

Social Technologies

General purpose Social Networks



Specific Social Networks



The image shows a promotional banner for the Recipefy website. The background is a light wood-grain texture. At the top left, there is a logo for 'Recipefy' with a small icon of a recipe book. To the right of the logo is a Facebook 'Like' button showing '2k' likes. Further right, there is a text link 'Connect to your cookbook' with a person icon, and social media icons for Facebook, Twitter, and Google+. A 'Login' button is also present.

What do you want to cook today?

Manage your recipes the easy way

Share recipes with your friends and discover new ones.

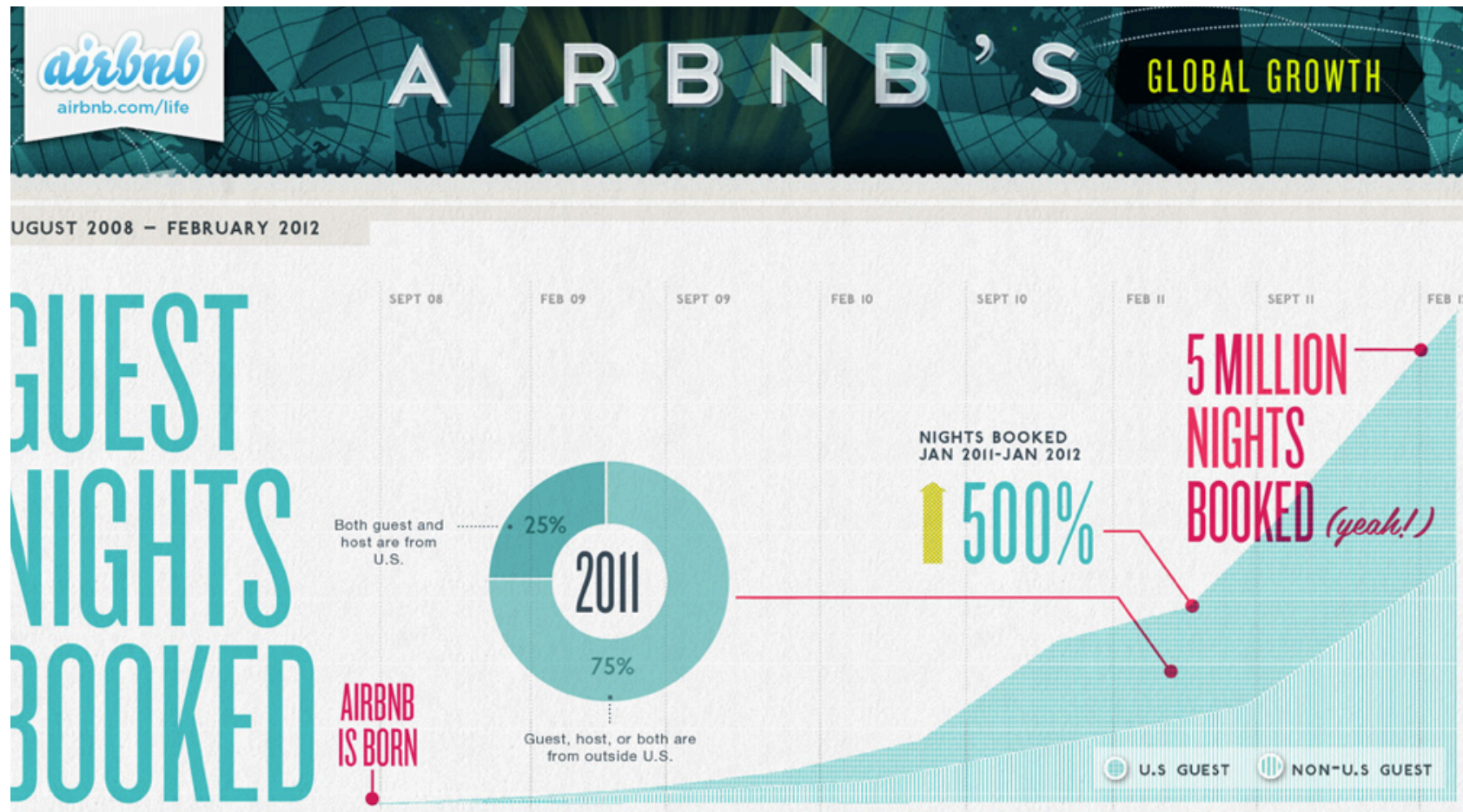
Join now, it's free!

More than 10,000 cookers and 4000 recipes from around the world!

The banner also features a preview of the 'My Cookbook' interface, which lists several recipes with their names, categories, and user engagement metrics like likes and comments.

Recipe Name	Category	Likes	Comments
petto di pollo in salsa di funghi	in main courses	0 likes	0 comments
Polpette di patate con salamino picante	in side dishes	1 like	0 comments
Frittata al forno con patate e verdure	in appetizers	1 like	0 comments
Strudel alla nutella	in desserts	0 likes	0 comments

Specific Social Networks



Specific Social Networks



Email

Password

Keep me logged in

LOG IN

[Forgot your password?](#)

What is WhoSay?

