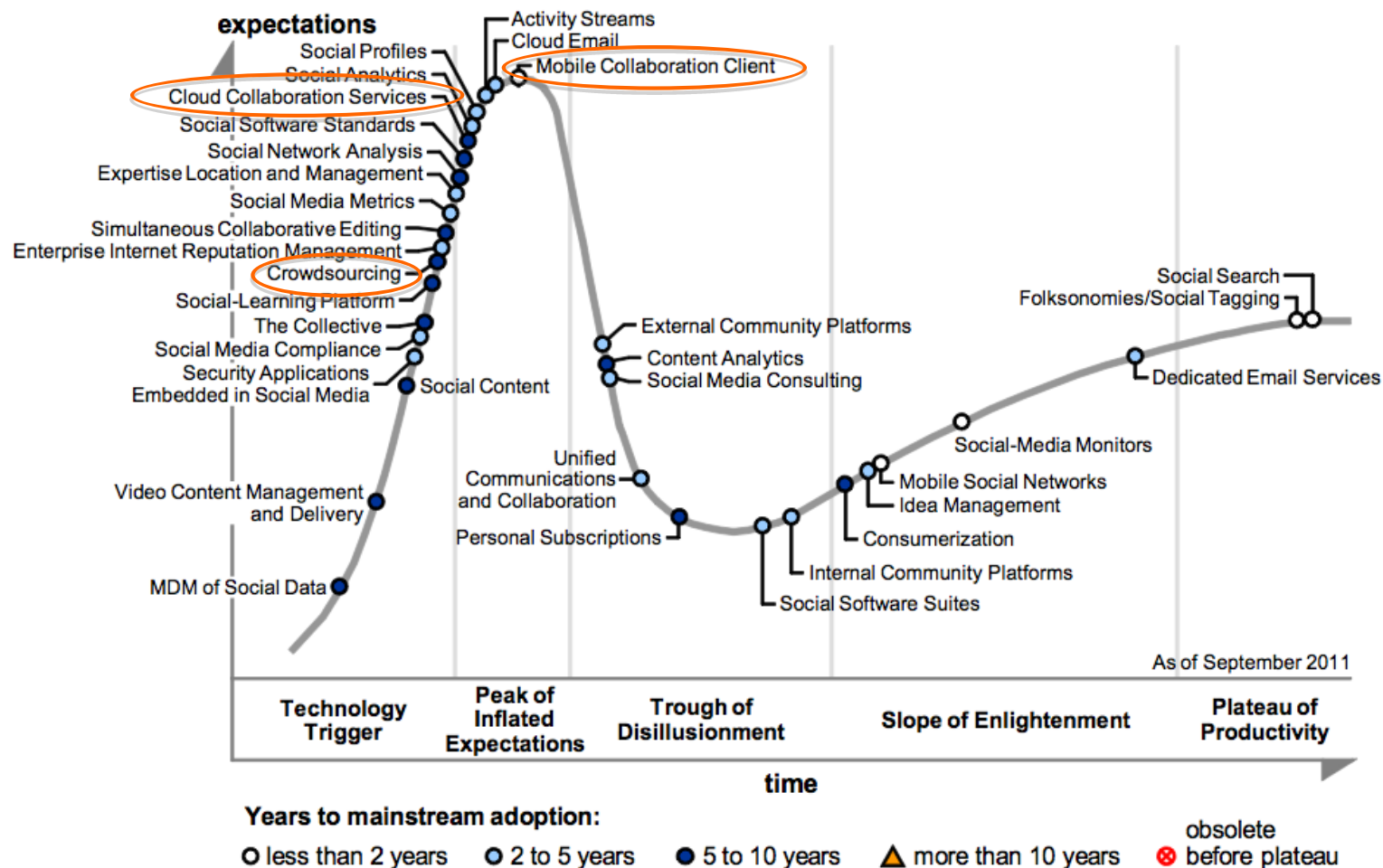


Content as basis for Social Connectness

...as basis for better User Experience

Dr. Ugo Negretto
LiveNetLife International
Winter School
Ljubljana, 2.12.2011

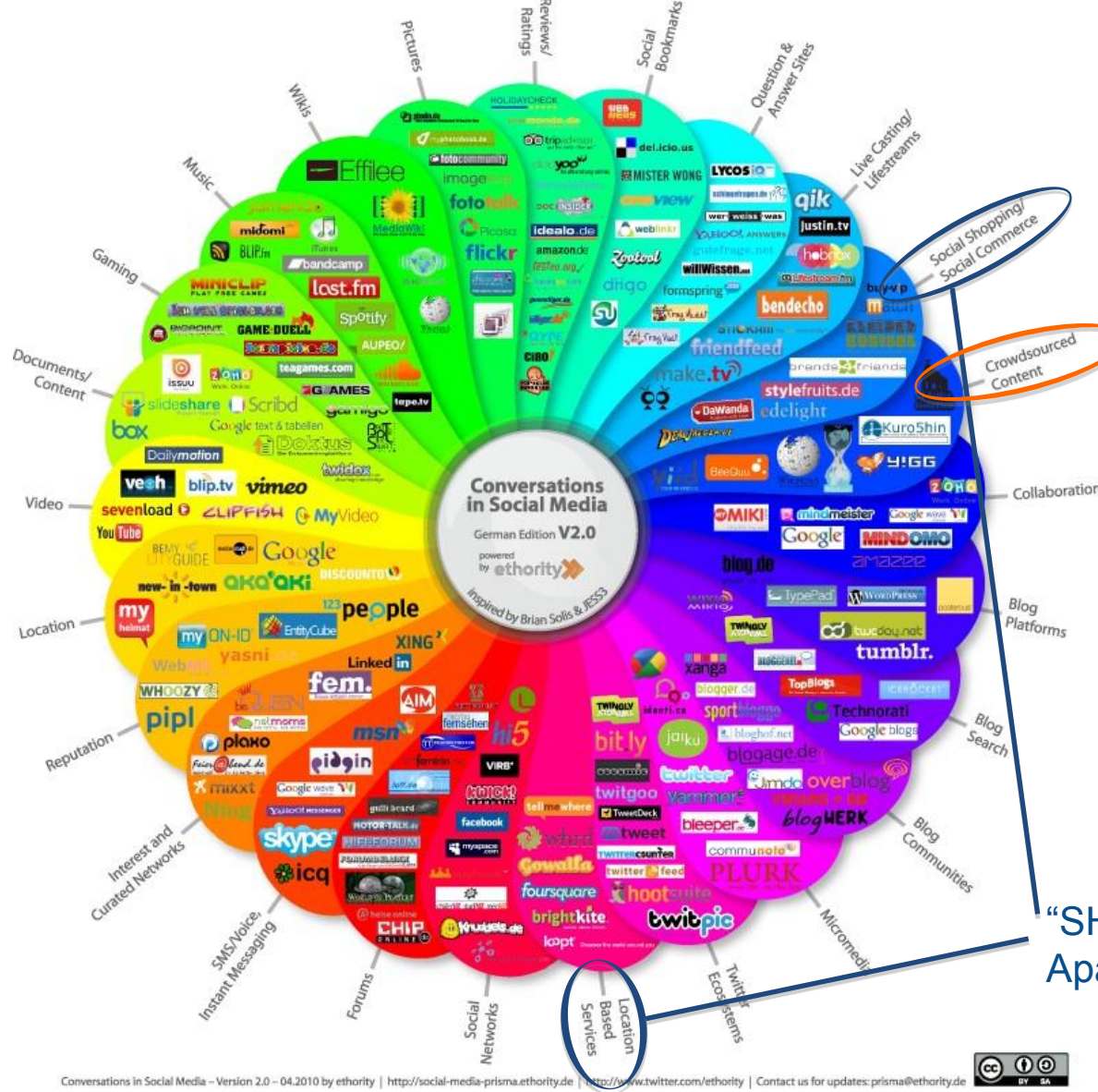
Gartner's Hype Cycle for Social Software, 2011



Source: Gartner (September 2011)

Prism Social Media 2010

