



SOCIAL NETWORKING: TECHNOLOGIES AND APPLICATIONS

INGEGNERIA DEL CINEMA E DEI MEZZI DI COMUNICAZIONE
2017-2018
gabriella.taddeo@polito.it

SOCIAL NETWORK

Lezione 2: Modelli e linee di sviluppo



DEFINIZIONE

- Boyd e Ellison(2007) definiscono “Social Network Sites” quei servizi web che permettono:
- la creazione di un **profilo pubblico** o semi-pubblico all'interno di un sistema vincolato
- l'articolazione di una **lista di contatti**
- la possibilità di scorrere il **lifestream** dei propri contatti



CARATTERISTICHE

- **La persistenza:** le azioni svolte lasciano una traccia, anche a distanza di anni
- **La ricercabilità:** è e sarà sempre più semplice cercare le molliche di pane (messaggi, video, like ecc) che lasciamo.
- **La replicabilità:** le tracce si possono facilmente riprodurre altrove, su diversi supporti. ciascun contenuto può essere decontestualizzato e remixato
- **Il pubblico invisibile:** questi spazi rendono difficile immaginare il pubblico cui ci si rivolge. Inoltre le proprietà della persistenza, ricercabilità e replicabilità consentono la partecipazione di pubblici che non erano nemmeno presenti nel momento in cui ci eravamo espressi

dana boyd <http://www.danah.org/papers/TakenOutOfContext.pdf>

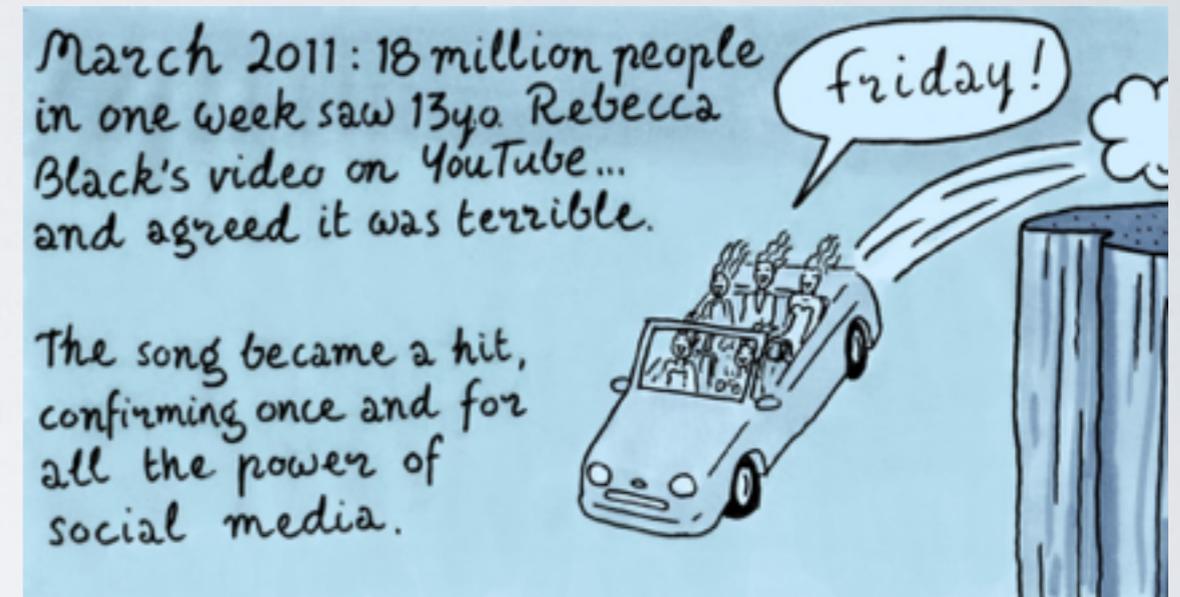
Launch Dates of Major Social Network Sites



