welcome!**



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# Fifth International AAAI Conference on Weblogs and Social Media



James G. Shanahan  
Church & Duncan Group, Inc.



Nicolas Nicolov  
Microsoft



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Please turn **ON** your

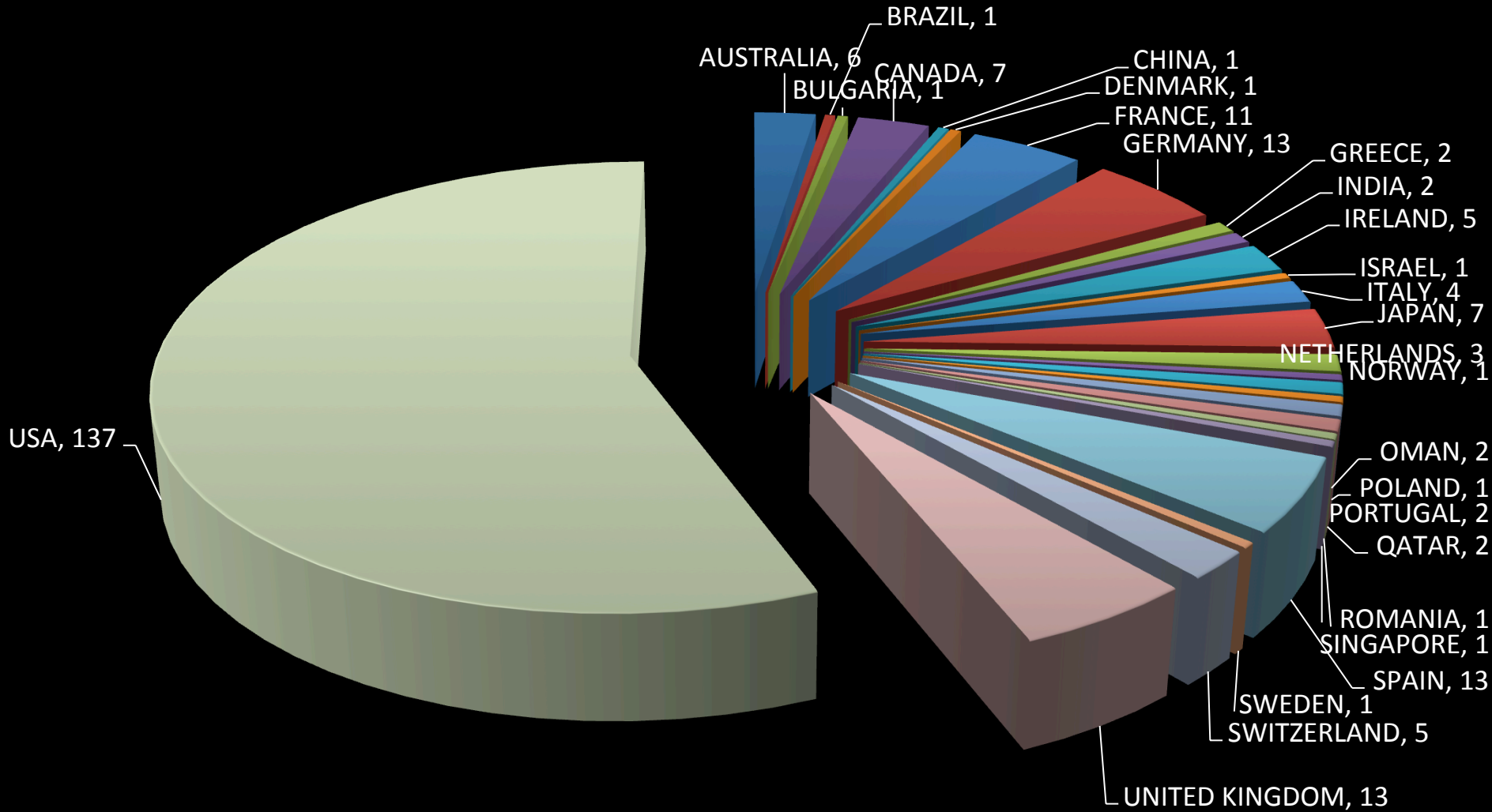


and tell the world you're attending

