UPDATE

Competence Center
computational culture

Social Web! ... and now?

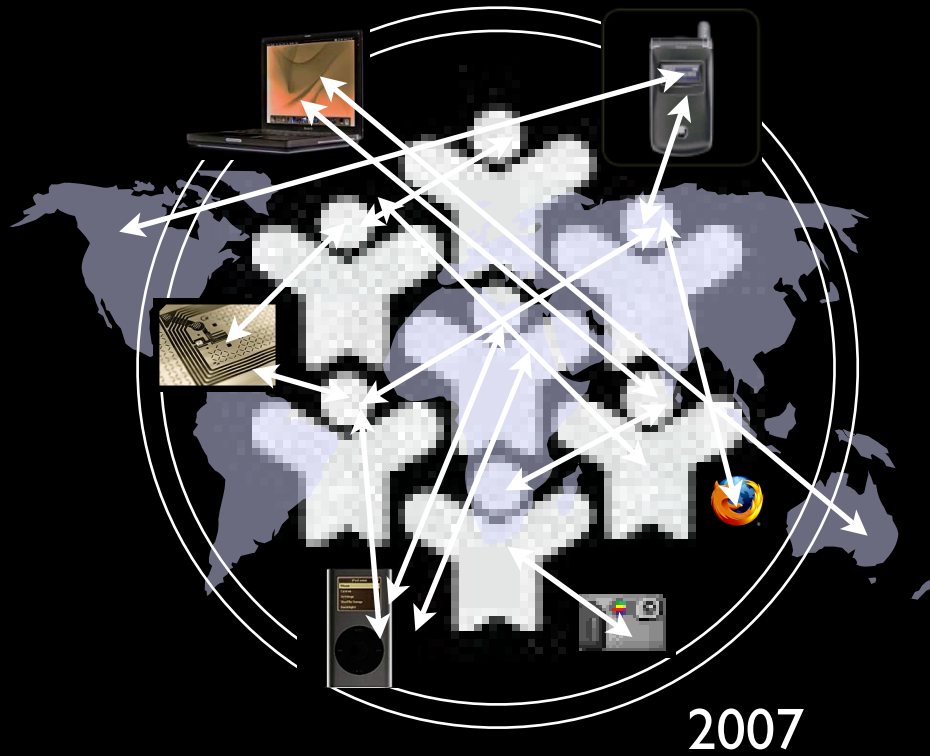The Fifth Summer School on Ontological Engineering and the Semantic Web (SSSW'07)

Stephan Baumann
Competence Center Computational Culture
German Research Center for AI

Prologue

2007

overwhelming

too many copycats

Semantic Web Ph.Ds MUST help!

Setting the scene (1)

- Devices
    - More computing power
    - More storage capacity
    - Less size
    - Connectivity, always-on, ad-hoc networks
- Software
    - Open Source, freeware, even frameworks
    - 1-click-away, even advanced academic stuff

Setting the scene (2)

- People

  - Digital Natives

  - Free-time programmers

  - Coding as hobby

  - Coding as art

  - Powerful communities (sourceforge, processing, generator-x, etc.)

  - APIs of the powerhouses (Google, Ebay, etc.)

Setting the scene (3)

- ... and as a result?!
  - ripping
  - sharing
  - remixing
  - mashing
  - always
  - everywhere

MUSIC

MOVIES

PHOTOS

GAMES

BLOGS

- *transmedia*: from *evil ringtones* to *Web2.0 mash-ups*

COMPUTATIONAL CULTURE

http://metaatem.net/words.php

DE:BUG 1205
ELEKTRONISCHE LEBENSASPEKTE

$$CQ = \frac{(B \times F) \times \frac{(mHr + hr)(L + D)}{(Cn \times Sp)} \times Co}{T}$$

HOW TO HAVE A SUMMER HIT
THERE'S A SCIENCE TO IT. WE'VE GOT THE FORMULA

For many years, musicians have made records aimed at being summer hits, *writes Dr Rupert Till*. The Beach Boys realised that music which combines talk of summer, the beach and sunshine was a winning formula.

But for the first time, this formula has been scientifically expressed. The 'catchiness quotient' (outlined above) quantifies how likely we are to fall for a summer song, despite the fact they are mostly terrible.

First popularised in the 1970s, when British holiday-makers began travelling abroad on package deals, these hits all follow the same formula. From classics such as 'Una Paloma Blanca' to Kaoma's 'Lambada' – by way of Demis Roussos's 'Happy to Be on an Island in the Sun' – they each comprise a mixture of holiday and foreign-language references, exotic beats and simple sing-along lyrics. The company paying dance routine (another important factor) is an easy win.

'The Ketchup Song' scores high (84,240), as it has a well known dance and generous amounts of flesh in the video – a phenomenon in its infancy when 'Y Viva España' (score: 7,083) was released. ∎

Dr Rupert Till is a tutor at the University of Huddersfield, specialising in postmodernity in music. He is also a member of electronica group, the Chillage People

Chart topping: Las Ketchup's 'Ketchup Song' and 'Agadoo' were summer hits. Top: our equation will find a song's Catchiness Quotient

WORKING OUT THE HIT FORMULA

CQ (catchiness quotient) The higher the figure, the more irresistible the summer hit.
B (budget) Amount in sterling the record company has to spend on marketing, record pluggers and PR companies.
F (fleshtone percentage) Amount of flesh flashed in the video, on CD covers, flyposters and other publicity material. The video to Las Ketchup's 'Asereje' (which scores a total of 84240) features different examples of swimwear, presenting made from back handkerchiefs.
mHr (musical holiday references) Number of times the song uses elements of musical styles associated by British holidaymakers with holidaying, such as Spanish guitars, castanets and salsa rhythms.
hr (holiday references) Number of holiday-related references to holiday, sun, heat, pool, water, bikini, beach etc.
**L (foreign lyrics)** Number of words sung in a foreign language.

D (dance routine) Number of steps in the routine.
Co (promo copies) Number of free copies of the single given to DJs and holiday reps abroad.
Cn (chords) Holiday songs need only use two chords, usually the tonic and dominant. Any more is usually a distraction.
Sp (chorus span) Distance in semi-tones from the lowest to the highest note. The lesser the range, the more singalongable.
T (average UK temperature in °C) The worse the British summer, the more that people want to remember the glorious weather on holiday, and the better a record sells.

cultural impact

SUMMER HITS ALL FOLLOW THE SAME SCIENTIFIC FORMULA
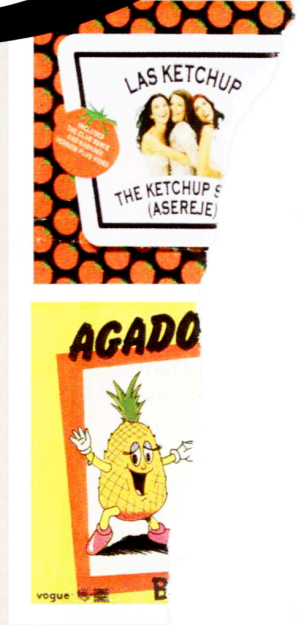
[S. Baumann: Artificial Listening Systems, Ph.D Thesis, University of Kaiserslautern, March 2005.]

social impact

Would You Download Music From This Man?

EVERYONE ELSE DOES. MEET THE ONE-STOP SHOP
FOR EVERYTHING FROM MP3S TO *A BEAUTIFUL MIND*
AND EVERY GAME BOY TITLE ON THE MARKET. BY JEFFREY M. O'BRIEN

PHOTOGRAPH BY MICHELE ASSELIN

so what?!

Exciting area for scientific engagement :-)

[S. Baumann and J. Halloran:
An ecological approach to multimodal subjective music similarity perception. (CIM2004), Graz, Austria, April 2004.]

UPDATE

- Freeware supporting common mobile phones

- Sources at Sourceforge (join in!)

- Import of Last.fm profiles

  - Last.fm „scrobbles" 15 mio times daily

  - CBS acquired Last.fm for $280 million

BLUE TUNA

TUNING MOBILE MUSIC TASTE

bluetuna.opendfki.de

[S. Baumann, A. Bassoli, B.Jung, M. Wisniowski: BluetunA: Let your neighbor know what music you like (CHI2007), San Jose, US, April 2007.]

Person, Context, Artifact, Relation, Network

I. People

User models for music

```
<user>
<generalbackground>

    <name>John White </name>

    <education>MS</education>

    <citizenship>US</citizenship>

    <birthdate>9/7/1974</birthdate>

    <sex>male</sex>

    <occupation>student</occupation>
</generalbackground>
</user>

<generalpreferences>
 <color>blue</color>
 <animal>dog</animal>
</generalpreferences>
```

```
<musicbackground>
 <education>none</education>
 <instrument>piano</instrument>
 <instrument>vocal</instrument>
</musicbackground>
```

```
<musicpreferences>
 <genre>classical</genre>
 <genre>blues</genre>
 <genre>rock/pop</genre>
 <composer>Mozart</composer>
 <artist>Beatles</artist>
 <sample>
  <title>Yesterday</title>
  <artist>Beatles</artist>
 </sample>
</musicpreferences>
```

```
<habit>
 <context>I'm happy
  <tempo>very fast</tempo>
  <genre>pop</genre>
 </context>
 <pfeature>romantic
  <tempo>very slow</tempo>
  <softness>very soft<softness>
  <title>*love*</title>
 </pfeature>
 <context>bedtime
  <pfeature>romantic</pfeature>
 </context>
</habit>
```

[Chai, Vercoe: ISMIR2000]

FOAF
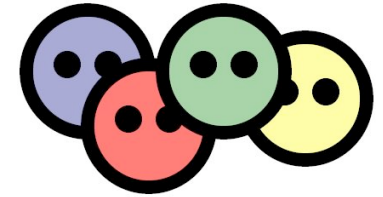
- http://www.foaf-project.org
  - FOAF documents describe the **characteristics and relationships amongst friends of friends**, and their friends, and **the stories they tel**l.
  - „So FOAF is quite pluralistic in its approach to representing relationships between people. FOAF is built on top of a general purpose machine language for representing relationships (ie. RDF), so is quite capable of representing any kinds of relationship we care to add. **The problems are generally social rather than technical**; deciding on appropriate ways of describing these interconnections is a subtle art."
  - „Perhaps the most important use of **foaf:knows** is, alongside the **rdfs:seeAlso** property, to **connect** FOAF files together. Taken alone, a FOAF file is somewhat dull. But linked in with 1000s of other FOAF files it becomes more interesting, with each FOAF file saying a little more about people, places, documents, things... people they mention, and so on."