Displays online conversations between people that populate communities as well as the networks that connect the Social Web (© Serge Esteves)



dreambank.org →
Personal crowd sourcing or
“gimme money for my trip”

“SHARE” your Tree /
Apartment / Car / Hammer...

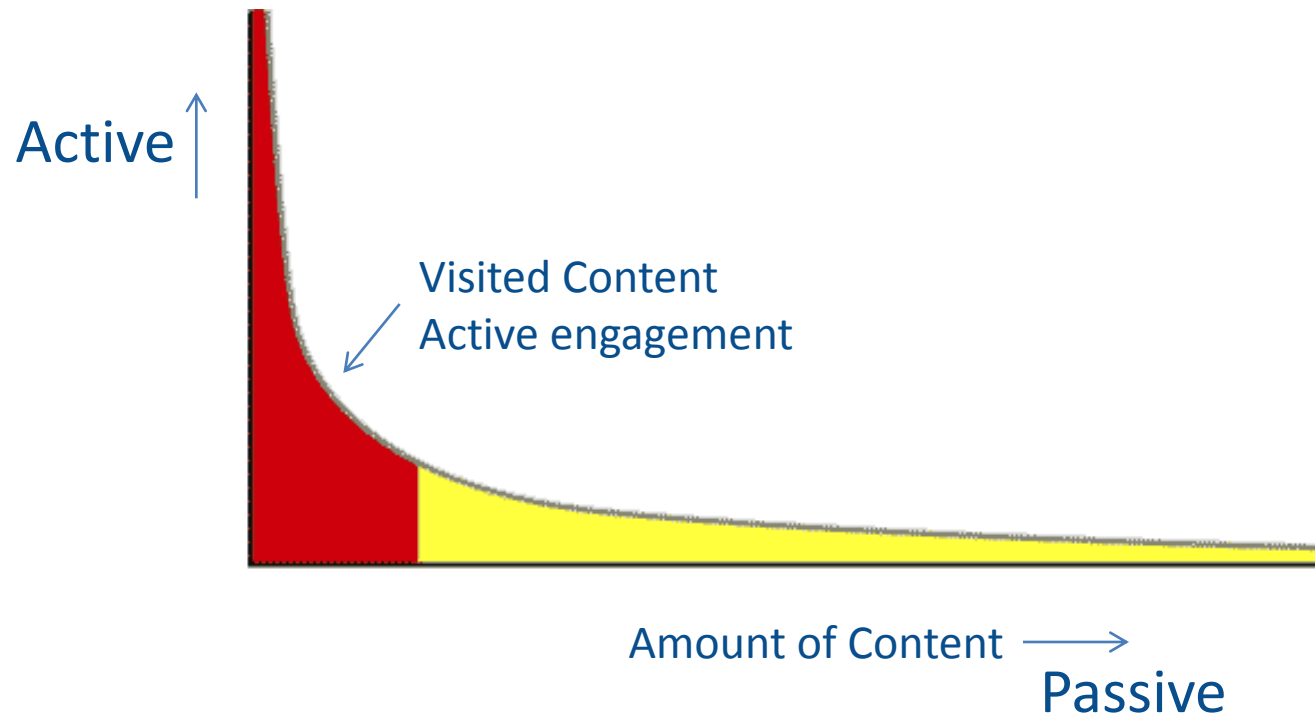
Social media's genius pretends to read our minds (*)

