Content as basis for Social Connectness

...as basis for better User Experience

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Gartner’s Hype Cycle for Social Software, 2011

Years to mainstream adoption:
- ○ less than 2 years
- ● 2 to 5 years
- ● 5 to 10 years
- ▲ more than 10 years
- ● before plateau

Source: Gartner (September 2011)
Prism Social Media 2010

Displays online conversations between people that populate communities as well as the networks that connect the Social Web (© Serge Esteves)

dreambank.org ➔ Personal crowd sourcing or “gimme money for my trip”

“SHARE” your …. Tree / Apartment / Car / Hammer…
Social media's genius pretends to read our minds (*)

- **Facebook, Google+, LinkedIn**,.. connect and reintroduce us to our friends via directly linked people

- **Pandora** plays us music we're algorithmically likely to enjoy;

- **Amazon** delivers us to authors who feel statistically familiar, recommends “similar” books

- **Lovelybooks** – tag text parts + discuss with others (Social reading)

(*) Source: Rob Garner, iCrossing
Issue: How to activate and involve People?

Amount of Content

Active engagement

Visited Content

Active

Passive
Are FB or alike’s the best places for Engagement?

Figure 1 Interactive Marketers Don’t View Facebook As The Best Option For Engagement

“Which offers you the deepest engagement with individual users today?”

- Our primary website: 64% in US, 59% in Western Europe
- Our campaign microsites: 18% in US, 16% in Western Europe
- Our blog: 12% in US, 6% in Western Europe
- Our Facebook page: 4% in US, 8% in Western Europe
- Our Twitter account: 1% in US, 2% in Western Europe
- Our YouTube channel: 1% in US, 0% in Western Europe

*Base: 252 US interactive marketers
†Base: 264 European interactive marketers (multiple responses accepted)

*Source: December 2010 US Interactive Marketing Online Executive Panel Survey
†Source: December 2010 European Interactive Marketing Executive Online Survey

Source: Forrester Research, Inc.
Collaboration beyond strong ties

None

Potential Ties

Weak Ties

Strong Ties

More synchronous work
More remote work
More collaborative work
Less individual work
Less face to face work

Source: Acando AB
Collaboration beyond strong ties

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LiveNetLife

instantly connects people who look at or deal with similar information

Modified from
Source: Acando AB
Today: Empty sites

Visitors do not „see“ other online visitors.

Visitors cannot chat or speak with other visitors nor with site owners.

How can Users get relevant information with higher Quality?
Get more engaged?
Or be adressed live & in real time?
Develop the GROUP FEELING
(using the full Restaurant Syndrome)

Visitors are now made aware of other online visitors (see their avatars) on the same or similar sites

→ Group-Feeling
→ Site/page is more appealing and interesting due to a lot of visitors
Add HYPER LINKS
Go where the Crowd is... via InLinks

Visitors can see where groups of users are gathering around interesting topics or ideas.

Discover where the content and the crowd are now.

Click on the InLink to follow.

Check the content and engage in related topics.

“Be There”

Users on similar topics

http://videolectures.net/ecmlpkdd2011_zliobaite_data/

→ Visitors discover new and related, i.e. relevant content.
→ Are connected to their content peers.
Add COMMUNICATION

Increase of Engagement via live interaction between idea owners, experts, the community – “The Crowd” - and Site owners

On-Line Interaction between visitors authors or towards videolectures support

→ Users rate online interaction and support as very good (*)

→ Higher involvement increases “sourcing” from crowd

(*) Forrester Study 4/2011
Add ALERTING
... and involve Authors/Experts even when off-line!

Visitor asks for exchange/support

Author/Expert is Online

Go online

Or Chat directly via Mobile

Alert on the Smartphone

Author/Expert not Online

Interaction with Author/expert

Hello, can I help?

Yes Please

Visitor asks for exchange/support

Hello there. Can you help me?

Yes, tell me how?

Visitor asks for exchange/support

Hello, can I help?

Yes Please
The Internet is a great Information- and communication platform with still untapped potential!

LiveNetLife stands for
- the involvement of Internet users and
- a better discovery and usage of Information

Busy Site = Liked Site
The full Restaurant Syndrom..

From searchers to engaged participants

Online Contextual Chat → Increases conversion rate
Thank you!

Questions?

→ Please contact us at www.livenetlife.com