[Dan Brickley, Libby Miller: foaf-project.org, 2000-2005]

FOAF-related applications

- FOAFme (http://foafme.opendfki.de)

- FOAFNaut

- Gnowsis

[Sauermann, Lee: foafcamp.asemantics.org 2004]

Users & Context

1. **Environmental context:** This part captures the users surroundings, such as things, services, light, people, and information accessed by the user.
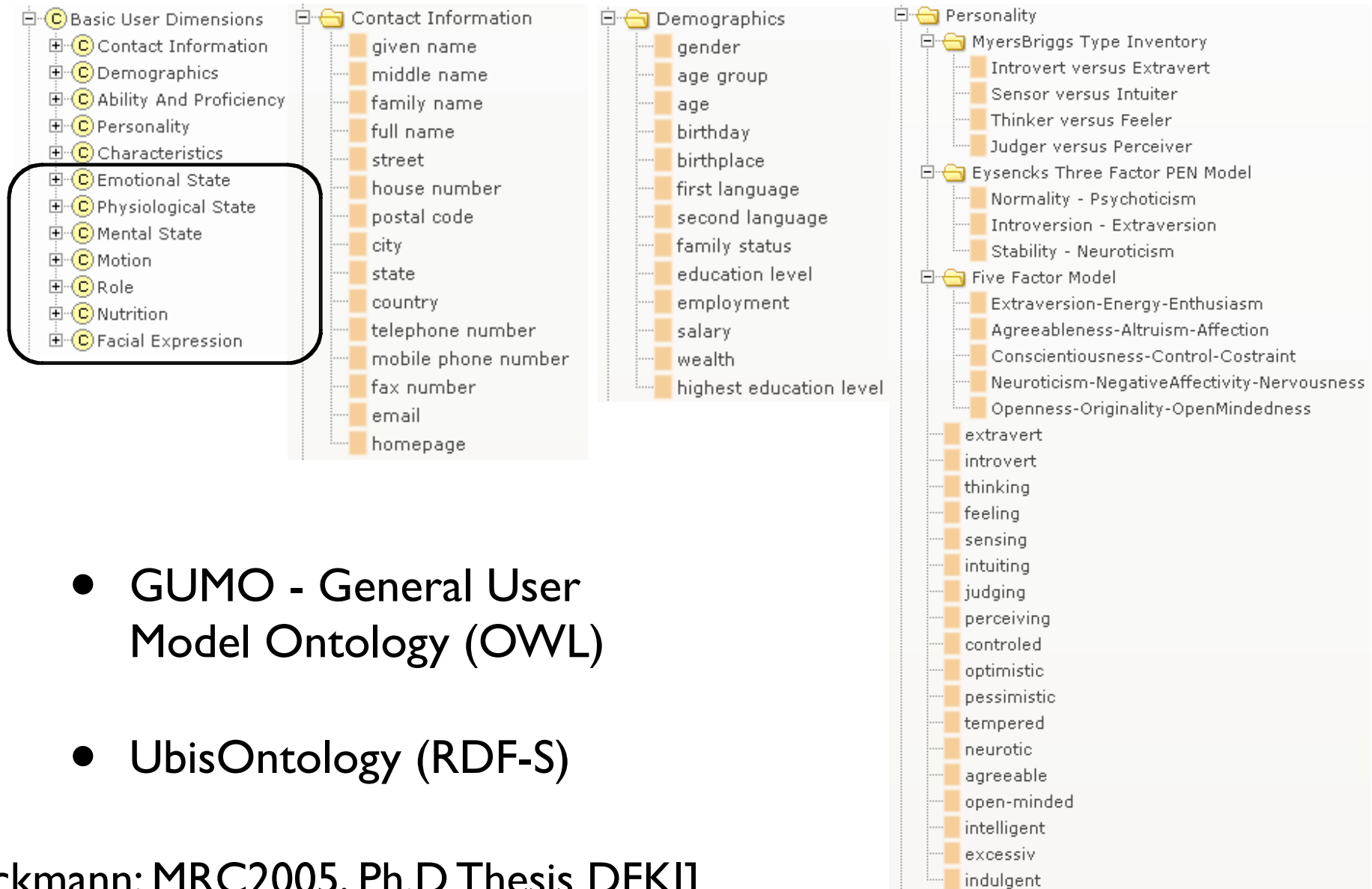2. **Personal context:** This part describes the mental and tuples physical information about the user, such as mood, expertise, disabilities and weight.
3. **Social context:** This describes the social aspects of the user, such as information about friends, relatives and colleagues.
4. **Task context:** the task context describe what the user is doing, it can describe the user's goals, tasks, activities, etc.
5. **Spatio-temporal context:** This type of context is concerned with attributes like: time, location and movement. The different aspects of the contexts are attribute-value tuples that are associated with the appropriate contexts.


[Kofod-Petersen&Cassens: MRC2005, FLAIRS2006]

www.ubisworld.org

Basic User Dimensions
- Contact Information
- Demographics
- Ability And Proficiency
- Personality
- Characteristics
- Emotional State
- Physiological State
- Mental State
- Motion
- Role
- Nutrition
- Facial Expression

Contact Information
- given name
- middle name
- family name
- full name
- street
- house number
- postal code
- city
- state
- country
- telephone number
- mobile phone number
- fax number
- email
- homepage

Demographics
- gender
- age group
- age
- birthday
- birthplace
- first language
- second language
- family status
- education level
- employment
- salary
- wealth
- highest education level

Personality
- MyersBriggs Type Inventory
  - Introvert versus Extravert
  - Sensor versus Intuiter
  - Thinker versus Feeler
  - Judger versus Perceiver
- Eysencks Three Factor PEN Model
  - Normality - Psychoticism
  - Introversion - Extraversion
  - Stability - Neuroticism
- Five Factor Model
  - Extraversion-Energy-Enthusiasm
  - Agreeableness-Altruism-Affection
  - Conscientiousness-Control-Costraint
  - Neuroticism-NegativeAffectivity-Nervousness
  - Openness-Originality-OpenMindedness
- extravert
- introvert
- thinking
- feeling
- sensing
- intuiting
- judging
- perceiving
- controled
- optimistic
- pessimistic
- tempered
- neurotic
- agreeable
- open-minded
- intelligent
- excessiv
- indulgent

- GUMO - General User Model Ontology (OWL)

- UbisOntology (RDF-S)

[Heckmann: MRC2005, Ph.D Thesis DFKI]

II. People–Networks
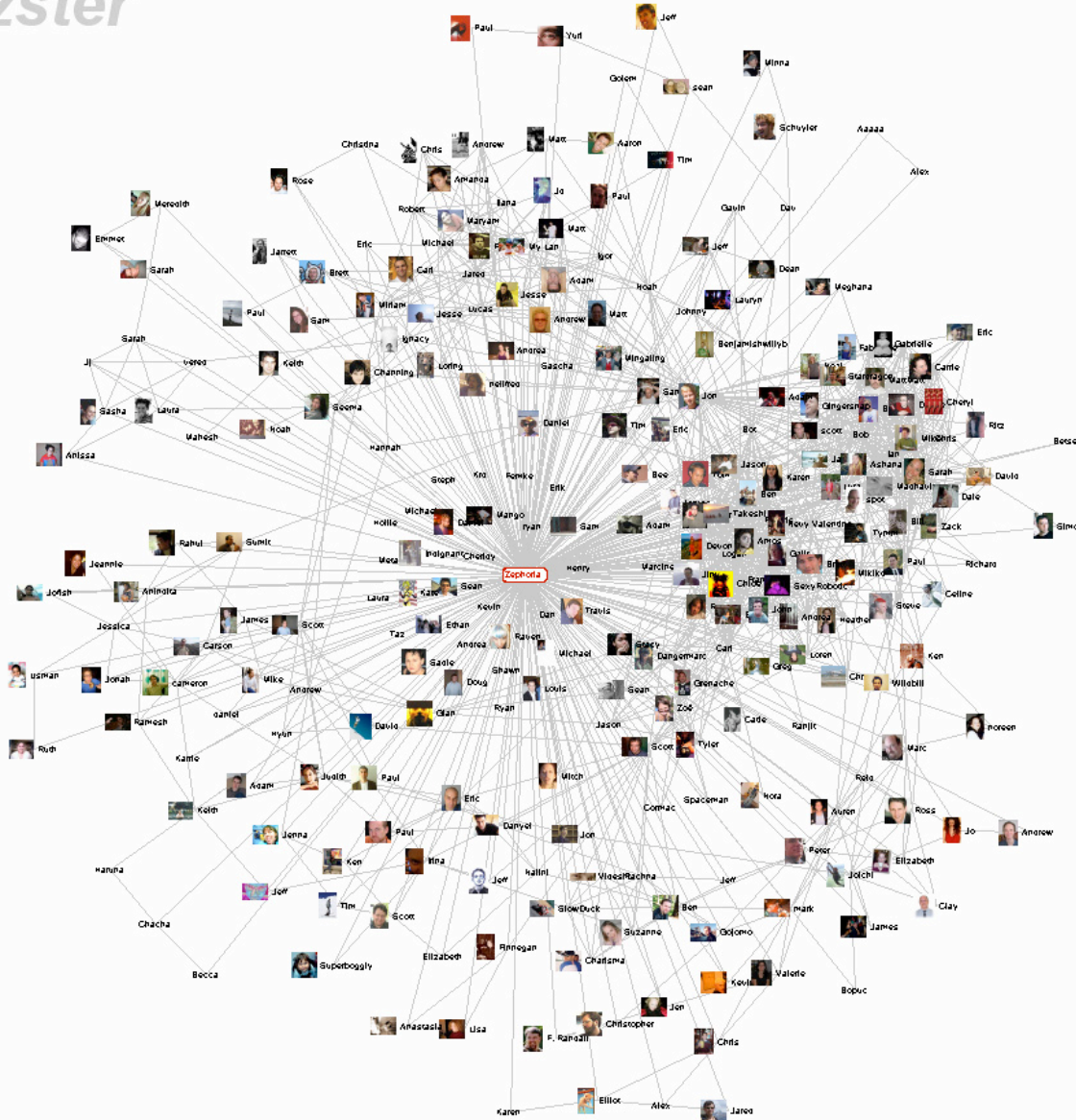
Friendster and Vizster

- 2003: Friendster, very popular social software

  - descriptive personal profiles

  - + explicit friendship links

  - attracted millions of users -> massive network

- Hard to navigate user-interface

- Boyd & Heer decided to design a visualization system for online social networks [Heer,Boyd:Vizster, InfoVis2005]

