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The screenshot shows a PowerPoint slide titled "Social Media Classes" with the following content:

- collaboration oriented classes:**
 - (Content Management)**
 - examples for Social Software: WordPress [wor, 2012; in (2)], Joomla [joo, 2012; in (2)]
 - superclass: Information service.
 - overlaps with: Blogs, Wikis, content oriented classes.
 - supported typical communication form: 1:n; un-directed; non-anonymous; non-threaded; textual + graphical; desktop or laptop; discrete transfer; commercial and non-commercial
 - typical goals: collaborative content management

Social Media Classes

classes with an emphasis on certain forms of communication



• (Chat)

- superclass: direct communication services.
- supported typical communication form: m:n and 1:1; mostly directed; non-anonymous; nonthreaded; textual; desktop or laptop; streaming; non-commercial
- typical goals: informing, chatting, etc.
- usually **not** considered to be social media but matching our definition of Social Media in case of n:m



• Social Games

- examples: Farmville, World of Warcraft
- supported typical communication form: 1:1, m:n; directed; non-anonymous; non-threaded; via game elements emulating human social interaction; mobile, desktop or laptop; streaming, commercial and non-commercial
- typical goals: entertainment

Social Media Classes

collaboration oriented classes:



• (Revision Control)

- example Social Software: SVN [svn, 2012; in (2)].
- superclass: Information services.
- overlaps with: content oriented classes, especially document management.
- supported typical communication form: 1:n; undirected; non-anonymous; threaded; code; desktop or laptop; discrete transfer; commercial and non-commercial
- typical goals: collaborative code development for Open Source
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collaboration oriented classes:

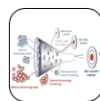


● (Content Management)

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collaboration oriented classes:



● Open Innovation platforms (see also (2) chapter 11).

- **example**: Open-I platform (see [ope, 2011; in (2)]).
- **overlaps** with: Social Networking platforms.
- supported typical **communication forms**: 1:n, 1:1 and m:n; directed and un-directed; non-anonymous; threaded; textual + graphical; desktop or laptop; discrete transfer; non-commercial
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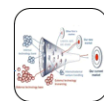


● (Collaborative Creativity services and platforms).

- **example**: IdeaStream [Forster, 2010; in (2)].
- supported typical **communication form**: m:n; un-directed; anonymous and non-anonymous; threaded and non-threaded; textual + graphical; desktop or laptop; discrete transfer; commercial and non-commercial
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Social Networking and related classes



● Social Networking platforms

- example: Facebook
- example **Social Software**: Elgg [elg, 2012; in (2)].
- supported typical **communication forms**: 1:n, 1:1, and m:n; directed and un-directed; non-anonymous; threaded and non-threaded; textual, contextual, and photos; desktop or laptop; discrete transfer; non-commercial
- **goals**: maintain and expand social network (including self-presentation).



● Mobile Social Networking platforms

- Comparable to Social Networking platforms with an emphasis on mobile usage, contextual content elements and context awareness of services
- **super-class**: Social Networking platforms.



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Social Networking and related classes



● Partner finding / dating or friend finding platforms

- example: Friendscout24 [fri, 2012; in (2)], Tinder [tnd, 2014]
- comparable spectrum of services to SN platforms, with less focus on social network management.
- **overlaps** with: Social Networking platforms.
- most important **communication form**: 1:1; directed; non-anonymous; non-threaded; textual + photo; discrete transfer; non-commercial; (e.g. messaging, chat); also 1:n; indirect (profile related services and service elements).
- **goal**: finding a partner, sports-partner, spare-time friends etc.



Social Networking and related classes



● Community platforms

- comparable to Social Networking platforms, supporting smaller and more specialized groups of users (in terms of interests or location). Examples: Gothic.net [got, 2012], Yelp [yel,2012] meta-community platform.
- **overlaps** with: Social Networking platforms, Open Innovation platforms



goal oriented classes



● Altruistic Community platforms

- examples:
 - Utopia [uto, 2012; in (2)]: support sustainable consumption,
 - Causes [cau, 2012; in (2)]: meta-community platform for communities focusing on social issues,
 - IndieGoGo [ind, 2012; in (2)]: crowd funding
- spectrum of services and **communication forms** comparable to other Community platforms.
- **superclass**: community platforms
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goal oriented classes



● Political Community platforms

- **example**: Occupy movement platforms (e.g. Occupy Wallstreet [occ, 2012; in (2)]), Wikileaks [wik, 2012c; in (2)].
- **overlaps** with: altruistic community platforms.
- Wikileaks: may not be a typical Social Media service since not as open for uncontrolled user-generated content; relies on whistleblowers
- implements a special form of 1:n, anonymous, indirect, textual form of **communication**
- **goal**: function as control instance for organizations, governments and companies via leaking classified information documenting unethical behavior.