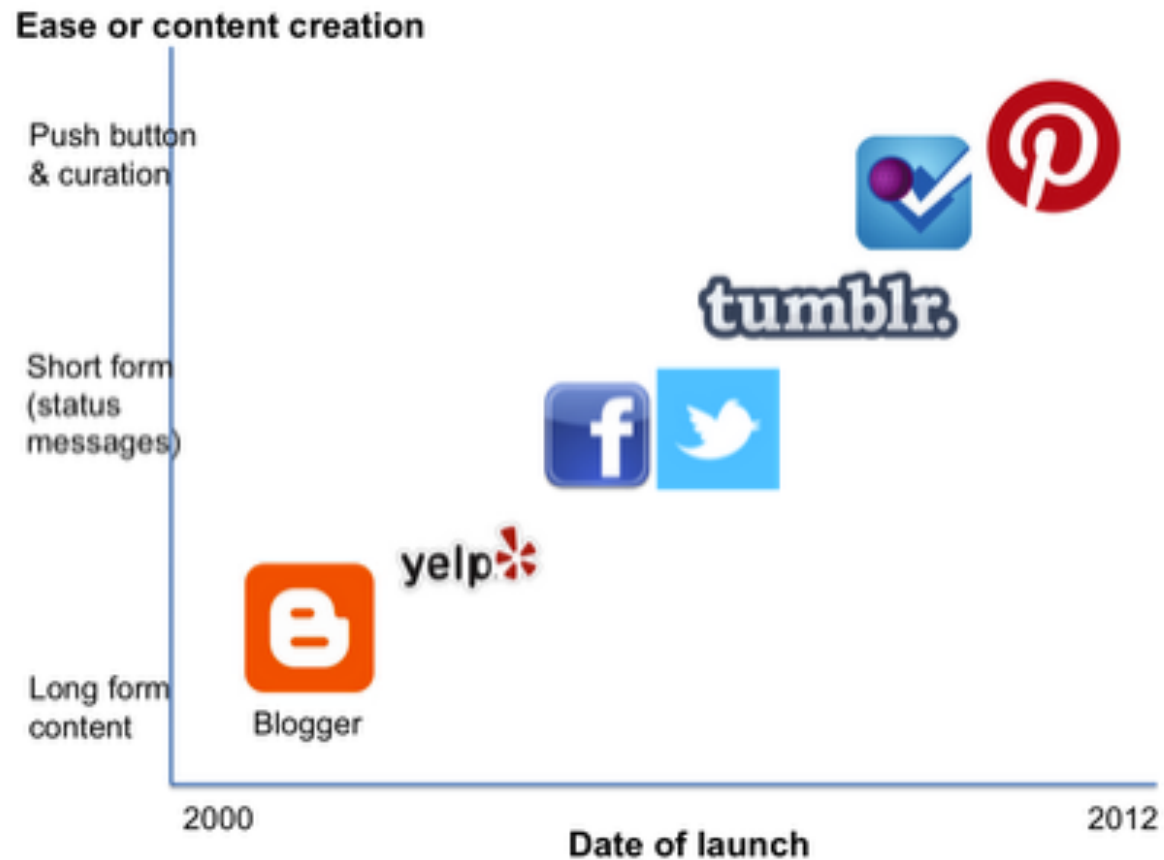
WhoSay is a service that helps artists, athletes and iconic personalities & influencers connect with their fans. When you see someone posting via WhoSay, you'll know that it's real, authentic messages, photos and videos from your favorite people.

At this time, WhoSay is an invite-only service. As a fan, you may visit your favorite artist's, athlete's or personality's WhoSay page by visiting their existing social media sites as well as via [WhoSay.com](#).

Drivers for using Social Networks

- Share and obtain information
- Create new contacts, maintain of old connections, and find domain experts
- Surveillance of people' s activity
- Expose personal profile or achievements

Social Networks evolution



Source: <http://blog.eladgil.com>

Social curation

- Identify and organize the most relevant content on a specific topic or issue online and share it to the network

Social curation

The screenshot shows the CircleMe website interface. At the top, the browser address bar displays <http://circleme.com/explore>. The navigation bar includes the CircleMe logo, menu items for 'Me', 'Inbox', 'Explore', 'Who to trust', and 'Account', and a search bar with the text 'Find people or topics'. Below the navigation bar, the main content area features a section titled 'Find new things to like' with an 'ADD LIKE' button. Underneath is a 'Featured stories' section, currently showing '1 of 8' items. A left-hand sidebar contains navigation icons for 'All', 'Places', 'Movies', 'Music', and 'Books'. The featured stories include a large image of Marilyn Monroe, a story about Bruno Mars titled 'Bruno Mars Makes History as 10th...', a story about the movie 'Madagascar 3: Europe's Most Wanted' with the text 'Madagascar 3: Europ...', and a story about a young girl.

Social curation

The image shows a browser window displaying the website 'kawamura ganjavian'. The browser's address bar contains the text 'Circle it!', which is circled in red with a red arrow pointing to it. The website content includes a navigation menu on the left with sections like 'STUDIO', 'NEWS', 'WHO ARE WE?', 'CONTACT US', 'WHERE ARE WE?', 'JOIN US', 'WORK SAMPLES', 'COMPLETE WORKS', and 'COMMUNICATION'. The main content area features a section titled 'OSTRICH' with a sub-heading '(pocket pillow for nap, 2011)' and a paragraph of text: 'Working patterns are constantly evolving. We gradually spend more time in our working environments, and this in turn means that we often need to make work and rest fully compatible within the same space. Some cultures have assimilated this concept more naturally than others, but in general the workplace has rarely adapted to this new working-resting paradigm.' Below the text is a photograph of a person sleeping at a desk with a laptop, a mug, and a notebook. A social curation overlay is positioned on the right side of the page. The overlay has a title 'Add a Like' with a subtitle 'e.g. a cool product shown here'. It includes a search bar labeled 'Search by name', a section for 'Add a Picture' with a photo of the same person sleeping and an 'Add' button, and a section for 'Add a review or note' with a text input field labeled 'Add a description (optional)'. A green 'Add' button is at the bottom right of the overlay. A '1 of 3' indicator is visible below the photo.

Social curation



SHOP 1,178,227 Products from 76,519 Stores

All Products Men's Women's Tech
Media Home Art Other

All time most popular ▾

at any price ▾

🔍 Filter by keyword, like "blue" or "vintage"



\$50, 998 Wants



\$1-20, 989 Wants



\$20-50, 883 Wants



€54, 800 Wants

Social curation

SHOP 1,183,631 Products from 76,784 Stores

Shop All Products Men's Women's
Tech Media Home Art Other

All time most popular at any price  Filter by keyword, like "blue" or "vintage"

Updates every 10 minutes



Found by

Want

Add to Set

Mark as Owned


, 1004 Wants

\$20-50, 891 Wants

€54, 804 Wants




Social curation

Search 


Pinterest [About](#) [Login](#)


Everything [Videos](#) [Popular](#) [Gifts](#)


Pinterest is an online pinboard.
Organize and share things you love. [Request an Invite »](#) [Login](#)



minty fresh
669 likes 17 comments 3139 repins


 **Mike D** onto Sustenance


 **Nikki Conley-Elliott** Me WANT...NOW!! Num Num





YOUR CAR HAS A SPOILER?
TELL ME ALL OF YOUR ILLEGAL STREET RACING STORIES

76 likes 2 comments 205 repins


 **Leandro Toledo** onto Meme


 **Lisa Romero** lolol


 **charley mccoey** hehe





young love
1712 likes 39 comments 6032 repins


 **Bea Herzberg** onto animals

 **Nancy vanOverbeek** @Sarah Grover Too Cute!

 **M Sandra** Sometimes they know better


 **Angelica Alvarado Romero** Muy tierno


 **Victor Rodrigo** Muy Tierna la foto!!




Green eggs and ham--Dr.Seuss or St. Patricks Day. Made these for Emily, Molly, and my class for Dr. Seuss b-day. Huge hit! So cute and easy!

