

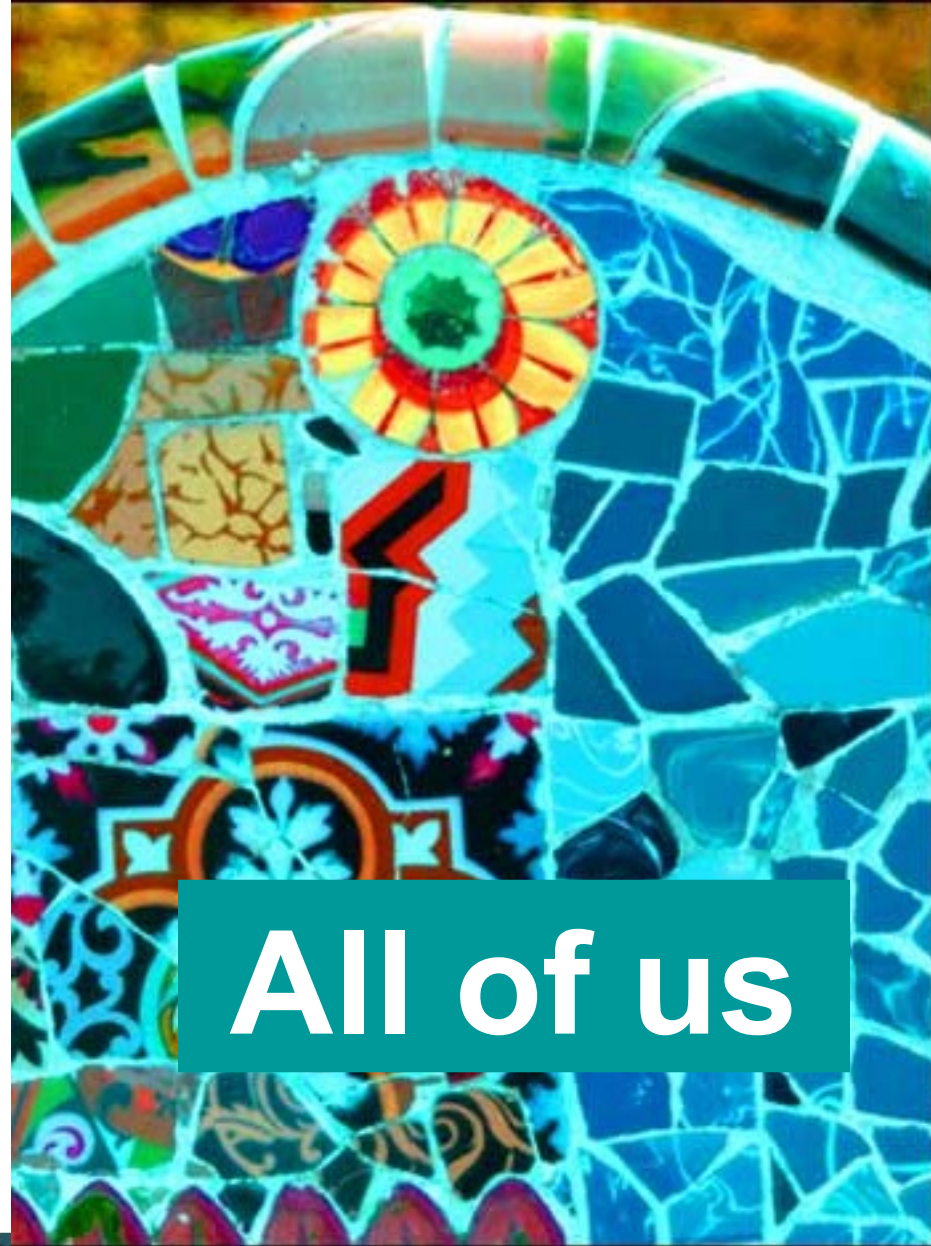


Welcome

# The Future of Social Networking

W3C Workshop  
January 15-16, 2009  
Barcelona, Spain

# Thank you!



# Agenda

- Lay of the social networking “land” today
- What can we accomplish?
- How we will work?
- What does the W3C system do (offer)?
- Introductions
  - Your networking kit

# Orientation and Navigation

A few terms,  
concepts and frameworks  
to guide our thoughts and our work

# Social Networking

- All of the activities and enabling elements necessary for the *contribution* and *consumption* of social media **regardless of the network**

# Social Networking is NOT

- the form factor or manufacturer of the device (terminal) chosen
- the type of media (text, images, video, music, animations)
- the existence or lack of a prior relationship
- the distance or proximity

Think *people*

# Social Networking 2007



Circa 2007

- Everyone is playing nice
- Lines of demarcation
- Money was not a problem

# Regional differences are emerging

## A chaque continent ses préférences

LES SITES DE RÉSEAUX SOCIAUX LES PLUS FRÉQUENTÉS...

