

Social Interactive Web Today and Tomorrow

ProfySpace
Research Project

Interactive Web

Main features

- User-Generated Content
- User-Shared Content

Interactive Web Markets and usages

- B2C market (customer-oriented)*
 - for individual customers
 - for business customers (marketing, promotion, CRM, BI, research, etc)
- B2B market (business-oriented/Enterprise 2.0, Government 2.0)

* This presentation is devoted all sides of B2C usage, first of all

Interactive Web Maturity (IWM) Levels

- **Level 0** – noninteractive Web
- **Level 1.1** – limited interactive Web: e-mail, chat/IM
- **Level 1.2** – limited social interactive sites: forums (pre-Web 2.0)
- **Level 2.1** – social interactive sites on decentralized space (Web 2.0 beginning)
- **Level 2.3** – social interactive sites on multi-hub space with centralized crossed-subspaces, a social hub has open social platforms (mature Web 2.0/social media). *Today state*
- **Level 3.1** – social interactive decentralized interoperated Web: more and more sites become social interactive (post Web 2.0). *Tomorrow state trend*
- **Level 3.2** – completely social interactive decentralized interoperated Web: almost all sites is more or less “social”. *The day after tomorrow state forecast*

Web Content by nature

- **Publishing Content** (one to many or many to many)
 - **About Me** (profile & status data)
 - **About World**
 - Media content (articles, blogs, etc.)
 - Documents & Reports
- **Correspondence** (one to one or one to a few)
 - email (Letters)
 - Instant Messages/Chat

Web Content by access

- Private
- Limited Public
- Public

Users behavior goal-oriented model

- **Pandas*** – get in, do their business, get out (“eats, shoots, and leaves”)
- **Lobsters*** – get in, stay here for finding friends, sharing content, and socializing
- **Bees** –get in, stay here for finding new information, sharing content, and knowledge collecting (BI and akin BI activities)
- **Ants** – get in, set needed connections, a project development

* from “Can Google Figure Out How to Appeal to Lobsters As Well As Pandas”

Users by Web activities

- Content-oriented (pandas, bees, ants)
- Contact-oriented (lobsters, ants)
- Service-oriented (pandas, lobsters)

User social activities goals

- Socializing
- Network building* (contacts establishment and support)
- Knowledge collecting**
- Content Sharing
- Self-expression

*First priority for contact-oriented users

* First priority for content-oriented users

Weighted Directed Social Graph (WDSG)

Figure coming soon

Weighted Directed Social Graph (WDSG)

- An user is a node
- Zero, one or two directed arcs: from the node (from me) and to the node (to me)
- **A Social Vector** is weight of an arc
- A vector's element (parameter) is a type of connection
- A value of a vector element is strength of the connection

Personal Social Environment (Interactive Social Web)

- Personal **social circles**
 - **Inner social circle** (my direct contacts)
 - **External social circles** (contacts of my contacts, contacts of my contacts' contacts, etc)
- Personal inner circle **social camomile. Social petals (crossing on a level is possible):**
 - **Level 1:** Known Contacts, Followings, Followers
 - **Level 2a:** for Known Contacts (friends and others)
 - **Level 2b:** for Followings and Followers (areas of interests)
 - **Level 3:** for Followings (trust value)

Personal Social Circles

- A figure coming soon

Personal Social Camomile

A figure coming soon

Personal Social Web Camomile

Petals of 1-st and 2-d levels

- Known contacts
 - Offline contacts (from offline to online)
 - Virtual contacts (acquiring online contacts)
- Followings
- Followers

Personal Social Web Camomile

2-d Level Petals of **Known Contacts**

- Virtual contacts (acquiring online contacts)
 - Partners
 - Current partners
 - Former partners
 - Friends
- Offline contacts (from offline to online)
 - Relatives
 - Parents
 - Kids
 - Others
 - Partners
 - Friends

Partners

- Associates* (partners for fun)
- Business or education partners
- Internal partners
 - Coworkers or schoolmates
 - Colleagues (equal me)
 - Bosses and teachers (upper me)
 - Employees and students (under me)
- External partners (customers, suppliers, investors, etc.)

* via P. Adams (Eight of friends)

Friends

- Fellowes*
 - Useful Contacts
 - Favor Friends
 - Fun Friends
 - Helpmates
- Good Friends*
 - Comforter
 - Confidants
 - Soulmates

* by A. Milner, others - vie P. Adams

Personal Social Web Camomile

2-d and 3-d Petal Levels of **Followings**

- Area 1 (interest: an industry, a fun, etc.)
 - Occasionally Followings (or simply Followings)
 - Experts
 - Trust value 1
 - Trust value 2
 - etc.
- Area 2
- Other areas

Crossing Petals

some examples for an area X

- Following Offline Customers
- Following Virtual Fun Friends
- Following Offline Favor Friends
- Following (Offline) Former Classmates
- Expert (Offline) Current Coworkers
- Expert Parents 😊

Known Contacts definitions * # 1-4

1. *Associates (товарищи по деятельности)* – люди (пользователи), с которыми данный человек (пользователь) пересекается в деятельности, никак не связанной с работой (хобби, спорт и т.п.). В «точке пересечения» от этих людей, как правило, всегда можно получить нужную информацию и совет.
2. *Useful contacts (информационно полезные люди)* – люди, от которых можно получить полезную информацию и совет, как правило, связанный с рабочей/профессиональной деятельностью
3. *Favor friends (функционально полезные люди)* – люди, от которых можно получить помощь функционального, но не эмоционального характера
4. *Fun friends (приятный собеседник)*– люди, с которыми приятно пообщаться, но и только. От них трудно ожидать функциональной или эмоциональной поддержки

* Definitions in English coming soon

Known Contacts definitions * # 5 - 8

5. *Helpmates* (функционально полезные люди+) – объединяют 3 и 4. Поддержку от них можно ожидать только на функциональном уровне, но не эмоциональном.
6. *Comforters* (Задумшевный друг, или Человек, которому можно доверитъ всё) – это 5 плюс поддержка и на эмоциональном уровне (если нужно, можно «поплакаться и в жилетку»). С ними можно разделять любую информацию персонального характера
7. *Confidants* (Задумшевный друг-)– всё, что и 6, но без возможности реальной функциональной поддержки.
8. *Soulmates* (полезный друг, или Настоящий друг) – всё, что и 5 плюс в различных комбинациях 1 и 2.

* More definitions (#9, etc.) in English coming soon