- **Facebook, Google+, LinkedIn**,... connect and reintroduce us to our friends via directly linked people
- **Pandora** plays us music we're algorithmically likely to enjoy;
- **Amazon** delivers us to authors who feel statistically familiar, recommends “similar” books
- **Lovelybooks** – tag text parts + discuss with others (Social reading)



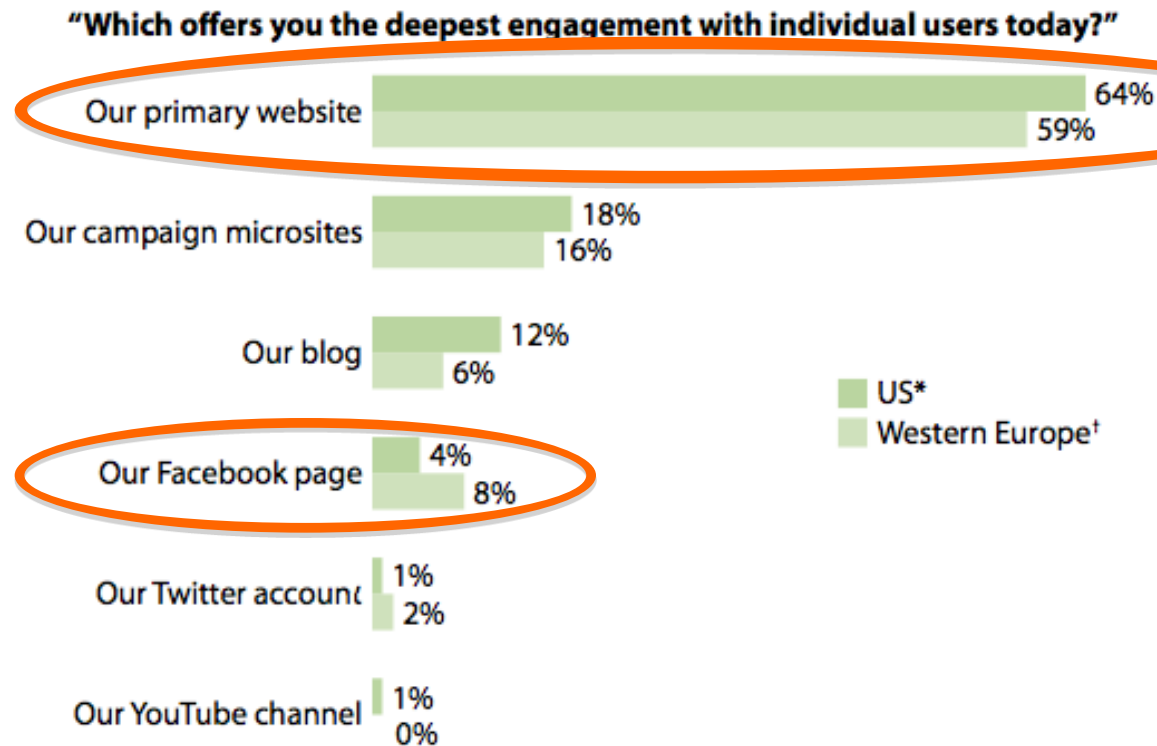
(*) Source: Rob Garner, iCrossing

Issue: How to activate and involve People?



Are FB or alike's the best places for Engagement?

Figure 1 Interactive Marketers Don't View Facebook As The Best Option For Engagement