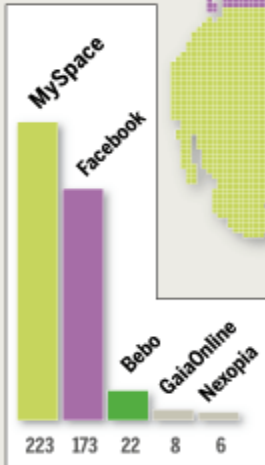
... PAR PAYS	Nom du site	MySpace	Facebook	Bebo	Cyworld	Skyblog	Hi5	Friendster	Orkut	Live Journal
	Nationalité de l'entreprise :	Etats-Unis	Etats-Unis	Etats-Unis	Corée du Sud	France	Etats-Unis	Etats-Unis	Etats-Unis	Russie

... PAR CONTINENT

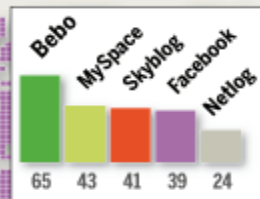
En millions d'heures par mois  
(août 2007)

### AMÉRIQUE DU NORD

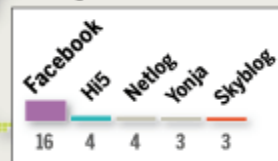
Un quart des inscrits dans le monde.



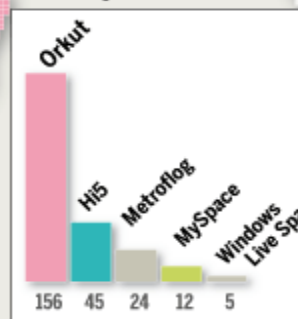
### EUROPE



### AFRIQUE - PROCHE-ORIENT

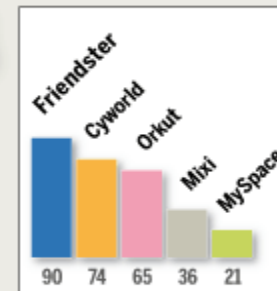


### AMÉRIQUE LATINE



### ASIE - PACIFIQUE

Un tiers des inscrits dans le monde.





# Magnitude

Does anyone want to debate the absolute size?

Figure 1.7 Global total mobile community revenues in three scenarios, 2007-2012

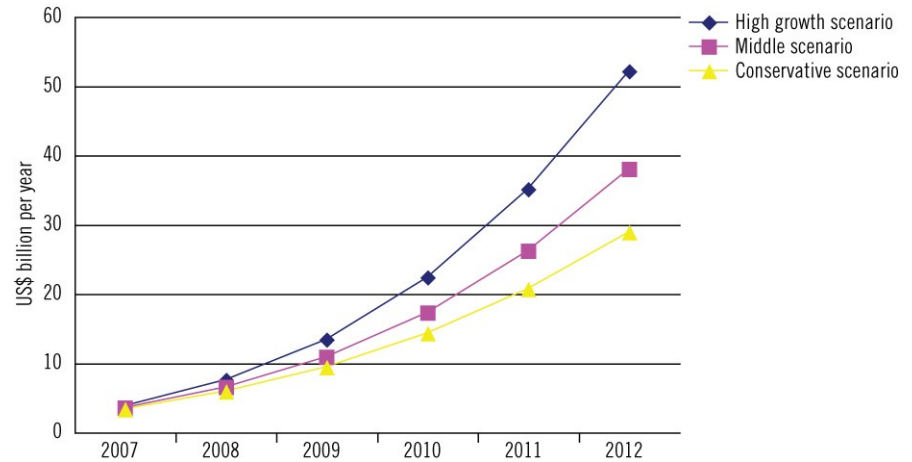


Figure 7.29 Global mobile community revenues forecast in three scenarios, by region, 2007-2012

