Venturing into Social Software

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Evolution of Research Methods

• CSCW:
  - interdisciplinary;
  - design-led: stories and vision pieces
  - user studies and field studies

• Business value:
  - Contrarian prototyping: pushing product boundaries
  - Integration with new technologies: internet, instant messaging
Venture Research

• Approach
  - Design, build and support new applications
  - Internet or large intranet scale (out of the lab, “in the wild”)
  - Active experimentation
  - Frequent design iteration and amateur integration
  - Instrumentation and large data collection

• Business Value
  - Create sustained value for end-users, which results in need for sustained support
  - Look for opportunities for HCI contributions and business value

Range of Venture Research Projects

Internal:

External:

Crowdsourcing:
The Data Story: Tacit Crowdsourcing

• When people are collaborating, the information they supply is a crowdsourced data asset

• Web 2.0/Enterprise 2.0 is About Data Mashups

• Social software draws people in to supply valuable social data

• We can now mashup social data for organizational context

The talk:

• Part I: Internal business examples of with Tacit Crowdsourcing value

• Part II: Many Eyes (a different look at data)
Social Software inside IBM

Social discovery
Dogear social bookmarking (2005)
Enterprise social networking
Beehive studies (2007)
Business Lessons Learned

• **Power of opt-in knowledge sharing**
  - 10% of company directly "Dogears" anything; everyone is benefiting
  - 78% of click-throughs are on these bookmarks
  - Success should be measured by impact (100% adoption is NOT a goal)

• **It took an “ecosystem” to create this**
  - Research and CIO/Webahead teams
  - Blogosphere (for word of mouth)
  - Volunteer developers of plug-ins, this one rising to top

Really, It’s All About the Data

• The collection of bookmarks in dogear is a “data asset” with measurable business value

• Solves a particularly challenging problem: Intranet has less rich hypertext structure than internet, poor page rank results in search

• The dogear bookmarks complements intranet and adds the equivalent of the relevancy information as an overlay
What makes this data social?

- Dogear data is a set of bookmarks – not so social?
- They were selected by “IBM Crowd” -- that makes them a social artifact!
- They implicitly suggest connections among people:
  - Infer connections from common tags
  - NOT explicit ‘friending’
- Next application is more explicitly social
  - We’ll see a number of value, including this data amassing one
Summary: multiple user goals supported by beehive

<table>
<thead>
<tr>
<th>Career Humanizers</th>
<th>Career Climbers</th>
<th>Idea Campaigners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lists</td>
<td>Skills, background:</td>
<td>Thoughts on professional topics and advice:</td>
</tr>
<tr>
<td>hobby, outside interests:</td>
<td>- My Practice Areas</td>
<td>- Must see presentations at [Conference]</td>
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<tr>
<td>Cities I've lived in</td>
<td>- 5 BIG Ideas I've Worked At</td>
<td>- What late report could buzz up a new angle on local growth markets?</td>
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<tr>
<td>- 5 instruments I've played</td>
<td>- 5 Big Lessons Learned (At Company)</td>
<td>- Seeking top 10 technical skills in demand in AU</td>
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<tr>
<td>- Favorite American Idol contestant</td>
<td>- My Team (and extended team)</td>
<td>- Variety of photos:</td>
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<tr>
<td>Photos</td>
<td>Work-related photos:</td>
<td>Related to project or campaign:</td>
</tr>
<tr>
<td>- Family holiday picture</td>
<td>- Headshot</td>
<td>- Related to:</td>
</tr>
<tr>
<td>- Vacation picture</td>
<td>- Important conferences</td>
<td>- Location:</td>
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<tr>
<td>- The team socializing</td>
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<td>- Variety of photos:</td>
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<td>About you’s</td>
<td>Projecting experience, reasons:</td>
<td>- Related to project or campaign:</td>
</tr>
<tr>
<td>hobby, outside interests:</td>
<td>- My past projects</td>
<td>- Related to:</td>
</tr>
<tr>
<td>- What do I do when I’m not at work?</td>
<td>- Education</td>
<td>- Location:</td>
</tr>
<tr>
<td>- Do you call me “pop,” “boss,” or “buddy?”</td>
<td>- What are you passionate about?</td>
<td>- Variety of photos:</td>
</tr>
<tr>
<td>- Where did you grow up?</td>
<td>- What are your career goals?</td>
<td>- Related to:</td>
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<td>Status</td>
<td>Emphasis on current work:</td>
<td>Project description, goals, links to other:</td>
</tr>
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<td>activities, state of mind:</td>
<td>- Is challenged by take management</td>
<td>- Related to:</td>
</tr>
<tr>
<td>- Is getting harder to sleep</td>
<td>- Is in Minneapolis. Back Tot July 1st*</td>
<td>- Variety of photos:</td>
</tr>
<tr>
<td>- Is glad he can play paddle tennis again</td>
<td>- It desperately trying to write</td>
<td>- Related to:</td>
</tr>
<tr>
<td>- Vacation in Upstate Florida</td>
<td></td>
<td>- Variety of photos:</td>
</tr>
</tbody>
</table>

Increasing participation with points

Rosta is a worker bee with 445 points
Increasing participation through peer recognition

Can we increase the number of “connections”? 

Chen et al, CHI 2009
Augmenting Google Search with Beehive Data
What social software can do for a business

- Social software is a powerful way to collect data and make it into a reusable asset.
- Data from and about the crowd have measurable business value.
- With a socially-oriented data mining strategy, an organization can transform processes, using mining and analysis to provide empowering context for work.
- Some simple examples ...
Many Eyes: Drawing Crowds to Data Analysis
A Surprising Phenomenon: Baby Name Wizard
Visualization techniques

- Stack graph
- Line graph
- Bar chart
- Scatterplot
- US Map
- World map
- Block histogram
- Bubble chart
- Pie chart
- Treemap (2 types)
- Stack graph for categories
- Network diagram

Browsing Visualizations
Recent visualizations created on Many Eyes.
To edit or delete yours, use your user page.
Showing 1 - 30 of 17952
Phonics: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 ... 579 Next
Sort by date Sorted by rating

Learn more:
- quick-start visualization types
- data format & style
- about Many Eyes
- Find
- blog
- contact
- help
- privacy
- terms of use
Anonymous says:
What is this spike in housing assistance?
Posted Wednesday January 10, 8:34 PM [ edit | delete ]
see view for this comment
… people will find surprising uses

Surprising Domain, Typical Pattern

1. User “crossway” uploads co-occurrence data for biblical figures to Many Eyes

2. Crossway uses the network diagram tool to create a graph visualization

3. Crossway writes about the visualization on ESV blog

4. Many blogs (almost 100 by Google’s count) write about crossway’s blog entry.

5. One of these bloggers posts new data to Many Eyes—and, of course, blogs about the results.
Obama vs. McCain ("promise" vs. "fight")
Former attorney general Gonzales

Phrases and relationships ("and")
Old Testament vs New ("son of")

And Wordles

Sarah Palin’s acceptance speech
A Different Data Story

- Goal was data analysis
- Web-friendly affordances enabled community analysis
- Not a full REST API – so different appropriation
- Internal use hints at potential for tacit crowdsourcing as better way to do Knowledge Management
Some Concluding Comments

Venture Research at IBM

• It gave IBM an early start as a business user of social software

• It raises research opportunities: we are amassing data

• It raises research challenges: it takes a crowd
IBM’s Center for Social Software

Partnership of Research, Internal IT, Product and Services

- Foster Venture Research – scalable deployments, real use
- Promote data sharing – internally and with partners
- Build a Center of Excellence – new programs, interns, postdocs

Questions

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