Fifth International AAAI Conference on Weblogs and Social Media

Welcome!
Fifth International AAAI Conference on Weblogs and Social Media

James G. Shanahan
Church & Duncan Group, Inc.

Nicolas Nicolov
Microsoft
Please turn **ON** your

and tell the world you’re attending

#icwsm on Twitter

www.facebook.com/icwsm
Over 650 attendees

AUSTRALIA, 6
BRAZIL, 1
BULGARIA, 1
CANADA, 7
CHINA, 1
DENMARK, 1
FRANCE, 11
GERMANY, 13
GREECE, 2
INDIA, 2
IRELAND, 5
ISRAEL, 1
ITALY, 4
JAPAN, 7
NETHERLANDS, 3
NORWAY, 1
OMAN, 2
POLAND, 1
PORTUGAL, 2
QATAR, 2
ROMANIA, 1
SINGAPORE, 1
SPAIN, 13
SWEDEN, 1
SWITZERLAND, 5
UNITED KINGDOM, 13

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ICWSM Full Papers Submitted

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and if this trend continues...

Linear (Full Papers submitted)

Full Papers submitted

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A BUSINESSWEEK BESTSELLER

DOW 36,000

THE NEW STRATEGY FOR PROFITING FROM THE COMING RISE IN THE STOCK MARKET

“Rock-solid investment advice. . . . Long-term investors can place it on an altar next to the works of Benjamin Graham and Peter Lynch, as well as Warren Buffett’s annual homilies to his Berkshire Hathaway investors.”

—Knight A. Kiplinger,
Kiplinger’s Personal Finance Magazine

JAMES K. GLASSMAN & KEVIN A. HASSETT
Full Paper -- (25 Full Paper Oral; 28 Full Paper Poster)

- United States: 33
- Great Britain: 4
- Ireland: 2
- Indonesia: 2
- Denmark: 2
- Estonia: 1
- France: 1
- China: 1
- Japan: 1
- Portugal: 1
- Singapore: 1
- Brazil: 1
- Canada: 2

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Demos (7 Demos)

- UNITED STATES, 3
- FRANCE, 1
- Germany, 2

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Social Technologies group, IBM Haifa Research Lab
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NUI Galway

Webmaster

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Disco Gerdes  
Mutual Mobile

Please Applause!

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Department of Computer Science and Engineering, University of Minnesota
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<th>Michael Muller, IBM</th>
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EXCHANGE IDEAS / SHARE KNOWLEDGE
Audience Participation
Social Media Has Come of Age

Over the past 12-15 months, what has been a transformative development involving social media?
– Technical
– Cultural
– Education
– etc…
$600 to buy a disk drive that can store all of the world’s music

5 billion mobile phones in use in 2010

30 billion pieces of content shared on Facebook every month

40% projected growth in global data generated per year vs. 5% growth in global IT spending

[MGI, 2011]
More people saw this ad on YouTube than on the actual *Superbowl* show
Facebook’s World

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>1,336,450,000</td>
</tr>
<tr>
<td>2</td>
<td>India</td>
<td>1,178,436,000</td>
</tr>
<tr>
<td>3</td>
<td>Facebook</td>
<td>750,000,000</td>
</tr>
<tr>
<td>4</td>
<td>United States</td>
<td>308,898,000</td>
</tr>
<tr>
<td>5</td>
<td>Indonesia</td>
<td>231,369,500</td>
</tr>
<tr>
<td>6</td>
<td>Brazil</td>
<td>192,651,000</td>
</tr>
<tr>
<td>7</td>
<td>Pakistan</td>
<td>169,010,500</td>
</tr>
<tr>
<td>8</td>
<td>Bangladesh</td>
<td>162,221,000</td>
</tr>
<tr>
<td>9</td>
<td>Nigeria</td>
<td>154,729,000</td>
</tr>
<tr>
<td>10</td>
<td>Russia</td>
<td>141,927,297</td>
</tr>
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What’s Developing?

Religion
What’s Developing?

Politics

© 2011 James G. Shanahan
After embarking on a record spending binge that’s left us deeper in debt, where are the jobs? #AskObama
What’s Developing?

Business

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Advertising Spend

THE RISE OF SOCIAL NETWORKING AD SPENDING

Social network ad spending is once again on the rise, argues a recent study by eMarketer, which predicts that US advertisers will spend nearly $1.7 billion on social sites this year. This estimate is a noticeable increase from initial 2010 projection made by eMarketer, which forecasted $1.3B for this year, as well as a 28% increase from 2009 spending. Of this spending, Facebook is expected to receive about half of all social network ad spending, at least in the US, with MySpace losing ground to the now preeminent social networking site. These points, as well the study's other most interesting facts and figures, are featured in the below graphic.