US\$ million/year	2007	2008	2009	2010	2011	2012
<b>Conservative scenario</b>						
North America	732	1,286	2,019	3,058	4,489	6,395
Latin America	35	64	109	184	296	489
Asia Pacific	1,664	2,739	4,075	5,931	8,517	11,896
Europe	945	1,848	3,179	5,013	7,192	9,754
AME	15	34	67	125	227	402
<b>Total Conservative scenario</b>	<b>3,392</b>	<b>5,972</b>	<b>9,449</b>	<b>14,311</b>	<b>20,721</b>	<b>28,936</b>
<b>Middle scenario</b>						
North America	766	1,411	2,327	3,701	5,685	8,429
Latin America	36	70	125	220	371	637
Asia Pacific	1,740	3,003	4,686	7,143	10,704	15,522
Europe	990	2,034	3,680	6,099	9,160	12,929
AME	16	36	74	146	274	505
<b>Total Middle scenario</b>	<b>3,548</b>	<b>6,554</b>	<b>10,892</b>	<b>17,308</b>	<b>26,194</b>	<b>38,023</b>
<b>High Growth scenario</b>						
North America	830	1,648	2,901	4,862	7,752	11,752
Latin America	39	82	155	290	509	898
Asia Pacific	1,867	3,436	5,673	9,053	14,040	20,837
Europe	1,073	2,376	4,587	7,998	12,447	17,934
AME	17	42	93	194	386	743
<b>Total High Growth scenario</b>	<b>3,827</b>	<b>7,584</b>	<b>13,409</b>	<b>22,397</b>	<b>35,134</b>	<b>52,164</b>