● Knowledge Codification services

- **example**: Wikipedia;
- may be listed here as well



classes with an emphasis on content



● Events services / platforms

- **example**: Eventful [eve, 2012; in (2)] (users can upload, comment, demand, state planned attendance for events).
- most important **communication forms**: 1:n, n:m; indirect; anonymous and non-anonymous; non-threaded; contextual (spatio-temporal), textual + photo; mobile, desktop, or laptop; discrete transfer; non-commercial;
- **goals**: awareness, information in view of events.
- **superclass**: Awareness services.
- slightly **overlaps** with: Microblogging; overlaps with: News services.



classes with an emphasis on content



- **News**
 - **example:** Digg [dig, 2012; in (2)] (users can submit and rate news articles).
 - **overlaps** with: events services.
 - **superclass:** Information services
 - most important **communication forms:** 1:n, n:m; indirect; anonymous and non-anonymous; non-threaded; textual, contextual (user-item relations); desktop or laptop; discrete transfer; non-commercial
 - **goals:** awareness, information.



classes with an emphasis on content



- **Knowledge Codification** services
 - **example:** Wikipedia
 - **example** Social Software: Web-Protege [Tudorache et al., 2008; in (2)] for collaborative ontology development.
 - heavily **overlaps** with: Wikis. overlaps slightly with: Document Management.
 - most important **communication form:** n:m; indirect; anonymous; non-threaded; textual and formal formats for knowledge representation (e.g. Semantic Web [Antoniou and Van Harmelen, 2004; (2)]); desktop or laptop; discrete transfer; non-commercial
 - **goals:** codify knowledge (e.g. in the form of encyclopedias or ontologies)
 - may also be listed under 'goal oriented classes' and 'collaboration oriented classes'.



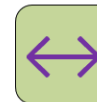
classes with an emphasis on content



- **(Document Management** services.)
 - **example:** Google Docs [goo, 2012a; in (2)]: sharing and editing documents.
 - **overlaps** with: Information services, Content Sharing.
 - may also be listed under 'Collaboration oriented classes'
 - most important **communication forms:** 1:n, n:m; indirect; non-anonymous; non-threaded; textual; desktop or laptop; discrete transfer; non-commercial
 - **goals:** distributed document management.
 - usually **not** considered Social Media, partly matches our definition though



classes with an emphasis on content



- **Content Sharing** services.
 - content (own or other) is shared 'as is' (no editing as in Wikis)
 - **subclasses:** File, Video, Photo, Presentation Sharing, Social Bookmarking, Blogs.
 - **superclass:** Information services
 - typical form of **communication:** 1:n; indirect; anonymous and non-anonymous; non-threaded; diverse range of content types; desktop or laptop; discrete transfer and streaming; non-commercial
 - **goals:** diverse.



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classes with an emphasis on content



- **File Sharing** services.
 - **examples** / example social software: BitTorrent [bit, 2012; in (2)] Peer-to-Peer file sharing protocol and abstract distributed service.
 - **superclass**: Content Sharing.



- **Video Sharing** services
 - **example**: Youtube
 - **superclass**: Content Sharing



- **Photo Sharing** services
 - **example**: Flickr [fli, 2012; in (2)]
 - **superclass**: Content Sharing



- **Teaching Material Sharing** services:
 - **example**: Slideshare [sli, 2012; in (2)]
 - **superclass**: Content Sharing

Games, Social Games

play:

- **free, voluntary**
[Huizinga, 1939; in (1)], [Caillois, 1961; in (1)]
- **outside "ordinary" life, "not serious"**
[Huizinga, 1939; in (1)],
- **unproductive**
[Caillois, 1961; in (1)]
- **subjective**
[Frasca, 2007; in (1)]
- **engaging**
[Frasca, 2007; in (1)]
- **absorbing the player intensely and utterly**
[Huizinga, 1939; in (1)],
- **make believe**
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(↔ blurring: real - virtual, true - fictional);
- **play as the imaginary**
[Sutton Smith, 1997; in (1)];
- **rules**
[Huizinga, 1939; in (1)] [Caillois, 1961; in (1)] [Suits, 1978, in (1)]

Social Media

- ✓ } SM is not "outside ordinary life", but rather **outside many aspects of "serious" life**. SM seen as communication support → cross divisional role of SM
- (✓) }
- (-) must be negated for knowledge codification, collaboration classes etc.
- (✓) insofar as communication is subjective
- ✓ } yes but not exactly as much as for games
- (✓) }
- ((✓)) } only insofar as the communicated contents are intended or absorbed in an imaginary / make believe way
- }
- ✓ rules of social interaction, emergent special rules of SM (e.g. "netiquette")

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Social Media ↔ Social Games

Games, Social Games	Social Media
game:	
• social <small>[Frasca, 2007; in (1)]</small>	✓
• rules <small>[Frasca, 2007; in (1)] [Juul, 2005; in(1)] [Salen and Zimmerman, 2004 in (1)] [Juul, 2005 in (1)]</small>	✓
• utility function for states and outcomes (inspired by social motives): <small>[Frasca, 2007; in (1)] [Juul, 2005; in(1)]</small>	✓
• → cooperation, competition <small>[Salen and Zimmerman, 2004 in (1)]</small>	✓
• active player participation, effort, skills <small>[Frasca, 2007; in (1)] [Juul, 2005; in(1)]</small>	✓
• emotional attachment <small>[Juul, 2005; in(1)]</small>	✓
• emergent (social) systems <small>[Salen and Zimmerman, 2004; in (1)]</small>	✓
• game: „a problem-solving activity, approached with a playful attitude” <small>[Schell 2010; in (1)]</small>	✓
• chance + uncertainty <small>[Salen and Zimmerman, 2004 in (1)]</small>	✓
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Social Media ↔ Social Games

Games, Social Games	Social Media
• <small>[Novak, 2012; in (1)]:</small>	
○ extrinsic / intrinsic motivation	✓
○ seamless technology: deep embedding into all day life / blurring between virtual and real (especially in Pervasive Games)	✓
○ interaction forms: information retrieval, immediate social interaction --> involves communication	✓
• <small>[Klastrup, 2003; in (1)]:</small> spatiotemporal context ↔ social play	✓ (see later in slides)
• <small>[Steinkuehler and Williams, 2006; in (1)]:</small> groups and their social context important in games	✓ (see later in lecture)
• <small>[Isbister, 2009; in (1)]:</small> key elements of social play: emotional contagion, performance / Hawthorne effect, learning, relationship building	✓ (editorial story / story elements missing / created by interacting users)

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Games, Social Games	Social Media
<ul style="list-style-type: none"> • [LeBlanc, 1999; in (1)], [Hunicke et al., 2004; in (1)]: Fellowship fun • [Lazzaro, 2009; in (1)]: People Fun • [Wang and Sun, 2011; in (1)]: social value as characteristic of reward, sociality as utilization of reward • [Maslow, 1943 in (1)]→[Schell, 2010 in (1)]: most achievements of games: <ul style="list-style-type: none"> ○ Self Esteem level ○ Belonging Love level (social games) • [Radoff, 2011; in (1)]: most players develop into socializers over time • [Juul, 2005; in (1)]: narrative structure: games of emergence, games of progression ↔ social media 	<ul style="list-style-type: none"> ✓ ✓ ✓ ↔ "like" in Facebook ✓ ✓ (✓) decentralized narrative structure; stories that emerge from social communication forms (blogs, facebook-chronic)



Social Media ↔ Social Games

Games, Social Games	Social Media
<ul style="list-style-type: none"> • game meta-types online + social (and to an extent mobile): (increasingly) important for all types of games • [Schell, 2010; in (1)]: Transmedia worlds • Schell [Schell, 2010; in (1)]: "elemental tetrad" <ul style="list-style-type: none"> ○ Mechanics (rules, skill, space) ○ Story ○ Aesthetics ○ Technology • game mechanics : emergent consequence of rules 	<ul style="list-style-type: none"> ✓ ✓ ✓ analogous term as for games (-) (✓) ✓ (dynamics and mechanics: emergent consequences)