453 likes 21 comments 5022 repins

 **Dana Croskey Wells** onto Things I have pinned and tried...


 **Mary Melhak Luchterhand** cute idea!!


 **Becky Kuhn-Sykes** I did this


CHILL.
Lets be realistic here. You don't drop two jean sizes in one day. You wont lose fifty pounds in one month. You're going to binge every now and then. You will go a day or two without working out. Your weight is going to fluctuate here and there. You're going to try new techniques, and they're not going to work. You're human. You're going to fail. But nothing great is ever accomplished without a few obstacles.


GIRL, YOU GOT THIS.

32 likes 2 comments 164 repins

 **Jamie Spaulding** onto Health & Inspiration

 **Stephanie Baker** Yes I do!!

 **Brittiany Vest** I need to have this pep talk with mysrff



Social curation

- March 2010
- 10 million users
- Pinterest visitors have increased by 2,702.2% since May 2011
- Pinterest users spend at least 15.8 minutes on the site, most of the repinning stuff


Social Curation



Source: Tech Crunch; Done by Modea

Social Curation

The image shows a screenshot of a Pinterest job listing page. At the top, there is a search bar with the word "Search" and a magnifying glass icon. To the right of the search bar is the Pinterest logo in red. Further right are the links "About" and "Login". Below the header, on the left side, is a vertical navigation menu with the following items: "What is Pinterest?", "Pin Etiquette", "Getting Started", "Support", "Goodies", "Careers" (which is highlighted with a white arrow), "Press", "Team", and "Legal & Copyright". The main content area features the job title "Search and Data Mining Engineer" in a large, bold, black font. Below the title is a paragraph of introductory text: "You will be responsible for mining our deeply linked data set connecting millions of people to the objects they love. Our data set gives us the opportunity to provide personal recommendations of unprecedented specificity and quality. Your work will help millions of people discover products, services and places they love." To the right of this text are three columns of requirements: "Programming Fundamentals" (Proficiency in the programming language of your choice. Python preferred.), "Curiosity" (Boundless appetite to form hypotheses and run experiments on our expanding data set.), and "Communication" (The ability to clearly articulate your hypotheses and findings.). Below these requirements are three columns of requirements: "Education" (Minimum BA/BS degree in Math or Computer Science.), "Love of Data" (Strong interest in search engines, machine learning, recommendation systems, or social networks.), and "Love of Data" (Strong interest in search engines, machine learning, recommendation systems, or social networks.). At the bottom of the job listing are three buttons: "Apply Now", "Forward Position", and a row of social media sharing buttons for "Tweet", "Share", and "LinkedIn".

Search 

[Pinterest](#) [About](#) [Login](#)

[What is Pinterest?](#)
[Pin Etiquette](#)
[Getting Started](#)
[Support](#)
[Goodies](#)
[Careers](#)
[Press](#)
[Team](#)

[Legal & Copyright](#)

Search and Data Mining Engineer

You will be responsible for mining our deeply linked data set connecting millions of people to the objects they love. Our data set gives us the opportunity to provide personal recommendations of unprecedented specificity and quality. Your work will help millions of people discover products, services and places they love.

Programming Fundamentals
Proficiency in the programming language of your choice. Python preferred.

Curiosity
Boundless appetite to form hypotheses and run experiments on our expanding data set.

Communication
The ability to clearly articulate your hypotheses and findings.

Education
Minimum BA/BS degree in Math or Computer Science.

Love of Data
Strong interest in search engines, machine learning, recommendation systems, or social networks.

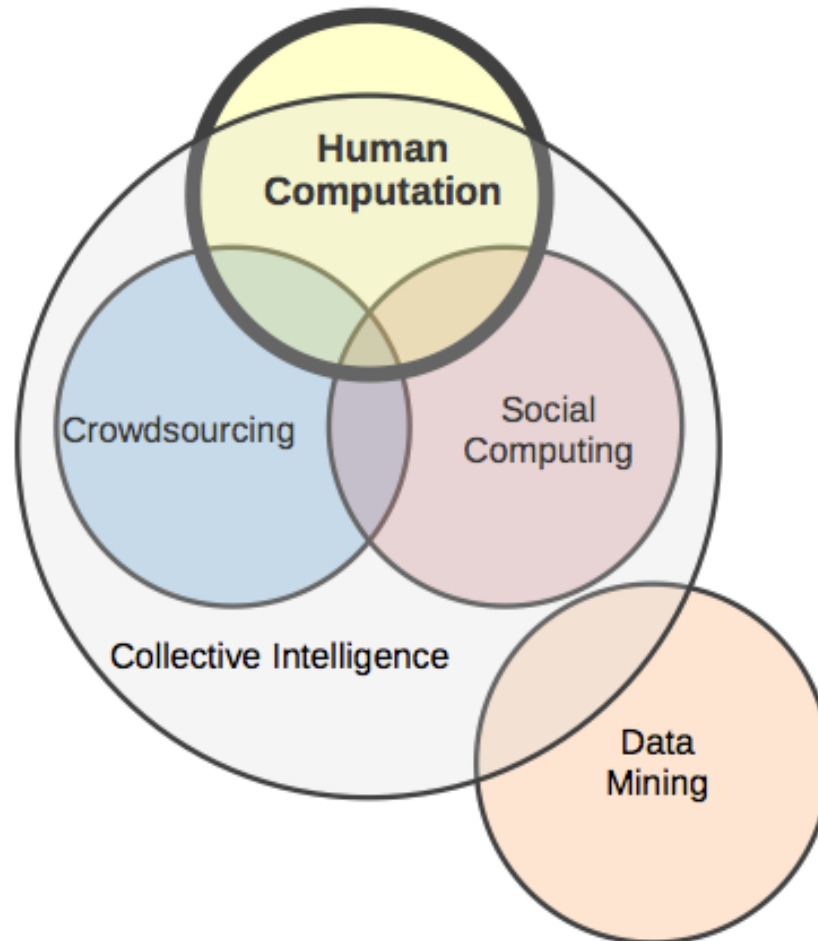
[Apply Now](#) [Forward Position](#) [Tweet](#) [Share](#) [LinkedIn](#)

Data mining

- *“the application of specific algorithms for extracting patterns from data.” [1]*

[1] Fayyad, U., Piatetsky-Shapiro, & P Smyth, P. Knowledge Discovery and Data Mining: Towards a Unifying Framework. *Proc. KDD 1996.*

Human computation



Alexander J. Quinn and Benjamin B. Bederson. 2011. Human computation: a survey and taxonomy of a growing field. In *Proceedings of the 2011 annual conference on Human factors in computing systems (CHI '11)*. ACM, New York, NY, USA, 1403-1412.