WORLDWIDE SOCIAL NETWORKING AD SPENDING

Amount Spent:
Millions & Annual % Change

2005: $480, 155.0%
2006: $1,225, 75%
2007: $2,145, 26.5%
2008: $2,530, 30.7%
2009: $3,300, 29.1%
2010: $4,260

HALF OF THE WORLD’S SOCIAL NETWORKING ADVERTISEMENT SPENDING ARE DIRECTED TOWARD FACEBOOK, WHICH IN JULY, 2010 HIT 500 MILLION USERS

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Gap Reverts to Original Logo After Social Media Backlash
Brands are Managed Through Social Media
Investor’s Year

Twitter Seeks $7 Billion Valuation
As Peers Pursue Bigger IPOs, Messaging Service Sticks to Private Backing and Searching for the Right Business Model

Even as internet companies such as Zynga Inc. and Groupon Inc. file to go public, Twitter Inc. is taking a different route: It is continuing to tap private investors.

The fast-growing internet messaging service is currently in discussions to raise a new round of private financing, said people familiar with the matter. The round could yield hundreds of millions of dollars and value Twitter as high as $7 billion, one of those people said. It is unclear which investors are
$100 Billion Valuation!
April 2011 filed with SEC to raise $584 million in a US IPO offering Renren stocks on the New York Stock Exchange
May 4, 2011 IPO price at U$14, high end of revised ranges
Groupon: ~$20 Billion Valuation
Zynga: ~$20 Billion Valuation

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6 Lessons Learned From the Demise of MySpace

Once the undisputed king of social media (at least in the U.S.), MySpace last week declared what amounts to a pro-modern armistice, announcing that they will integrate status updates with Facebook (and Twitter).

MySpace used to be Janet, and now it’s LaToya – at best.

While the erosion of the MySpace user base has been ongoing for years, the fact that it was purchased for $580 million just five years ago says all you need to know about the vagaries of online leadership. Coincidental timing too, as Yahoo! gave up their search engine duties in U.S. and Canada to Microsoft’s Bing last week. Approximately 16 years after having 57% of the search market, Yahoo! is now out of the business entirely. Ouch.

But back to MySpace. Where did it all go so wrong? What can we learn from its death spiral?
What’s Developing?

Technology
The Social Network
RunPee.com

helping your bladder enjoy going to the movies as much as you do.

The King's Speech
@ 44 minutes duration: 5 mins.
cue: Mother says to David, "Long live the king."

What happens during this peetime >>

@ 1 hour and 12 minutes duration: 5 mins.
cue: After David's radio speech where he tells the nation why he is abdicating.

What happens during this peetime >>

@ 1 hour and 51 minutes duration: 2 mins.
cue: There is nothing extra after the end credits.

What happens during this peetime >>

Get the RunPee smart phone app for iPhone / iPad or Android.

FREE: Android/iPhone apps
You can get the RunPee for Android app here for free.!
m.RunPee.com – for feature phones and Blackberry
For those of you who don't have...

OMG! How did you ever come up with such a GENIUS idea?

Where did this genius idea come from?
RunPee.com was the idea of Dan Florio, AKA polyGeek. Here's the Tale... Please feel free to contact me: polyGeek [at] thisSite.com - if you have anything non-public to...

FEATURED STORIES
We’ll Let You Know

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And it just got more interesting….

- Google+ and Facebook
  - Integration, voice, video, hangout
  - Privacy
  - Weak, strong ties
ANNALS OF INNOVATION

SMALL CHANGE

Why the revolution will not be tweeted.

BY MALCOLM GLADWELL

OCTOBER 10, 2010

At four-thirty in the afternoon on Monday, February 1, 1960, four college students sat down at the lunch counter at the Woolworth’s in downtown Greensboro, North Carolina. They were freshmen at North Carolina A. & T., a black college a mile or so away.

“I’d like a cup of coffee, please,” one of the four, Ezell Blair, said to the waitress.
Arab Spring

MENA REGION
(MIDDLE EAST & NORTH AFRICA REGION)

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Mohamed Bouazizi - December 17, 2010
Wael Ghomin - February 2011
The Day Social Media United Italy

On June 12th and 13th, the Italian people voted on referendums for four different pieces of legislation. Known in the social media world as "4 Si" (4 Yeses), the Italians went to the polls to vote on two different laws to keep water publicly owned, to end nuclear energy and in a blowing strike to Prime Minister Silvio Berlusconi, they voted to make public officials and government representatives accountable to the law and eligible to stand trial.

Italy has long been a country known for corruption. Prime Minister Silvio Berlusconi has been elected three times (currently serving his third term) and also owns approximately 70 percent of Italy's media companies. How is that for public sphere control? The same man who owns the media, runs the country. Funny how that worked out, isn't it? The man who controls communication and its messages governs Italy's people.
The Future?
ICWSM -11 Conference Programs

Twitter and Data Science

Social Media and Wiki Revolutions – Manuel Castells

The Party is Over Here: Structure and Content in the 2020 Election

Tweets during Mass Emergency

The Prevalence of Political Discourse in Non-Political Blogs

Social-Spatial Properties of Online Location-Based Social Networks

Media Landscape in Twitter: A World of New Conventions and Political Diversity

Exploring Millions of Footprints in Location Sharing Devices

You Are What You Tweet: Analyzing Twitter for Public Health

Social Targeting for Privacy-Friendly On-line Advertising

What Stops Social Epidemics?

Differential Adaptive Diffusion: Understanding Diversity and Learning Whom to Trust in Viral Marketing

Participation Maximization Based on Social Influence in Online Discussion Forums

Twitter and Data Science
Enjoy This Conference