

The Era of being (online) Social

Online Social Activity is close to being top-1!

Social sites thrive!



Social Data is Big!

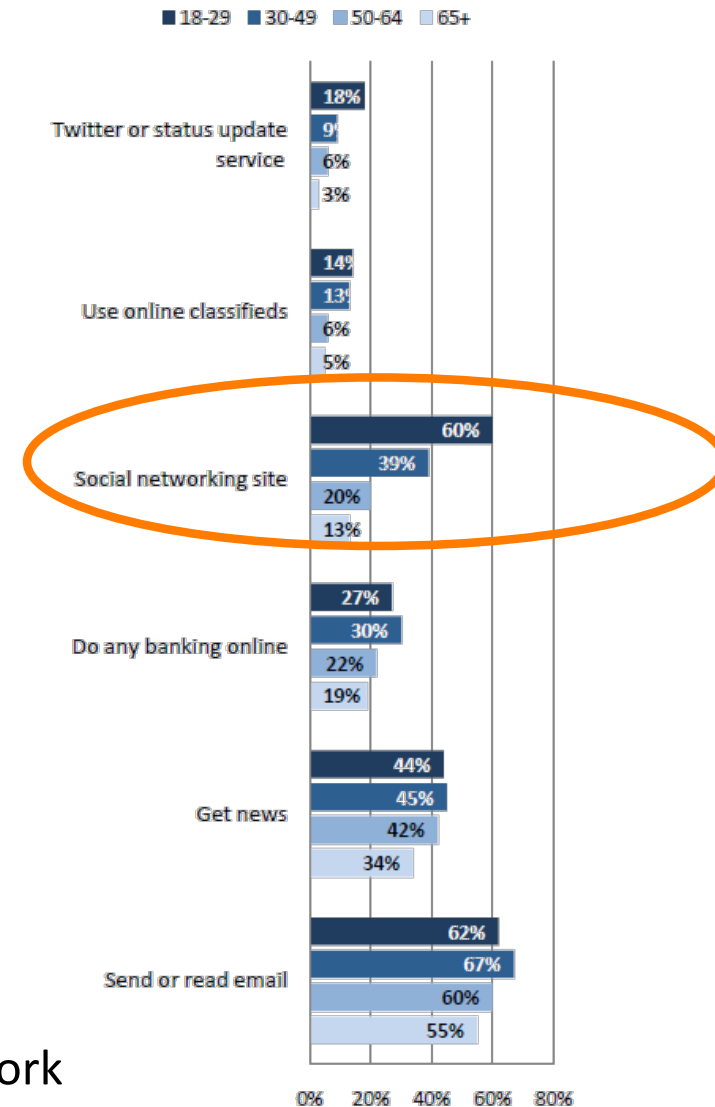
- pictures/videos/datasets/...
- comments/reviews/opinions/ratings/...
- location updates/status/interests
- network of friends/colleagues/professionals/...
- stories/news/..

Online Presence becomes increasingly more Important!

72% of Internet users are active in at least one social network

Source: Social networks around the world 2010) By Steven van Belleghem

The percentage of adult internet users who do each activity in each age group



Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older.

- **What is the most valuable/exciting use of online user info and social knowledge?**

We use past QA's to answer people's recurring questions.

We use reviews and ratings to rank restaurants.

Is that all ?

- **What would be the most promising/exciting thing to have people contribute to ?**

Wikipedia has been a profound example

Q/A sites have been also very useful

What is next?

- **What would be the next big thing in online social scene?**

Facebook has changed the Web, Wikipedia is a live encyclopedia,

FourSquare (a combination of micro-blogging and GPS geocaching) puts people on the map

- **What is the biggest challenge/problem that researchers (will soon) face?**

- **Are all/any challenges data-management related?**

For instance, how much are they sociology/psychology/cognitive science related?

- **How do we balance privacy and openness after all?**

Marketing, spam, overpersonalization, ...

How far can one go leveraging social information?

- **How many social sites/contributors are too many ?**

Spam, Over-pluralism, Plagiarism, ...

How does one separate the wheat from the chaff?

Social Sites: Opportunities and Challenges

(from a researcher's and a user's perspective)



Participants:

Laks Lakshmanan (University of British Columbia, Canada)

Raghu Ramakrishnan (Yahoo! Research, USA)

Amr El Abbadi (University of California Santa Barbara, USA)

Sihem Amer-Yahia (Qatar Computing Research Institute – QCRI, Qatar)

Moderator:

Georgia Koutrika (IBM Almaden Research Center, USA)