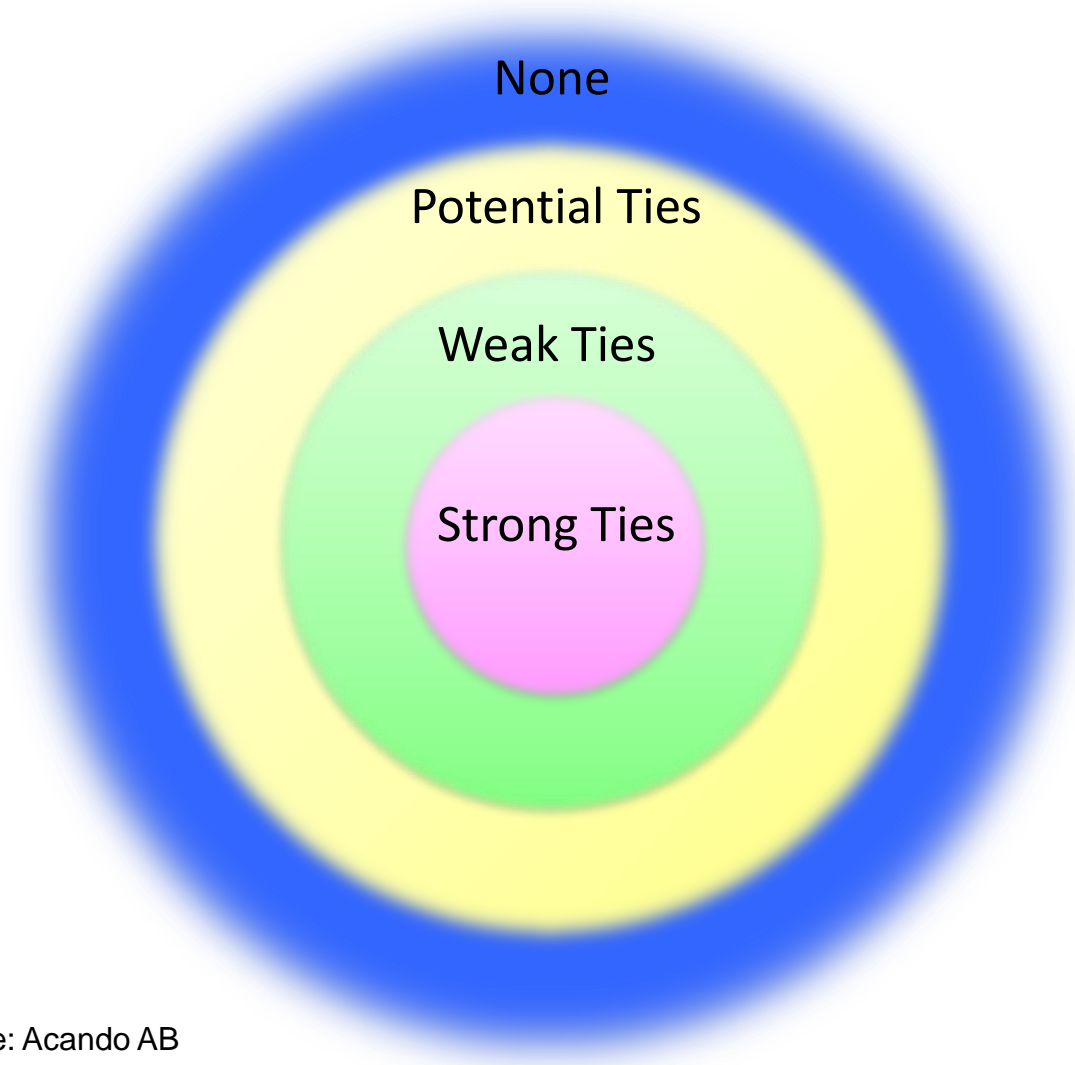
*Base: 252 US interactive marketers

†Base: 264 European interactive marketers
(multiple responses accepted)