Human computation

- *“...a paradigm for utilizing human processing power to solve problems that computers cannot yet solve.” [1]*

[1] Von Ahn, L. *Human Computation*. Doctoral Thesis. UMI Order Number: AAI3205378, CMU, (2005)

Social computing

- *“... applications and services that facilitate collective action and social interaction online with rich exchange of multimedia information and evolution of aggregate knowledge...”[1]*

[1] Parameswaran, M. & Whinston, A. B. Social Computing: An Overview. *CAIS* 19:37, (2007), 762-780

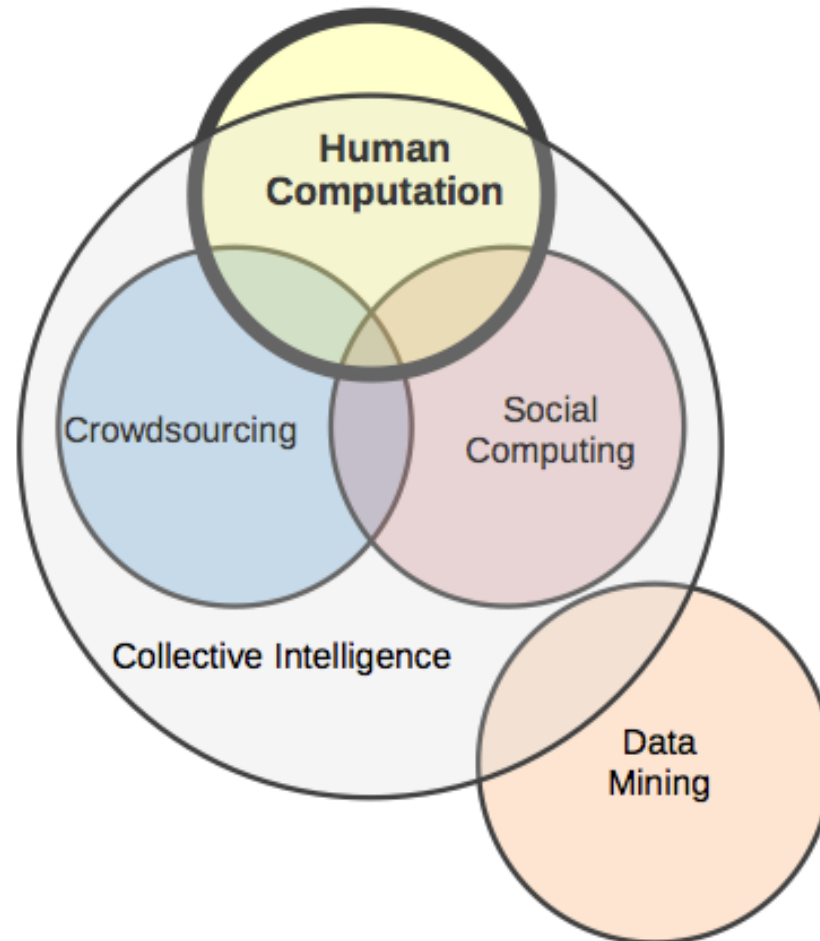
Social computing

- People in a virtual social context where communication is mediated by technology
- The purpose might not be to perform a computation
- Wikis, blogs, and forums are examples of social computing

Crowdsourcing

- *“Crowdsourcing is the act of taking a job traditionally performed by a designated agent (usually an employee) and outsourcing it to an undefined, generally large group of people in the form of an open call.”*

