# Social Networks

Electronic Commerce

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- Course: Electronic Commerce
- Period: Autumn 2013
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- D. of Information & Electronic Commerce

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01. Web 2.0

- Web 2.0
  - The popular term for advanced Internet technology and applications, including blogs, wikis, RSS, and social bookmarking. One of the most significant differences between Web 2.0 and the traditional World Wide Web is greater collaboration among users, content providers, and enterprises.

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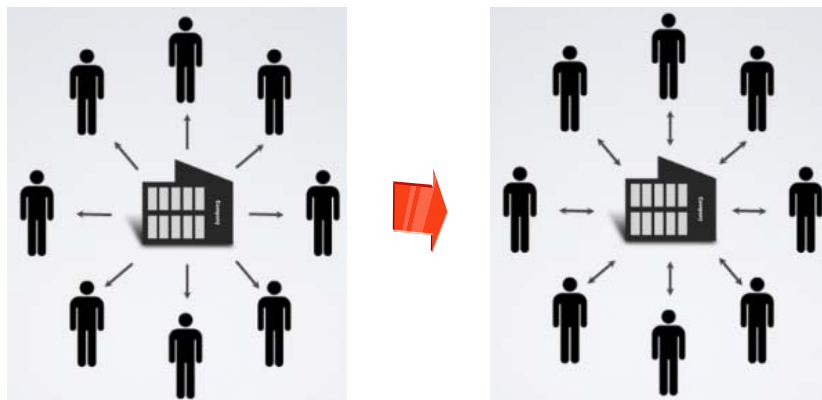
01. Web 2.0

- Social Media
  - Online platforms and tools that people use to share opinions and experiences, including photos, videos, music, insights, and perceptions.

Social Media Landscape

FredCavazza.net
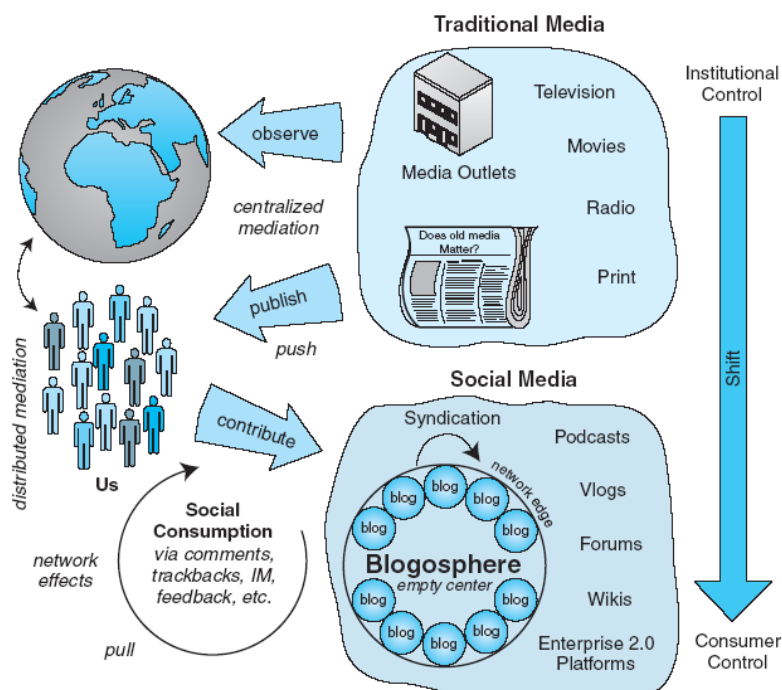
http://www.itviewpoint.com

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01. Web 2.0

- Disruptors
  - Companies that introduce significant changes in their industries.

http://www.thesocialmediamonster.com

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01. Web 2.0

- The Emergence and Rise of Mass Social Media

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01. Web 2.0

- The You Era
  - Consumer generated content swamping, disrupting traditional media