  - Danah Boyd: well-known ethnographer, UC Berkeley

  - Jeffrey Heer: user-interface design expert, UC Berkeley
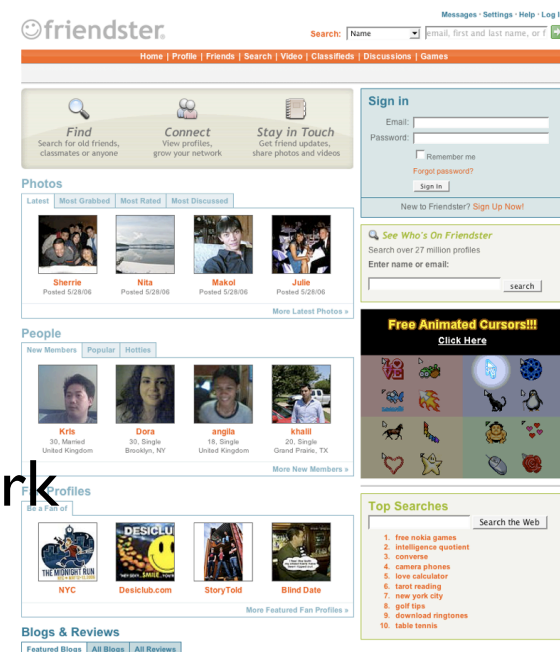
Friendster and Vizster

- Data feed

  - crawl of 1.5 million members

  - storage: *mySQL* database

- *Lucene* for keyword search

- [Newman's2004] community identification algorithm

- Custom visualization of diverse network characteristics based on *prefuse* [http://prefuse.sourceforge.net]

- Several visual interaction modes based on ethnographic findings

vizster

Zephoria

|	
User ID	21721
Friends	266
Age	??
Gender	Female
Status	Single
Location	San Francisco, CA
Hometown	Lancaster, PA
Occupation	researcher: social networks, identity, context
Interests	apophenia, observing people, culture, questioning power, reading, buddhism, ipseity, computer-mediated communication, social networks, technology, anthropology, stomping
Music	psytrance/goa/trance [Infected Mushroom, Son Kite... Iboga/Digital Structures], Ani Difranco, downtempo, Thievery Corporation, Beth Orton, Morcheeba, Ween, White Stripes
Books	Authors: Erving Goffman, Stanley Milgram, Jeanette Winterson, Eric Schlosser, Leslie Feinberg, Dorothy Allison, Italo Calvino, Hermann Hesse
TV Shows	??
Movies	Koyaanisqatsi, Amelie, Waking Life, Tank Girl, The Matrix, Clockwork Orange, American Beauty, Fight Club, Boys Don't Cry
Member Since	??
Last Login	2003-10-21
Last Updated	2003-10-21
About	[Some know me as danah...]
	I'm a geek, an activist and an academic, fascinated by people and society. I see life as a very large playground and enjoy exploring its intricacies. I revel in life's chaos, while simultaneously providing my own insane element.
	My musings: http://www.zephoria.org/thoughts/
Want to Meet	Someone who makes life's complexities seem simply elegant.

community >>   Enable

search >>

Analysis and Visualization of Popular Networks

- Source: Top100 Blogs in Germany

  - Analysis of blogroll structure

  - Means for trust, quality?

- Blogsono Student Project: Visualization and Sonification

Blogsono

[Laininger, DFKI/ FH-ZW 2006]
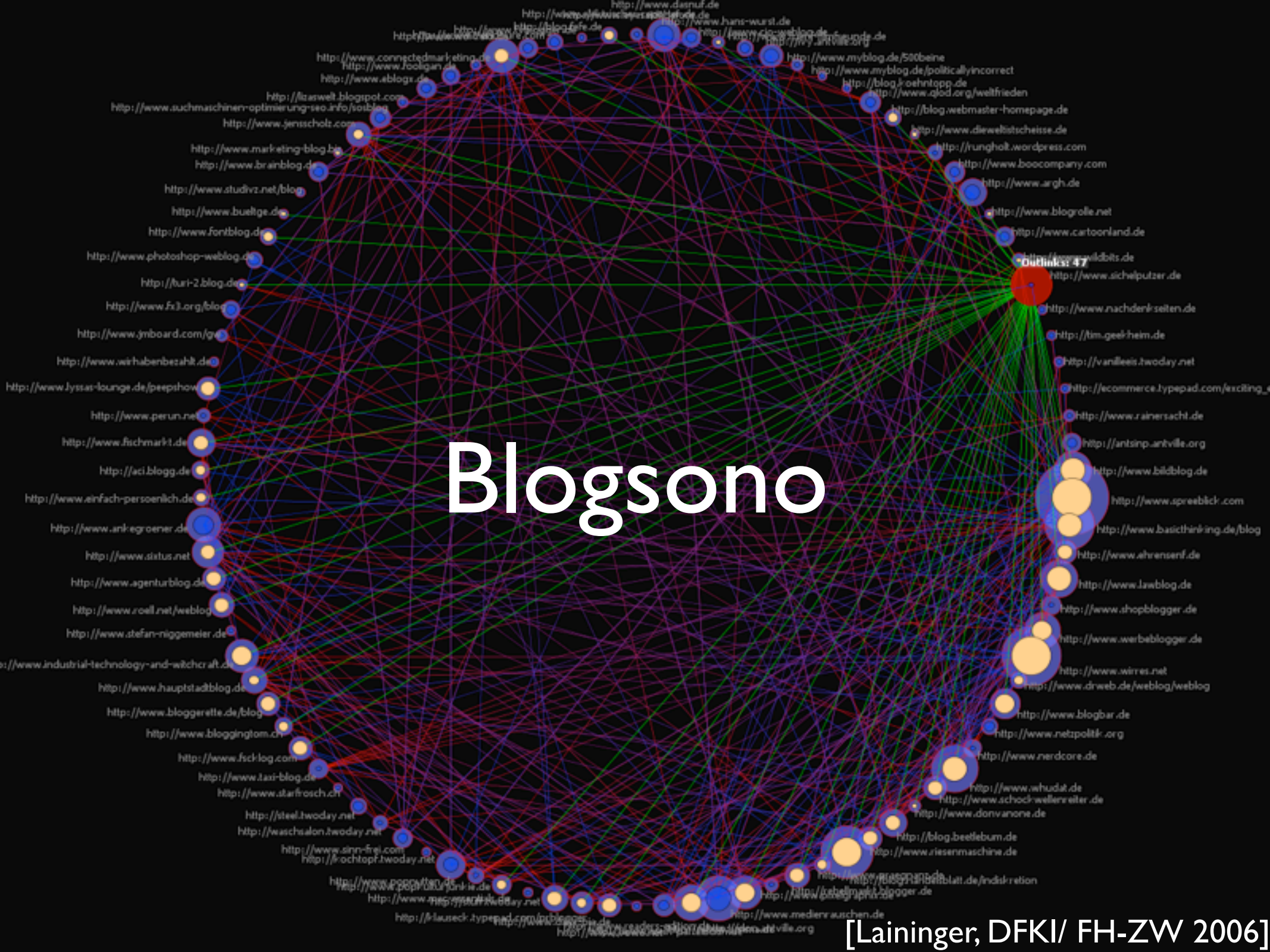
Analysis and Visualization of Popular Networks

- Information Architecture Lab, FH Kaiserslautern, Germany [Prof.Speck et al]