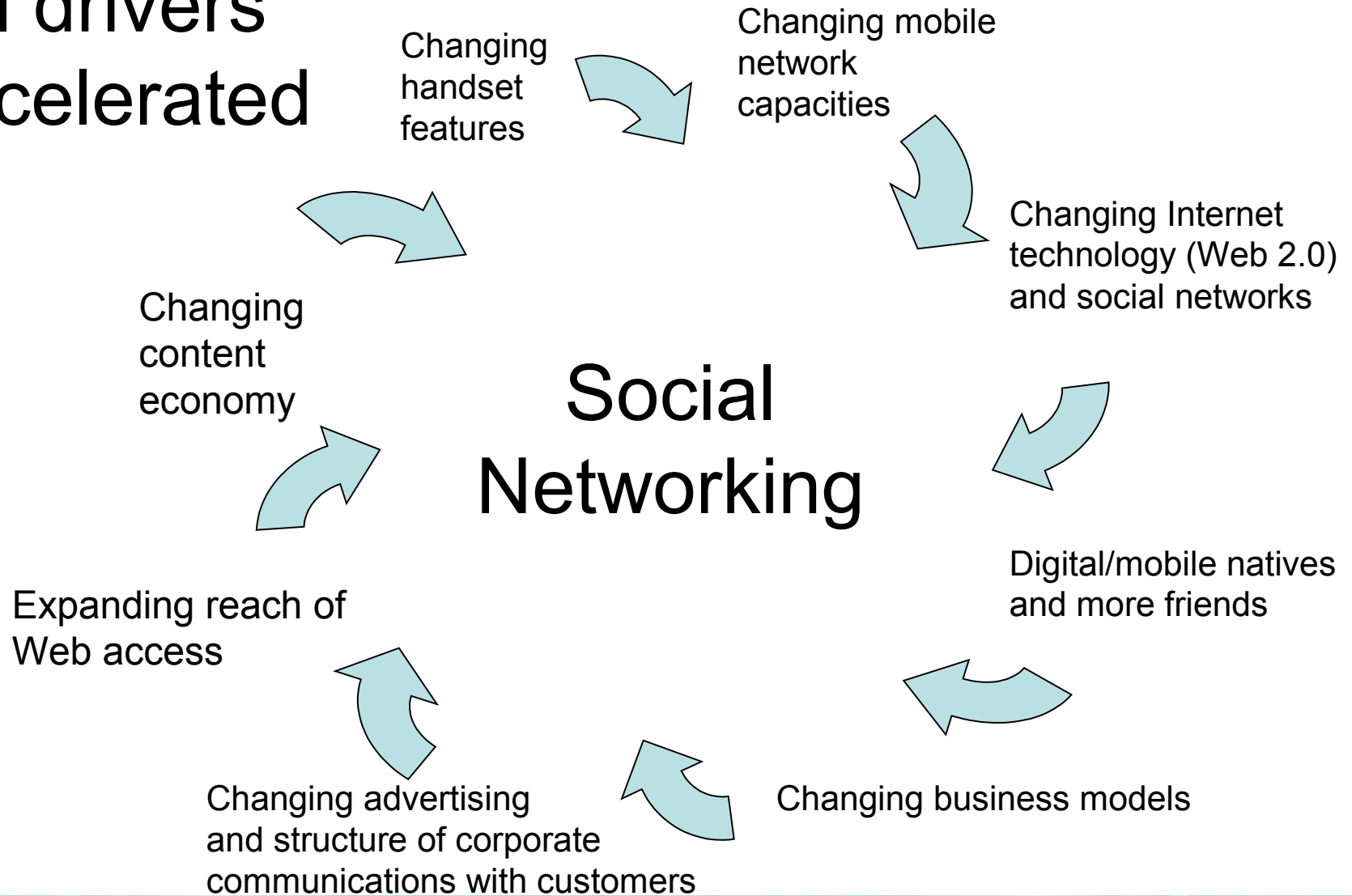
Source: Informa Telecoms & Media



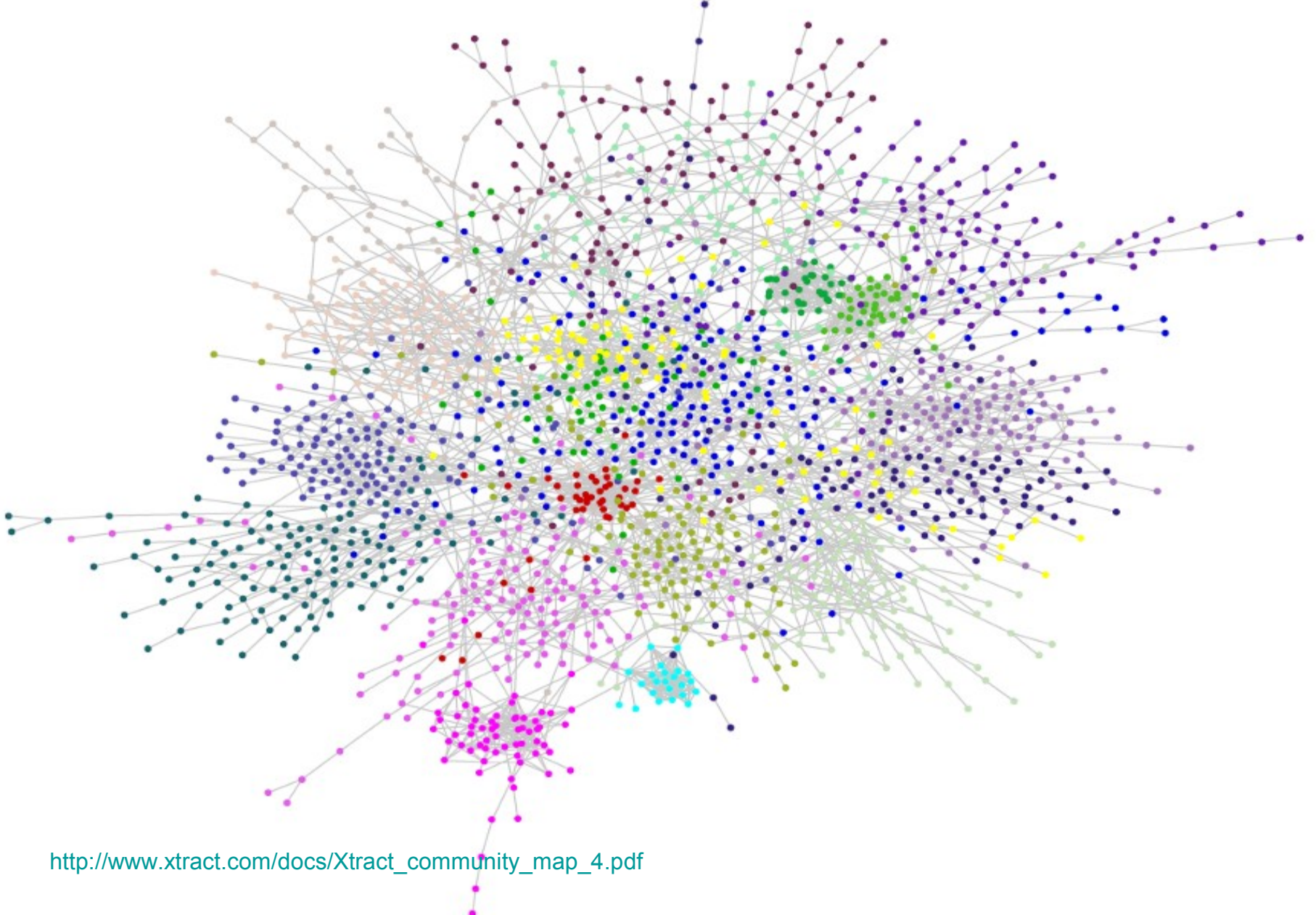
# Momentum of 2008

- More
- More
- More
- More

# All drivers Accelerated



# Communities Connect



# Proliferation



Copyright www.barcelona-tourist-guide.com

As of August 2008



# Social media “smart” handsets

- iPhone (3G and predecessors) and app Store
- Nokia and Ovi
- Android phone and Android Market
- Facebook phone INQ1
- More social apps written for Blackberry & Windows Mobile
- LG phone cameras
- Palm Pre



# Social Networking

## Now? Future?

- This is what we are going to work on



# Why aren't we using this?

- Everything digital is becoming “social”
- but not in a uniform way

Web Trend Map 2008





# A few contrasts

## Mobile

**Communities tend to focus on one or few human needs**

Immediate (*it goes with user*)

Across all socioeconomic strata

Moderation is critical to ecosystem

This is their first/principle Internet access device

Assumed connectivity/services billing relationship with **NOTABLE** regional differences in business models:

Western Europe, Japan and USA: post-pay

India, Latin America, Africa, ELSEWHERE: pre-pay

## PC

**Communities designed for general interest/multi-purpose**

Intermittent (*user goes to it*)

People of “some means”

