



Social Media Impact on Business and User Experience

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Oct 5, 2011

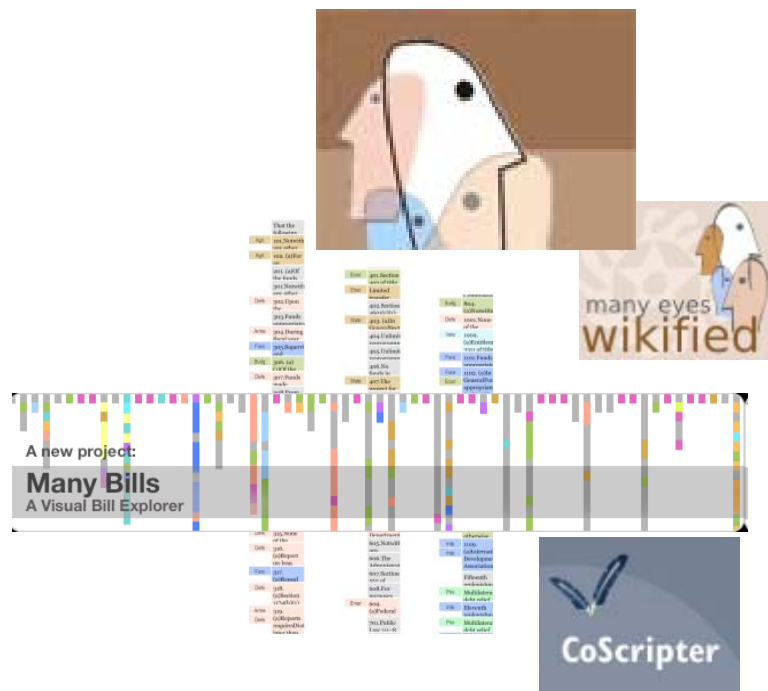
IBM's Center for Social Software

- Global “Venture Research” program (large scale deployments)
- Platform for experiments – incentives, gamification, adoption
- Partners with Universities and Customers

Enterprise



Internet



Crowdsourcing



Social Software for Business Means ...

- A second chance at Knowledge Management
- Becoming a Social Business: learning to use social information systematically
- Enhanced collaboration and creativity: if “traditional” tools change to take advantage



A second chance at knowledge management

The solution was a passing fad, but the problems remain:

Getting information out of people's heads

Sharing information and finding experts

It's all about the new, engaging user experience



IBM Experiences

- Dogear for shared bookmarks
- Beehive for facebook-like information sharing



- [illegible]

OUTPUT FORMAT

CONSTRAINT

Dogear Social Bookmarking Service

Jonathan Feinberg

Dogmaster/Senior Information Developer

Cambridge

[Blue Pages](#)
[Fringe3](#)
[Blog Central](#)
[Send Email](#)

TAGS PEOPLE SUBS

[launch tag explorer](#)

Jonathan's Tags

MORE LESS

activities adblock admin ai ajax
algorithms analytics apache
apple architecture art arts ascii
atom audio auth baby bernard
bestof blog blogcentral
bloomfilter bluepages
bookmarking books boston
build c c++ caching calendar
canvas cartography chatfu
chi2006 chickenfoot cms
collaboration color comix
copyright crypto cs csew css
cue cvs cygwin data db2
del.icio.us design dhtml
directory dns docs dogear
dom dsl eclipse education
educational egocheck email
encoding
end-user-programming

All | Active | My Bookmarks | My Subscriptions
Settings | Help | Feedback | Logout

These Bookmarks Search

Jonathan Feinberg's bookmarks

1 - 100 of 1,116

1 | 2 | 3 | 4 | 5 | OLDEST»

«NEWER | OLDER»

Centrifugal Force - xkcd - A webcomic of romance, sarcasm, math, and language

comix funny physics

COPY | 31 Jul 2006

Come now; do you really expect me to do coordinate substitution in my head while strapped to a centrifuge?