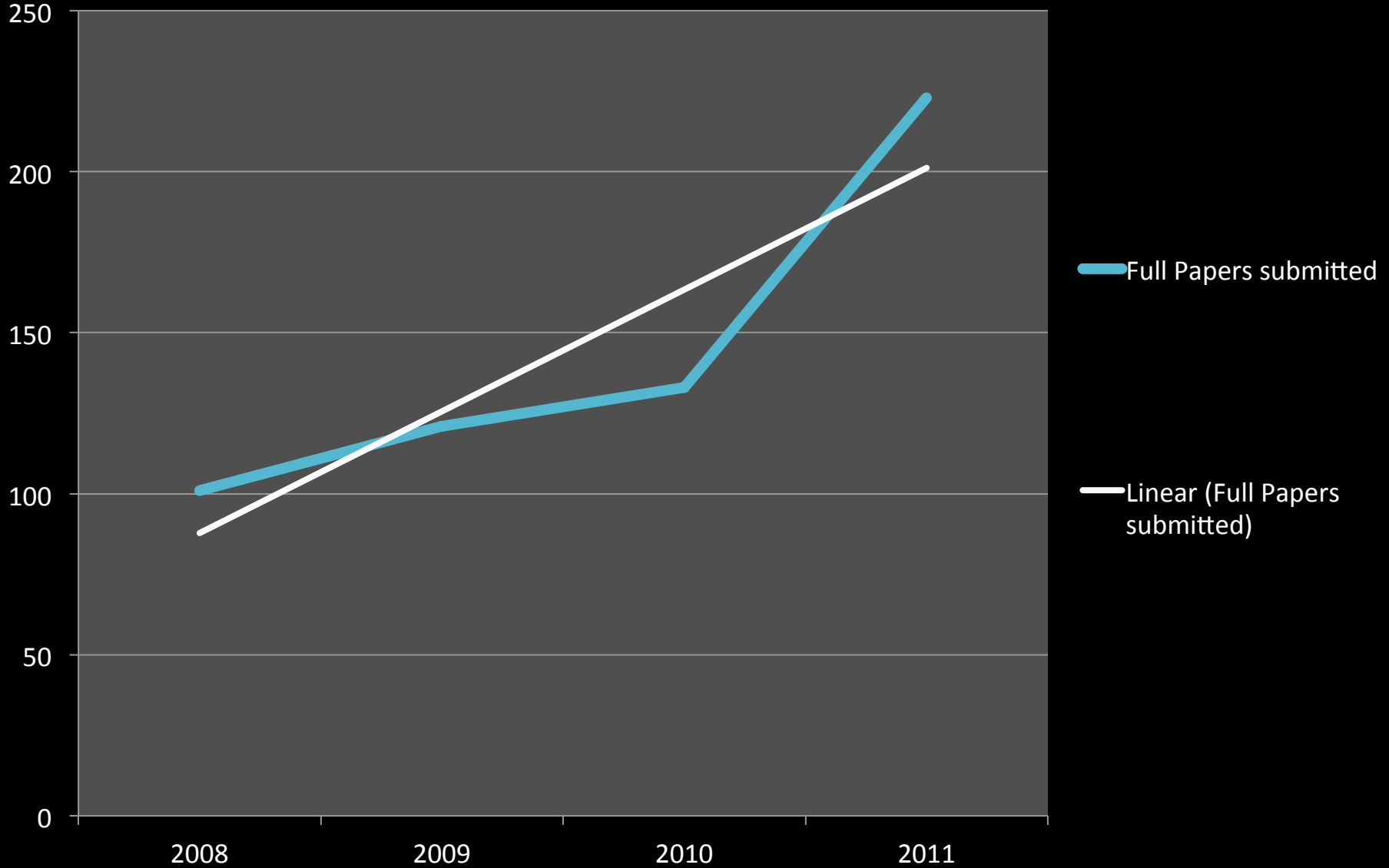
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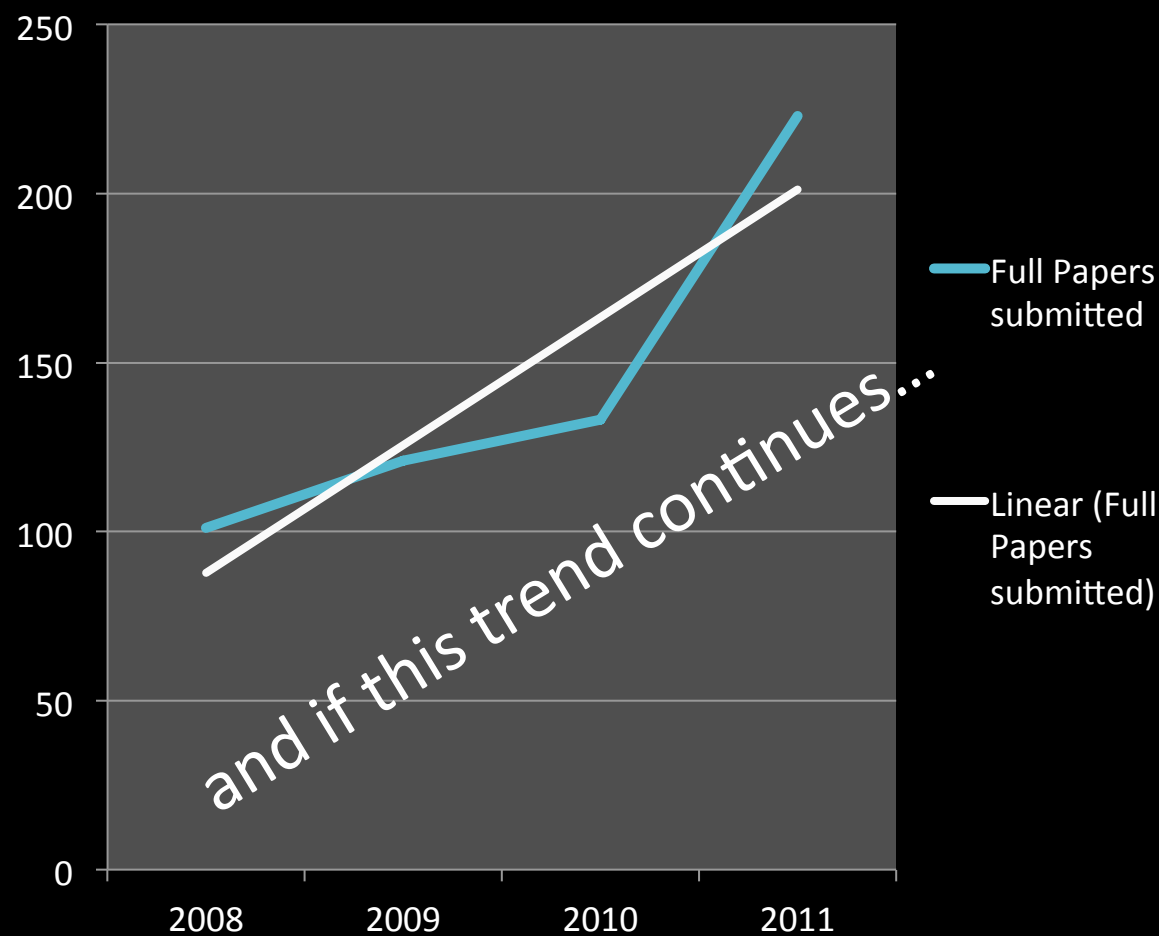
# Attendance (Total Registrations, ~250)



# ICWSM Full Papers Submitted



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**THE NEW STRATEGY FOR PROFITING FROM  
THE COMING RISE IN THE STOCK MARKET**