Social Media ↔ Social Games

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important common aspects Social Media ↔ (Social) Games:

- mostly “outside” serious life, **leisure time oriented**,
but: both: increasingly many “**serious forms**” (Serious Games, Company SN etc.)
- **communication** as important element
- defined set of **rules**
- **emergent** mechanics & dynamics; transformative use
- **transmedial** access patterns, blurring: real world ↔ virtual world
- complex game worlds ↔ social information spaces
- parallels in aspects of **motivation**, flow
- one often the “**host**” of the other (e.g. in Social Networking games)
- ...



important distinctive aspects Social Media ↔ (Social) Games:

Games, Social Games	Social Media
<ul style="list-style-type: none"> ● main purpose: entertainment ● stories and the imaginary ● rules more explicit ● often: items manipulated: graphical characters, objects 	<ul style="list-style-type: none"> ● main purpose: communication & awareness ● mostly related to user’s real life ● rules often more implicit ● items mostly manipulated: text, photos, videos



Social Media ↔ (Social) Games:

“unifying” class:

leisure time oriented applications, services and platforms



for this class: **social contexts** on various temporal scales play important role



we will **define** social context and investigate the **role, applications and detection** of **social context** using the **example** of **Social Networking**



Communities: (older term (since end of 1990s)):

- *groups of users associated with web-platforms that support their **communication** (direct ↔ indirect, 1:1 ↔ n:m, synchronous ↔ asynchronous) through **services** (discussion boards, chats, blackboards, messaging etc.)* [Groh and Schlichter, 2005; in (2)]
- **Community types:**
 - Communities of Interest [Koch, 2003a], [Carotenuto et al., 1999 in (2)],
 - Communities of Practice [Lesser and Storck, 2001; in (2)],
 - professional communities [Koch and Richter, 2009; in (2)],
 - Open Innovation communities (see (2) chapter 11), etc.
- earlier forms of **networks**: “Buddylists” etc.
- often **emphasis** on distinct common **pursuit**, and / or **collaboration**
- **variant** of Social Networking platforms which may be viewed as a **development** from community computing / community platforms

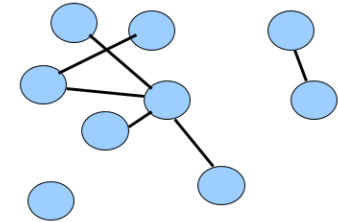


Social Networking: class / paradigm in Social Computing:

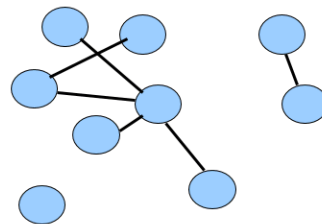
- users' **main goal**: maintaining and expanding their social network via communication
- users **explicitate** and maintain **explicit model of social relations** (→ social network) and **user-item-relations** (Facebook "like", comments etc.)
- users socially interact using **bundle of Social Media services** (direct communication, information, awareness)
- users have **personal information spaces**: sets of items associated with users that they exert control over or whose relations (user-item) they exert control over
- a user has **personal profile**: publicly accessible sub-space of p.i.s.: used as personal reference: for introducing a person or used as reference point for SN services (e.g. awareness services)
- **communication**: non-anonymous; content: mostly textual + photos + contextual ; non-commercial; discrete transfer



- definition (informal): **Real World Social Network**: set of humans together with all aspects of their social relations
- initial definition: **Social Network Model Framework**: mathematical representation (modeling) language for modeling real world social networks (often a graph formalism)
- initial definition: **Social Network Model**: graph $G=(V,E)$:
 - nodes V : represent humans (actors);
 - (undirected) edges E : represent binary social relations (ties) $E \subseteq \binom{V}{2}$
- definition: **Social Network**: instance of a Social Network Model
- !! **distinguish** between:
Social Networking ↔ Social Networking platform
↔ Social networking platform instance ↔ Social Network