Microsoft Live Labs: Photosynth - Video

microsoft

COPY | 30 Jul 2006

Bogus, ugly, useless, artsy nonsense. Microsoft style.

Google Code - Project Hosting

google oss svn

COPY | 29 Jul 2006 | bookmarked by Jonathan and 1 other

Google hosts open source software development.

iBanjo » Blog Archive » What I've Really Been Working on at Google

google oss svn

COPY | 29 Jul 2006

However, the thing which I've been working on for the last ten months (with Fitz) is the Subversion hosting feature. A typical Subversion repository has two different back-end options for storing your code: either a BerkeleyDB database or a FSFS (flat filesystem) store. What Fitz and I have done is write a new Google-specific back-end which stores the code in our datacenters, specifically in an internal technology called Bigtable.

TagSEA Home

eclipse

COPY | 27 Jul 2006 | bookmarked by Jonathan and 1 other

TagSEA is a lightweight tool designed to help you to navigate, and tag files and source code within Eclipse. The tags that you create can be shared between users that have to edit shared content.

t3h blox0r

aggregators

COPY | 25 Jul 2006 | bookmarked by Jonathan and 1 other

t3h Blox0r !!!
The best online aggregator ever! Keep your blogroll on the web. Enjoy your favorite blogs

Searching Dogear Tags Complements Text Search on Intranet – adds social element to search

IBM

Premium Crosswords - New York Times | IBM Intranet | Internet Search results

Hello Irene Greif [Edit settings](#) | [Sign out](#)

w3 Search

[w3 Home](#) | [BluePages](#) | [HelpNow](#) | [Feedback](#)

[BluePages](#) | **IBM Web pages** | [Forums, Blogs, Wikis](#) | [News](#)

Search for: [GO](#) [Show more search options](#) | [Search tips](#) | [Edit settings](#)

Search tip: By default, search results are limited to the languages set in your browser. [Read more](#)

1 - 10 of about 9,983 for visualization sorted by relevance

Sort by: Relevance | [Date](#)

[e-Tune Home](#)

e-Tune is an Eclipse-based performance visualization tool.
<http://labweb.torolab.ibm.com/etune/>

Integrating IBM DB2 Intelligent Miner Visualization into your We...
Integrating IBM DB2 Intelligent Miner **Visualization** into your Web application. ...11 Sep 2003. Register now or sign in using your IBM ID and password. Newly updated for DB2 Universal Database V8. 2 this tutorial shows you how to deploy IBM DB2 Intelligent Miner **Visualization** IM **Visualization** as an integrated part of
<http://www-128.ibm.com/developerworks/edu/dm-dw-dm-imvis-i.html>

Data mining with Intelligent Miner: Embed Intelligent Miner Visu...
Data mining with Intelligent Miner Embed Intelligent Miner **Visualization** into your application. ...An introduction to the IM **Visualization** API and the partner enablement package developerWorks. ...A good overview of business cases to use IM **Visualization** in your application can be found in the IM **Visualization** ...jar installed into the lib directory of your IM **Visualization** installation. The public interfaces exposed by IM **Visualization** are contained in the package com.ibm.
<http://www-128.ibm.com/developerworks/db2/library/techarticle/dm-0501...>
[\[More results from http://www-128.ibm.com/develop... \]](#)

IBM Servers Deep Computing solutions: Deep Computing Visualizati...
IBM Servers Deep Computing solutions Deep Computing **Visualization** DCV. ...A Deep Computing **Visualization** implementation is economical and highly adaptable solution designed with a commitment to interoperability based on open ...With Deep Computing **Visualization** high-end graphical images can be created in two **visualization** modes Scalable Visual Networking SVN Remote Visual Networking RVN SVN will support multiple high-resolution monitors or projectors for immersive stereo **visualization**. ...Computing **Visualization** can to enhance decision making and derive new insights from complex sources of data.
<http://www-03.ibm.com/servers/deepcomputing/visualization/index.html>

IBM Software - DB2 Intelligent Miner Visualization - Add-on Over...
IBM Software DB2 Intelligent Miner **Visualization** Add-on Overview. ...Effective April 30 2008 V8. 2.0 will be withdrawn from support. The replacement product is DB2 Data Warehouse Edition. Read more about DWE Mining.