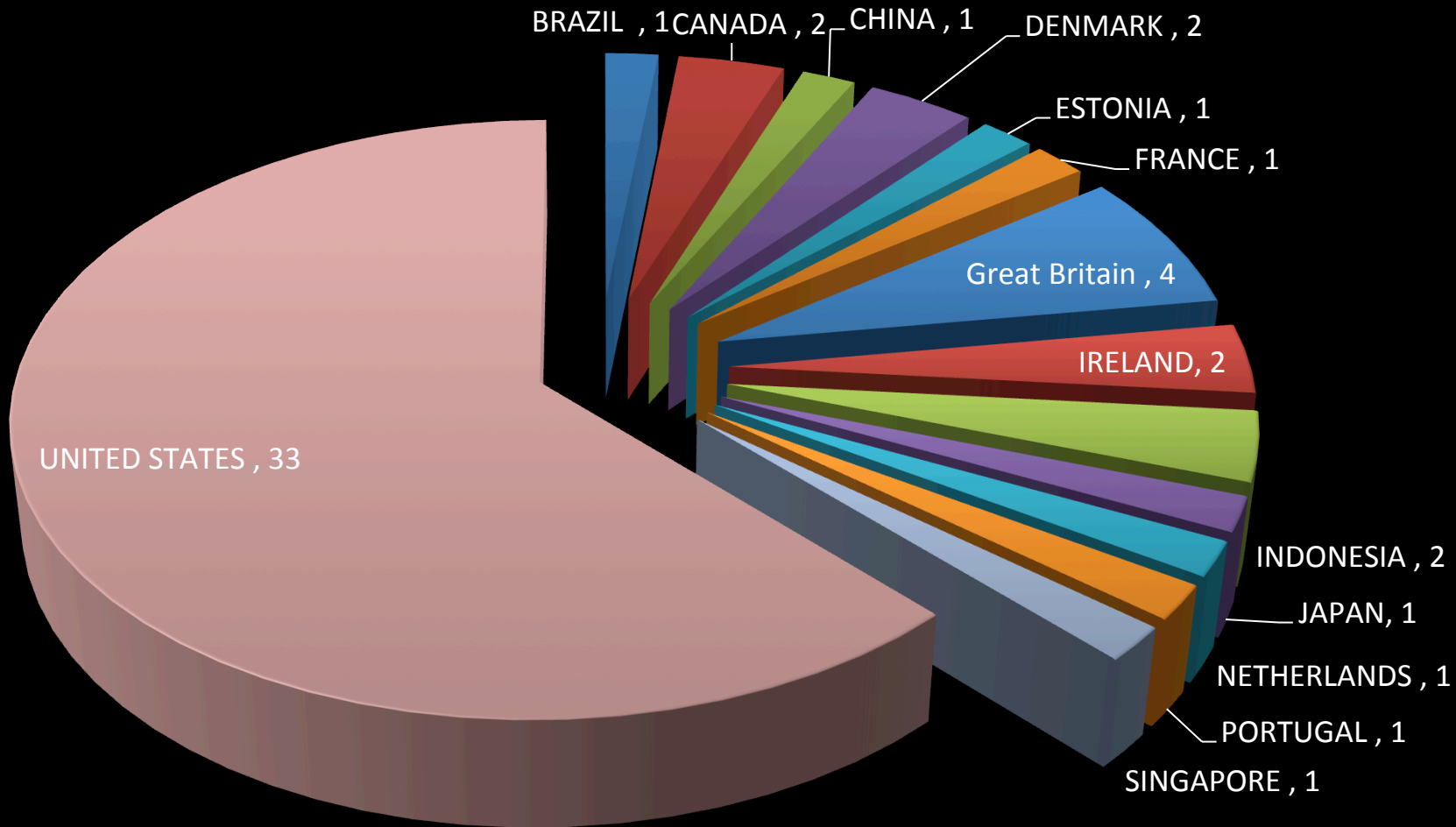
*"Rock-solid investment advice. . . .  
Long-term investors can place it on an altar next to the works of Benjamin Graham and Peter Lynch, as well as Warren Buffett's annual homilies to his Berkshire Hathaway investors."*

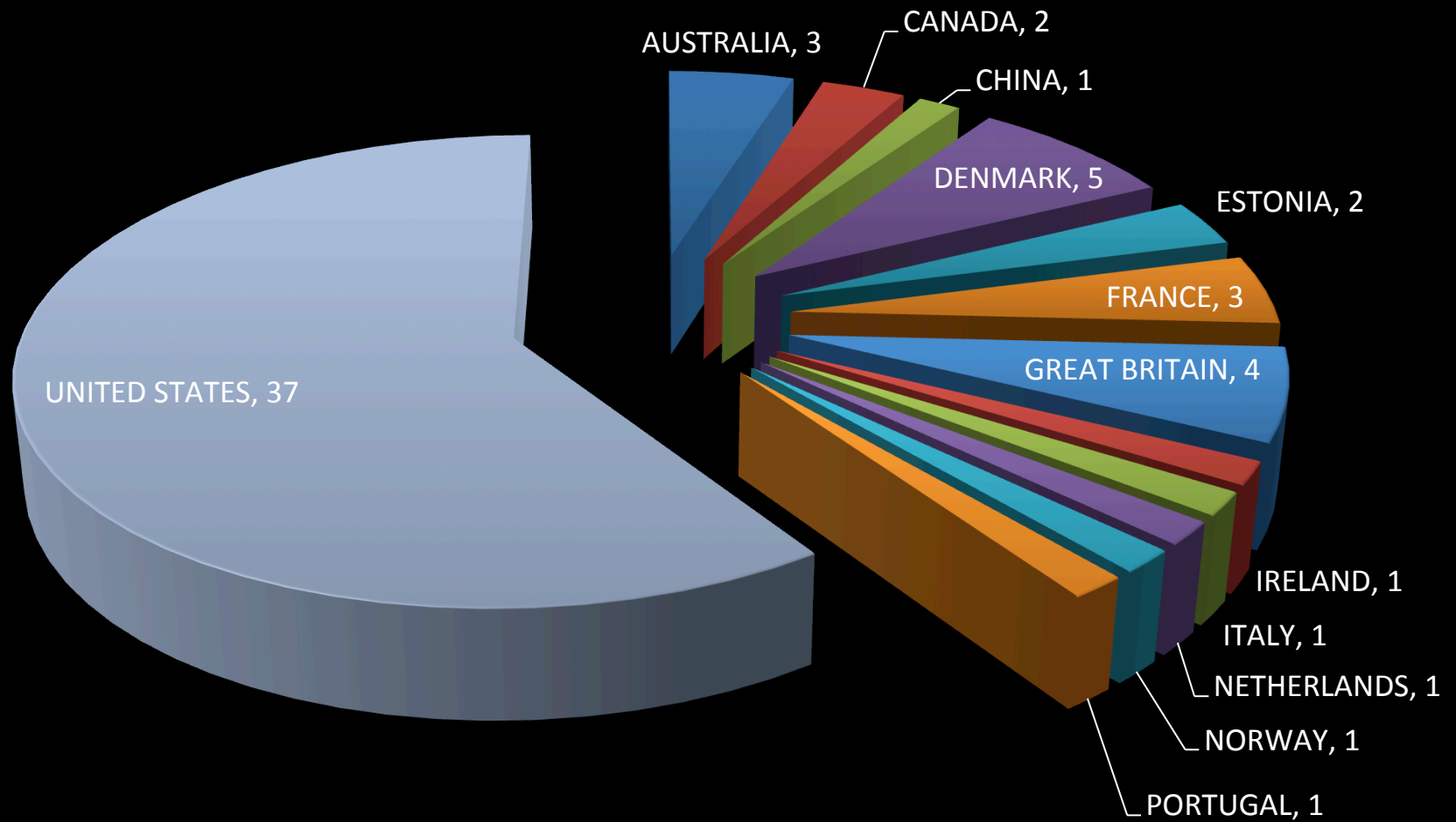
—Knight A. Kiplinger,  
*Kiplinger's Personal Finance Magazine*