- 900,000 blog posts per day
- 100,000 videos uploaded per day
- Millions of "geslures" (search, clicks, tagging) per day

video, blogs, music, podcasts, rating, tagging

Consumption

↓ *disruption*

- Hundreds of articles per day
- Hundreds of video clips per day

tens of millions of content creators (consumers)

feedback loops

Web-based content

thousands of publishers

YOU

Introduction to Electronic Commerce, Ed. 2, Efraim Turban et al., Pearson

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01. Web 2.0

- Generating Revenue from Web 2.0 Applications

user contributions

Mashup

subscriptions *advertising*

Web Application

usage fees

platform

Rich User Experience

other API

commissions

API

intel inside

WOA

SOA

The Internet

The Enterprise

Tenets
- Web as platform
- Beyond single device
- Data as the next "Intel Inside"
- Lightweight models
- Rich user experiences
- Harnessing collective intelligence
- Leverage the long tail

● = Monetization methods

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02. Virtual Communities

- Virtual Community
    - = Internet community
    - A group of people with similar interests who interact with one another using the Internet.

http://www.earthrainbownetwork.com

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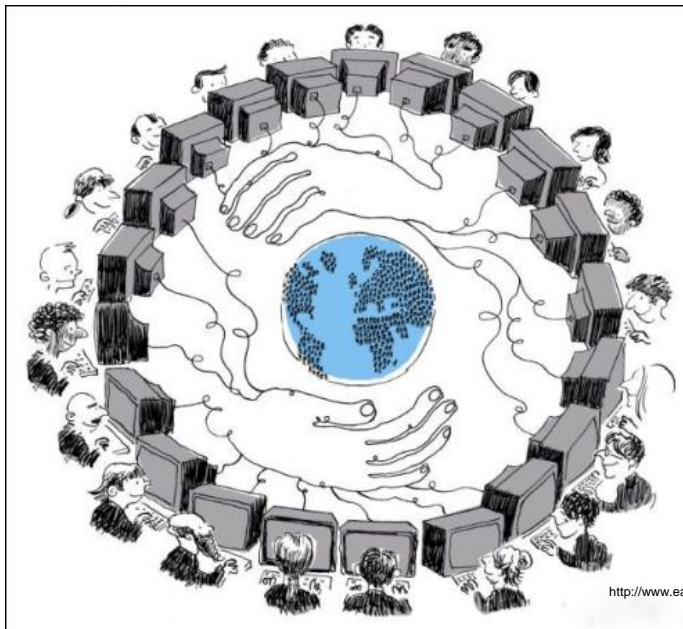
02. Virtual Communities

- Types of Virtual Communities
    - Transaction and other business
    - Purpose or interest
    - Relations or practices
    - Fantasy
    - Social networks

http://www.siliconangle.com

02. Virtual Communities

- Social Commerce
  - A subset of e-commerce in which the users and their personal relationships are at the forefront. The main element is the involvement of the user in the marketing of products being sold.

http://www.roadb.com

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02. Virtual Communities

- Key Strategies for Successful Online Communities
  - Increase traffic and participation in the community
  - Focus on the needs of the members
  - Encourage free sharing of opinions and information
  - Obtain financial sponsorship
  - Consider the cultural environment
  - Provide several tools and activities for member use
  - Involve community members in activities and recruiting
  - Guide discussions, provoke controversy, and raise sticky issues

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02. Virtual Communities

- More Successful Factors for Online Communities
    - Handle member data sensitively
    - Maintain stability of the Web site with respect to the consistency of content, services, and types of information offered
    - Provide fast reaction time of the Web site
    - Offer up-to-date content
    - Offer continuous community control with regard to member satisfaction
    - Establish codes of behavior (netiquette or guidelines) to contain conflict potential

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03. Online Social Networks

- Social Network
    - A special structure composed of individuals (or organizations) that is based on how its members are connected through various social familiarities.