*Source: December 2010 US Interactive Marketing Online Executive Panel Survey

†Source: December 2010 European Interactive Marketing Executive Online Survey

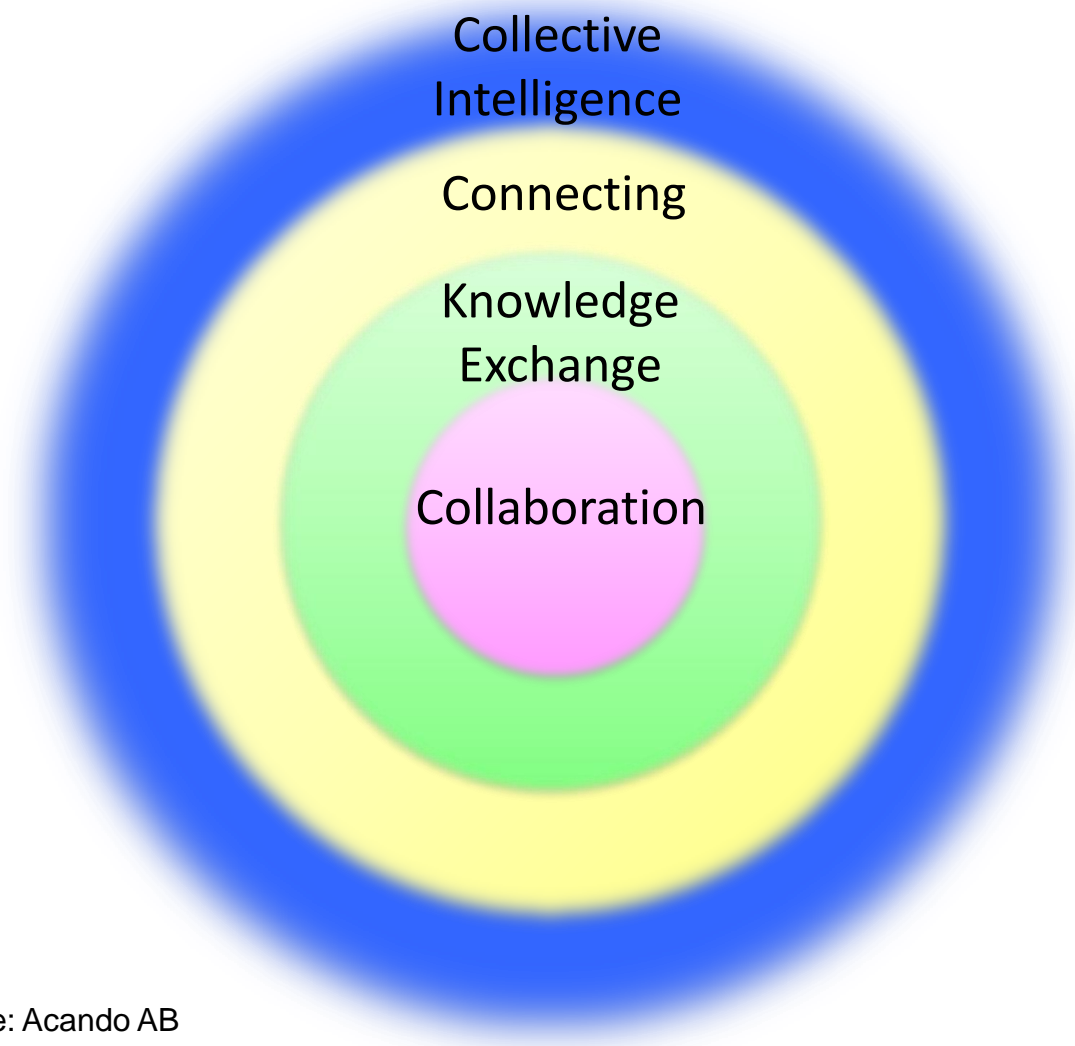
Collaboration beyond strong ties



More synchronous work
More remote work
More collaborative work
Less individual work
Less face to face work

