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# Recent Trends and Developments in Social Software

International Conferences on Social Software  
BlogTalk 2008, Cork, Ireland, March 3-4, 2008,  
and BlogTalk 2009, Jeju Island, South Korea,  
September 15-16, 2009  
Revised Selected Papers

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Library of Congress Control Number: 2010936768

CR Subject Classification (1998): H.3.5, C.2.4, H.4.3, H.5

LNCS Sublibrary: SL 3 – Information Systems and Application, incl. Internet/Web and HCI

ISSN 0302-9743  
ISBN-10 3-642-16580-X Springer Berlin Heidelberg New York  
ISBN-13 978-3-642-16580-1 Springer Berlin Heidelberg New York

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Printed in Germany

Typesetting: Camera-ready by author, data conversion by Scientific Publishing Services, Chennai, India  
Printed on acid-free paper 06/3180

# Preface

## 1 Overview

From its beginnings, the Internet has fostered communication, collaboration and networking between users. However, the first boom at the turn of the millennium was mainly driven by a rather one-sided interaction: e-commerce, portal sites and the broadcast models of mainstream media were introduced to the Web. Over the last six or seven years, new tools and practices have emerged which emphasise the social nature of computer-mediated interaction. Commonly (and broadly) labeled as social software and social media, they encompass applications such as blogs and microblogs, wikis, social networking sites, real-time chat systems, and collaborative classification systems (folksonomies). The growth and diffusion of services like Facebook and Twitter and of systems like WordPress and Drupal has in part been enabled by certain innovative principles of software development (e.g. open APIs, open-source projects, etc.), and in part by empowering the individual user to participate in networks of peers on different scales.

Every year, the International Conference on Social Software (BlogTalk) brings together different groups of people using and advancing the Internet and its usage: technical and conceptual developers, researchers with interdisciplinary backgrounds, and practitioners alike. It is designed to initiate a dialog between users, developers, researchers and others who share, analyse and enjoy the benefits of social software. The focus is on social software as an expression of a culture that is based on the exchange of information, ideas and knowledge. Moreover, we understand social software as a new way of relating people to people and to machines, and vice versa. In the spirit of the free exchange of opinions, links and thoughts, a wide range of participants can engage in this discourse.

BlogTalk enables participants to connect and discuss the latest trends and happenings in the world of social software. It consists of a mix of presentations, panels, face-to-face meetings, open discussions and other exchanges of research, with attendees sharing their experiences, opinions, software developments and tools. Developers are invited to discuss technological developments that have been designed to improve the utilisation of social software, as well as reporting about the current state of their software and projects. This includes new blog and wiki applications, content-creation and sharing environments, advanced groupware and tools, client-server designs, GUIs, APIs, content syndication strategies, devices, applications for microblogging, and much more. Researchers are asked to focus on their visions and interdisciplinary concepts explaining social software including, but not limited to, viewpoints from social sciences, cultural studies, psychology, education, law and natural sciences. Practitioners can talk about the practical use of social software in professional and private contexts, around topics such as communication improvements, easy-to-use knowledge management, social software in politics and journalism, blogging as a lifestyle, etc.

## 2 BlogTalk 2009

The 2009 conference was held on the picturesque Jeju Island in South Korea, and was coordinated locally by the prominent Korean blogger and researcher Channy Yun. This was the first BlogTalk to be held in Asia, and given its success, it will not be the last. The following presentations from BlogTalk 2009 are available in this volume.

Philip Boulain and colleagues from the University of Southampton detail their prototype for an open semantic hyperwiki, taking ideas from the hypertext domain that were never fully realised in the Web and applying them to the emerging area of semantic wikis (for first-class links, transclusion, and generic links). Justus Broß and colleagues from the Hasso-Plattner Institute and SAP study the adoption of WordPress MU as a corporate blogging system for the distributed SAP organisation, connecting thought leaders at all levels in the company.

Michel Chalhoub from the Lebanese American University analyses areas where the development and use of knowledge exchange systems and social software can be effective in supporting business performance (resulting in a measure for evaluating the benefit of investment in such technologies). Kanghak Kim and colleagues from KAIST and Daum Communications discuss their study on users' voting tendencies in social news services, in particular, examining users who are motivated to vote for news articles based on their journalistic value.

Sang-Kyun Kim and colleagues from the Korea Institute of Oriental Medicine describe research that connects researchers through an ontology-based system that represents information on not just people and groups but projects, papers, interests and other activities. Yon-Soo Lim, Yeungnam University, describes the use of semantic network analysis to derive structure and classify both style and content types in media law journalistic texts from both blogs and news sources.

Makoto Okazaki and Yutaka Matsuo from the University of Tokyo perform an analysis of microblog posts for real-time event notification, focussing on the construction of an earthquake prediction system that targets Japanese tweets. Yuki Sato et al. from the University of Tsukuba, NTT and the University of Tokyo describe a framework for the complementary navigation of news articles and blog posts, where Wikipedia entries are utilised as a fundamental knowledge source for linking news and blogs together.

Takayuki Yoshinaka et al. from the Tokyo Denki University and the University of Tokyo describe a method for filtering spam blogs (splogs) based on a machine-learning technique, along with its evaluation results. Hanmin Jung and colleagues from KISTI detail a Semantic Web-based method that resolves author co-references, finds experts on topics, and generates researcher networks, using a data set of over 450,000 Elsevier journal articles from the information technology and biomedical domains.