**JAMES K. GLASSMAN &  
KEVIN A. HASSETT**

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# Full Paper -- (25 Full Paper Oral; 28 Full Paper Poster)

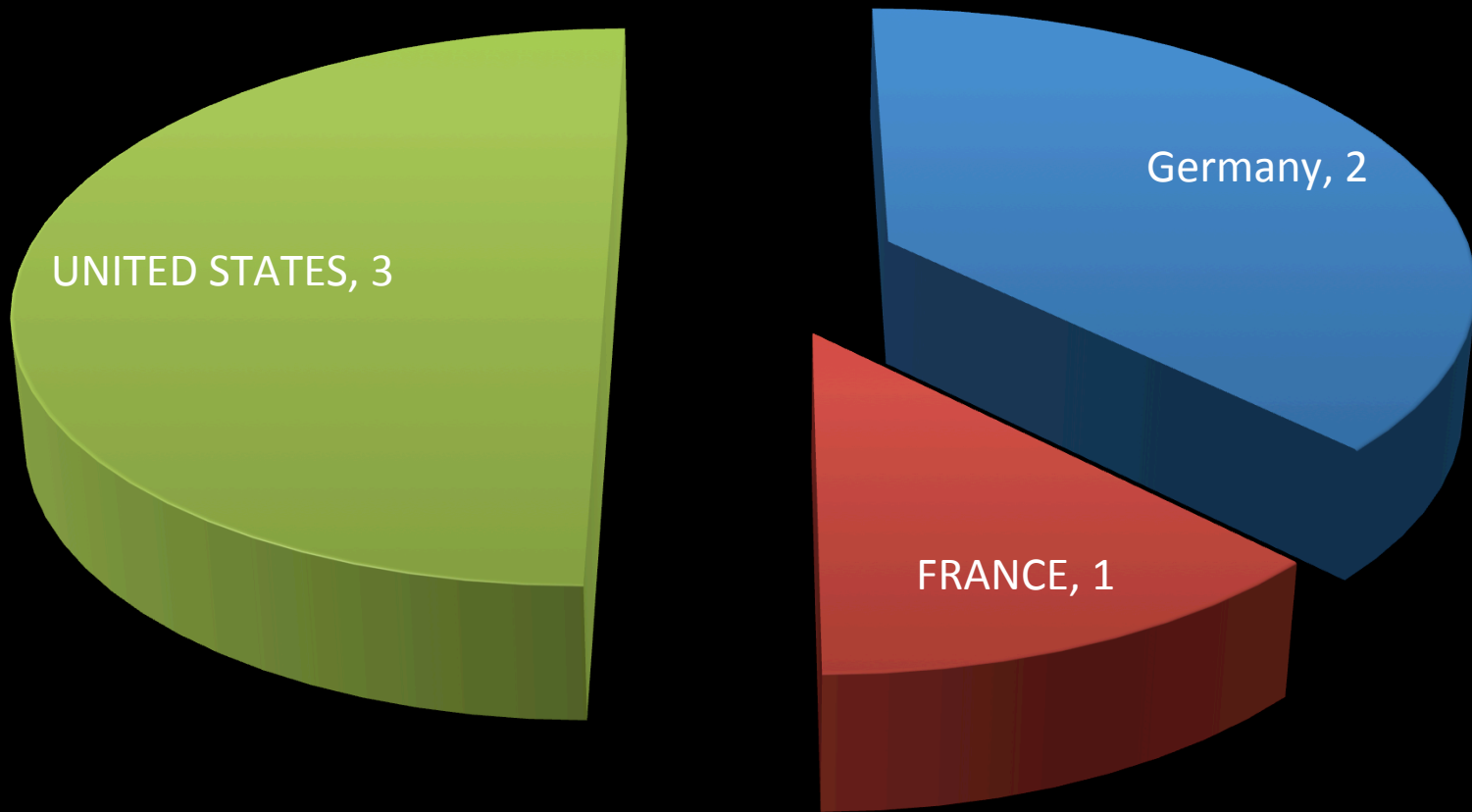




## Poster Authors (58 Posters)



# Demos (7 Demos)





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Independent Consultant

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Ido Guy  

Social Technologies group, IBM Haifa Research Lab

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Disco Gerdes 



Mutual Mobile

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# Audience Participation





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# Social Media Has Come of Age

Over the past 12-15 months, what has been a transformative development involving social media?