Source: Acando AB

Collaboration beyond strong ties



More synchronous work

More remote work

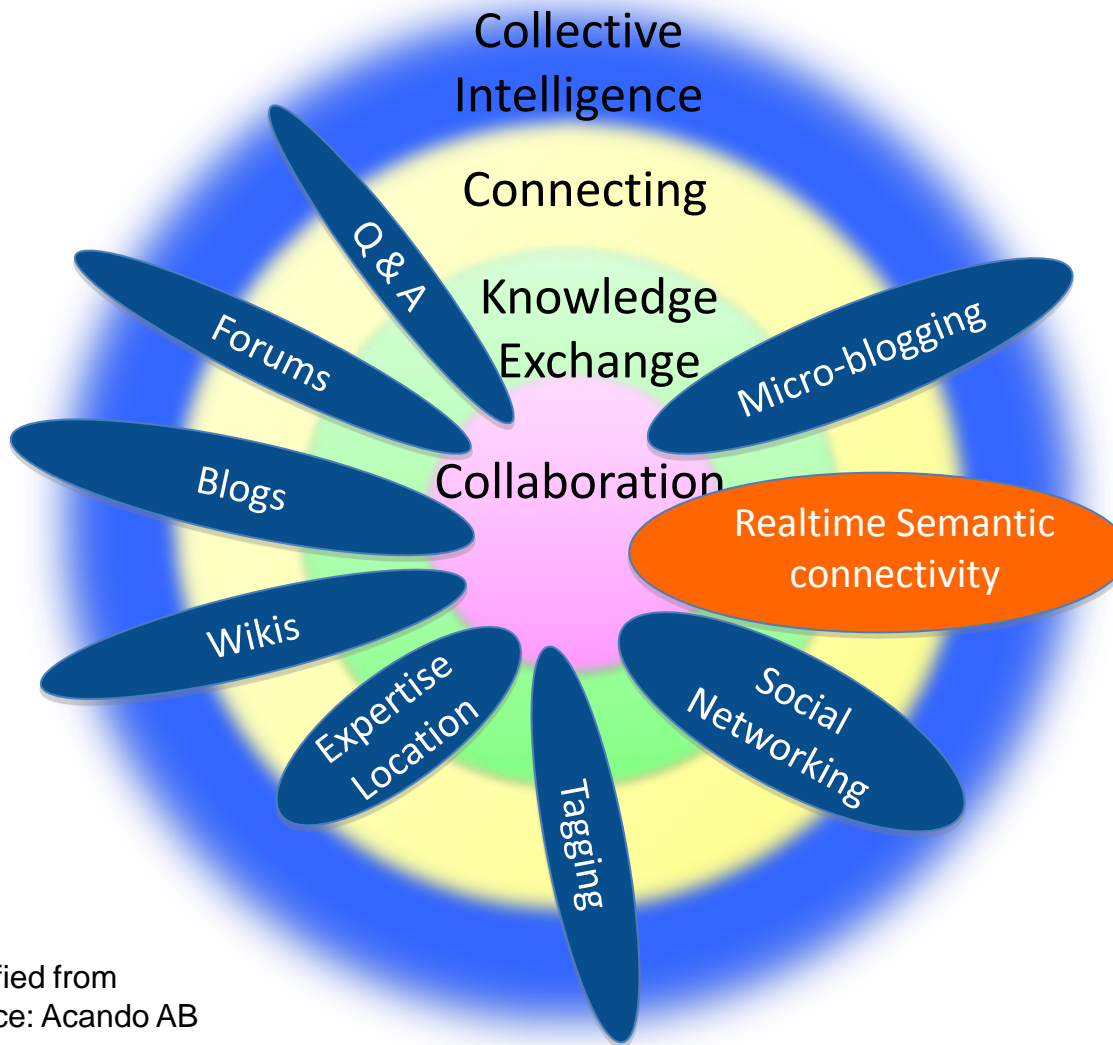
More collaborative work

Less individual work

Less face to face work

Source: Acando AB

Collaboration beyond strong ties

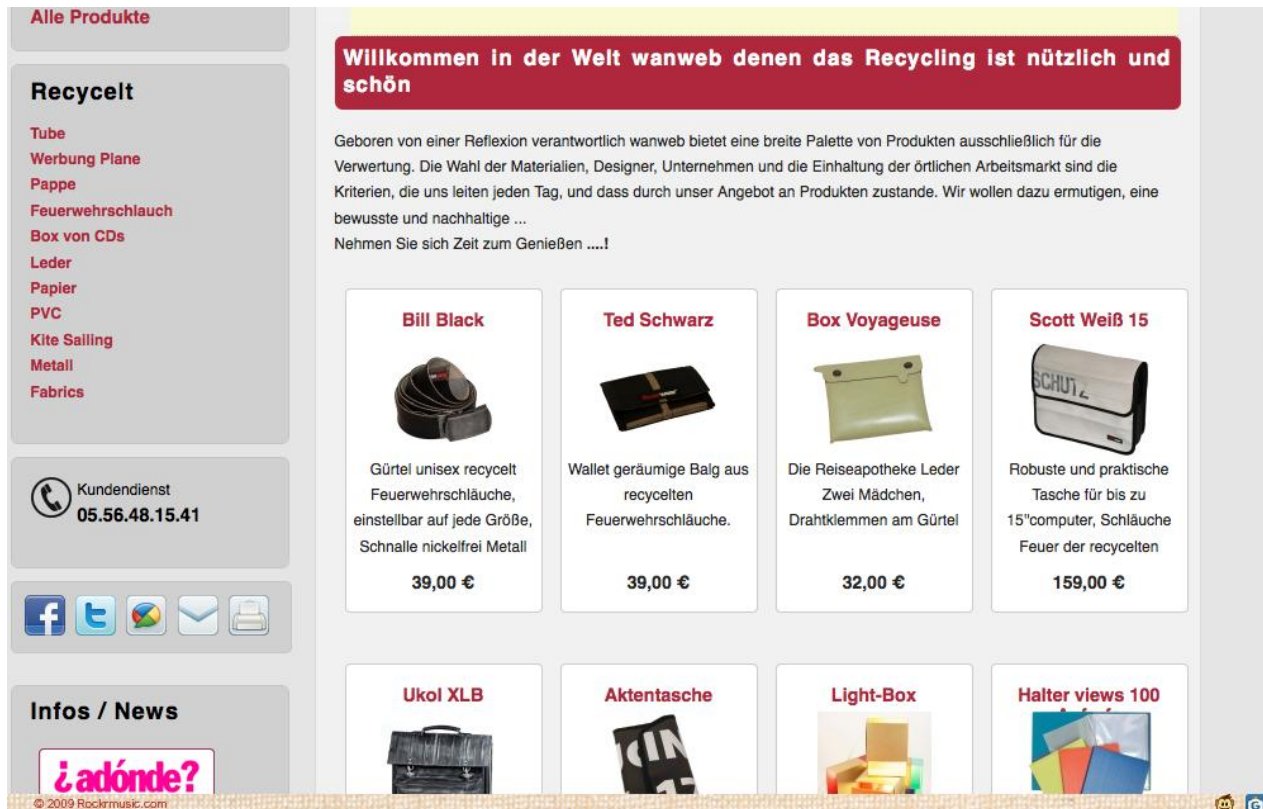


LiveNetLife

instantly connects
people who
look at or
deal with
similar information

Modified from
Source: Acando AB

Today: Empty sites



Visitors do not „see“
other online visitors

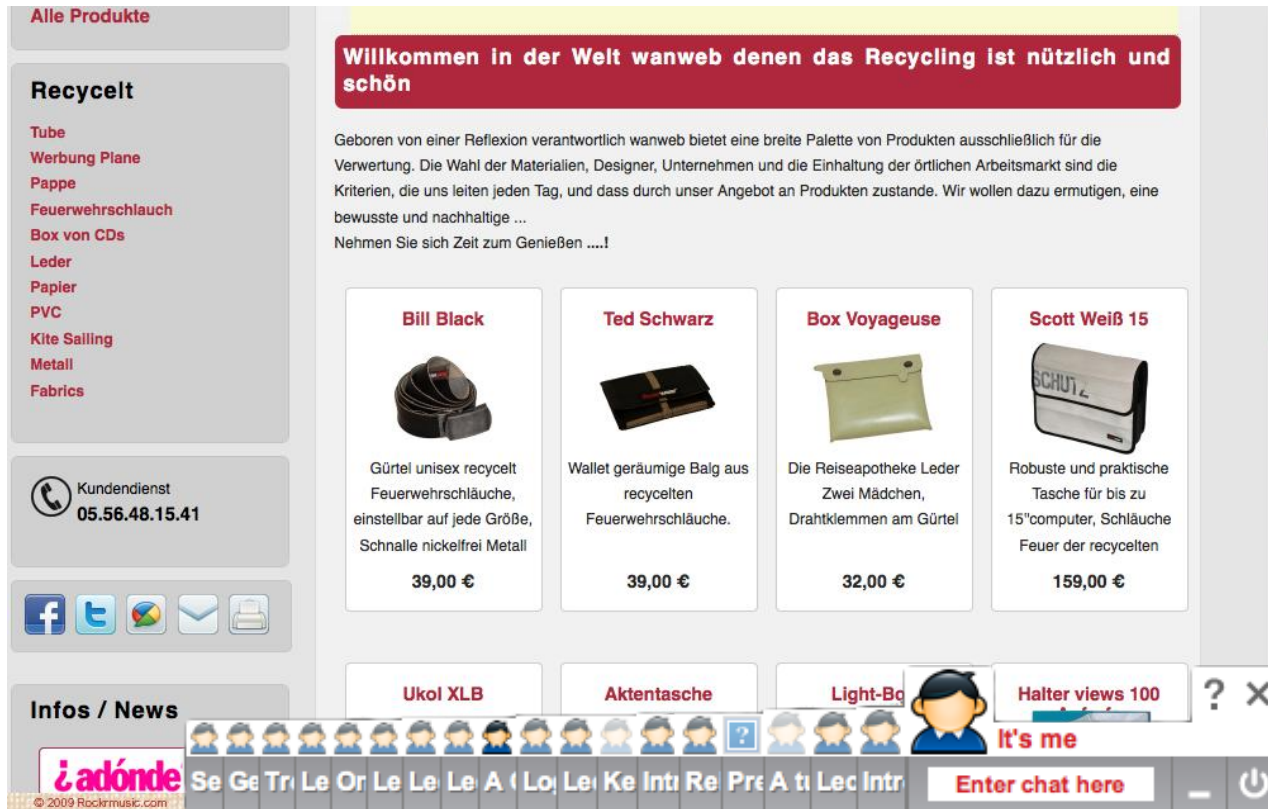
Visitors cannot chat
or speak with other
visitors nor with site
owners