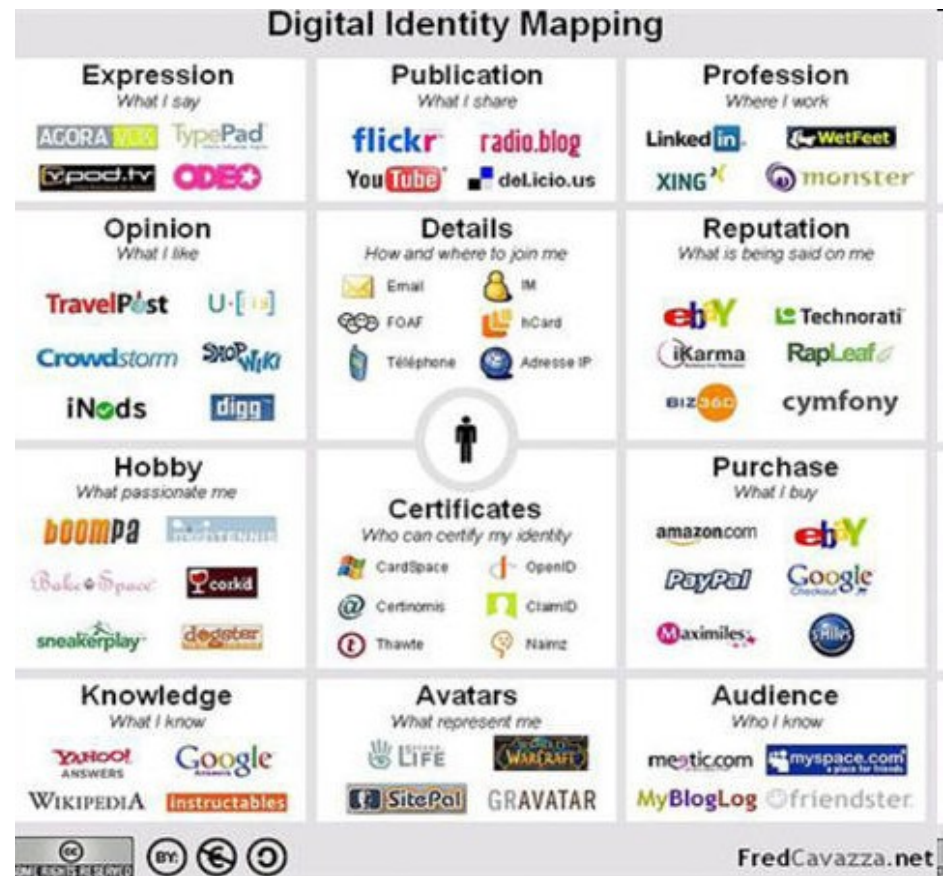
Moderation is exception, not rule

This is their principle access, mobile is “dumb down” version

Assumption is that Web services are free, included with access charges paid to an ISP

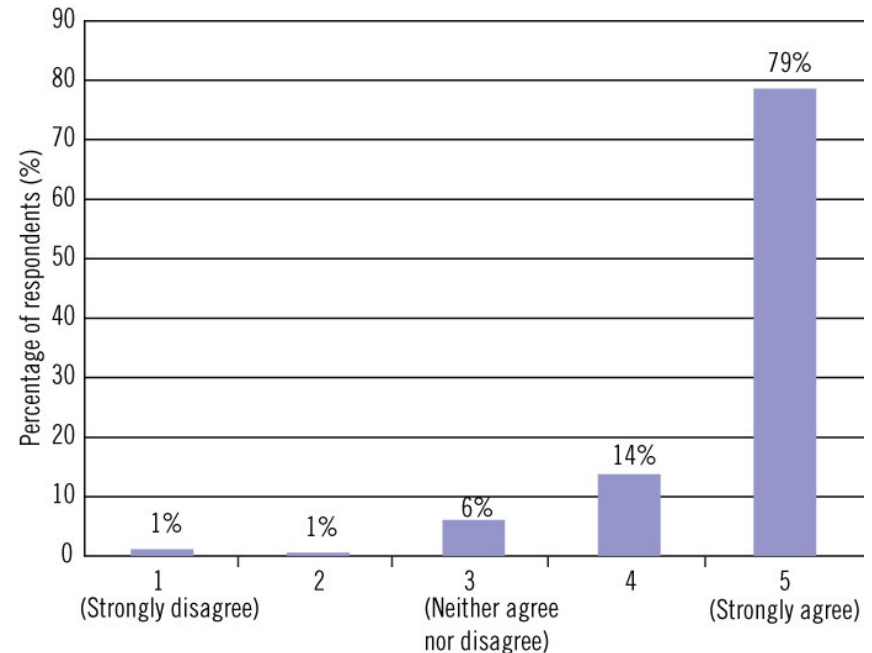
# User identities are fragmented

- Each user has many registrations (accounts)
- Attention is dispersed



# Silos (like oceans) are a barrier

Providing users the ability to interact with their community regardless of their network or social network platform of choice is important to the success of community services



Source: Informa Telecoms & Media  
Mobile Social Networking report 2008

# Our Workshop's duties/responsibilities

Understand the present  
Envision the future  
Formulate strategies and  
Begin evangelism

# The Futures (Our Challenges)

- Architectures for social networking

- Distributed

**MOBILE**

~50% of the papers treat this topic

trust

business models

- Deeper and adaptive user experiences
- Context

# Formulate strategies

- Use and adapt
  - Existing protocols, lessons learned
- Think differently
  - Global, regional, national, local
- Evolutionary
- Always ask how it will effect
  - Users
  - Businesses

# The workshop deliverables

- Report
  - Share and evangelize
- What are the next steps?
  - For industry
  - In W3C



# How we will work

Workshop agenda

Rules of engagement

Must have discussion + synthesis



# Jan 15 Day 1

- 4 Speakers
  - *Coffee break*
  - Breakouts
    - Distributed Architectures
    - Data mining
  - *Lunch*
  - Breakouts
    - Privacy and Trust
    - Business Models
- You will need to choose one of two

- 2 Speakers
- Panel discussion

Deeper and Adaptive User Experiences

Appropriate Architectures

**25 Questions**  
Plus W3C Qs

# Jan 16 Day 2

- Reports from Day 1
  - *Coffee break*
  - 4 Speakers
  - Panel discussion
  - *Lunch*
  - Plenary (instructions)
  - Breakouts
    - Architectures
    - User experiences
    - Context
  - *Coffee break*
  - Reports on Next steps
    - Discussion
  - Close by 17:00
- } Context and Communities

