

Location-Based Social Networks (LBSNs)



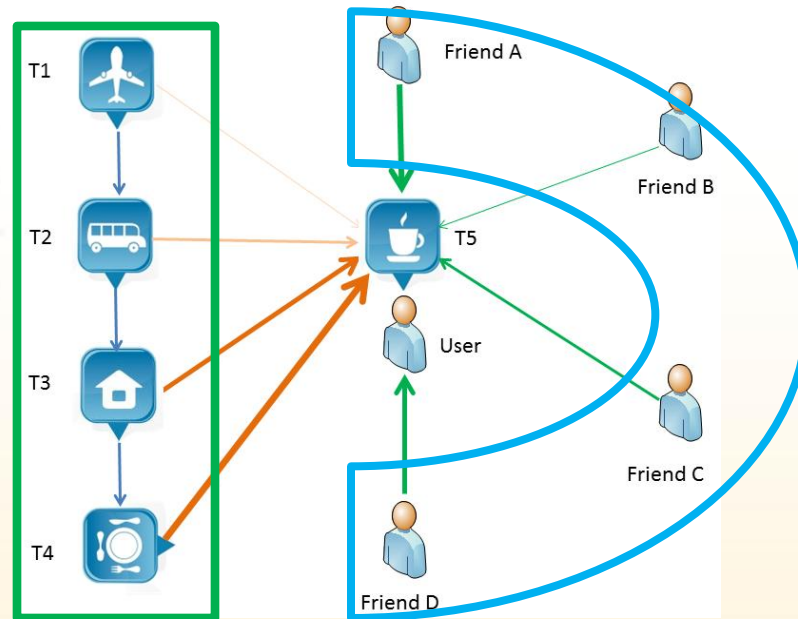
- Foursquare, Gowalla (acquired by Facebook)
- Essential Contents of LBSNs
 - **Social Networks** derived from check-in locations
 - **Check-ins** bridging the gap between real world and OSNs

foursquare™



facebook

Historical Ties



Social Ties

Is Twitter a social network?

Test whether established sociological theories of real-life networks hold in Twitter

topics

geography

emotions

Geographic Dissection of the Twitter Network

Juhi Kulshrestha, Farshad Kooti, Ashkan Nikraves, Krishna Gummadi
MPI-SWS, Germany

“Does offline geography affect user interactions in OSNs?”

- How do users' geolocations impact their *participation, connectivity to others*, and the *information they exchange* with the others on Twitter social network?
- Geography has a *significant impact*.
- Can be potentially explained by *shared national, linguistic and cultural background* of users from the same geographic area.



Groups of countries whose users are closely connected with one another



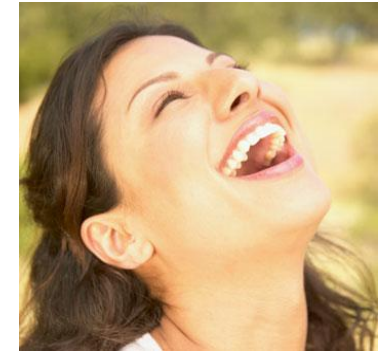
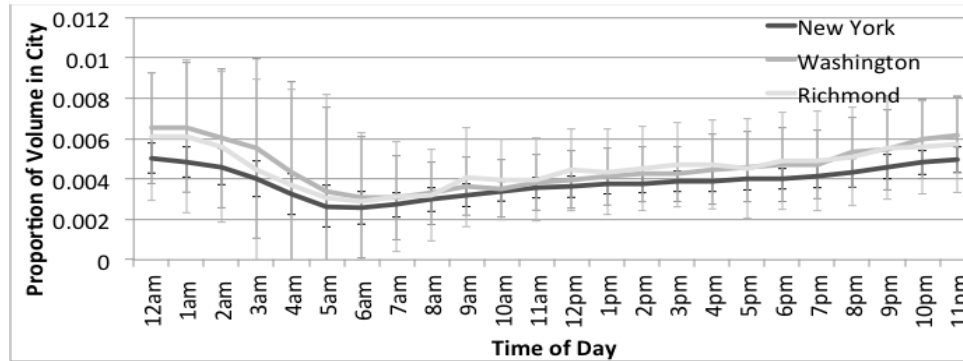
Max
Planck
Institute
for
Software Systems

For more info, visit : <http://twitter-app.mpi-sws.org/geo-dissection/>

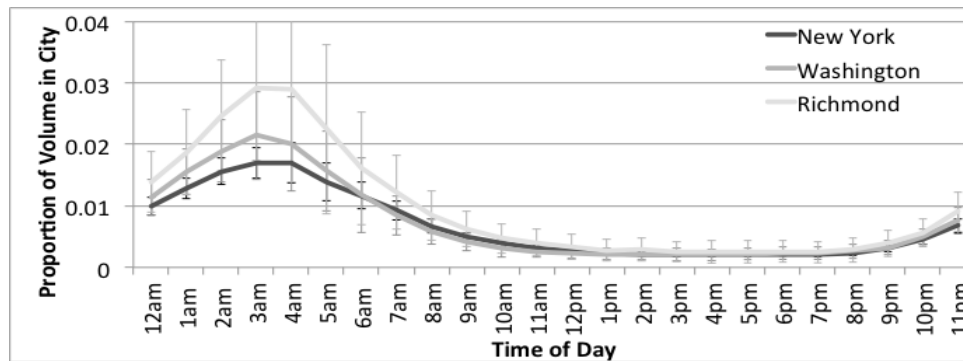
On the Study of Diurnal Urban Routines on Twitter