Search resources

-----My recent searches----- [GO](#)

-----Popular w3 searches----- [GO](#)

- [w3 Search news and information](#)
- [w3 Directory](#)

Pages bookmarked by IBMers

- [The history flow visu](#)
...This command constructs a document history visualization from the files in any directory. ...
- [dogear - Visualization](#)
dogear Visualization
- [CorporateCola Visuali](#)
...The CorporateCola visualization provides users with the ability to view and explore their social network using this repository. ...

[More bookmarked w3 pages >>](#)

[What is social bookmarking?](#)

[Powered by dogear \(join in social bookmarking\)](#)

Forums, blogs, wikis preview

- [InternFest2006: An editor-cen](#)
(24 Aug 2006)
- [Are there any "visualiz](#)
(29 Jul 2005)

A Facebook-like Experience in the Enterprise





You have 38 recommendations and 3 idea suggestions

home ▾ profile ▾ people ▾ photos ▾ hive5s ▾ events ▾

enter keyword or name [\[help\]](#)



David Millen

David is
:-) Cambridge

the facts

Blue Pages | Fringe4

Research scientist
Cambridge, MA US
david_r_millen@us.ibm.com
Phone: 1-617-693-7490
Joined SocialBlue: June 1, 2007
Last login: December 11, 2009

(To change the facts and your photo above, edit your Blue Pages profile.)

SocialBlue counters

Ph	H5	Ev
19	8	21

connections 128 buzz 18

This profile has been viewed 7643 times

connections

add a connection | import from fringe | view all (128)



Ev events

create event | your invitations | view all (21)



Re-Design SocialBlue
Thursday, October 15, 2009 4:20:00 AM



Higher and Higher: Stack More IBM Revenue on Power
Wednesday, July 08, 2009 8:00:00 AM



does your dept have a policy on using social software?
Thursday, May 28, 2009 2:15:00 PM

H5 hive5s

create hive5 | view all (8)



running photos
Created: September 24, 2009



Born to Run!
Created: April 15, 2009

featured

Ph  having fun
tags: fun

Ph photos

add photo | view all (19)



about you

add more

- What do you do at IBM?
Member of CUE (Collaborative User Experience) research team. Personal interests in social software and online communities
- Before IBM
Spent bunches of years at AT&T (AT&T research/Bell Labs)
- Soda or pop?
Growing up in Minnesota it was definitely "pop."

A Point System Increased Participation

The screenshot shows the IBM Beehive user interface. At the top left is the IBM logo and the 'hive bee' logo. Navigation links include 'home', 'profile', 'people', 'photos', and 'hive5s'. A search bar is on the right. The user profile for Rosta FARZAN is displayed on the left, including a photo, name, and bio. The main content area is divided into sections: 'featured' with an 'H5' post titled 'About Me'; 'about you' with a list of facts and hobbies; 'photos' with a grid of images; and 'the buzz' with recent comments. The interface is yellow and orange.

IBM. hive bee

Welcome Rosta [logout]
your account
about beehive
feedback
fa

home
profile ▾ people ▾ photos ▾ hive5s ▾

Search Beehive Search

edit profile

featured

H5 About Me

about you
add more

✕ What do I do at IBM
I am a summer intern working on Beehive project

✕ Where do I go to school?
I am a PhD student at Intelligent Systems Program at University of Pittsburgh

✕ My Hobbies
Traveling, Walking, Watching movies and plays(specially independent cinema), Cooking

photos
add photo | view all (15)

the buzz
add comment | next page

On July 31, 2007,
Rosta commented on Werner's photo

On July 26, 2007, Casey said:
haha, I know. But the funny part is I really tried not to, was limiting my activity and everything.