How can Users get
relevant information
with higher Quality?
Get more engaged?
Or be addressed live &
in real time?

Develop the GROUP FEELING

(using the full Restaurant Syndrome)



Visitors are now made aware of other online visitors (see their avatars) on the same or similar sites



→ Group-Feeling

→ Site/page is more appealing and interesting due to a lot of visitors

LiveNetLife

Add HYPER LINKS

Go where the Crowd is... via InLinks



Users on similar topics

Discover where the content and the crowd are now

Click on the InLink to follow

http://videolectures.net/ecmlpkdd2011_zliobaite_data/



Check the content and engage in related topics
“Be There”

Visitors can see where groups of users are gathering around interesting topics or ideas

→ Visitors discover new and related, i.e. relevant content
→ Are connected to their content peers

Add COMMUNICATION

Increase of Engagement via live interaction between idea owners, experts, the community – “The Crowd” - and Site owners

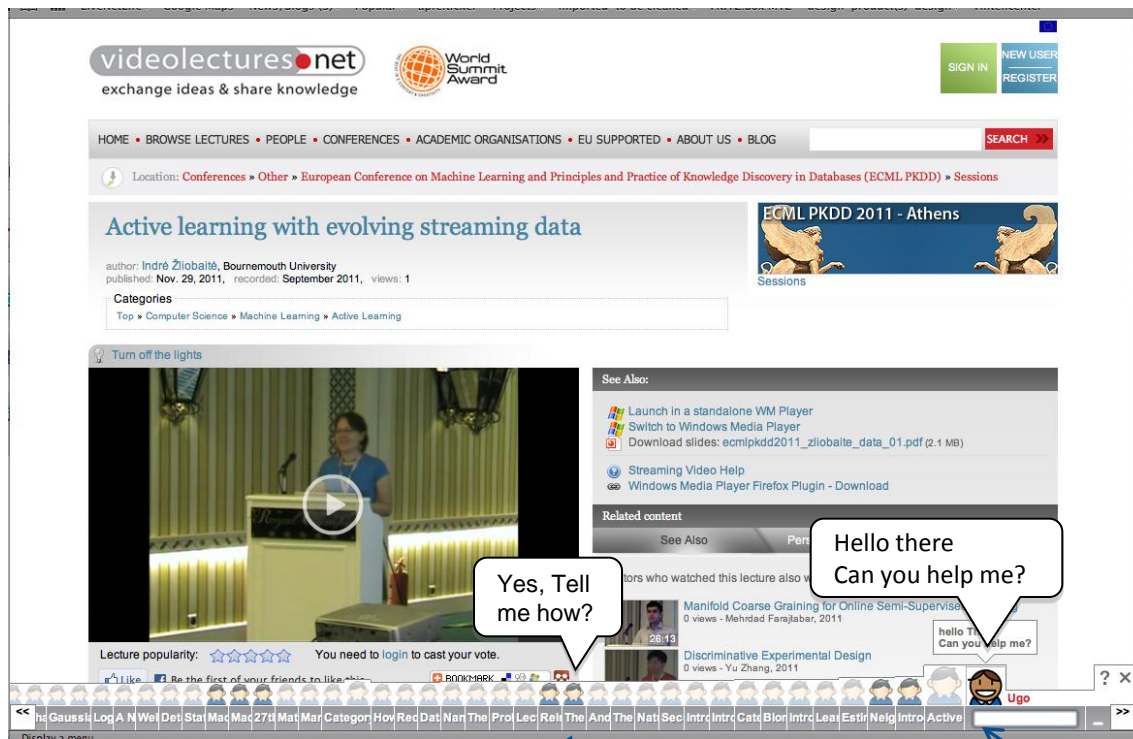
On-Line Interaction
between visitors
authors or towards
videolectures support



→ Users rate online interaction and support as very good (*)