Mor Naaman, Amy Zhang, Sam Brody, Gilad Lotan

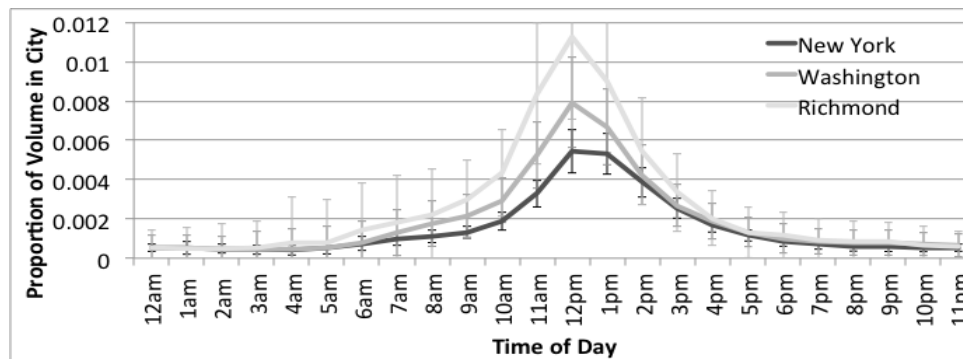
(a) funny



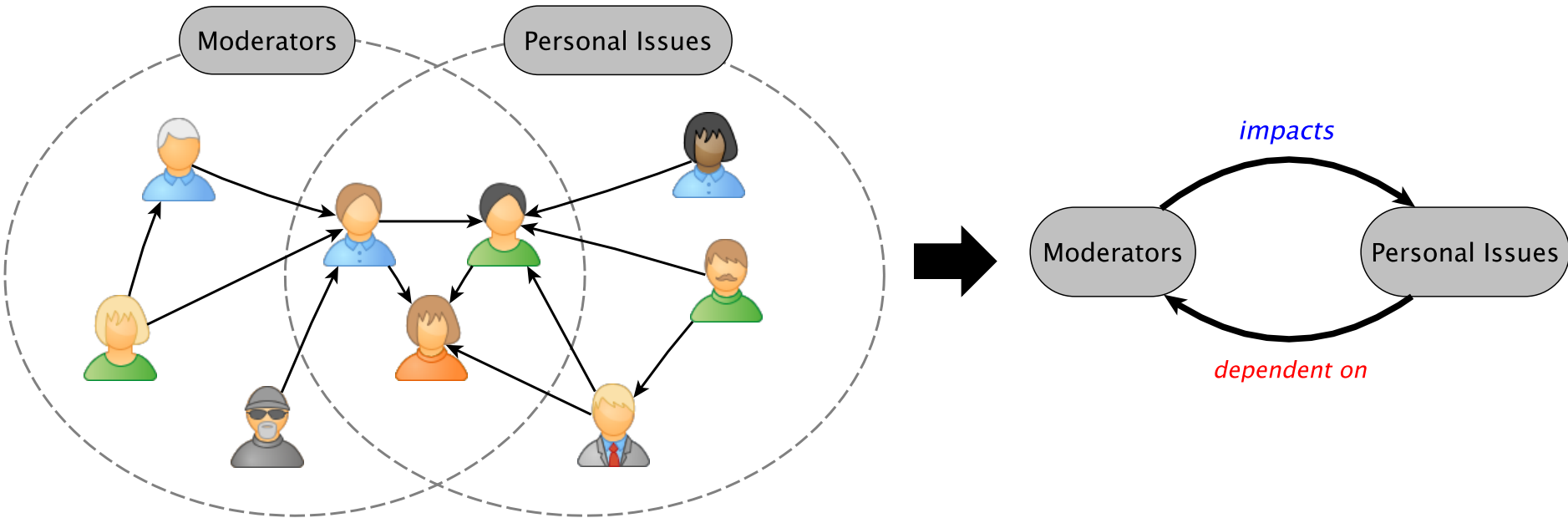
(b) sleep



(c) lunch



Cross-Community Influence in Discussion Fora



Extended notion of social influence from the actor to the community level

Have You Heard?: How Gossip Flows Through Workplace Email

Tanushree Mitra and Eric Gilbert

{tmitra3, gilbert}@cc.gatech.edu | @tanmit, @eegilbert

hey - seems like we aren't the only ones that think **kyle** is an arrogant asshole anymore - **susan** told me that on saturday night she had it out with him and doesn't want him around

Gossip email messages

Person name found in the body of the email message but absent in the recipient list

Sam Van Vactor's group publishes the daily energy market report that's widely read, and **Pickel** is with **Tabors Caramanis**, consultants that we have employed on several issues.