On July 26, 2007,

Rosta FARZAN

You are
on Beehive

the facts
Blue Pages | Fringe

Cambridge, MA US
rfarzan@us.ibm.com
Joined Beehive: May 31, 2007
Last login: August 15, 2007

(To change the facts and your photo above, edit your Blue Pages profile.)

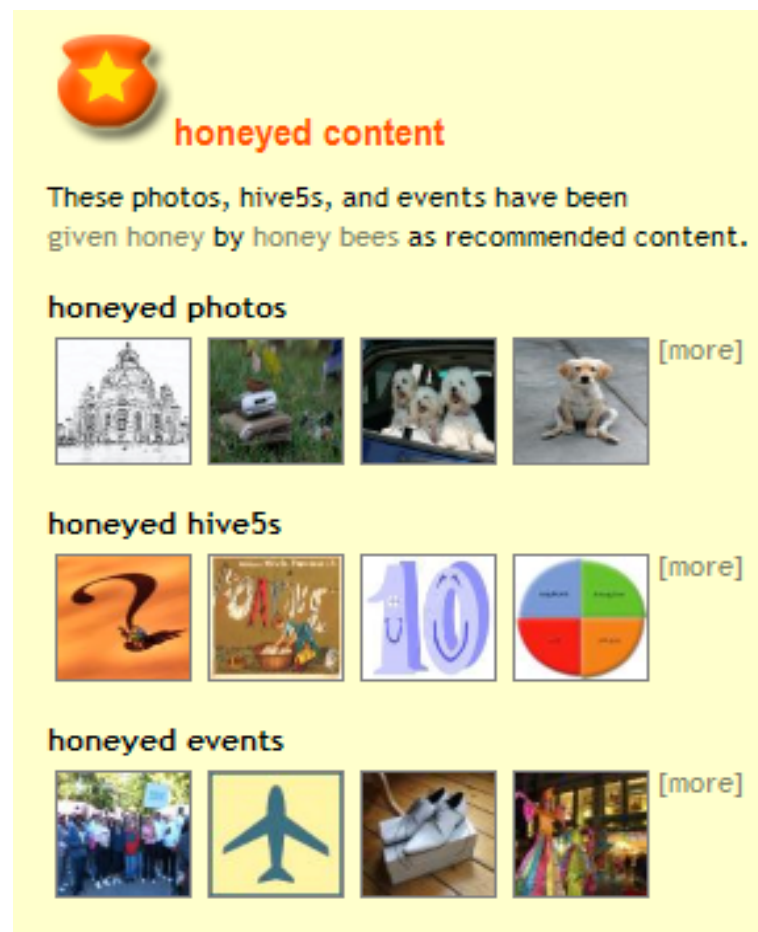
A Variation -- Putting “Honey” items to recommend them -- shows recognition systems can motivate those who don’t usually contribute

▪“Lurkers” make up over 90% of online groups

- They dedicate substantial time towards learning about the community
- They read but do not write
- Their knowledge, if shared, could be beneficial to group

▪Using recognition one third of Lurkers in the study gave honey!

- We choose people each month to put honey on items
- Experiment: half the recommenders were lurkers – 30% of the lurkers made recommendations
- The impact lasted: the next month Lurkers who placed Honey contributed more to site
- Lurkers promoted less popular content ... they changed what the community saw on the home page!



