Social Awareness Streams: A New (Social Layer) Communication System

Mor Naaman
Rutgers SC&I
social awareness streams
email
te telephone
instant messaging
mail
100,000,000s
**edchi** Who can translate for me? RT @componavt: http://wikidashboard.parc.com/ Кто и сколько наследил в ВП. Авторство безымянных статей. #enwiki
about 7 hours ago via TweetDeck

**joshu** Fascinated by twitter annotations. Wanted to build similar for delicious years ago. Damnit
about 8 hours ago via Seesmic
Retweeted by edchi and 6 others

**fuzheado** Worrying that Wikipedia's deletionists still rule: article deleted abt popular game [[We Rule]] by ngmoco wikipediafail
about 8 hours ago via web
Retweeted by edchi and 2 others

**andrewmiller** #chistuck2010 peeps going to pecha kucha: I can drive 4 ppl back to hotels after. I'll be wearing a blue GVU t-shirt. find me & say hi!
about 7 hours ago via TweetDeck

**science** Why we can't do 3 things at once – brain "splits" to multitask, each half of the brain focuses on a separate task http://bit.ly/bGM4uO
about 10 hours ago via Seesmic
Retweeted by jwnichls and 36 others

**tikkers** Does anybody have an Italian legal entity so that @hmason @cklemke and I can buy www.gofour.it? Thanks! We are up to something awesome :)
about 7 hours ago via web
Retweeted by hmason and 4 others
social awareness streams:
1. passive consumption
social awareness streams:
2. public or semi-public
social awareness streams:
3. short content
social awareness streams:
4. highly connected social space
Blogs
Blogs => Flickr
Blogs => Flickr => Twitter
Why?

Ames and Naaman (CHI 2007)
Naaman, Boase and Lai (CSCW 2010)
Nov, Naaman, Ye (2008-2010)
...

What?
1. Go back up the media richness scale?
2. Create rich local networks with co-located people?
1. Event scenario: rich sharing
2. Extracting value from current SAS
Relive with YouTube
NYC vs. Washington DC
Flickr in 1 Minute
100,000,000 Explicit Marks of Attention
This is not an Arch

- Errors
- Noise
- Bias
- Loose structure
- ...

Effel, Tower

5km
Tag Patterns
Tag Patterns
Tag Patterns

Geographies in SAS - Mor Naaman
A Better Understanding of Place?
Intuition

More “activity” in a certain location indicates the importance of that location.

Tags that are unique to a certain location can be used to represent the location.
Algorithmic Concept

- Document are clusters of photos
- Simple, tf-idf scoring of each tag based on clusters (document)
+40,000,000 photos:
Live Demo
communication

information

Technology

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thanks.