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- **awareness / contextual**:
 - services for personal **social network management** (adding „friends“ etc.),
 - **awareness** services on **social network** (network analysis, alerts etc.)
 - services for **privacy** management
 - services for **group** management
 - services for **ratings**, comments
- **direct communication**:
 - synchronous + asynchronous, threaded + non-threaded, 1:1, 1:n, n:m, ...
 - **examples**: chat, messaging, comments with substantial communicative content etc.
- **information**:
 - personal **blogs** + microblogs
 - bulletin **boards** (e.g. Facebook Chronic)



Social Networking Services

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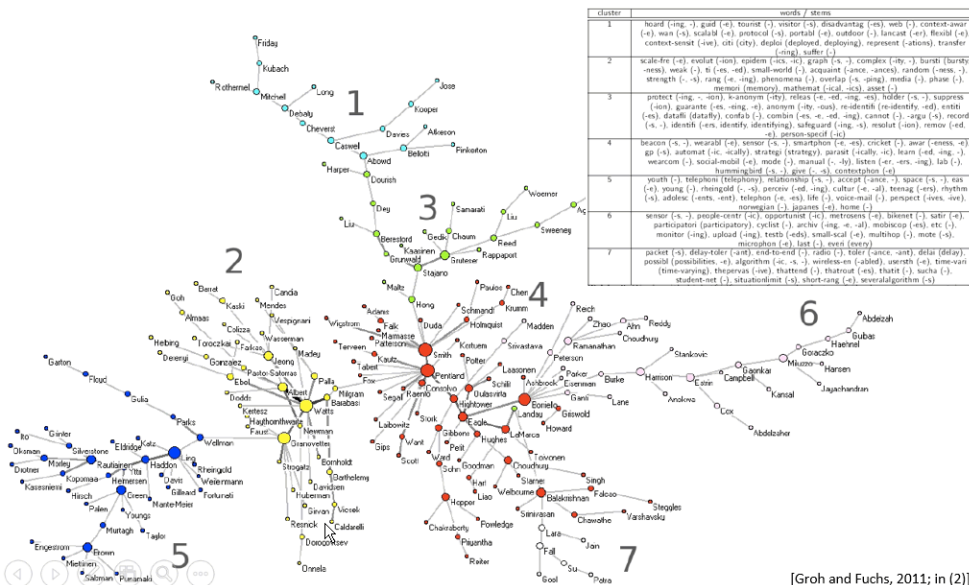
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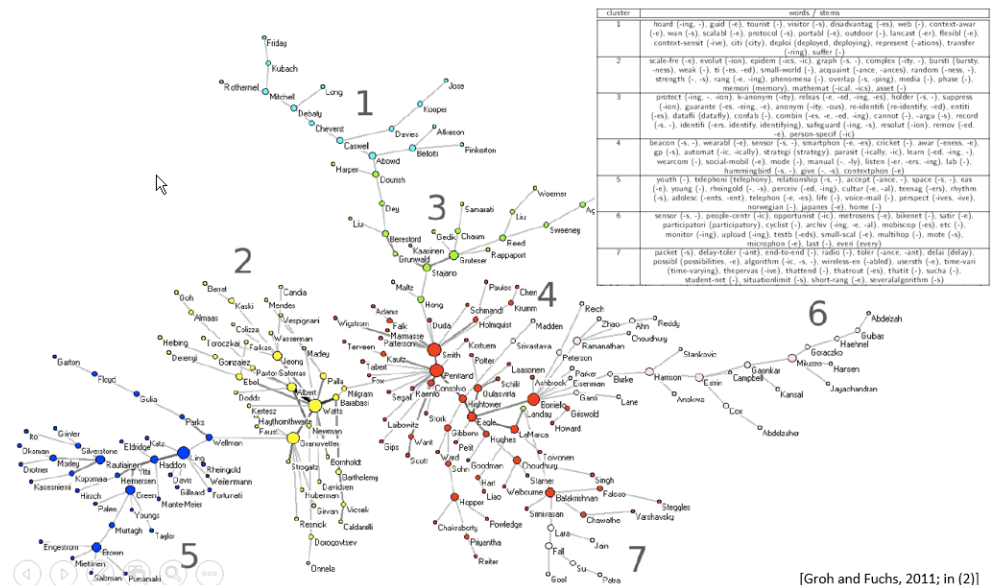
Mobile Social Networking