And someone wrote a plug-in to Google search, to augment search results with related people and events from Beehive



java - Google Search - Mozilla Firefox

File Edit View History Delicious Bookmarks Tools Help

Google Mail - Inbox (...) BluePages | Search r... beehive: home page java - Google Search Location | Artificial In... BT Openzone

Web Images Videos Maps News Shopping Mail more ▼ Sign in

Google java Search Advanced Search Preferences

Web Show options... Results 1 - 10 of about 275,000,000 for java [definition]. (0.07 seconds)

java.com: Java + You
Get the latest Java Software and explore how Java technology provides a better digital experience.
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Developer Resources for Java Technology
13 Aug 2009 ... Whether you're creating software for mobile devices, desktops, enterprise systems, the Internet, or games, java.sun.com gets you what you ...
java.sun.com/ - [Cached](#) - [Similar](#)

The Java™ Tutorials
Tutorials and reference guides for the Java Programming Language.
java.sun.com/docs/books/tutorial/ - [Cached](#) - [Similar](#)
[Show more results from java.sun.com](#)

Java (programming language) - Wikipedia, the free encyclopedia
Java is a programming language originally developed by James Gosling at Sun Microsystems and released in 1995 as a core component of Sun Microsystems' Java ...
[en.wikipedia.org/wiki/Java_\(programming_language\)](http://en.wikipedia.org/wiki/Java_(programming_language)) - [Cached](#) - [Similar](#)

Java - Wikipedia, the free encyclopedia
This article is about the island of Java. For the software platform, see Java (software platform). For other uses, see Java (disambiguation). ...
en.wikipedia.org/wiki/Java - [Cached](#) - [Similar](#)
[Show more results from en.wikipedia.org](#)

Java Technology

Beehive Profiles

Beehive Photos

Beehive Events

System z Security Conference: z/OS Security Services and Java applications

Chalpati Rao Gundumalla
Java technical tips. Contact me for a helpful two way discussions on the topics like Java, J2EE, Spring, Struts, Hibernate, E ...

Java Lunch And Learn
Learning how to use Java, GWT and Eclipse in an ECM environment.

Java Lunch And Learn
Learning how to use Java, GWT and Eclipse in an ECM environment.

Done

IBM as consumer and producer: Becoming a Social Business

Technology Adopters Program at IBM

SaND (social networking services) available to all new internal applications

Social Information informs all applications



The TAP website: a place anyone can post an experimental application for internal use

Find: Previous Next Options

contribute and discover.

My Innovations
No updates

Have an Innovation?
Share it with IBM!

TAP Tags ? options

- 273 Developer Tool
- 157 Social Software
- 116 Search
- 87 Media Content
- 79 Mobile App
- 67 Lotus Note
- 66 Sametime Plugin
- 62 Client Focuse...

+ more tags

Recommended Most Popular Latest View More

Powered by Steer

Asset Search an...

9 likes Like

India CityID (Do r...

13 likes Like

Symphony View...

22 likes Like

IBM Forms 'Nitro'

59 likes Like

IBM community...

9 likes Like

Add To NAB plugin

12 likes Like

Sametime Sma...

