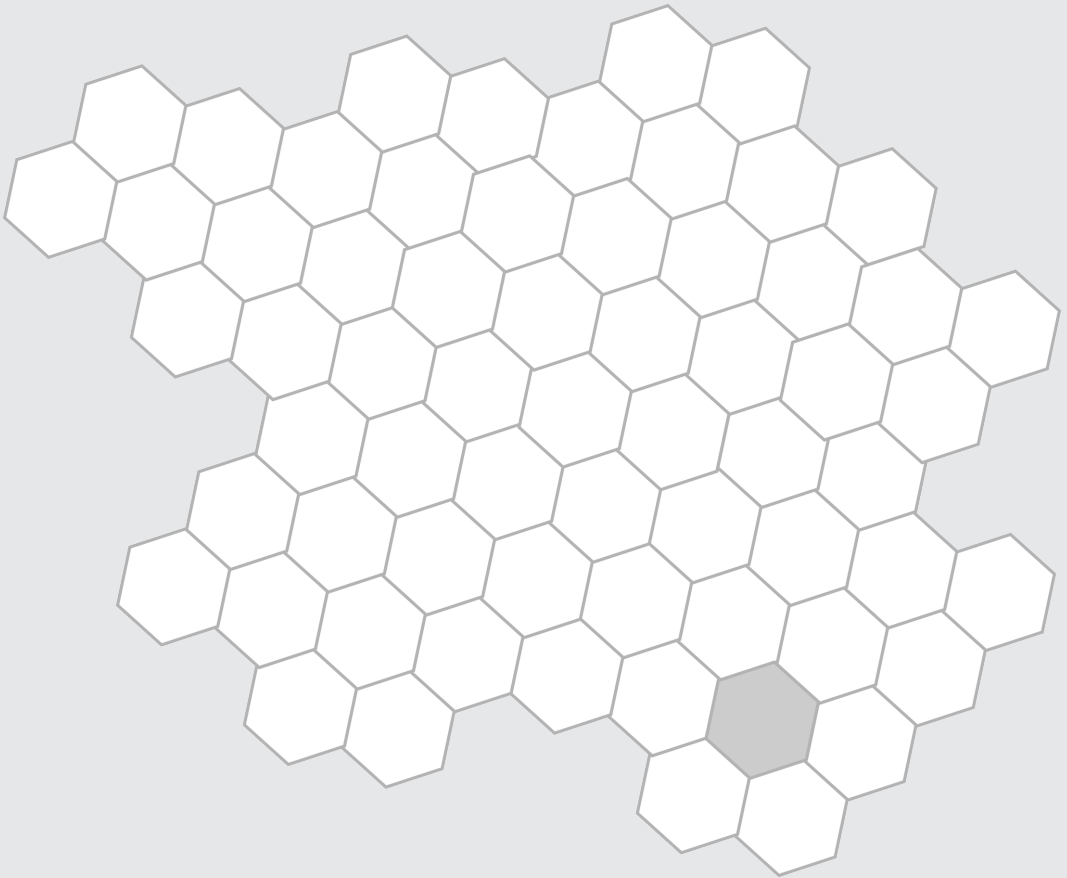


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Harnessing the Power of Social Context

ALEXANDER TROUSOV

IBM Dublin, Ireland

e-mail: atrousso@ie.ibm.com

Abstract

We live in an increasingly interconnected world of socio-technological systems, in which technological infrastructures composed of many layers are interoperating within a social context that drives their everyday use and development. Nowadays, most of the digital content is generated within public systems like Facebook, Delicious, Twitter, blog and wiki systems. These applications have transformed the Web from a mere document collection into a highly interconnected social space where documents are actively exchanged, filtered, organized, discussed and edited collaboratively. The emergence of the Social Web opens up unforeseen opportunities for observing social behaviour by tracing social interaction on the Web. In these socio-technological systems ‘everything is deeply intertwined’ using the term coined by the pioneer of the information technologies Ted Nelson: people are connected to other people and to ‘non-human agents’ such as documents, datasets, analytic tools, tags and concepts. These networks become increasingly multidimensional providing rich context for network mining and understanding the role of particular nodes representing both people and digital content. In this talk we show how to represent to our formal reasoning and to model social context as knowledge using network models to aggregate heterogeneous information. We show how the social context could be efficiently used for well understood tasks of natural language processing as well as for novel applications such as social recommender systems which aim to alleviate information overload for social media users by presenting the most attractive and relevant content.

Biographical note

Alexander Trousov, Ph.D., is chief scientist at the IBM Dublin Centre for Advanced Studies and chief scientist of the IBM LanguageWare group. He is a joint author of more than 30 peer-reviewed research publications and has five patents pending. As the LanguageWare group architect, Dr. Trousov developed new methods for the optimisation of finite state processing for morphological analysis, worked on computational models for compounding languages, and worked on other problems of subsentential text processing. As CAS chief scientist, he leads IBM’s participation in the NEPOMUK project. More information is available at the IBM web site (<http://www.alphaworks.ibm.com/tech/galaxy>, <https://www-927.ibm.com/ibm/cas/sites/dublin/>).

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Call for Papers

Papers to be included in the next issue should be preferably focused on topics related to social-networks in one or more of the following subjects (the list is indicative rather than exhaustive):

Sentiment/Opinion Analysis in Natural-Language Text Documents

Algorithms, Methods, and Technologies for Building and Analysing Social Networks

Applications in the Area of Social Activities

Knowledge Mining and Discovery in Natural Languages Used in Social Networks

Medical, Economic, and Environmental Applications in Social Networks

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. Each of the submitted research papers should not exceed 26 pages. All papers are refereed through a peer review process.

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