Mobile Social Networking: **scientific view:** see [Groh and Fuchs, 2011; in (2)]

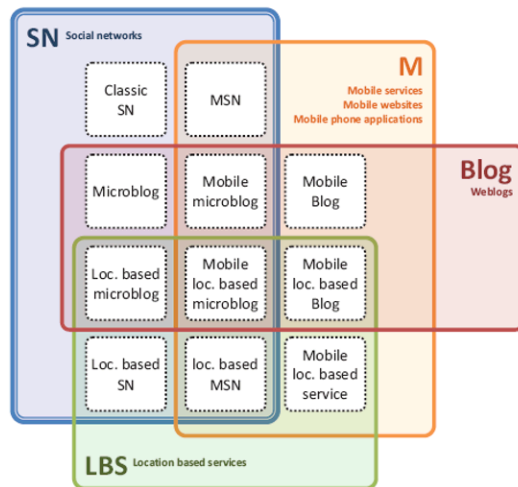


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Mobile Social Networking: actual **realizations on the Web** (as of 2009): see [Groh and Daubmeier, 2009; in (2)] and Daubmeier, 2009; in (2)]



[Groh and Daubmeier, 2009; in (2)][Daubmeier, 2009; in (2)]

- defining **distinction**: SN ↔ MSN:

MSN is a **form of SN** with **mobile UI** AND **acquisition** and **use of contexts** induced by the mobile interaction scenario (deep embedding into all day life) via **sensors** conceptually connected to the mobile usage scenario (e.g. part of the mobile device)

- → **Honest Signals** (see [Pentland, 2008; in (2)]) → observing the homo sapiens in its natural societal habitat → **privacy, Big Data**: severe **problems!** → Personal Social Agents ?, Decentralized Social Networking ?(see (2), chapter (3))

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(citation from older Google Open Social website <http://code.google.com/apis/opensocial/> 2011)

○ **Decentralized Social Networking:**

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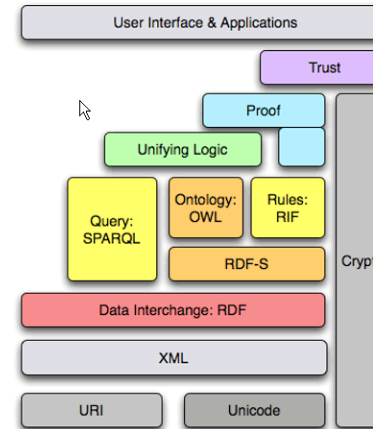
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Social Semantic Web

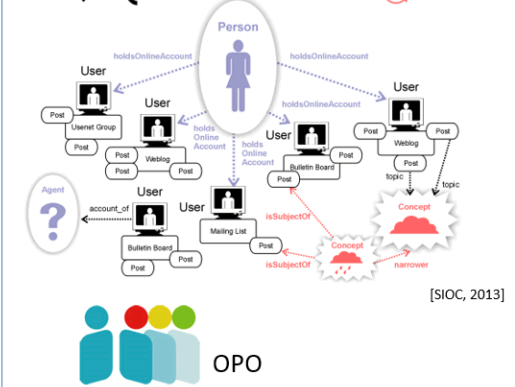
Semantic Web:



[NN, 2013]



S)O(+ FOAF + SKOS



OPO

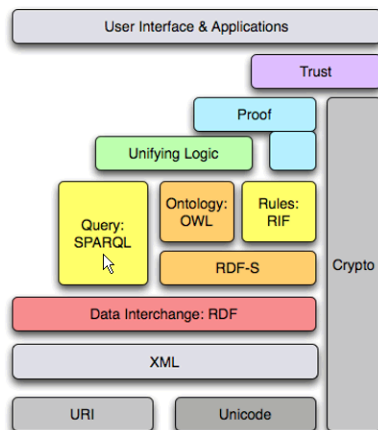
[OPO, 2013]

SIOC: Semantically-Interlinked Online Communities
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Social Semantic Web