25 likes Like

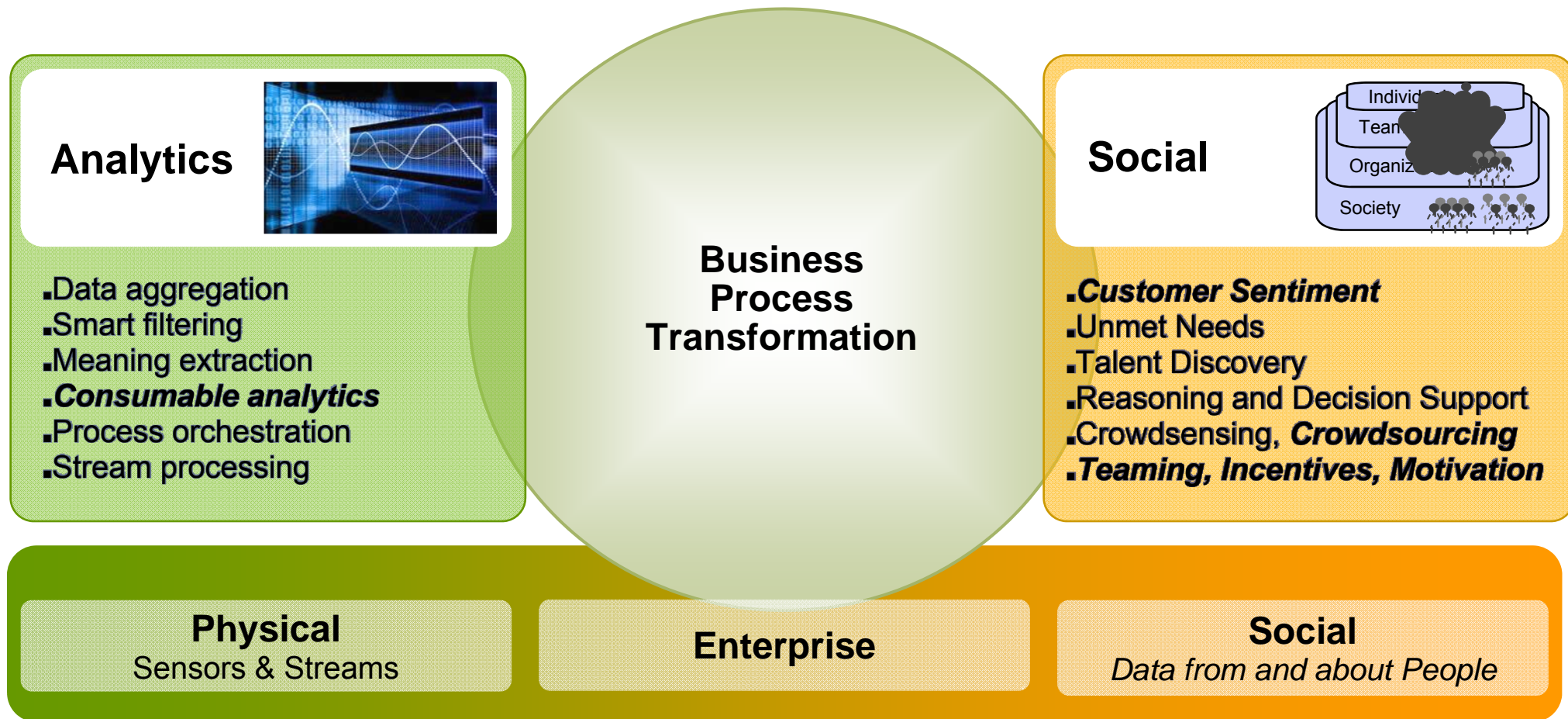
Quickfoil

28 likes Like

- Faces is a simple example of a transformed experience
- Faces supports effective and efficient people search in IBM
- Faces uses SaND to:
 - Support topical queries by tags
 - Personalize the search results by the user's network
 - Make search of broad queries efficient by narrowing to extended network
- Result: a “magical” search experience, where peoples faces appear as you type based on guesses about your network and interests



Socially Synergistic Enterprise Solutions (S3): Integrating social with information and analytics can transform collaboration



Summary

- The IBM experience shows social media impact on business
- Providing common social media services – like a service that mines data for social network – supports applications across the business
- The current theme of “social business” is about nurturing these resources so that they can be used across the business



Improved Collaboration: Increase Creativity by augmenting “traditional” tools with Social

Diversity breeds Creativity: cultural differences need to be taken into consideration



Productive friction can accelerate Innovation



“Creative sparks fly not when interactions between companies are seamless but when the *activity at the seams is challenging, stimulating, and catalytic*