- Technical
- Cultural
- Education
- etc...



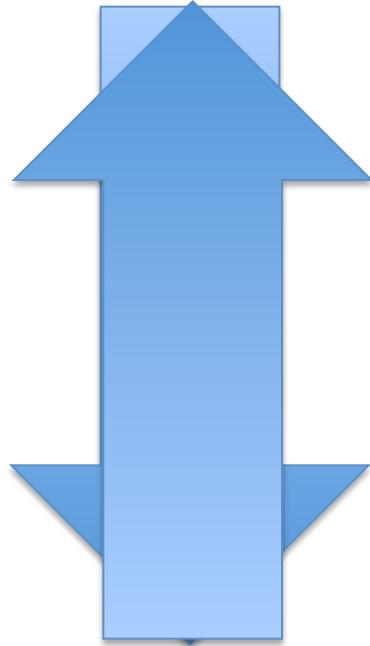
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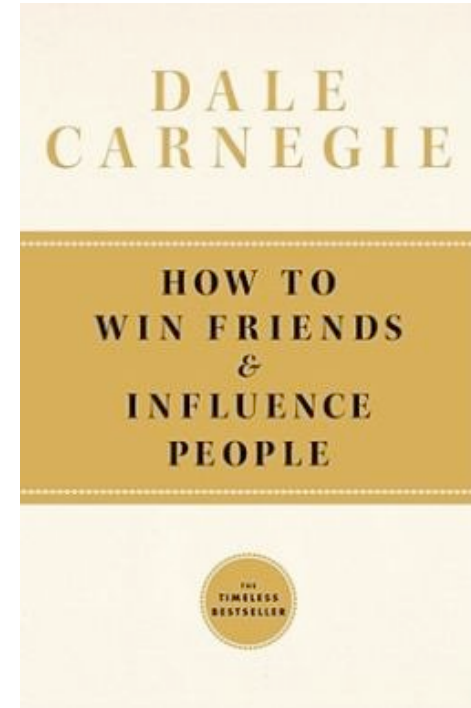


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# Top



# Bottom



**\$600** to buy a disk drive that can  
store all of the world's music

**5 billion** mobile phones  
in use in 2010

**30 billion** pieces of content shared  
on Facebook every month

**40%** projected growth in  
global data generated  
per year vs.











**5%**  
growth in global  
IT spending



More people saw this ad on YouTube  
than on the actual *Superbowl* show

# Facebook's World

**facebook's population**  
ranked 3rd in the world.

 <b>1. China</b>	1,336,450,000	 <b>6. Brazil</b>	192,651,000
 <b>2. India</b>	1,178,436,000	 <b>7. Pakistan</b>	169,010,500
 <b>3. Facebook</b>	750,000,000	 <b>8. Bangladesh</b>	162,221,000
 <b>4. United States</b>	308,898,000	 <b>9. Nigeria</b>	154,729,000
 <b>5. Indonesia</b>	231,369,500	 <b>10. Russia</b>	141,927,297

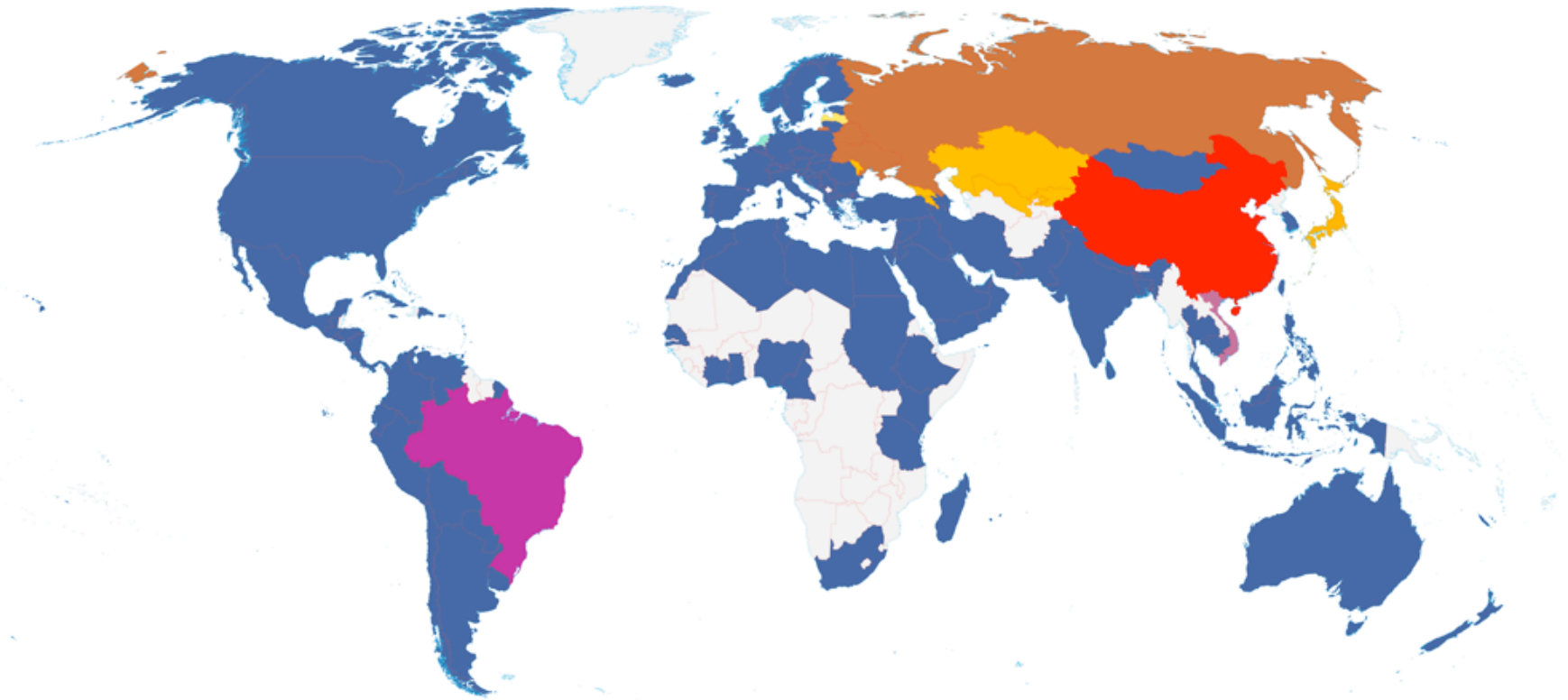




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# Facebook's World

June 2011



- |  |  |   |  |   |  |  |
|--|--|---|--|---|--|--|
|  Facebook |  V Kontakte |  Odnoklassniki |  Draugiem |  Hyves |  Zing |  Mixi |
|  Orkut    |  QZone      |   |  |   |  |  |



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# What's Developing?