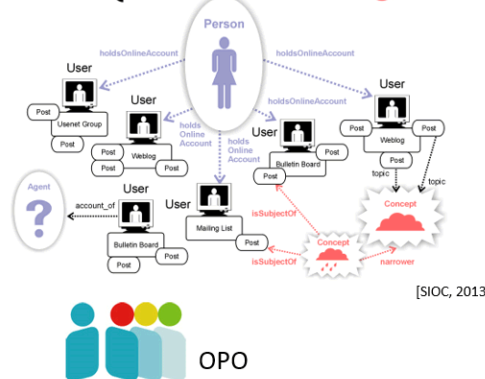
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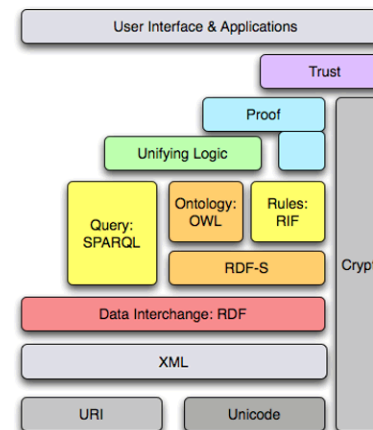
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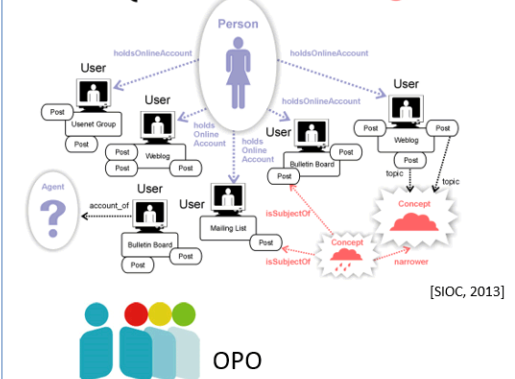
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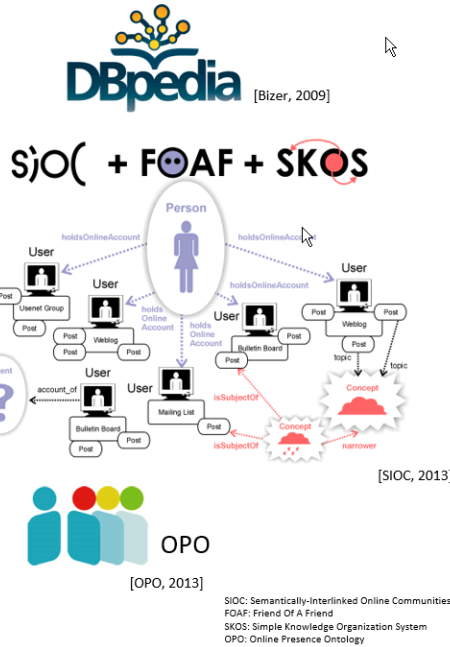
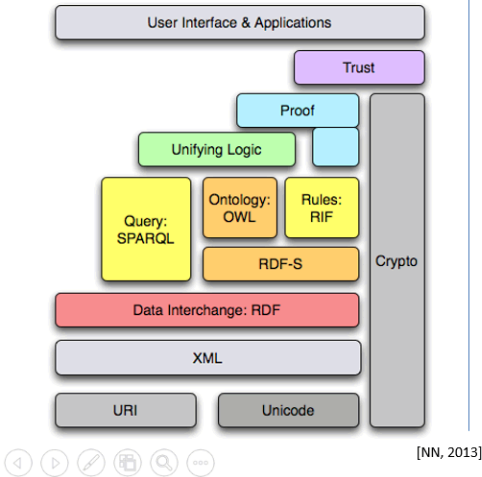
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Context:

- “[...] *where* you are, *who* you are with, and *what* resources are nearby. Context encompasses *more* than just the user’s location [...]” [Schilit et al., 1994; in (2)].
- “Context is any information that can be used to characterize the *situation* of an *entity*. An entity is a person, place, or object that is considered *relevant to the interaction* between a user and an application, including the user and applications themselves.” [Dey, 2001; in (2)]

Context Awareness:

- “A system is context-aware if it *uses context* to provide *relevant* information and/or services to the user, where relevancy depends on the user’s *task*” [Dey, 2001; in (2)]
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- **Individual Context** of a user: location, speed, disabilities, personal physiological parameters etc.; **computing context** involving nature of her device(s), state of the applications running, precise state of interaction of user with device or application.
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