  - Several Student Projects

    - Vinex: Visualization

    - Nepotist Analyzer: Economic Networks Analyzer

    - spamCAN: Spam Analyzer

    - PeerLo: Bittorrent Network Analyzer

    - B.A.S.S: MySpace MusicAnalysis
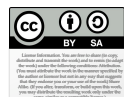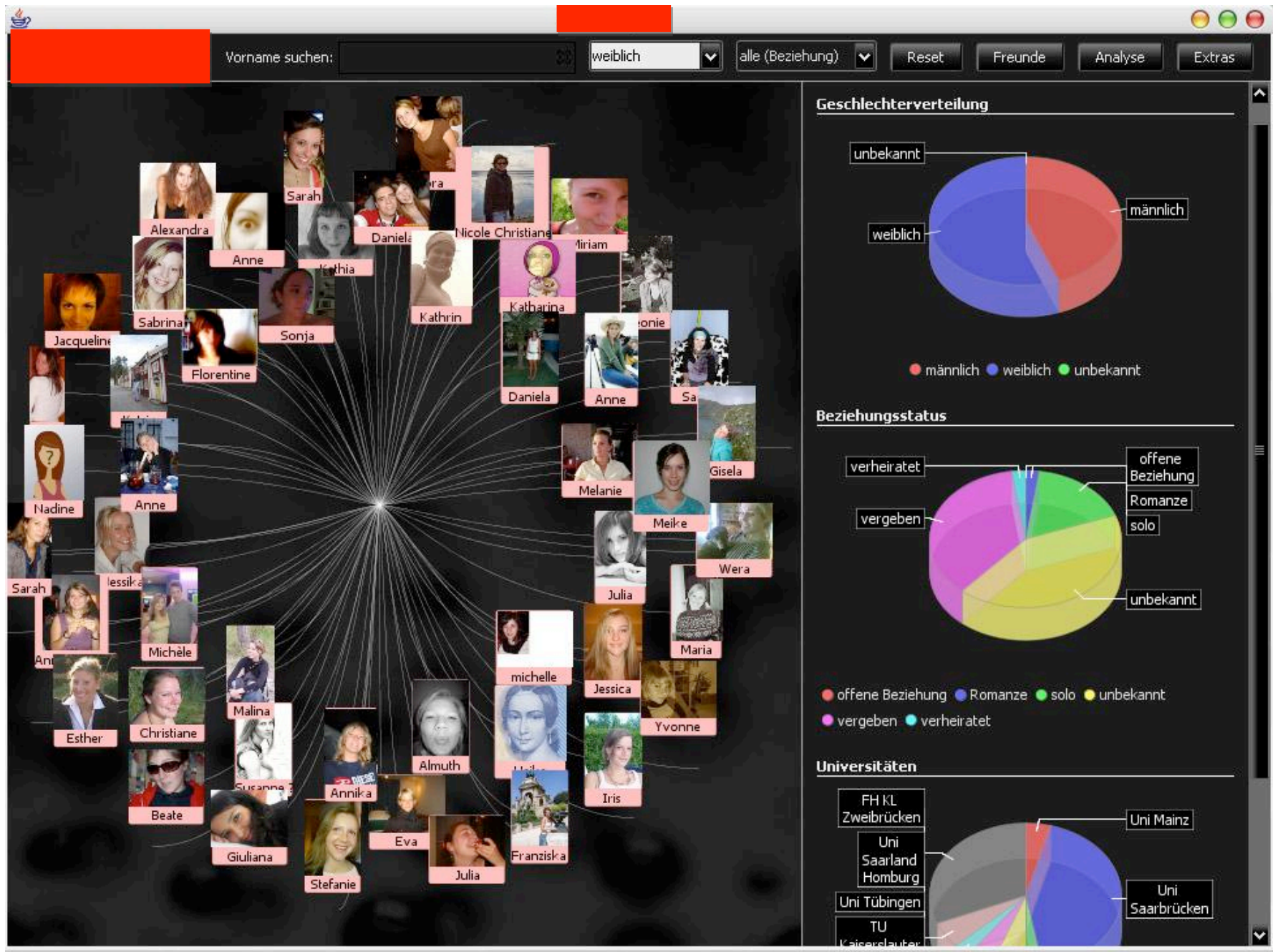
[Speck, Hendrik and Frédéric Philipp Thiele. Social Network Analysis. Business models, Explanations, Attributes and Features of Social Networks. CeBIT. WeblogCamp@CeBIT. March 18th, 2007, Hanover (Germany)]
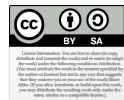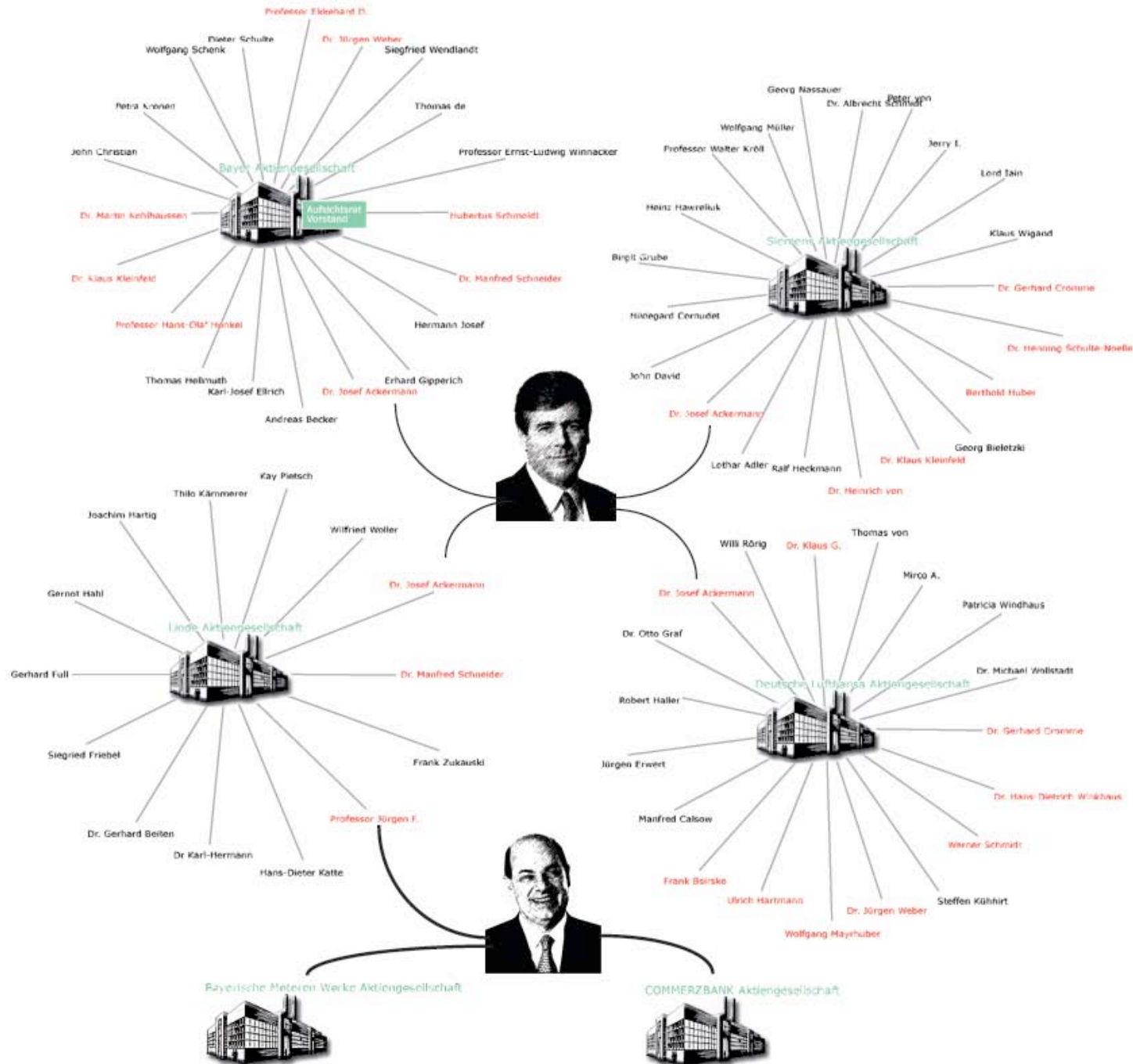
[Speck, Hendrik and Frédéric Philipp Thiele. Social Network Analysis. Business models, Explanations, Attributes and Features of Social Networks. CeBIT. WeblogCamp@CeBIT. March 18th, 2007, Hanover (Germany)]

III. People-Artifacts-Networks

Enronic

- Tuesday, June 7, 2005

- Social network analyzer for Enron's emails
- When Enron was hit with lawsuits, the prosecution required the company to turn over the incriminating emails it had in its database through a legal process called discovery. Usually a company undergoing this kind of discovery carefully combs through its email and publishes only those messages that are relevant to the case, eliminating its employees' private messages and confidential material otherwise not related to the case.
- However, Enron opted to save money by just dumping all of its email online, employee love-letters and all. This was bad for employee privacy, but good for social network researchers.
- Jeffrey Heer at UC Berkeley has produced "enronic," a system for visualizing the relationships between Enron employees based on who emailed whom and how often. It's a Java applet that you can download and mess around with -- you can even take a turn at sleuthing out hidden participants in the scam by trying your own social network analysis.

http://www.boingboing.net/2005/06/07/social_network_analy.html

Enronic

- Mining the social network from the data

  - e.g by using *Applied Natural Language Processing*

- Email is straightforward

  - sender, recipient

  - direct edge in case of email

  - + existing categorization of email body into a given taxomony (business, strategy, etc.)

  - further aspects of email body could be used for clustering

- Interactive visualization of these properties

Category Legend

- 🟥 company business, strategy, etc.
- 🟧 regulations and regulators (includes price caps)
- 🟨 internal projects -- progress and strategy
- 🟩 company image -- current
- 🟩 company image -- changing / influencing
- 🟩 political influence / contributions / contacts
- 🟩 california energy crisis / california politics
- 🟦 internal company policy
- 🟦 internal company operations
- 🟦 alliances / partnerships
- 🟦 legal advice
- 🟦 talking points
- 🟪 meeting minutes
- 🟪 trip reports

Jeff Dasovich <--> Susan Mara

- 2000-09-15 06:19:00.0 Re: CPUC Request for Confidential Information
- 2000-09-29 11:06:00.0 Request for Confidential Information by the US GAO
- 2000-10-11 07:12:00.0 Fwd:
- 2001-01-03 14:40:00.0 Update Day 1 Second Session FERC CA Settlement
- 2001-03-22 03:53:00.0 More info from ISO -- May be Providing Confidential Data
- 2001-04-04 06:13:00.0 Re: Lay/Skilling Talking Points for Bush Admin Meetings
- 2001-04-20 10:44:00.0 Legislative Status Report Week Ending 4/20
- 2001-05-11 08:00:00.0 CAISO NOTICE: Freedom of Information Request of conf
- 2001-05-11 18:00:00.0 CAISO NOTICE: Freedom of Information Request of conf
- 2001-06-03 18:26:00.0 Amendment of the CPUC subpoena for production on Jun

🟥 0 🟧 1 🟨 0 🟩 0 🟩 0 🟩 0 🟩 1 🟦 0 🟦 1 🟦 0 🟦 0 🟦 0 🟪 0 🟪 0

```
ID: 115333
Subject: Re: CPUC Request for Confidential Information
From: Jeff Dasovich <jeff.dasovich@enron.com>
Date: 2000-09-15 06:19:00.0
To: <mary.hain@enron.com>, <james.steffes@enron.com>,
<joe.hartsoe@enron.com>, Susan Mara <susan.mara@enron.com>,
<sarah.novosel@enron.com>


I understand that we may have no choice in the matter, but

having witnessed Loretta Lynch's inability to define market power when
asked
to do so by Joe Barton last Monday, and,
having heard Carl Wood declare war on capitalism at FERC's hearing on
Tuesday, and,
knowing that the likes of Harvey Morse (PUC FERC attorney), who has
never
come down on the side of "no market power here" in any analysis, is
"heading
up" the PUC investigation, and
seeing Gov Davis' press releases demanding refunds from the faceless,
out-of-state suppliers

I'm, well, maybe a little nervous about them getting their paws on our
```

james.steffes@enron.c

Susan Mara

Jeff Dasovich

Flink: The Who is Who of the Semantic Web

- 1st prize Semantic Web Challenge 2004

- [Peter Mika: Semantic Web Technology for the Extraction and Analysis of Social Networks, Journal of Web Semantics, July 2005]

- Data feeds:

  - Webpages

  - Emails (8185)

  - Publications (5147)

  - FOAF profiles

- Extraction of underlying social network + generation of an ontology + visualization

  - Co-occurence analysis, inferences, identity reasoning, etc.

  - Social Network Analysis (SNA)

Flink: Online

Social Network of Michael Sintek

David Trastour · Said Tabet
· Alexander Maedche · Guizhen Yang
· Mark Musen
· Natalya Noy · Dieter Fensel Enrico Motta · Harold Boley · Robert Meersman
· Peter Patel-Schneider
· Jim Hendler · York Sure · Gerd Wagner
· Tim Finin · Ian Horrocks
· Peter Crowther · Mike Dean
· Deborah McGuinness Frank van Harmelen · Bruce Spencer
· Raphael Volz
· Jeff Heflin · Aldo Gangemi
· Michael Sintek
· Sheila McIlraith · Stefan Decker
· Masahiro Hori Steffen Staab
· Uwe Zdun
· Guus Schreiber · Wolf Siberski
· Wolfgang Nejdl
· Jos De Roo Dan Brickley
· Gustaf Neumann
· Sven Schwarz Bernd Simon
· Boris Wolf
· Paul Buitelaar Martin Wolpers
· Uwe Thaden Zoltan Miklos

Stop   +   −

Tip: You can drag nodes with your mouse. You can also use the scrollbars to pan the image. You can zoom in and out using the +/- buttons, but also with the roller of your mouse. The stop button stops the visualization. If the graph looks messy, reload the page.

Personal profile

name (1)   Michael Sintek

homepage (0)

mailbox (2)   mailto:sintek@db.stanford.edu
              mailto:sintek@dfki.uni-kl.de

Statistics

Indegree	44.0 (19.0)	⬆
Closeness	0.5 (0.37)	⬆
Betweenness	3308.77 (1630.87)	⬆
Top Publications	26.0 (19.0)	⬆
Impact	23.83 (21.52)	⬆

What do the numbers mean?