## 5 Questions

# Rules of engagement

- Everyone here is an expert
  - And we all can (want to) learn
- Make suggestions for improvement
  - To the moderators or co-chairs
- Prepare to give examples
  - Unsupported assertions are dangerous
- Manage your “air time”
  - Be respectful of others

# The process

- Discuss **SCAN, EXPLORE**
  - 5 questions
  - The role of W3C (MWI or greater)?
  - Your company's role or your role?
- Synthesize/package **CAPTURE**
- Prepare short presentation **SHARE**
  - Session
  - World

# Introductions

Putting faces and roles\* on names  
in our community

\* And yellow post-it notes

- A moment of silence
  - Those who couldn't
- Programme committee members
- Authors of position papers
- Speakers
- Facilitator/moderator
- Workshop co-chair

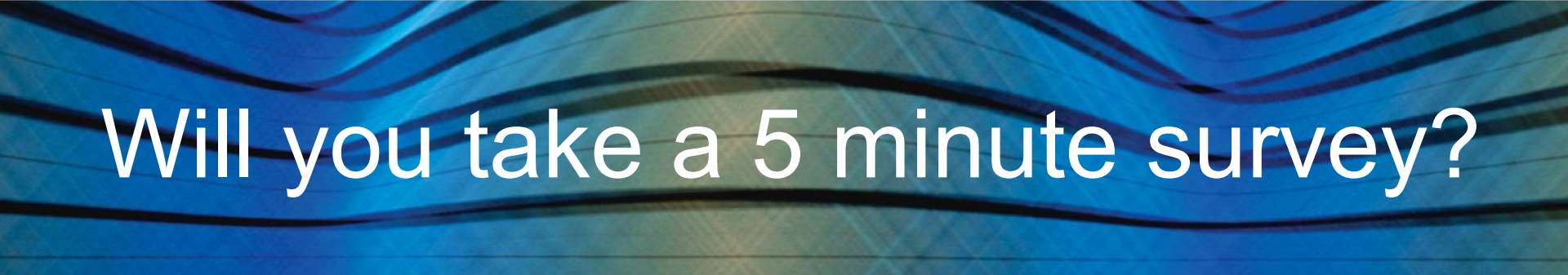


# W3C

# Your networking kit

- Tags on YOU
- Yellow post-it notes on OTHERS
- Find your name
- Put post-it notes you received by your name
- Co-chair
- Montreux, Switzerland
- Independent
- Market research
- Mobile
- Augmented reality
- Weekend





Will you take a 5 minute survey?

**Go to**

<http://www.perey.com/Survey.html>

# Mobile Social Networking

## *Communications goes Contextual*

Second Edition of the report published by  
in February 2009

**informa**  
telecoms & media

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# Appropriate Architectures of Social Networking

9:30 to 15:30

# 9:30-10:20 Presentations

- **The Social Web: Small Businesses/Big Solutions**

Timothée Anglade, AF83

- **Managing social communications identities**

Oscar Sola, Telefonica

- **Leveraging social data with semantics**

Guillaume Erétéo (Orange Labs) Fabien Gandon (INRIA)  
Mylène Leitzelman (Telecom ParisTech) Freddy Limpens (INRIA)

- **Issues with social network representations**

Peter Mika, Yahoo! Research

# Breakout: Distributed Social Networking

- Can a decentralized architecture be sustainable, profitable, and usable?
- What do we stand to lose if we adopt a decentralized architecture?
- How would you prevent fragmentation of web capabilities, and how would that affect standards definition?
- What is the minimum set of new functionalities that the future web should incorporate?
- How can we allow users who may want to deliberately fragment their online identity to do so?

# Breakout: Data Mining

- Is a common data format needed for use-cases like social data integration and data-mining ? Or can we just use a common API?
- If so, what are the characteristics of the common all-purpose data format?
- Of current options (a common API, XML-based data format like Atom, JSON, RDF, microformats), what are their advantages and disadvantages?
- To what extent should domain-specific data, such as tags and addressbooks, be standardized, or can we extend in a decentralized manner?
- How can other parts of the needed technology, such as privacy, be handled by this common data-format?