## Religion



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# The Pope & Twitter





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# What's Developing?

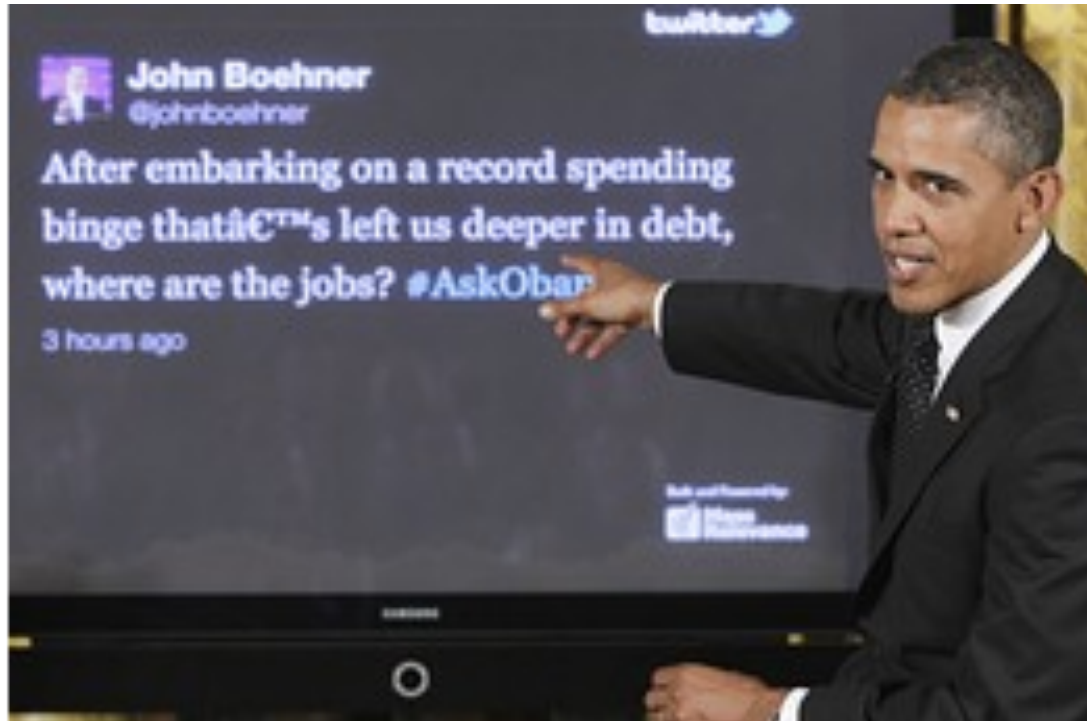


# Politics



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# President Barack Obama





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# What's Developing?



# Business

# Advertising Spend

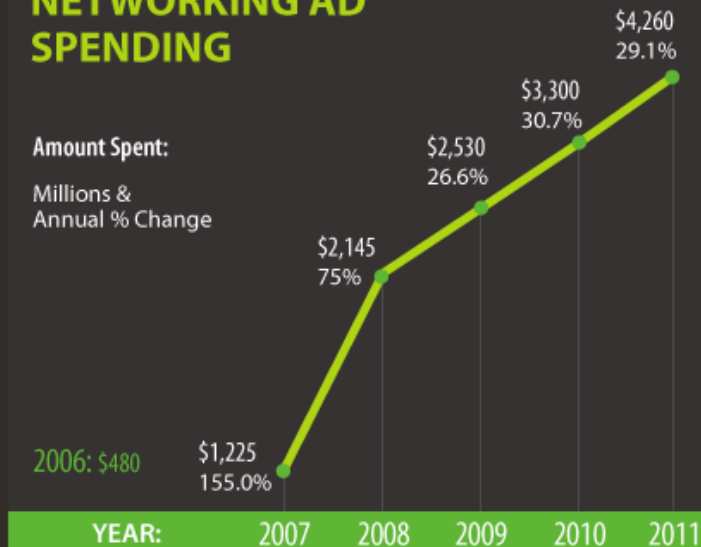
## THE RISE OF SOCIAL NETWORKING AD SPENDING

Social network ad spending is one again on the rise, argues a recent study by eMarketer, which predicts that US advertisers will spend nearly \$1.7 billion on social sites this year. This estimate is a noticeable increase from initial 2010 projection made by eMarketer, which forecasted \$1.3B for this year, as well as a 20% increase from 2009 spending. Of this spending, Facebook is expected to receive about half of all social network ad spending, at least in the US, with Myspace losing ground to the now preeminent social networking site. These points, as well the study's other most interesting facts and figures are featured in the below graphic.



### WORLDWIDE SOCIAL NETWORKING AD SPENDING

Amount Spent:  
Millions &  
Annual % Change



HALF OF THE WORLD'S SOCIAL NETWORKING ADVERTISEMENT SPENDING IS DIRECTED TOWARD FACEBOOK, WHICH IN JULY, 2010 HIT 500 MILLION USERS.