Rankings

Indegree	21 (68)	⬆
Closeness	57 (82)	⬆
Betweenness	27 (53)	⬆
Top Publications	38 (41)	⬆
Impact	80 (75)	⬇

Links

Search Google!
Search Foafnaut!
Search Citeseer!
Search A9 (Amazon)!

Got FOAF?

Spam Analyzer

[Speck, Hendrik and Frédéric Philipp Thiele. Social Network Analysis. Business models, Explanations, Attributes and Features of Social Networks. CeBIT. WeblogCamp@CeBIT. March 18th, 2007, Hanover (Germany)]

IV. Tools

Social Network Analysis

- Specialization of network analysis

- Well-known field (e.g. sociologists, consultants, etc.)

- **The network**

  - Nodes (here people or groups)

  - Relations (directed or undirected)

  - Properties of relations (name, type, weight, etc.)

- SNA deals with **properties of the network**

  - Performance of subsets

  - Location of actors (implies possibilities and constraints for their actions)

Social Network Analysis

- Most **popular measures**

  - Degrees

  - Betweeness

  - Closeness

- Further properties

  - Boundary Spanners

  - Peripheral Players

  - Network Centralization
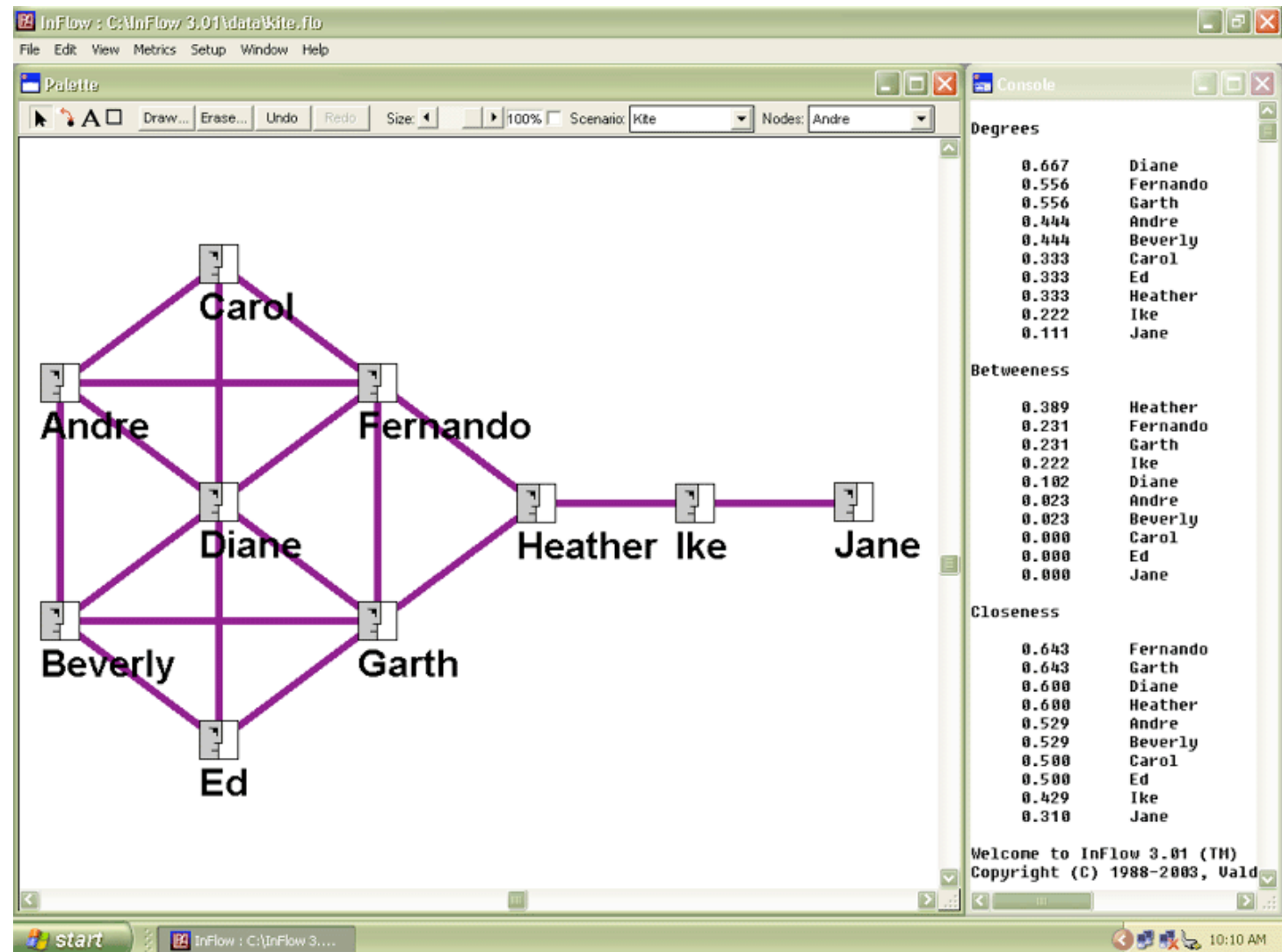
Social Network Analysis

- Network analysis packages

  - JUNG [http://jung.sourceforge.net/]
  - Pajek [http://vlado.fmf.uni-lj.si/pub/networks/pajek/]
  - UCINET [http://www.analytictech.com]

Self Organizing Map (SOM)

- Unsupervised, self-organized processing of data inspired by cortical maps in the human brain
- Non-linear projection of high dimensional data to low dimensional grid (usually 2D)
- Preservation of input space topology: data points close in input space are close on the map
- In contrast to
  - MultiDimensionalScaling (MDS)
  - PrincipalComponentAnalysis (PCA)
    - the original data space distances can be shown.
    - entangled clusters can be separated.
    - projection and clustering are provided

SOM ... Folksonomies
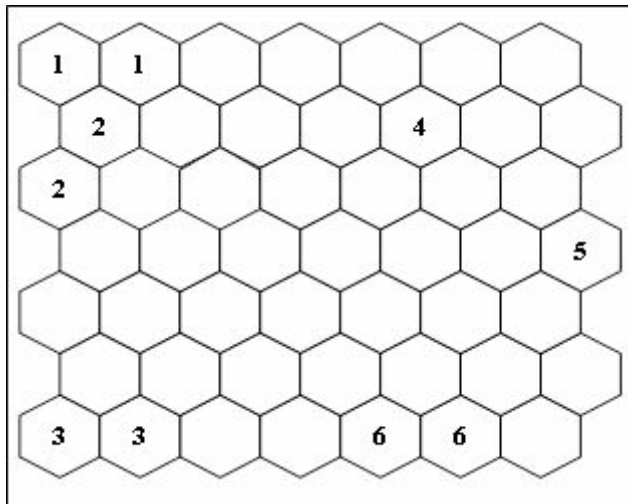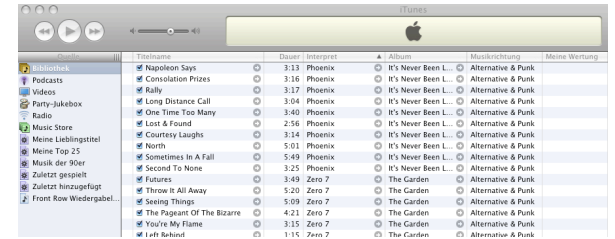
- Artists: 398
- Input: 398 * 3313
- SOM: 49 units (7*7)

Map unit	Labels	Artists
1	Rap-Metal, Funk-Metal	Limp Bizkit, Linkin Park
2	Reggae, Rap	Bob Marley, Shaggy, Police, 311
3	Metal, Heavy	Metallica, Nirvana, Smashing Pumpkins
4	Techno, Remix	Alice Deejay, Prodigy, Moby, Chemical Brothers
5	Spanish, Latin	Ricky Martin, Enrique Iglesias
6	Rock, Roll, Blues	Dire Straits, Queen, Eric Clapton, Bob Dylan

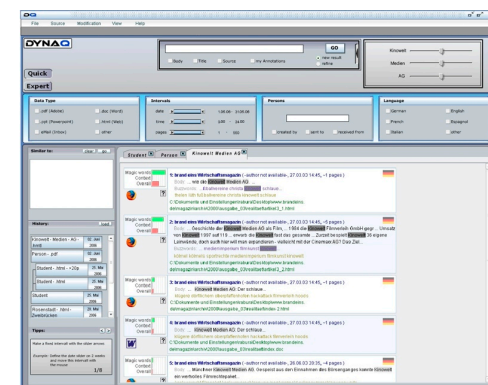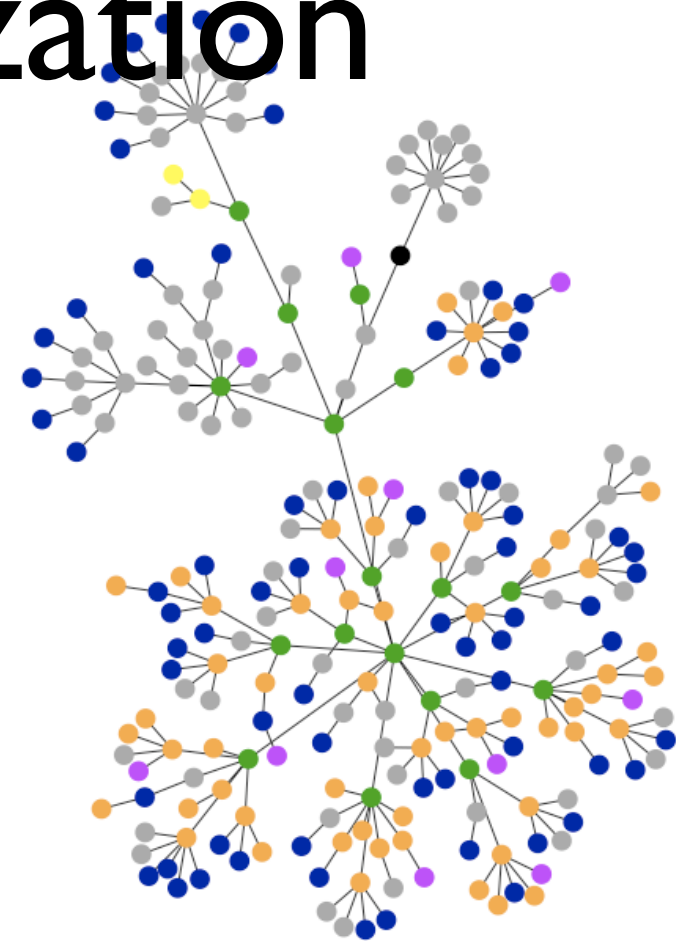# Learning from music-related Networks