http://www.eknews.net

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03. Online Social Networks

- Social Network Analysis (SNA)
  - The mapping and measuring of relationships and flows between people, groups, organizations, animals, computers, or other information or knowledge processing entities. The nodes in the network are the people and groups, whereas the links show relationships or flows between the nodes. SNA provides both a visual and a mathematical analysis of relationships.
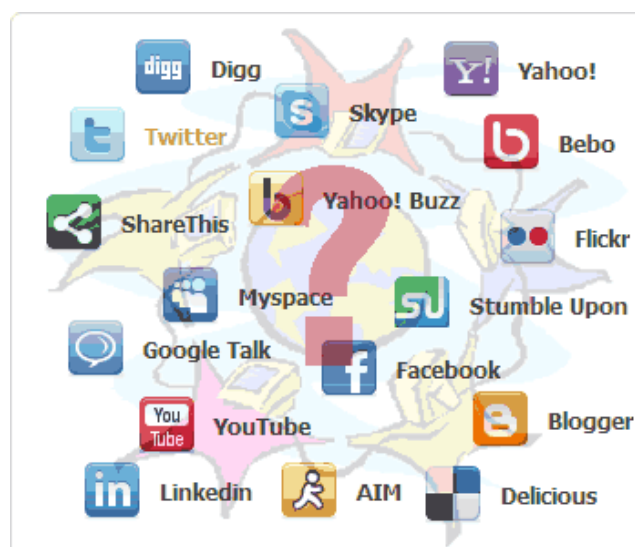

http://www.fmsasg.com
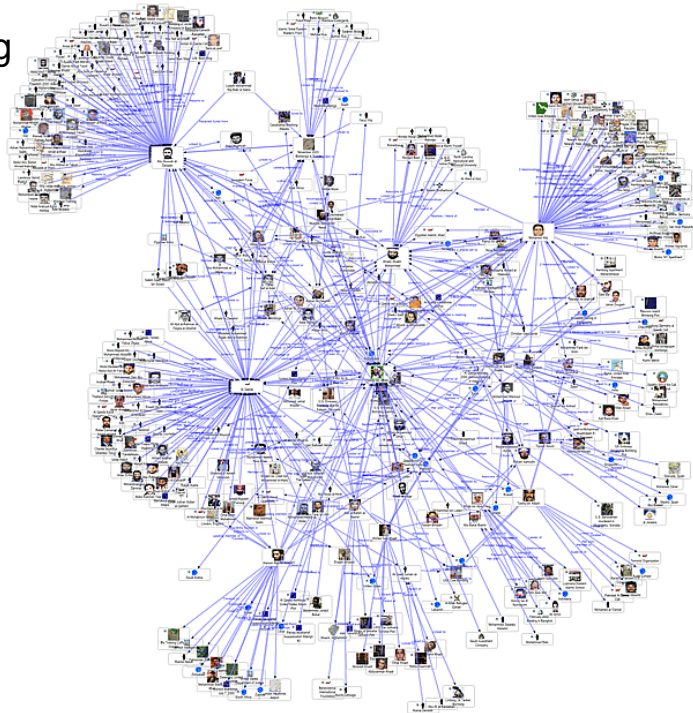
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03. Online Social Networks

- Social Networking Services
  - Services by use of social networks

http://www.deepbuzz.com

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03. Online Social Networks

- Representative Social Networking Web Sites
  - Flickr
  - Facebook
  - Classmates Online
  - Friendster
  - Orkut
  - Xanga
  - Digg
  - Cyworld

http://www.socialnetworkingandyou.com/

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04. Business & Entrepreneurial Networks

- Business Network
  - A group of people that have some kind of commercial relationship; for example, the relationships between sellers and buyers, buyers among themselves, buyers and suppliers, and colleagues and other colleagues.

http://www.sueworthington.com

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04. Business & Entrepreneurial Networks