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## Gap Reverts to Original Logo After Social Media Backlash





# Brands are Managed Through Social Media



# Investor's Year



New Financing Values Twitter As High As \$7 Billion - WSJ.com

http://online.wsj.com/article/SB10001424052702304803104576428020830361278.html?KEYWOR Reader Google

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TOP STORIES IN Technology

LivingSocial Seeks \$1 Billion IPO

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News Hub: LivingSocial Seeks \$1 Billion IPO

Music Ser U.S. Laun

TECHNOLOGY | JULY 6, 2011

## Twitter Seeks \$7 Billion Valuation

As Peers Pursue Bigger IPOs, Messaging Service Sticks to Private Backing: Still Searching for the Right Business Model

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By AMIR EFRATI And SPENCER E. ANTE

Even as Internet companies such as Zynga Inc. and Groupon Inc. file to go public, Twitter Inc. is taking a different route: It is continuing to tap private investors.



The fast-growing Internet messaging service is currently in discussions to raise a new round of private financing, said people familiar with the matter. The round could yield hundreds of millions of dollars and value Twitter as high as \$7 billion, one of these people said. It is unclear which investors are



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# \$100 Billion Valuation!





April 2011 filed with SEC to raise \$584 million in a US IPO offering Renren stocks on the New York Stock Exchange

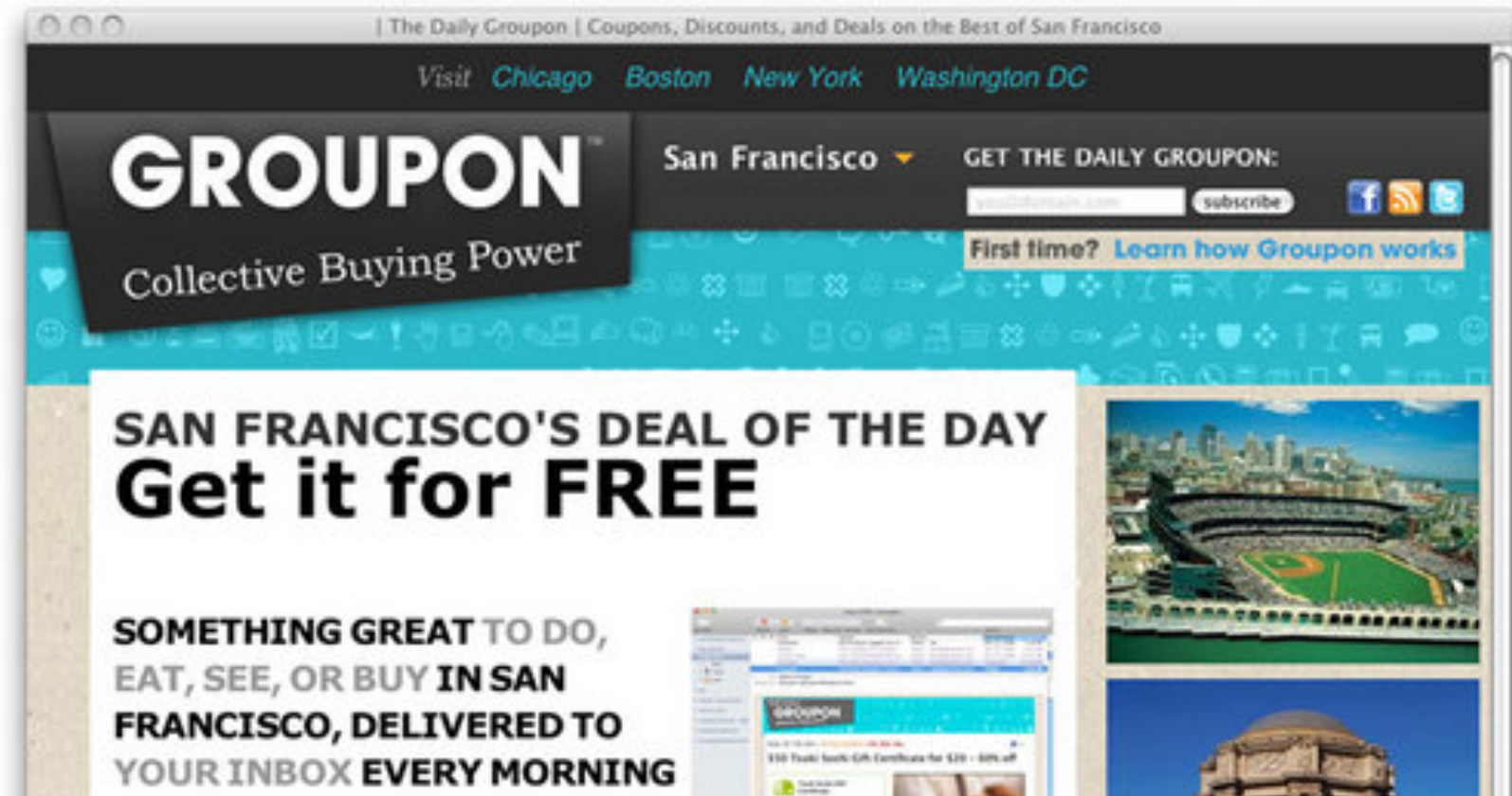
May 4, 2011 IPO price at U\$14, high end of revised ranges



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# Groupon: ~\$20 Billion Valuation





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# Zynga: ~\$20 Billion Valuation

**FARMVILLE** by zynga

Redeem Game Card

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## FARMVILLE ENGLISH COUNTRYSIDE

zynga

# GET A SECOND FARM!

- ★ MASTER CROPS FASTER!
- ★ ALL NEW CROPS AND DECORATIONS!
- ★ NEW SHEEP BREEDING!

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## 6 Lessons Learned From the Demise of MySpace

Tags: [myspace](#) [Social Networks](#)

8 comments

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Once the undisputed king of social media (at least in the U.S.), MySpace last week declared what amounts to a post-modern armistice, announcing that they will [integrate status updates](#) with Facebook (and Twitter).

MySpace used to be Janet, and now it's LaToya – at best.



While the erosion of the MySpace user base has been ongoing for years, the fact that it was purchased for \$580 million just five years ago says all you need to know about the vagaries of online leadership. Coincidental timing too, as Yahoo! [gave up their search engine duties](#) in U.S. and Canada to Microsoft's Bing last week. Approximately 10 years after having 67% of the search market, Yahoo! is now out of the business entirely. Ouch.

But back to MySpace. Where did it all go so wrong? What can we learn from its death spiral?