- Large-scale experiment: AMAZON reviews as feeds

  - 33879 artist reviews

  - 33879 x 242 (dim. reduction PCA)

  - SOM: 3000 units (60 x 50) representing genre/style concepts

- Interactive music station for Netaudio: archive.org MP3 + XMLfeeds

  - (optional audio analysis)

  - 1125 artist reviews

  - 1125 x 1139 features

  - SOM: 180 units (15 x 12) representing genre/style concepts

ANLP + Visualization

- „Decoding the (textual) artifacts"

- *JUDGE*

  - Just another Java-based Text Retrieval & Machine Learning Framework
    - automatic feature extraction
    - feature preprocessing and attribute selection methods
    - document classification with several classification methods
    - document clustering with several clustering methods
    - full support of almost all WEKA Algorithms
    - easy usage as a webservice with a special interface
    - http://www3.dfki.uni-kl.de/judge

- *DYNAQ: interactive, dynamic queries*

- *Visualization: processing.org*

Semantic Media: Tagging

Instance browser

Media player

List of annotations

SmartMedia ontology

Media instance

Bottom-up meets top-down
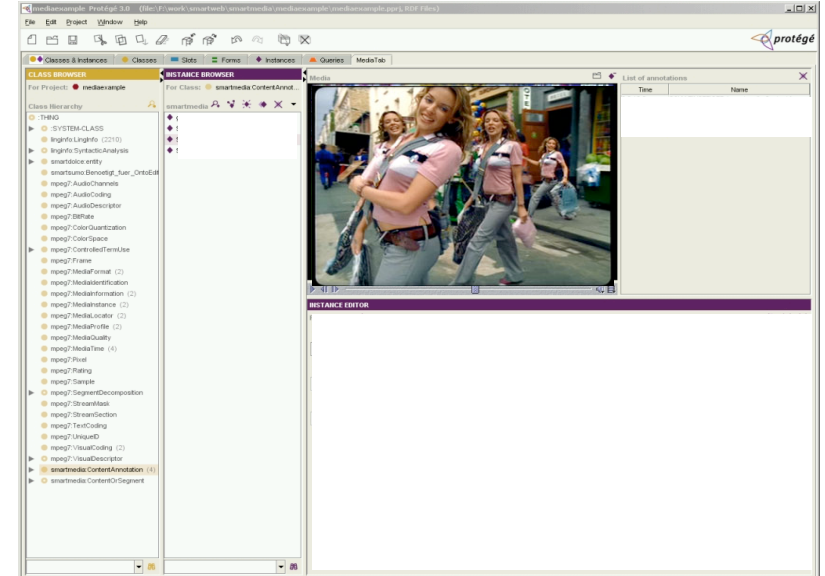
[S. Vembu, M. Kiesel, M. Sintek, S. Baumann:
Towards bridging the semantic gap in multimedia annotation and retrieval.
1st Int.Workshop on Semantic Web Annotations for Multimedia, SWAMM 2006 at WWW 2006.]

V. Networks-Interaction („Games, Chats, Tags ...")

Related work at CHI2007

- S. Ahern, D. Eckles, N. Good, S. King, M. Naaman, R. Nair, Yahoo! Research Berkeley "Over-Exposed? Privacy Patterns and Considerations in Online and Mobile Photo Sharing"

  - flickr upload study: private vs. public photos

  - 81 users, 37k photos

  - privacy determination by location and content (tags)

- demand for privacy policies!

- no privacy concerns by users yet

Related work at CHI2007

- C. Lampe, Michigan State University, E. Johnston, University of Michigan "Follow the Reader: Filtering Comments on Slashdot"

  - slashdot comment rating

  - critical mass vs. information overload

  - analysed 2.4M page hits by 90k users

  - interviewed 8k users

- ratings considered useful!

- filter customization is done rarely

- importance of defaults!

Related work at CHI2007

- N. Ducheneaut, E. Nickell, R. Moore, PARC, N. Yee, Stanford University "The Life and Death of Online Gaming Communities: A Look at Guilds in World of Warcraft"

  - max. size for creative & cooperative social groups: 45 (Dunbar number: 150, current WoW guilds: <35)

  - social factors for group growth & death

  - monitored 5k guilds on 5 WoW servers

- "small is beautiful"

- importance of social group management

Related work at CHI2007

- M. Ames, Stanford University, M. Namaan, Yahoo! Research Berkeley "Why We Tag: Motivations for Annotation in Mobile and Online Media"

  - evaluation with flickr/zonetag (direct upload from cameraphone) with 172 users

  - taxonomy of tagging motivations

- tagging for social purposes is more motivating

- tagging at creation time is favoured, won't be done later

- tag suggestions help a lot

Related work at CHI2007

- A. W. Rivadeneira, University of Maryland, D. M. Gruen, M. J. Muller, D. R. Millen, IBM Research "Getting Our Head in the Clouds: Toward Evaluation Studies of Tagclouds"

  - cognitive research

  - spatial algorithms (size)

  - clustering algorithms (similar, occur together)

  - tested: font size, quadrant and proximity-to-largest-word

  - experiment with 13 subjects

- tagcloud designers should focus on layout

- simple lists by frequency are ok!
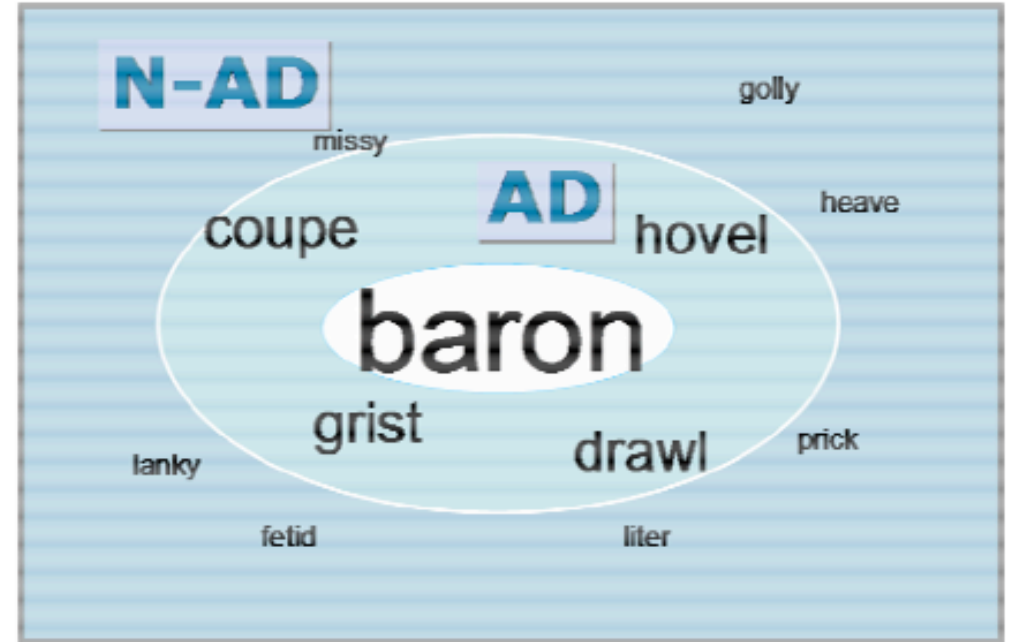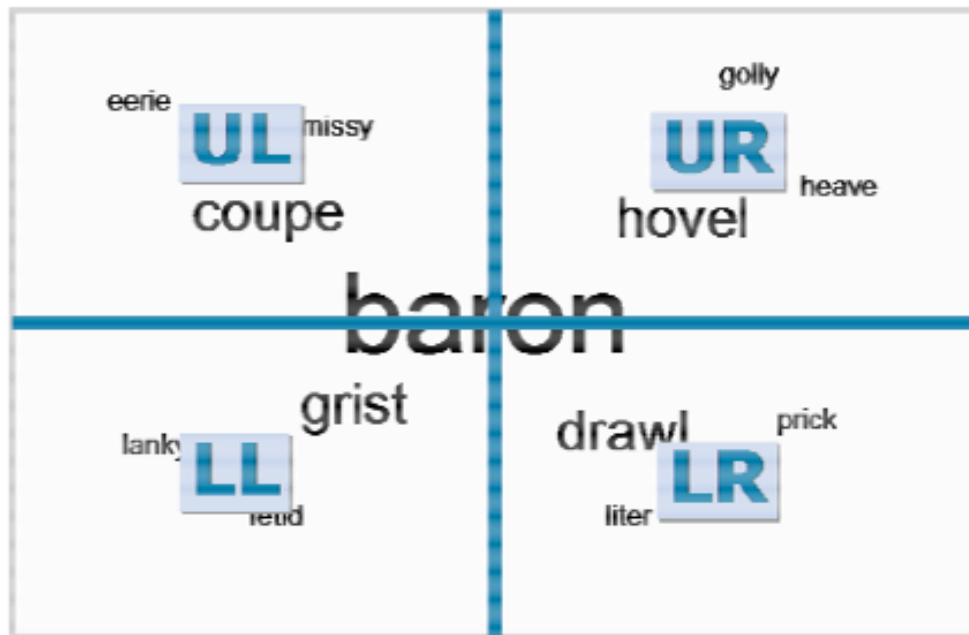
Figure 2. **(a)** Tagcloud depicting Quadrants (UL=Upper-Left, LL=Lower-Left, UR=Upper-Right, LR=Lower-Right). **(b)** Tagcloud depicting Proximity-to-largest-font (AD=Adjacent, N-AD=Non-Adjacent).