Finally, Jean-Henry Morin from the University of Geneva looks at the privacy issues regarding the sharing and retention of personal information in social networking interactions, and examines the need to augment this information with an additional DRM-type set of metadata about its usage and management.

There were three further peer-reviewed talks that are not published here. Daniele Nascimento and Venkatesh Raghavan from Osaka City University described various trends in the area of social geospatial technologies, in particular, how free and open-source development is shaping the future of geographic information systems. Myungdae Cho from Sung Kyun Kwan University described various library applications of social networking and other paradigm shifts regarding information organisation in the library field. David Lee, Zenitum, presented on how governments around the world are muzzling the Social Web.

BlogTalk has attracted prominent keynote speakers in the past, and 2009 was no exception: Yeonho Oh, founder of Ohmynews, spoke about the future of citizen journalism; and Isaac Mao, Berkman Center for Internet and Society at Harvard, presented on cloud intelligence. The conference also featured a special Korean Web Track: Jongwook Kim from Daum BloggerNews spoke about social ranking of articles; Namu Lee from NHN Corporation talked about the Textyle blogging tool; and Changwon Kim from Google Korea described the Textcube.com social blogging service.

### 3 BlogTalk 2008

In 2008, BlogTalk was held in Cork City, Ireland, and was sponsored by BT, DERI at NUI Galway, eircom and Microsoft. In these proceedings, we also gather selected papers from the BlogTalk 2008 conference.

Uldis Bojars and colleagues from DERI, NUI Galway describe how the SIOC semantic framework can be used for the portability of social media contributions. David Cushman, FasterFuture Consulting, discusses the positives he believes are associated with the multiple complex identities we are now adopting in various online communities. Jon Hoem from Bergen University College describes the Memoz system for spatial web publishing. Hugo Pardo Kuklinski from the University of Vic and Joel Brandt from Stanford University describe the proposed Campus Móvil project for Education 2.0-type services through mobile and desktop environments.

José Manuel Noguera and Beatriz Correyero from the Catholic University of Murcia discuss the impact of Politics 2.0 in Spanish social media, by tracking conversations through the Spanish blogosphere. Antonio Tapiador and colleagues from Universidad Politecnica de Madrid detail an extended identity architecture for social networks, attaching profile information to the notion of distributed user-centric identity. Finally, Mark Bernstein from Eastgate Systems Inc. writes about the parallels between Victorian and Edwardian sensibilities and modern blogging behaviours.

Also, but not published here, there were some further interesting presentations at BlogTalk 2008. Joe Lamantia from Keane gave some practical suggestions for handling ethical dilemmas encountered when designing social media. Anna Rogozinska from Warsaw University spoke about the construction of self in weblogs about dieting. Paul Miller from Talis described how existing networks of relationships could be leveraged using semantics to enhance the flow of ideas

and discourse. Jeremy Ruston from Osmosoft at BT presented the latest developments regarding the TiddlyWiki system. Jan Blanchard from Tourist Republic and colleagues described plans for a trip planning recommender network.

Andera Gadeib from Dialego spoke about the MindVoyager approach to qualitative online research, where consumers and clients come together in an online co-creation process. Martha Rotter from Microsoft demonstrated how to build and mashup blogs using Windows Live Services and Popfly. Robert Mao, also from Microsoft, described how a blog can be turned into a decentralised social network. Brian O'Donovan and colleagues from IBM and the University of Limerick analysed the emerging role of social software in the IBM company intranet. Hak-Lae Kim and John Breslin from DERI, NUI Galway presented the int.ere.st tag-sharing service.

The 2008 conference featured notable keynote speakers from both Silicon Valley and Europe talking about their Web 2.0 experiences and future plans for the emerging Web 3.0: Nova Spivack, CEO, Radar Networks, described semantic social software designed for consumers; Salim Ismail, formerly of Yahoo! Brickhouse, spoke about entrepreneurship and social media; Matt Colebourne, CEO of coComment, presented on conversation tracking technologies; and Michael Breidenbrücker, co-founder of Last.fm, talked about the link between advertising and Web 2.0. There were also two discussion panels: the first, on mashups, microformats and the Mobile Web, featured Sean McGrath, Bill de hÓra, Conor O'Neill and Ben Ward; the second panel, describing the move from blog-style commentary to conversational social media, included Stephanie Booth, Bernard Goldbach, Donncha O Caoimh and Jan Schmidt.

## 4 Conclusion

We hope that you find the papers presented in this volume to be both stimulating and useful. One of the main motivations for running BlogTalk every year is for attendees to be able to connect with a diverse set of people that are fascinated by and work in the online digital world of social software. Therefore, we encourage you to attend and participate during future events in this conference series. The next BlogTalk conference is being organised for Galway, Ireland, and will be held in autumn 2010.

February 2010

John Breslin  
 Thomas Burg  
 Hong-Gee Kim  
 Tom Raftery  
 Jan Schmidt

# Organization

BlogTalk 2009 was organised by the Biomedical Knowledge Engineering Lab, Seoul National University. BlogTalk 2008 was organised by the Digital Enterprise Research Institute, National University of Ireland, Galway.

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