Human computation

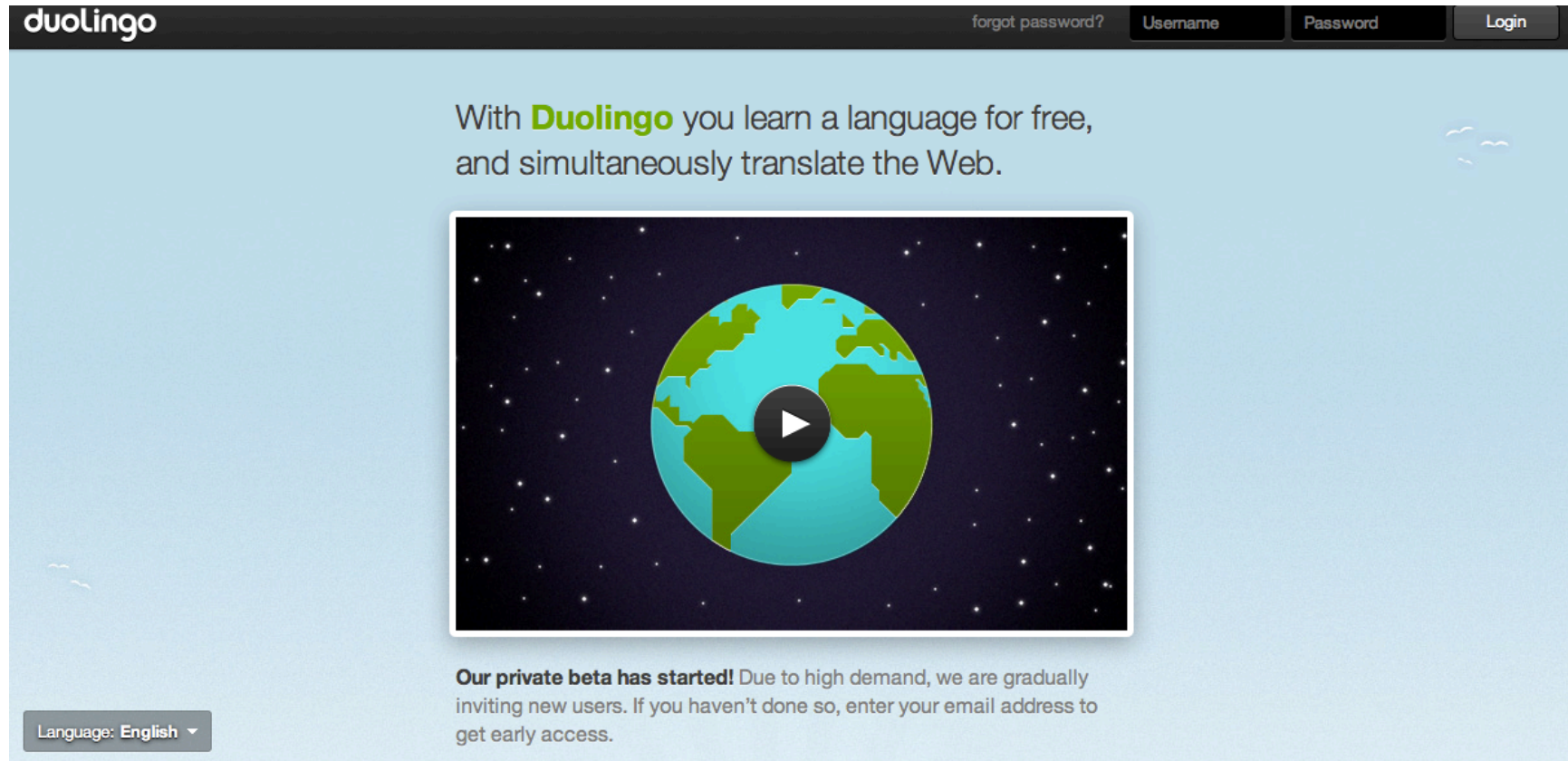


Alexander J. Quinn and Benjamin B. Bederson. 2011. Human computation: a survey and taxonomy of a growing field. In *Proceedings of the 2011 annual conference on Human factors in computing systems (CHI '11)*. ACM, New York, NY, USA, 1403-1412.

Crowdsourcing and Human computation

- Applications which can be performed either by computers or by people

Crowdsourcing and Human computation

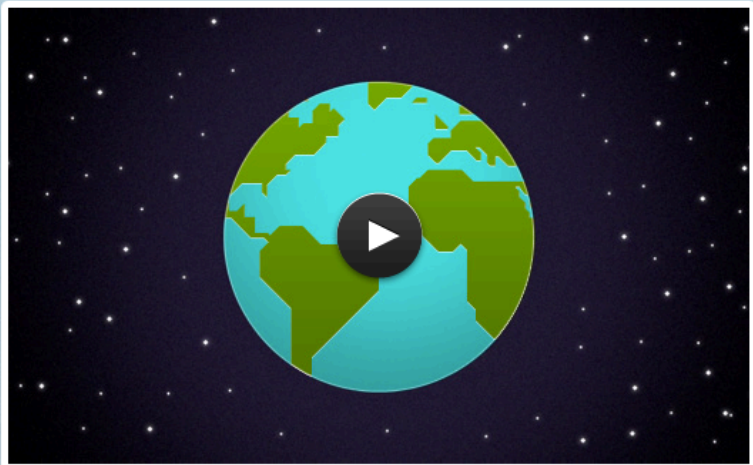


The image is a screenshot of the Duolingo website's homepage. At the top left, the "duolingo" logo is displayed in white on a dark grey background. To the right of the logo, there are three links: "forgot password?", "Username", and "Password", each in a separate dark grey button. Further right is a "Login" button. The main content area has a light blue background. A central text block reads: "With **Duolingo** you learn a language for free, and simultaneously translate the Web." Below this text is a large video player with a play button icon in the center. The video player shows a stylized globe of the Earth with a play button in the middle, set against a dark space background with white stars. Below the video player, there is a text block: "**Our private beta has started!** Due to high demand, we are gradually inviting new users. If you haven't done so, enter your email address to get early access." In the bottom left corner, there is a language selection dropdown menu showing "Language: English".

duolingo

forgot password? Username Password Login

With **Duolingo** you learn a language for free, and simultaneously translate the Web.



Our private beta has started! Due to high demand, we are gradually inviting new users. If you haven't done so, enter your email address to get early access.

Language: English

Crowdsourcing and Human computation



Upload

Register Log in

About us

[Shortcuts](#) ▼

Citizenside's goal is to create the largest online community of amateur and independent reporters where everyone can share their vision of the news by uploading photos and videos for fellow reporters to see. If you have an interesting news-related image or video, Citizenside will contact media outlets on your behalf and offers you a much higher percentage of the sales price than those offered by traditional agencies (up to 75%). Citizenside was created in 2006 by three young associates passionate about the news (two cousins and a friend!) whose complementary experience offers you the best representation when it comes to selling your content.



In November 2007, Agence France-Presse (AFP), the 3rd largest news agency in the world, and the IAM company became shareholders in the Citizenside agency (formerly Scooplive). Primary shareholder of the IAM company and ex-CEO of France Televisions, Xavier Gouyou-Beauchamps, then became president of Citizenside.



Julien Robert

Director of the Information Systems

Julien Robert (also known as "The Brain") is a co-founder and CTO. Julien has an engineering degree from SUPINFO Paris and an MSc in Web Technologies from Oxford Brookes University. He created and developed the Citizenside website from A to Z.



Philippe Checinski

Finance and Accounting Director

Philippe Checinski (also known as "Phil Goldfingers") is a co-founder and CFO. While working in marketing and finance before forming Citizenside, Philippe developed the skills of an outstanding negotiator. He is responsible for ensuring that Citizenside users get the highest possible price for their uploaded images and videos.

Crowdsourcing and Social Computation

- Crowdsourcing tasks which are performed in a social context

Crowdsourcing and Social Computation

Alpha



AI11.ORG

AISN Project

IJCAI11 Program

Digital Library

AI People

Contact



IJCAI 11
for iPhone

Visit our stand during
the Exhibit Program
for a demo

The AISN Project

The Artificial Intelligence Social Network (AISN) is work in progress which is moving its first steps. Its general goal is to provide a community environment for AI scientists and researchers within which knowledge and social resources will be easily available and reachable so to improve research activities of all kinds.

The interaction and knowledge environment provided by AISN will be designed and created starting from the very needs and the exigencies of AI researchers: the AI community will consolidate through the community and for the community itself. The community will be based on social computation, i.e., the joint collaboration of human and computers to solve research and scientific problems.

The AISN project aims at reaching out to all contexts where AI research is developed: from daily activities within universities and laboratories, to big conferences passing through small thematically focused workshops. It will ensure the possibility to obtain in real time all kind of useful information that can facilitate scientific progress in the AI field thus ensuring high-quality and reliable data, these data do not derive from the contents researchers produce but from their metadata. The user and community's data (papers, data sets, texts, etc.) remains wherever the author wants to keep them. Thus, the community consolidates in the full respect and guarantees researchers' the ownership of their ideas and contents.