→ Higher involvement increases “sourcing” from crowd

(*) Forrester Study 4/2011



A Visitor / The author /
the site owner

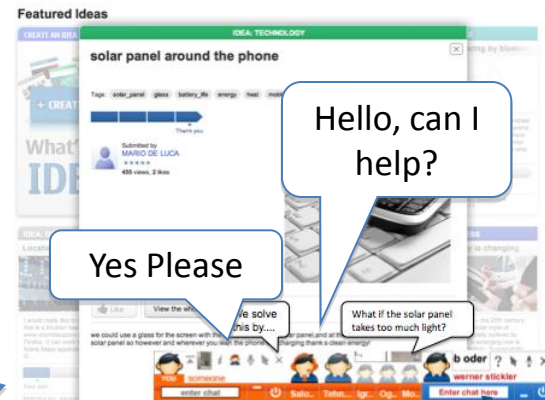
User seeks
information

Add ALERTING

... and involve Authors/Experts even when off-line!



Interaction with Author/expert



Interaction with Author/ Expert



Visitor asks for exchange / support

Author/
Expert is
Online

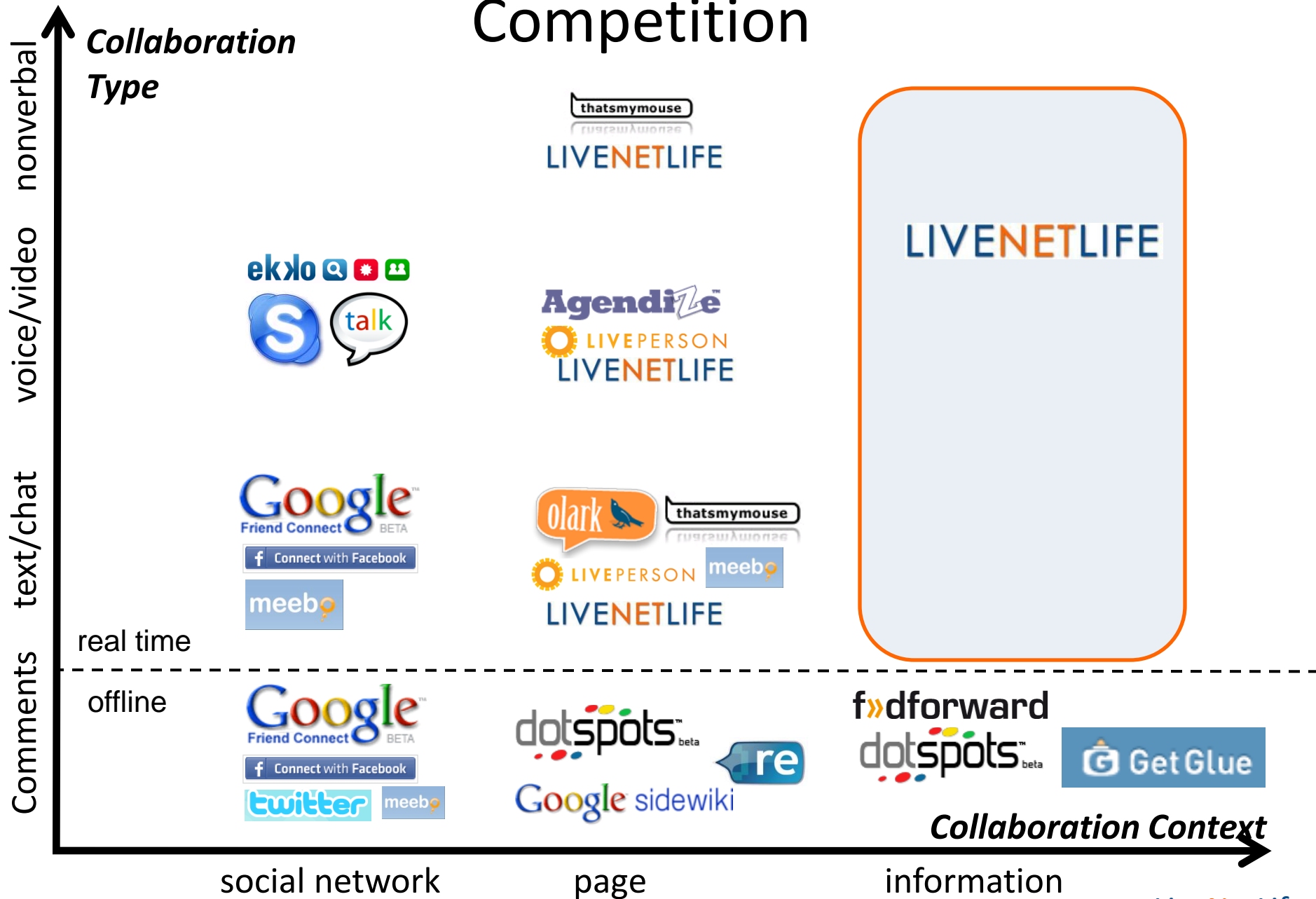
Go
online

Or Chat
directly via
Mobile

Author /
Expert not
Online

Alert on the
Smartphone

Competition



The Internet is a great Information- and communication platform with still untapped potential!

LiveNetLife stands for

- the involvement of Internet users and
- a better discovery and usage of Information

Busy Site

=

Liked Site

The full Restaurant
Syndrom..

From searchers
to engaged
participants

Online
Contextual Chat
→
Increases
conversion rate

Thank you!

Questions?

→ Please contact us at www.livenetlife.com