[A. W. Rivadeneira, University of Maryland, D. M. Gruen, M. J. Muller, D. R. Millen, IBM Research "Getting Our Head in the Clouds: Toward Evaluation Studies of Tagclouds"]

Related work at CHI2007

- J. D. Weisz, S. Kiesler, H. Zhang, Y. Ren, R. E. Kraut, Carnegie Mellon University, J. A. Konstan, University of Minnesota "Watching Together: Integrating Text Chat with Video"

  - interactive, more social television experience

  - experiment: cartoon watching with simultaneous chat (image attached)

  - settings: real-time, chat breaks, chat after cartoon

- is fun, has social benefits, but distracts

- use intermissions for appropriate content

- future work: evaluate different content
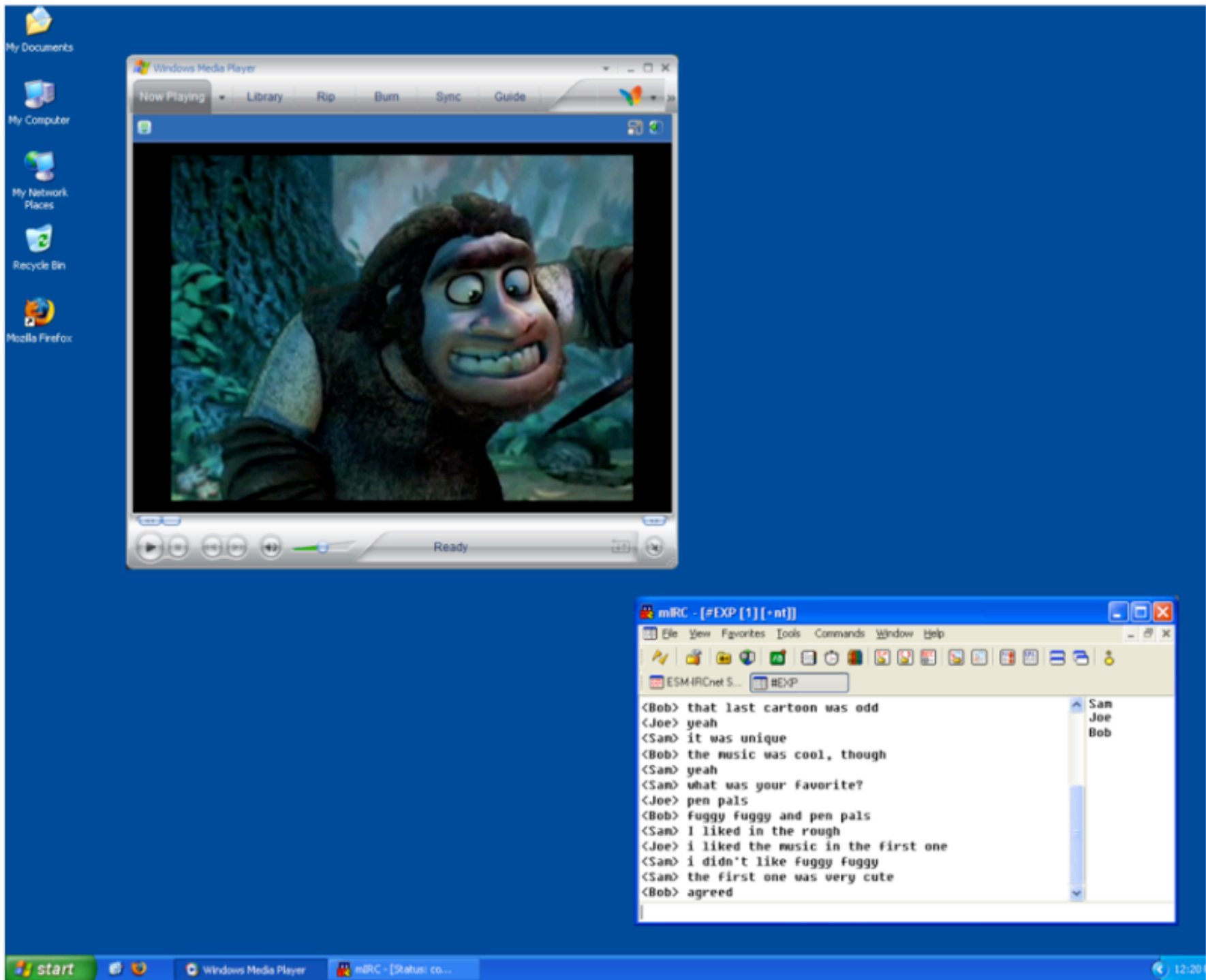
[J. D. Weisz, S. Kiesler, H. Zhang, Y. Ren, R. E. Kraut, Carnegie Mellon University, J. A. Konstan, University of Minnesota "Watching Together: Integrating Text Chat with Video]

Related work at CHI2007

- K. O'Hara, A. S. Mitchell, A. Vorbau, Hewlett Packard Labs "Consuming Video on Mobile Devices"

    - the "mobile factor" changes video experience, especially in the social context

    - behaviour study with 28 participants

- mobile video is more than passive consumption due to boredom

- social importance of owning content and getting credit for recommending content

- solitary activity has social underpinnings (watch video at a time it won't annoy your family)

The End

Hot topics (2006 talk!)

- SPACE: Locative media *UPDATE*

- TIME: Long-term (lifelong?) changes

  - Development of „taste" (with respect to objects)

  - Liu, Maes&Davenport [Unraveling the Taste Fabric of Social Networks, IJSWIS2005]

  - Dependencies on the development of social network preferences?

http://www3.dfki.uni-kl.de/CatchMeIfYouCan/   Google

Schroeder fire balloo...   Competence Center f...   Torpedo Love – Tage...   Processing 1.0 (BETA)   Glück auf! – Andreas...   Maeda's SIMPLICITY   Yahoo! Kalender – st...   we make money not ...   The original hard b...

Export Contact   Google Calendar   Google Maps   Flickr   Del.icio.us   Technorati   Einstellungen

DéjaClick
by AlertSite

bluetuna.opendfki.de – welcome   http://www.df...tchMeIfYouCan/

Google Maps

Map   Satellite   Hybrid
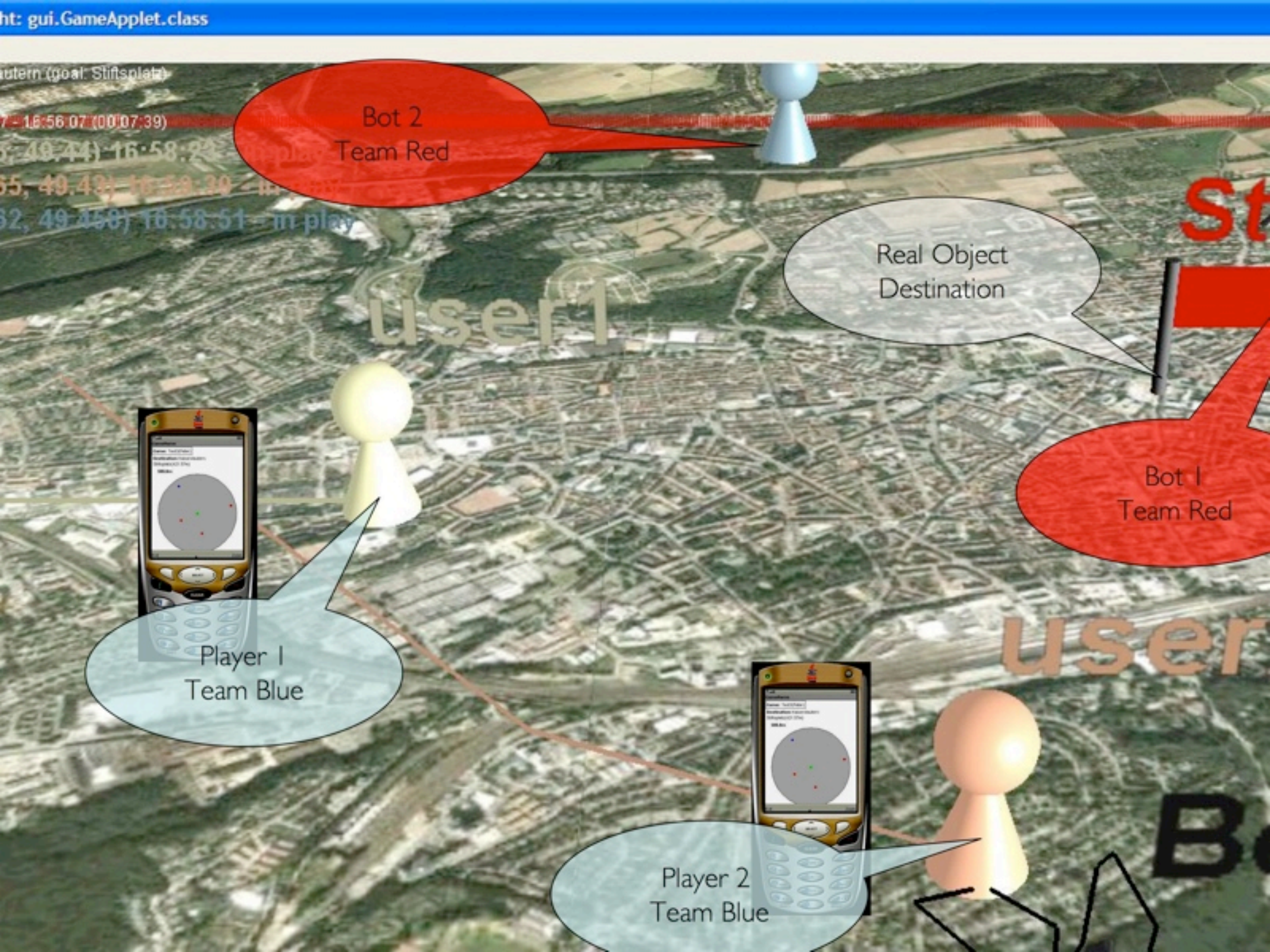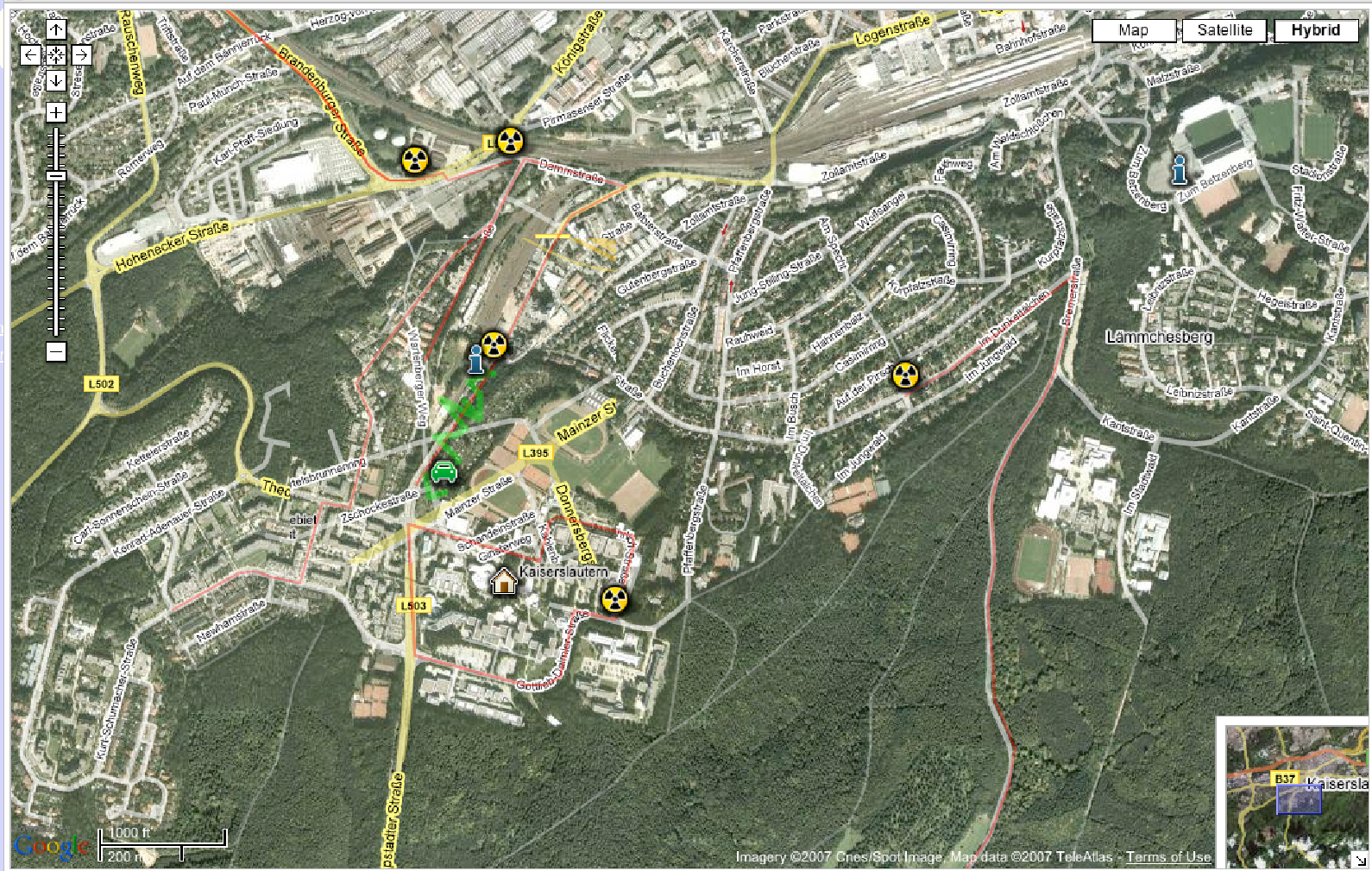
Preferences