TEAM

The AISN project is being developed within the KnowDive group from the University of Trento. The AISN team is formed by a

WHAT

The AISN project is a continuous work in progress-that aims at building a community environment for AI researchers, scholars, affiliated and neophytes starting from their very needs.

HOW

the AISN project builds on the joint collaboration of humans and computers to foster scientific progress. It enhances the availability and the reachability of high quality knowledge and social resources starting from researchers metadata.

WHY

scientific progress stands at the core of any advancements in all domains of human actions. To improve scientific progress, we do not need to improve ideas but communications between scientists thus increasing the availability and reachability of high quality knowledge.



Crowdsourcing

- Motivation:
 - Fun
 - Altruism
 - Pay
 - Reputation
 - Task embedded in another task

Crowdsourcing- Fun

- Games with a Purpose (GWAP) by Von Ahn



Crowdsourcing- Fun

The screenshot shows the Gwap website interface. At the top, there is a navigation bar with various game categories: gwap, ESP Game, Tag a Tune, Verboosity, Squigl, Matchin, FlipIt, PopVideo, and a 'Refer for 15,000 pts!' button. The user's name 'guest222800' is displayed in the top right corner.

Below the navigation bar, the user's profile information is shown: 'guest222800', 'gwap total 1775', 'gwap level 1 gwapling', and buttons for 'Profile' and 'Scores'.

The main content area features a large banner with the text: 'We have partially resumed the operations, this message will disappear when all services are online.' Below this, the main headline reads 'Play the Games, Change the Web.' followed by the subtext 'When you play a game at Gwap, you aren't just having fun.' and a 'Learn More' button.

Three circular buttons are displayed: 'Gender Guesser', 'Prizes', and 'Best Images'. To the right, a spotlight effect highlights the 'Verboosity' game. The Verboosity logo is accompanied by the tagline 'it's common sense.' Below the logo, the text reads: 'It has wheels... It's bigger than a car. Quick! Guess the word!'. A screenshot of the Verboosity game interface is shown, featuring a question 'it contains instruments. band?' and a 'PLAY NOW' button.

At the bottom of the banner, there is a 'Today's' section with a 'Top 10' list. The list includes the following entries:

Rank	Player	Score
6	whoopdee	30 K
7	guest222746	25 K
8	feemptyfire	25 K
9	J.O.P	24 K
10	guest222757	20 K

At the very bottom, there are links for 'Blog', 'About', and 'Contact'.

Crowdsourcing- Fun

The screenshot displays the ESP Game interface. At the top, there are navigation tabs: "gwap", "ESP Game" (selected), "Tag a Tune", "Verbosity", "Squigl", and "Matchin". A "logged in" indicator is visible in the top right corner.

Most Points Today

1	guest222746	25 K
2	feempty...	19 K
3	tuurlo	15 K
4	Rhizo	13 K
5	guest222769	13 K
6	krava	13 K
7	jake4t1	8,800
8	guest222752	8,800
9	pumpkin face	8,200
10	guest222765	7,300

score 100 **ESP Game** **time** 2:21
Concentrate...

What do you see?

taboo words
gravel
stones
road

guesses

mountain

+ submit → pass

BONUS!
5,000 PTS

Crowdsourcing- Fun

The screenshot shows the Verboosity game interface. At the top, there are navigation tabs for 'gwap', 'ESP Game', 'Tag a Tune', 'Verboosity', 'Squigl', and 'Matchin'. A 'logged in' status is shown in the top right. On the left, a 'Most Points Today' leaderboard lists 10 players with their names and scores in thousands (K).

The main game area has an orange header with the following information:

- score: 875
- Verboosity logo with the tagline 'it's common sense.'
- time: 0:24

The central puzzle area is divided into two columns:

- Left Column:** A speech bubble contains the text 'the secret word is... member.' with a '475 pts!' badge below it. Below this are five clue categories, each with a text input field and a '+ submit' button:
 - clues: it is person
 - it is a type of
 - it has club
 - it looks like
 - about the same size as
 - it is the opposite of
- Right Column:** A 'body?' puzzle with a 'HOT COLD' feedback button. Below it are three guesses, each with a 'HOT COLD' button:
 - treasurer?
 - farmer?
 - man?

At the bottom right of the puzzle area is a 'pass' button. On the far right, a vertical thermometer-style gauge shows a 'BONUS! 5,000 PTS' with an arrow pointing to the right.

Rank	Player	Score (K)
1	Catwoman	270
2	Jeff	261
3	fling	104
4	martian	87
5	soybean	33
6	whoopdee	30
7	J.O.P	24
8	DaftyMcDaft	20
9	wrangler	19
10	guest222757	14

Crowdsourcing- Altruism

SAILOR MISSING SINCE 1/28/07

Please contact the United States Coast Guard with any information.

[Wired Article](#) [NY Times Article](#) [Ongoing Effort](#) [I'd Like to Help!](#) [Print a MISSING Poster](#)

Announcement: Satellite Image Examination Done! We've examined more than 560,000 images from 3 satellites, covering nearly 3,500 square miles of ocean! We currently do not need help here, but are looking for help [elsewhere](#).

[NY Times Article](#)

Sailboat: **TENACIOUS**

40 ft C&C Sailboat

Sail # 31869

Red Hull, Black Mast, Silver/White Side Stripes

Sailor: **JIM GRAY**

6'3", 190 lbs.

Gray Hair, White Beard

63 yrs old

Brown Eyes, Thick Eyebrows

Jim may have been wearing a blue or white shirt, cream colored crewneck sweater, and black rain jacket over levi jeans. Sailed from the Golden Gate Bridge in San Francisco, California, to the Farallon Islands (25 miles west of San Francisco) on January 28, 2007.

[<previous](#) [next>](#) [play](#) [stop](#)



Crowdsourcing- Pay

Mechanical Turk is a marketplace for work.

We give businesses and developers access to an on-demand, scalable workforce. Workers select from thousands of tasks and work whenever it's convenient.