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presents:

**Hands-On Training**



with  
**Eric Schwartzman**



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# What's Developing?



# Technology





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# The Social Network

# RunPee.com

helping your bladder enjoy going to the movies as much as you do.

[Home](#) [Contact](#) [Press Graphics](#)



Find the best time to pee during your favorite movies...  
text only version for feature phones: [RunPee.com](#)

## The King's Speech

@ 44 minutes duration: 5 mins.

cue: Mother says to David, "Long live the king."

What happens during this peetime >>

@ 1 hour and 42 minutes duration: 11 mins.

cue: After David's radio speech where he tells the nation why he is abdicating.

What happens during this peetime >>

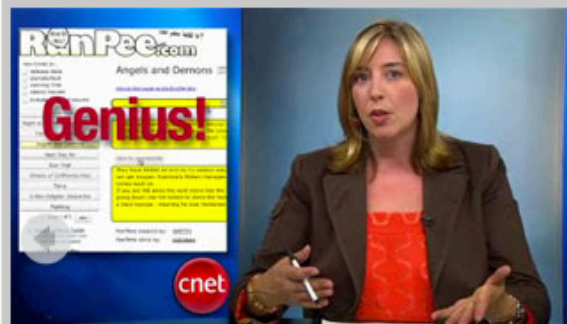
@ 1 hour and 51 minutes duration: 2 mins.

cue: There is nothing extra after the end credits.

What happens during this peetime >>

◀ back

Get the RunPee smart phone app for [iPhone / iPad](#) or [Android](#).



## OMG! How did you ever come up with such a GENIUS idea?

### Where did this genius idea come from?

RunPee.com was the idea of Dan Florio, AKA polyGeek. Here's the Tale... Please feel free to contact me: polyGeek [ at ] thisSite.com - if you have anything non-public to...

### FEATURED STORIES



**ANDROID** **iPhone**

FEBRUARY 19, 2011 19

#### [FREE : Android/iPhone apps](#)


You can get the RunPee for Android app here for free. [



FEBRUARY 19, 2011 3

#### [m.RunPee.com - for feature phones and Blackberry](#)

For those of you who don't have



FEBRUARY 19, 2011 19

#### [Your Suggestions and comments](#)

We are always interested in hearing what our users have to





# ICWSM-11 Breaks

RunPee.com | Helping your bladder enjoy going to the movies as much as you do.

http://runpee.com/

RSS ↻ Google

Apple - One to One Combining i...oogle Books Notes from the John Earthlink Email Address Web-Based E...ex :: INBOX Apple Yahoo! Google Maps YouTube Wikiped  
Helping your bladd...

**RunPee.com** helping your bladder enjoy going to the movies as much as you do.

We'll Let You Know

# And it just got more interesting....

- Google+ and Facebook
  - Integration, voice, video, hangout
  - Privacy
  - Weak, strong ties





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ANNALS OF INNOVATION

## SMALL CHANGE

*Why the revolution will not be tweeted.*

BY MALCOLM GLADWELL

OCTOBER 11, 2010

**A**t four-thirty in the afternoon on Monday, February 1, 1960, four college students sat down at the lunch counter at the Woolworth's in downtown Greensboro, North Carolina. They were freshmen at North Carolina A. & T., a black college a mile or so away.

"I'd like a cup of coffee, please," one of the four, Ezell Blair, said to the waitress



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# Arab Spring

## MENA REGION (MIDDLE EAST & NORTH AFRICA REGION)





# Mohamed Bouazizi - December 17, 2010



# Wael Ghomin - February 2011

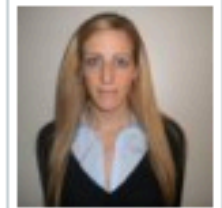


# .... and in Italy

## The Day Social Media United Italy

Tags: [Behavior](#) [berlusconi](#) [Best Practices](#) [communications](#) [Community](#)

[Management](#) [facebook](#) [Facebook](#) [Influence](#) [italy](#) [politics](#) [public](#) [Social Media](#) [social media](#) [Twitter](#)



0

[comments](#)

Posted June 14, 2011 by [Mary Wieder](#) with **342 reads**



Share

83



26



57



On June 12th and 13th, the Italian people voted on referendums for four different pieces of legislation. Known in the social media world as "4 Sì" (4 Yeses), the Italians went to the polls to vote on two different laws to keep water publicly owned, to end nuclear energy and in a blowing strike to Prime Minister Silvio Berlusconi, they voted to make public officials and government representatives accountable to the law and eligible to stand trial.

Italy has long been a country known for corruption. Prime Minister Silvio Berlusconi has been elected three times (currently serving his third term) and also owns approximately 70 percent of Italy's media companies. How is that for public sphere control? The same man who owns the media, runs the country. Funny how that worked out, isn't it? The man who controls communication and its messages governs Italy's people.



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# The Future?





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- Relevance Modeling
- Social Media and Wiki-Revolutions
- Trends in Social Media
- Escaping Information Poverty
- Socio-spatial Properties
- Privacy
- Beyond Trending Topics
- Characterizing Social Relations
- Tweets during Mass Emergency
- What's in @ name?



# ICWSM -11 Conference Programs

Social Media and Wiki Revolutions – Manuel Castells  
Political Polarization on Twitter

Natural Language Processing to the Rescue: Extracting “Situational Awareness”  
The Party is Over Here: Structure and Content in the 2020 Election

Tweets during Mass Emergency

The Prevalence of Political Discourse in Non-Political Blogs

Social-Spatial Properties of Online Location-Based Social Networks

Media Landscape in Twitter: A World of New Conventions and Political Diversity

Exploring Millions of Footprints in Location Sharing Devices

You Are What You Tweet: Analyzing Twitter for Public Health

Social Targeting for Privacy-Friendly On-line Advertising

What Stops Social Epidemics?

Differential Adaptive Diffusion: Understanding Diversity and Learning Whom to Trust in Viral Marketing

Participation Maximization Based on Social Influence in Online Discussion Forums

Twitter and Data Science





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**Enjoy  
This Conference**