Alle   Aktuell   Einleiten   Setup

Allgemeine Informationen:
Name: DFKIGame5
Stadt: Kaiserslautern
Ziel: Universitaet
Gestartet: 24.04.2007 16:39:40
Spieler:
Halloleute
Status: gefangen
Letztes Signal: 16:51:10
Bots:
Bot 0
KI: Ziel bewachen
Ziel: Rundweg um Ziel erreicht
Distanz: Rundweg besteht aus 12 Knoten.
Bot 1
KI: Spieler Verfolgen
Ziel: Kein Spieler gefunden.
Distanz: 1232 Meter
Bot 2
KI: Weg abschneiden
Ziel: Keinen Spieler gefunden.
Distanz: 506 Meter
Bot 3
KI: Spieler Verfolgen
Ziel: Kein Spieler gefunden.
Distanz: 3835 Meter
Bot 4
KI: Weg abschneiden
Ziel: Keinen Spieler gefunden.
Distanz: 1515 Meter
Bot 5
KI: Spieler Verfolgen
Ziel: Kein Spieler gefunden.
Distanz: 3601 Meter
Bot 6

Reload in 3 Sekunden...

1000 ft
200 m

Imagery ©2007 Cnes/Spot Image, Map data ©2007 TeleAtlas - Terms of Use

B37 Kaisersla

DFKIGame5

Fertig

Hot topics (2006 talk!)

- DIGITAL IDENTITY

  - Sherry Turkle [The Second Self, 2005] [Life on the Screen, 1995]

  - Danah Boyd [Identity Production in a Networked Culture, AAAS2006]

  - Liberty Alliance [projectliberty.org]

  - ID 2.0 [Dick Hardt: OSCON 2005 Keynote]

UPDATE Identity matters!

- Privacy vs. Impression Management (=Exhibitionism?)

- OpenID as a supporting open standard!?

- Research issues

  - Aggregation of „FACETED IDENTITY"

  - Measures for TRUST

- Political implications

  - e.g „Vorratsdatenspeicherung" in Germany

  - Projects with CCTV and RFID technology

Your collected Items: 262 - 262 are valid

14.09.2006		22.06.2007

All Unknowns gelterswoog erlebnistag src läd align img badesse see width preisen fahrrad sommer fahrradbörse bikes vogelwoogstr strong städt gelände schnupperworkshops sportverein href mal sport association bowling players pokertunier planet mathefete männerbalett highlight waschmühle sommertag juhu beckengröße studis issn wesch fundstück sehr dank nacht target left title lange bericht mittwoch abend cubalibre bild tanzveranstaltung quellen kultur kurzfilmprogramm wochenmarkt museum tour dugi otok asta-sommerfest asta juni indierock drugs sexy boogie beatclub ragga-jungle-night freeze sommerfete thirsty

All Vagues samstag uhr stadt tag info poker sonntag kramladen donnerstag eintritt eur beginn uni mashup rss design arzt kammgarn freitag ajax whoami campus amazon underground da blog id identity2.0 openid weitere interesse zimmer uni-kl esa api wohnheim datenschutz rails screencast verein nlp handy homezone o2 profile apotheke schule books information magazin linklist private spiele irb biergarten kneipe restaurant art light musik geotagging viamartin ai ruby aggregator madrid barcalona jumping fallas coffe spain valencia fastnacht roböxtica cocktail cotton club welle erdball singing snowman room2 munich mainstation newyearseve2006 traunstein aussiereunion saltmine christmas2006 roböxotica cocktails kicker tunier vandalism

All Locations wertstoffhof babarossahalle sportgemeinde barbarossahalle fruchthalle jugendzentrum musikschule innenstadt

All Languages german

All Artists the john butler trio peeping tom bloc party arctic monkeys kaiser chiefs the subways blink-182 billy talent joo kraus the streets john lee hooker

All Geos kaiserslautern ludwig europa freibad kuba japanische sants-montjuic aschbacherhof neuhausen

TreeTagger
Günther
Topicalizer - The
Tanz im
Multiply - Share
KaRoTa e.V. -
Railscasts - Free
Kuba Abend im
Ruby on AI
Private
Gesellschaft
Lange Nacht der
The Implications
ABZ -
I Want to Hug
Tag des Sports
EVERYTHING 2.0:
Pfaffplatz
Red Flag
Fahrradbörse
Geo-Names
Patricks GSM-
ARS Electronica
Topicalizer - The
Is She Weird
Social Strategist
XMLWebService -
Salto Angel
Fundstück der
Light Tracer |
American Ghost
Ab, hopp, in die
Gasthaus Quack -
Orgullecida
Mathefete im
Biergarten in
Radio Sol
Pokertunier im
Silent All These
Erlebnistag am
Linie eins
Blogger API
Internet und
Fallen Leaves
The Second Self:
Seeing Angels
Life on the
Fit But You Know
Videntity.org
Red Clay

So Ma Guisee

Get Up on It Like
Sunrise
Freaky Styley
This Charming

y 6   May 13   May 20   May 27   J   n 10   Jun 17   Jun 24   Jul 1   Jul 8   Ju

Timeline @ SIMILE

Mar   Apr   May   Jun   Jul   Aug   Sep

2007   2008

Hot topics (2006 talk!)

- **microformats** ?!
    - Bridging the gap between Web2.0 and SemanticWeb?
    - GRDDL (Gleaning Resource Descriptions from Dialects of Languages)

- 2007: From a commercial / startup perspective **UPDATE**
    - Semantic social networks are „hot", some rely on microformats
    - yowhassup.com

Yo.Whassup

Think...Post...Get in touch.

Characters available: **65**

professional» ...all ...co-worker ...colleague «back

http://www.solution-media.de/blog Thomas Huhn on semantics and Identity 2.0

This is my...» origin education career work goal belief appearance nutrition spare time property
lifestyle sexuality blog/website RSS-feed follower colleague co-worker co-resident neighbor friend
acquaintance contact child parent sibling spouse kin sweetheart date crush muse self «back

Submit post to "professional all" tagged as "my blog/website"

attach file: [   ] Durchsuchen...

Maximum size for all uploaded files is 5.0 MB. Images will automatically be reduced to thumbnail and 800x600 size.

Livefeed from all

search feeds   select date   latest each   social net

Stephan Baumann   stephan.baumann/yowhassup.com   edit
is M, is born (date of birth n.a.), is located in 67331 DE (timezone   send message
Europe/Berlin), speaks DE   new comment

Bio

Von Beruf: Informatiker Ansonsten: Musiker

Networks   **Tags**
public > everybody > met   my > colleague   delete
professional > all > met   doing > following   delete
public > everybody > met   my > neighbor   delete

first contact:
Nov 30, 1999 at
3:00am

Stefanie Huhn   stefanie.huhn/yowhassup.com   edit
is F, is born 1966-01-09, is located in 67731 DE (timezone Europe/Berlin),   send message
speaks DE   new comment

Bio

Me and my dog Max! :)

Networks   **Tags**
public > everybody > met   my > spouse   delete
professional > all > not met   doing > following   delete

first contact:
Nov 30, 1999 at
3:00am

Thomas Huhn

is male, is born
1963-11-06, is located in
67657 DE (timezone
Europe/Berlin), speaks
German, OpenID is
thomas.huhn.yowhassup.com

about

Entrepreneur, Business-Angel and
OpenID Evangelist.

Your own words

all

upcoming cinema
thomas.huhn Wednesday at 11:24pm edit delete

Local weather
thomas.huhn Wednesday at 11:08pm edit delete

[The OpenID Directory] Mijn OpenID:
OID provider from the netherlands
thomas.huhn Wednesday at 2:52pm edit delete

Hello Stephan, this is your
welcome-message :)
thomas.huhn Wednesday at 2:26pm edit delete

Just found a giant beetle in our
garden! Look at the photo!
thomas.huhn Wednesday at 11:54pm edit delete

@stephan.baumann can look into
our garden from his living room
window
thomas.huhn Tuesday at 3:29pm edit delete

@stephan.baumann is
brilliant in artificial intelligence
thomas.huhn Tuesday at 3:28pm edit delete

@leslie.huhn is my older
daughter

Problems

- 100 onliners =

  - 1 creator +

  - 10 interactions +

  - 89 viewers

- Slots of attention decrease

- Cultural differences

Future trends?

- „Precision over Recall!"

  - StumbleUpon.com

-

  People Powered Search

- „Semi-closed and closed" networks

- **Quality, trust matters!**

Future trends?

- „Generation Mobile" (e.g. Twitter)

- „Generation Game"

- I still wait for efficient reasoning :)
  - large-scale RDF stores
  - full-fledged „semantified" media

Mind the gap(s)!

- Try to work on an application you are missing personally! (intrinsic motivation)

  UPDATE

  - I will start to work on Music Information Retrieval again!

- Work on real-world data!

- Show it to your friends!

- Talk about it! hard bloggin' scientist

thanks for listening to my few bits ...
send emails(!) to:
stephan.baumann@dfki.de
read our blog
www.computationalculture.org