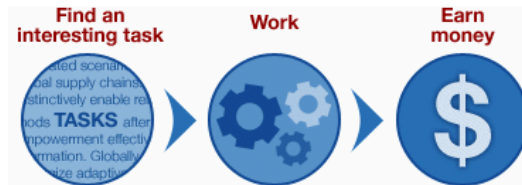
334,265 HITs available. [View them now.](#)

Make Money by working on HITs

HITs - *Human Intelligence Tasks* - are individual tasks that you work on. [Find HITs now.](#)

As a Mechanical Turk Worker you:

- Can work from home
- Choose your own work hours
- Get paid for doing good work



[Find HITs Now](#)

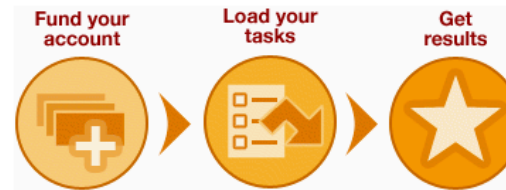
or [learn more about being a Worker](#)

Get Results from Mechanical Turk Workers

Ask workers to complete HITs - *Human Intelligence Tasks* - and get results using Mechanical Turk. [Register Now](#)

As a Mechanical Turk Requester you:

- Have access to a global, on-demand, 24 x 7 workforce
- Get thousands of HITs completed in minutes
- Pay only when you're satisfied with the results



[Get Started](#)

Crowdsourcing- Pay

All HITS | HITS Available To You | HITS Assigned To You

Find containing that pay at least \$ for which you are qualified require Master Qualification

All HITS

1-10 of 2334 Results

Sort by:

[Show all details](#) | [Hide all details](#)

1 2 3 4 5 > [Next](#) >> [Last](#)

Transcribe a Short Audio Clip (~10 seconds) View a HIT in this group			
Requester: Redwood	HIT Expiration Date: Mar 19, 2013 (52 weeks)	Reward: \$0.03	
	Time Allotted: 30 minutes	HITS Available: 55656	
Research City contact info View a HIT in this group			
Requester: Lily Liu	HIT Expiration Date: Mar 25, 2012 (6 days 15 hours)	Reward: \$0.03	
	Time Allotted: 60 minutes	HITS Available: 22285	
Are these two pictures of the same kind of place? (w/ clarified instructions) Request Qualification (Why?) View a HIT in this group			
Requester: Michelle Greene	HIT Expiration Date: Mar 17, 2013 (51 weeks 6 days)	Reward: \$0.02	
	Time Allotted: 10 minutes	HITS Available: 21064	
Review a short transcript (< 10 sec) View a HIT in this group			
Requester: Redwood	HIT Expiration Date: Mar 19, 2013 (52 weeks)	Reward: \$0.01	
	Time Allotted: 30 minutes	HITS Available: 20978	

Crowdsourcing- Pay

Timer: 00:00:00 of 2 minutes

Want to work on this HIT?

Accept HIT

Want to see other HITs?

Skip HIT

Total Earned: \$0.06
Total HITs Submitted: 3

find email addresses from university staff

Requester: Sebastian Darr

Reward: \$0.03 per HIT

HITs Available: 1852

Duration: 2 minutes

Qualifications Required: HIT approval rate (%) is not less than 95

Find names and email addresses from **three people** working at:

Fountainhead College of Technology

Conditions for the HITs to get approved:

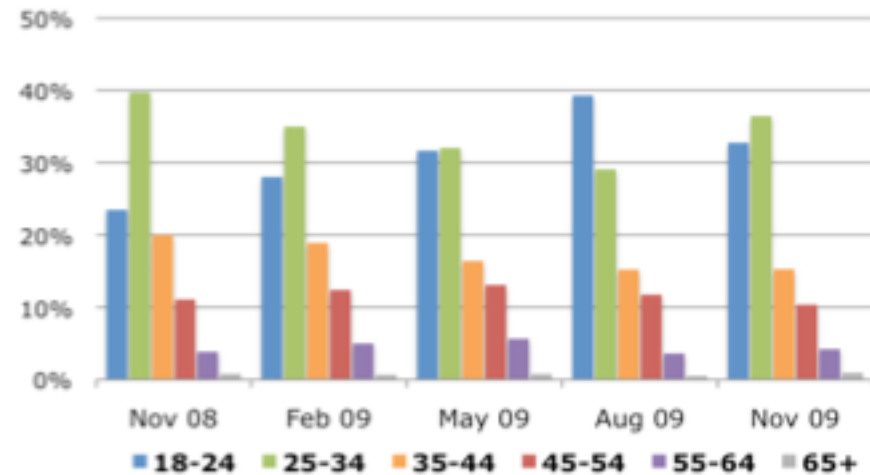
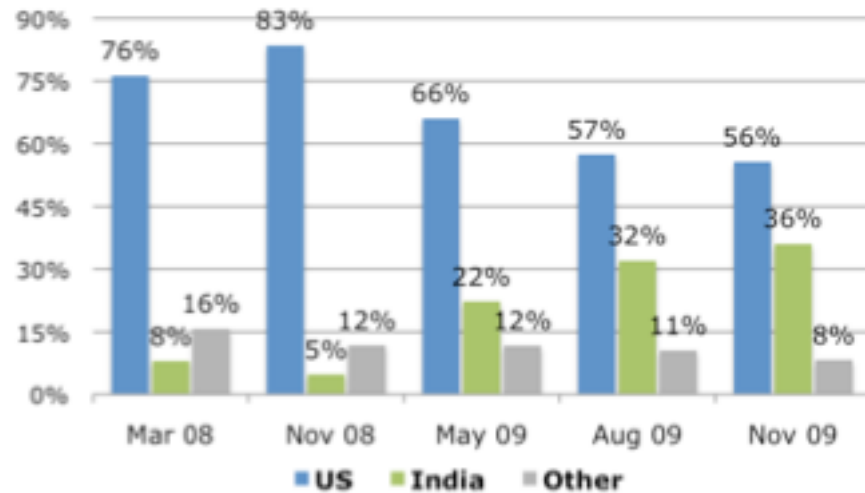
- Fill in **ALL** the fields.
- Get their **FULL** first & last name.
- **NO private** email addresses like @gmail.com, @yahoo.com etc.
- **NO service** email addresses like info@, webmaster@, contact@ etc.