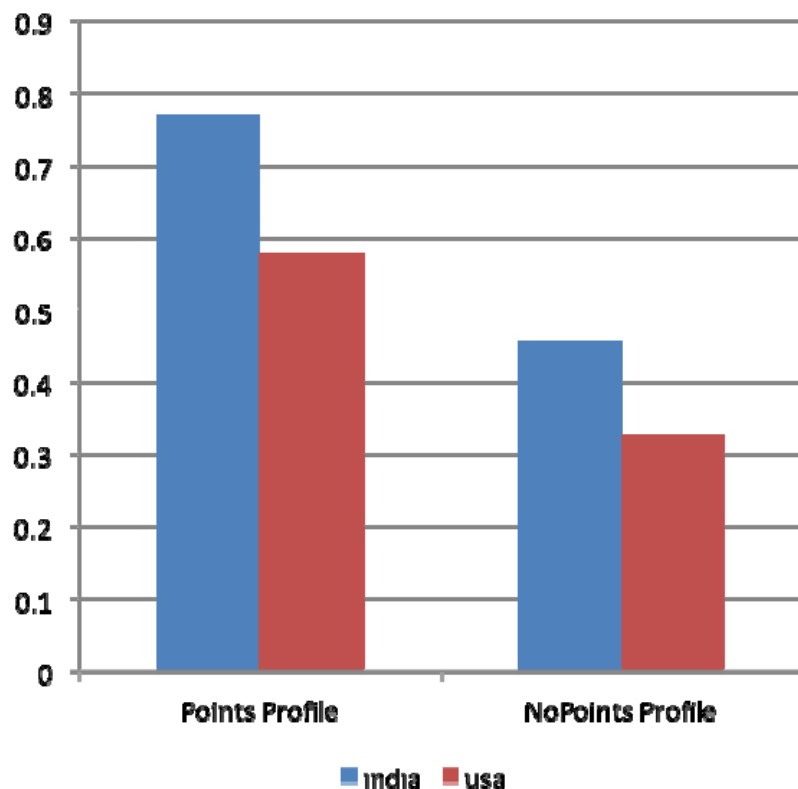
Where do good ideas come from anyway?



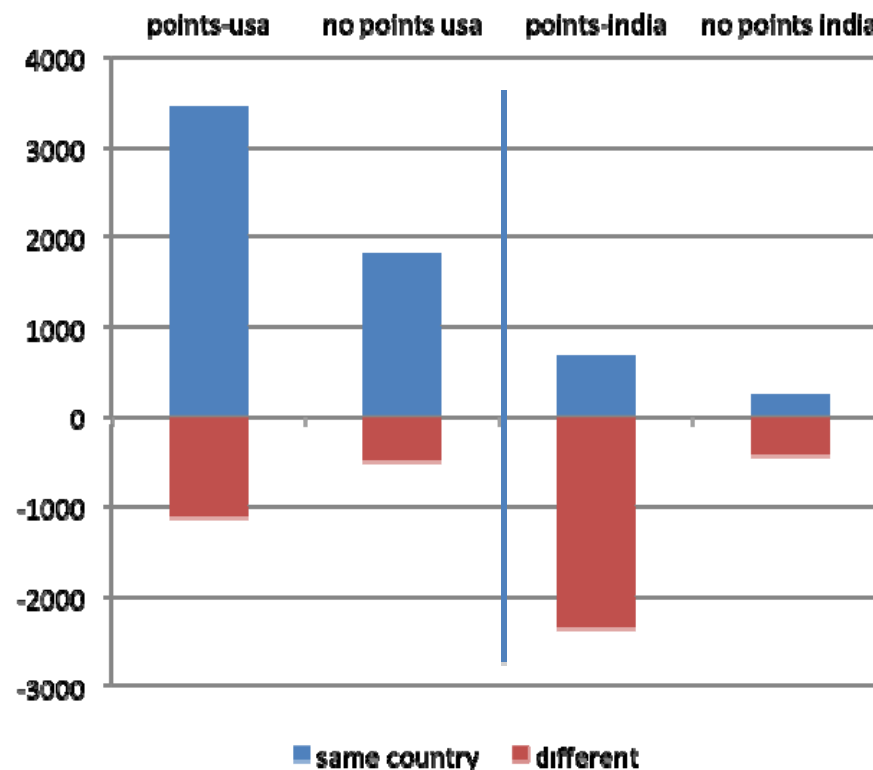
Importance of:

- *the adjacent possible,*
- *liquid networks,*
- *and serendipity....*

Cultural differences observed in gamification

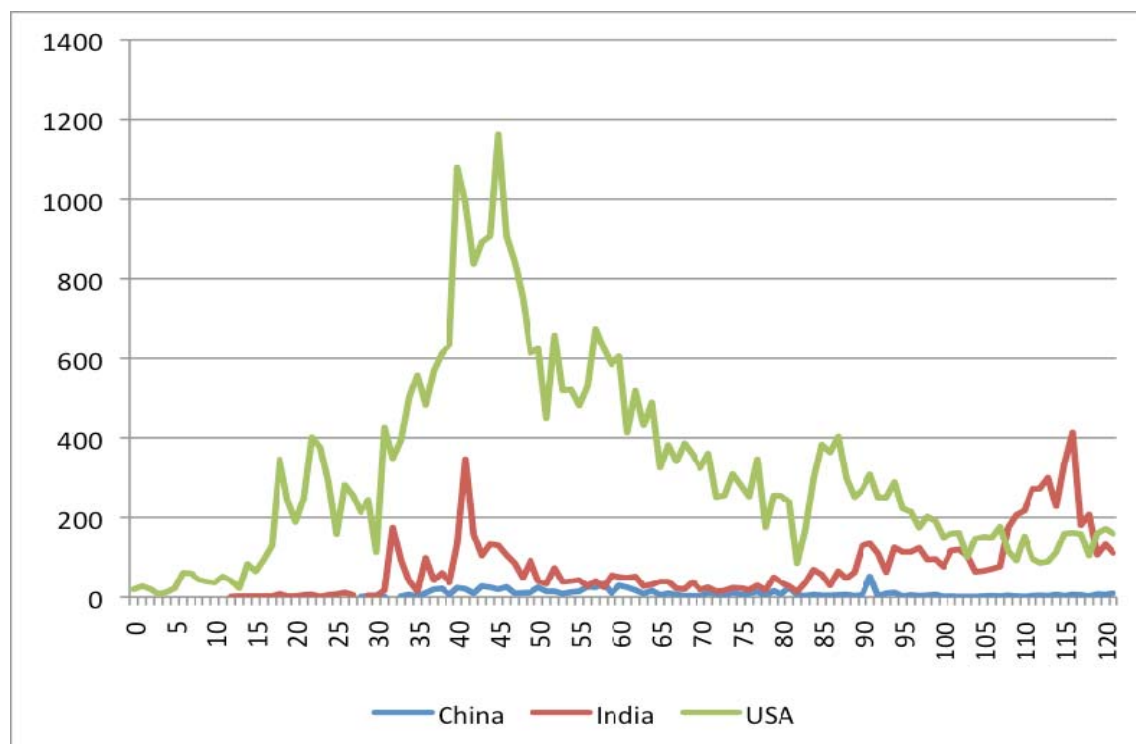


- India contributed more high scoring content
- Both countries contributions declined after points taken away



- Significantly more within country commenting for USA
- Outside country commenting for India

We observed different levels of participation across geographies



- Content contribution from geographies changed over time
- Difference in formality and language of the produced content

Number of Social Blue status messages by week

And More

- Differences in “appropriation” – using status messages for Q&A
- Use of native language for “private” conversations and easy adoption
- Challenges reading English as a second language (and easy formatting approaches to addressing this ...)
- If you want to encourage collaboration, and in particular global collaboration and innovation in research, be mindful of these differences



Conclusions and Relevance to Research Collaboration

- Social Software provides a user experience that will draw people into sharing – this is the second chance on knowledge management
- When incorporated into collaboration tools, social software can change the character of collaboration – for research environments, think about the SaND-like services that would best support research
- International collaboration will need nurturing, even in context of internet and scientific cultures



Contacts

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- www.research.ibm.com/social