- Social Marketplace
  - An online community that harnesses the power of social networks for the introduction, buying, and selling of products, services, and resources, including people's own creations.
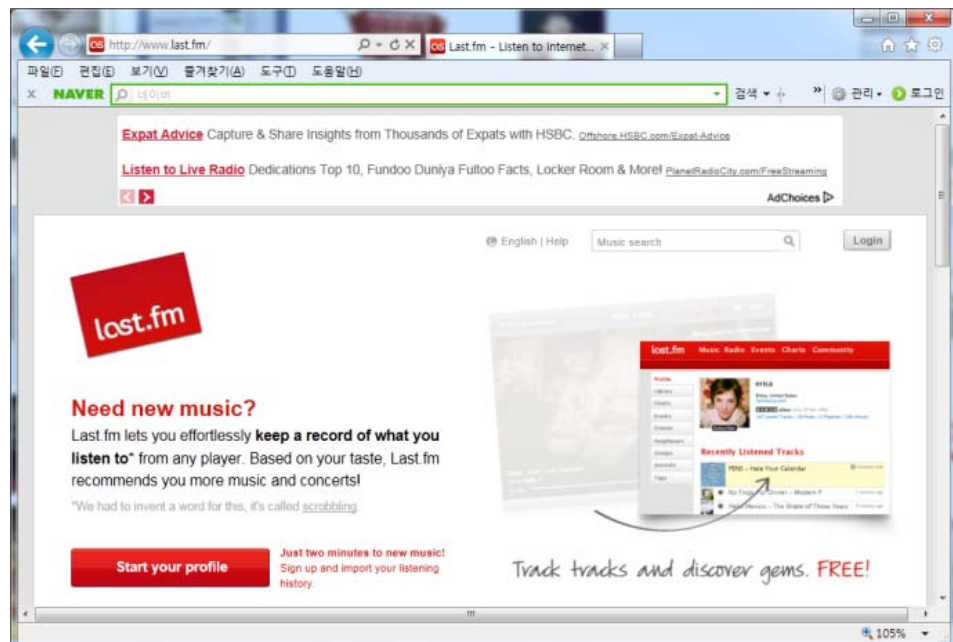

http://www.springwise.com

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04. Business & Entrepreneurial Networks

- Examples of Entertainment and Business Communities
  - LinkedIn
  - Last.FM
  - Mixi

http://www.last.fm

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05. Entertainment Web 2.0 Style

- Examples of Entertainment and Business Communities
  - Mobile Web 2.0 devices for entertainment and work
    - iPhone

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05. Entertainment Web 2.0 Style

- Examples of Entertainment and Business Communities
  - Yahoo! Go!
    - Nokia's N800 Internet tablet

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05. Entertainment Web 2.0 Style

- Examples of Entertainment and Business Communities
  - Advertising movies and events in communities
  - Online marketplace for movies
  - The hype machine
  - Internet series

http://userpages.umbc.edu

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06. Technology Support

- Web 2.0 and Social Software
  - Communication tools
  - Services
  - Emerging technologies
  - Tools for individuals
  - Web 2.0 development tools

http://hshee78.blog.me

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06. Technology Support

- Tools for Blogging and Wikis
  - Tools for blogging
  - Wiki tools
  - Tools for RSS and podcasting
  - Enterprise Wiki and blog tools
  - Blogging for business

Will Wikis, Blogs, and RSS Replace E-Mail or Just Supplement It?

http://www.webmedia-solutions.com

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06. Technology Support

- Tools for Personalization
  - From Yahoo to Netvibes

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06. Technology Support

- Tools for Social Bookmarking
  - Web service for sharing Internet bookmarks. The sites are a popular way to store, classify, share, and search links through the practice of folksonomy techniques on the Internet and intranets.
 - Intel's Web 2.0 Software Suite

SuiteTwo
The Enterprise 2.0 Suite,
powered by Intel

Social Bookmarking

del.icio.us
your bookmarks

http://www.enbeeone3.com

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06. Technology Support

- Tools for Applications
  - File-sharing tools
    - Alexa: Web traffic information provider
    - Mobile phones and social networks

@Alexa
The Web Information Company

http://www.internettraffichub.com

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06. Technology Support

- Tools to Support Infra Structure
  - The need for very rich(= interactive) media

http://www.technicaljones.com
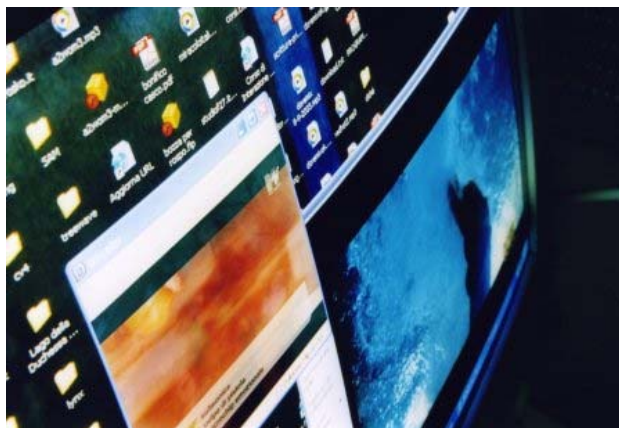
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07. Marketing Support