[Click here to get to the university's or institute's website](#)

	full first name:	full last name:	email address at institute:
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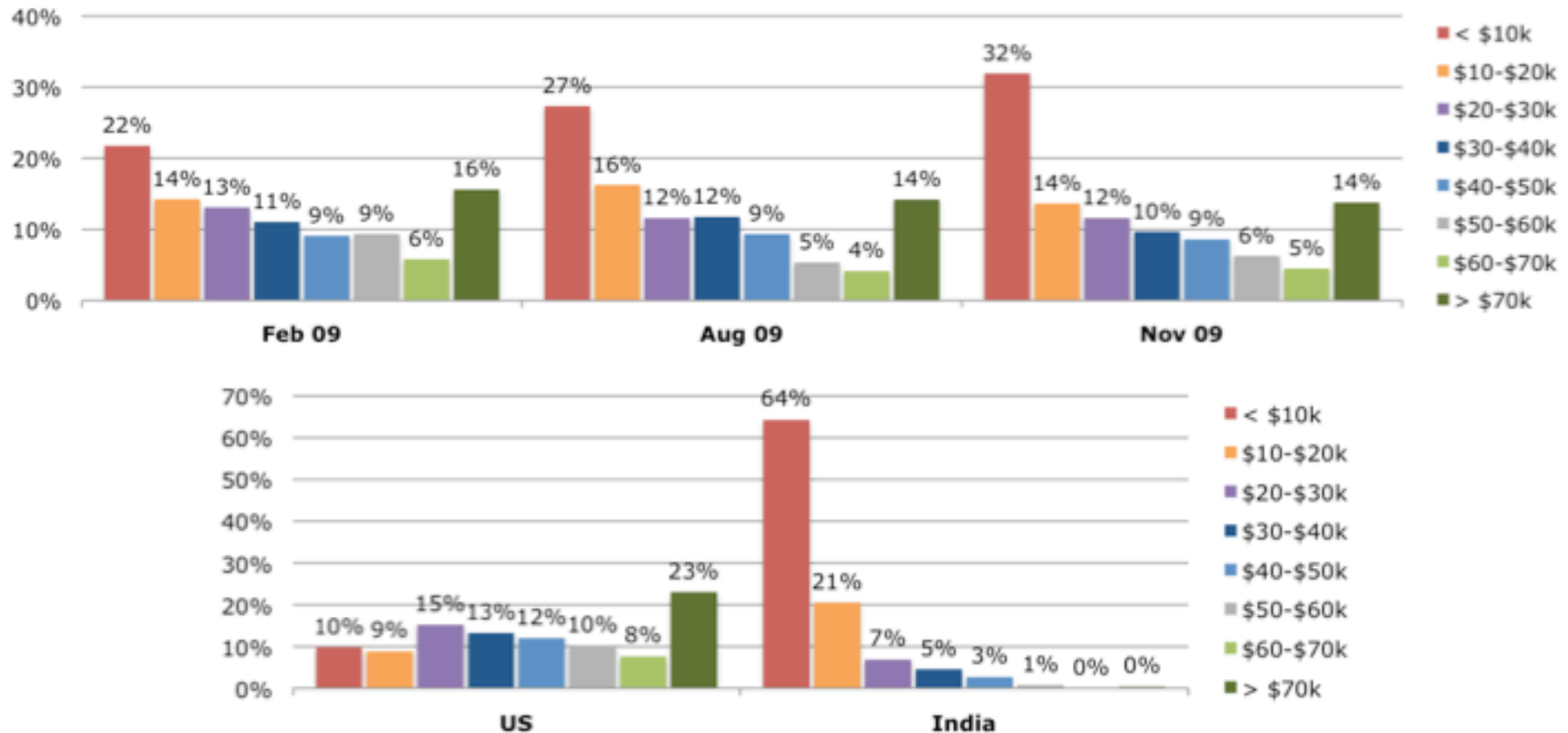
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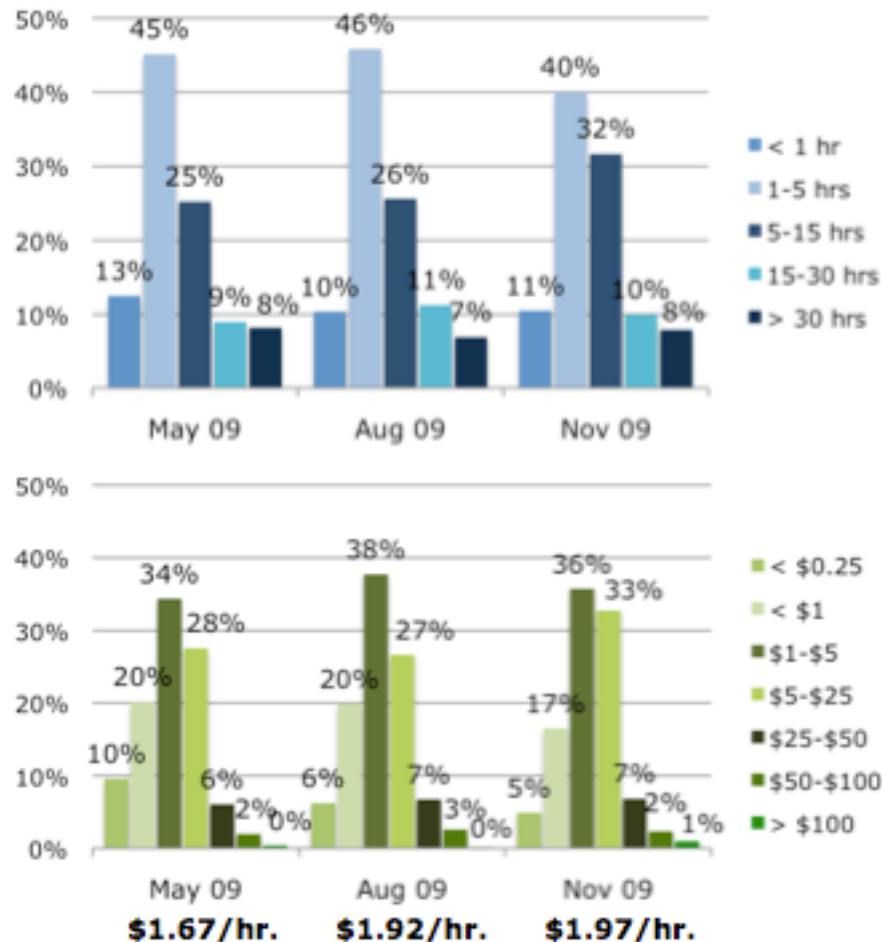
Joel Ross, Lilly Irani, M. Six Silberman, Andrew Zaldivar, and Bill Tomlinson. 2010. Who are the crowdworkers?: shifting demographics in mechanical turk. In *Proceedings of the 28th of the international conference extended abstracts on Human factors in computing systems (CHI EA '10)*

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Our apologies for the lack of quality of the data. This is a much refined version of the data available on the ijcai.org web site. Please help us cleaning them by sending your suggested corrections to aisn@disi.unitn.it


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 <p>Name: John O. Everett</p>	 <p>Name: John K. Dixon</p>
 <p>Name: John Makhoul</p>	 <p>Name: John M. Hollerbach</p> <p>Affiliations: Massachusetts Institute of Technology, Artificial Intelligence Laboratory</p>

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