How often do employees gossip?
With whom do they gossip?
Where does gossip go?

Is gossip email mostly positive or negative?
Who starts the gossip?
Gossip in personal vs. business email



We're Not Gossiping.
We're Networking.

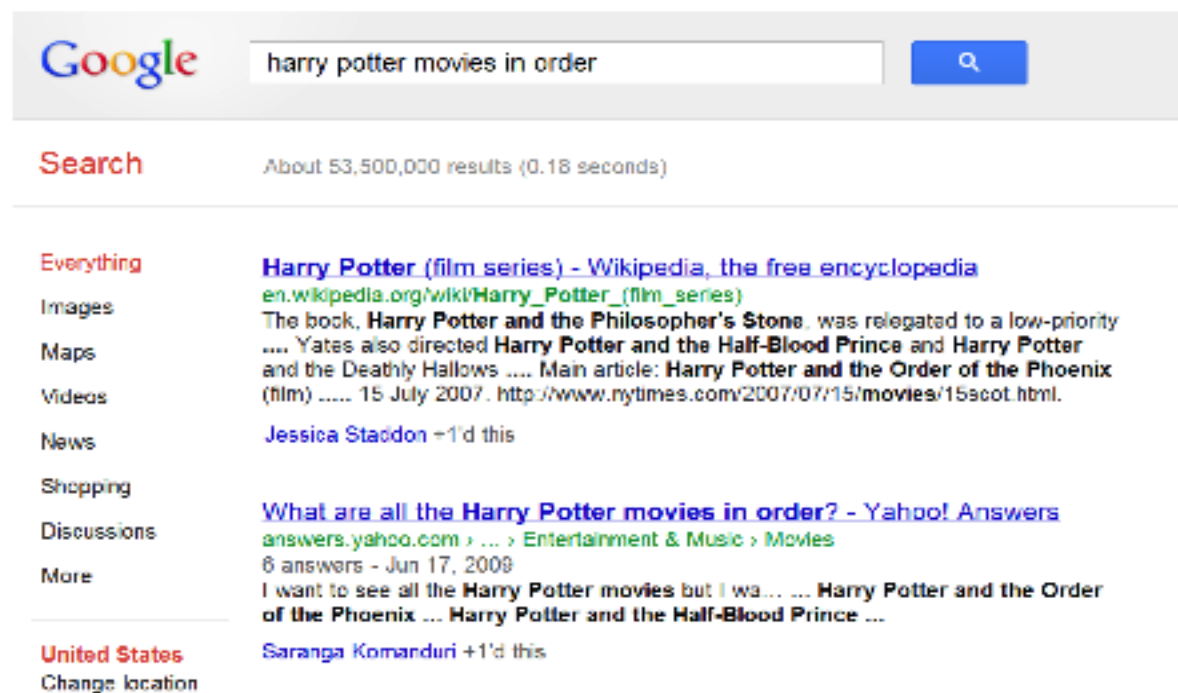


Enron email dataset of **517,431** messages
Sent by **151** people
Over **4** years

Language itself developed so we could gossip about one another.

- Robin Dunbar Grooming, Gossip and the Evolution of Language

Around the Water Cooler: Shared Discussion Topics and Contact Closeness in Social Search



The image shows a screenshot of a Google search results page. At the top, the Google logo is on the left, followed by a search bar containing the text "harry potter movies in order" and a blue search button with a magnifying glass icon. Below the search bar, the word "Search" is written in red, followed by the text "About 53,500,000 results (0.18 seconds)".

On the left side, there is a vertical menu with the following items: "Everything" (highlighted in red), "Images", "Maps", "Videos", "News", "Shopping", "Discussions", and "More". Below this menu, there is a section for "United States" with a link to "Change location".

The main content area displays search results. The first result is titled "Harry Potter (film series) - Wikipedia, the free encyclopedia" with a green link to the Wikipedia page. The snippet below it reads: "The book, **Harry Potter and the Philosopher's Stone**, was relegated to a low-priority ... Yates also directed **Harry Potter and the Half-Blood Prince** and **Harry Potter and the Deathly Hallows** ... Main article: **Harry Potter and the Order of the Phoenix** (film) 15 July 2007. <http://www.nytimes.com/2007/07/15/movies/15scot.html>." Below this snippet, it says "Jessica Staddon +1'd this".

The second result is titled "What are all the Harry Potter movies in order? - Yahoo! Answers" with a green link to the Yahoo! Answers page. The snippet below it reads: "I want to see all the **Harry Potter** movies but I wa... .. **Harry Potter and the Order of the Phoenix** ... **Harry Potter and the Half-Blood Prince** ...". Below this snippet, it says "Saranga Komanduri +1'd this".

Presented by: David Huffaker

Joint Work With: Lujun Fang, Saranga Komanduri, Jessica Staddon

Defense Mechanism or Socialization Tactic? Improving Wikipedia's Automated Notifications to Rejected Contributors



Geiger, Halfaker, Pinchuk, and Walling