- Advertising
  - Viral marketing
  - Viral blogging
    - Viral marketing done by bloggers.
  - Classifieds
  - Job listing
  - Mobile advertising

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08. The Future: Web 3.0

- Web 3.0
    - Definitions of Web 3.0 vary greatly.
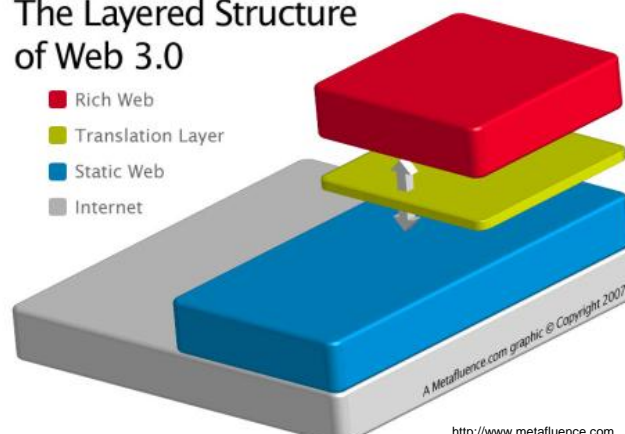   - Some believe its most important features are the Semantic Web and personalization

http://sejongcomputer2.tistory.com

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08. The Future: Web 3.0

- Web 3.0 Structure
    - Application program interface (API) services
    - Aggregation services
    - Application services
    - Voice commerce (v-commerce)
        - An umbrella term for the use of speech recognition to support voice-activated services, including Internet browsing and e-mail retrieval.
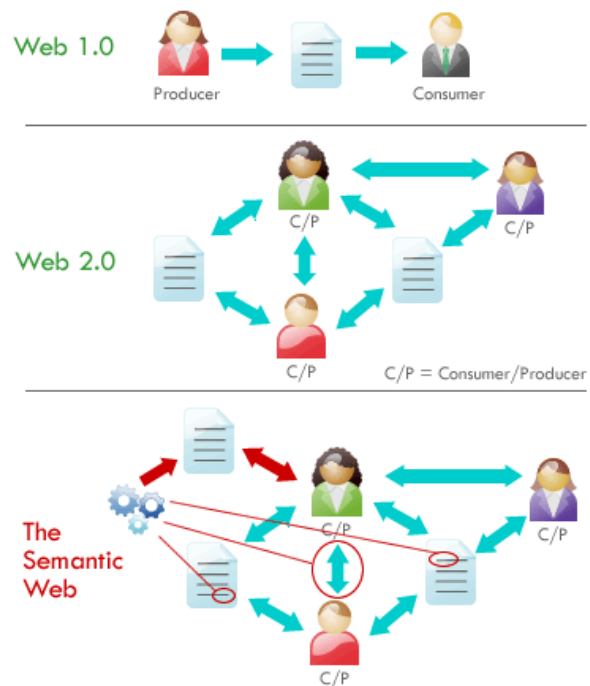   - Serviced clients

The Layered Structure of Web 3.0

- Rich Web
- Translation Layer
- Static Web
- Internet

A Metafluence.com graphic © Copyright 2007

http://www.metafluence.com

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08. The Future: Web 3.0

- Semantic Web
  - An evolving extension of the Web in which Web content can be expressed not only in natural language, but also in a form that can be understood, interpreted, and used by intelligent computer software agents, permitting them to find, share, and integrate information more easily.

Web 1.0
Producer → → → Consumer

Web 2.0
C/P
C/P
C/P
C/P = Consumer/Producer

The Semantic Web
C/P
C/P
C/P

http://www.rockingteam.com

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08. The Future: Web 3.0

- Future Threats
  - Security concerns
  - Lack of net neutrality
  - Copyright complaints
  - Choppy connectivity

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