Timeline

FONTE: <http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html>

Storia a fumetti dei social network



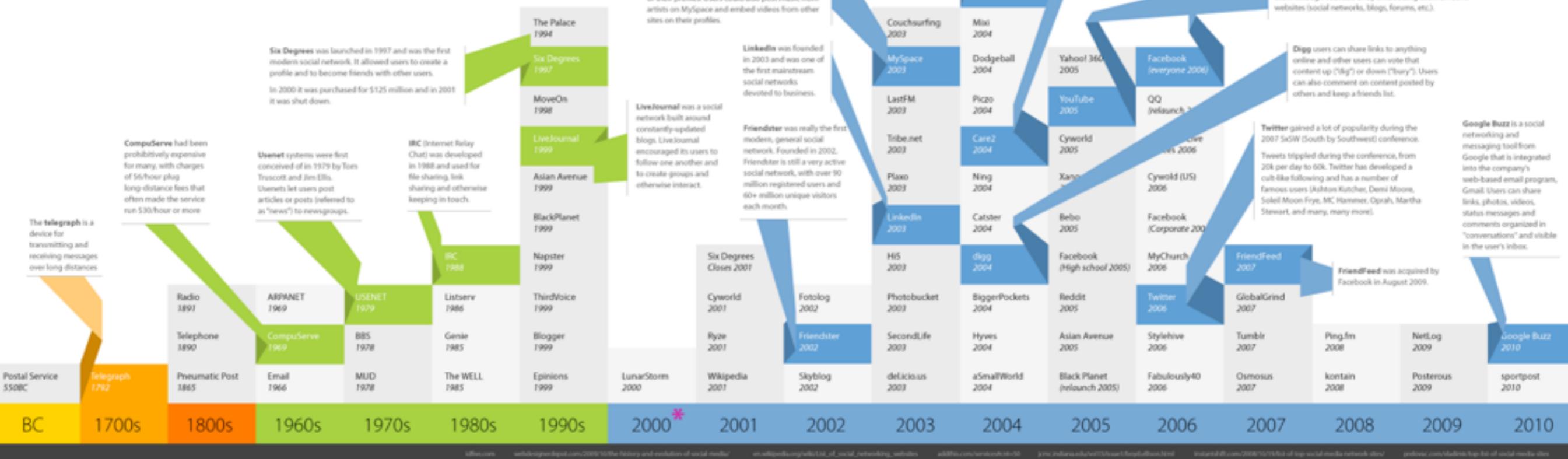
FONTE: <http://blog.peoplebrowsr.com/blog/2011/03/illustrating-the-evolution-of-social-networking-a-history-for-the-media-research-industry/>

Timeline

History of Social Media

Social media has become an integral part of modern society. There are general social networks with user bases larger than the population of most countries. There are niche sites for virtually every special interest out there. There are sites to share photos, videos, status updates, sites for meeting new people and sites to connect with old friends. There are social solutions to just about every need.

*** World of Warcraft / MMORPGs**
MMORPGs (Massively multiplayer online role-playing games) have become social networks in their own right. MMORPGs became popular in the early 2000s, though there were other online role-playing and other games prior to that. The most famous of these is World of Warcraft, where players interact both in the game world and on related forums and community sites.



CASE HISTORIES 1997: SIXDEGREES.COM

The screenshot shows the SixDegrees.com website interface. At the top left is the logo, a 3x3 grid of colored squares (red, yellow, blue, green, purple, cyan) next to the text "sixdegrees®" and the tagline "you'd be surprised who you know".

Below the logo is a yellow box with the text "check out our newest service: recommendations movies" and a small icon of a movie clapperboard and a smiley face.

In the center is a "member login" section with two input fields: "e-mail address" and "password", and a "submit" button. Below the fields are two links: "If you're not a member yet (it's free), [click here](#)." and "If you can't remember your password, [click here](#)."

At the bottom left is a "sixdegrees news" section with three items:

- 4/30 sixdegrees and JobDirect.com team up to bring you a totally new kind of bulletin board...
- 4/30 Don't let your sixdegrees account languish this summer...get a free web-based email account.
- 4/13 Check out this month's column on "MegaNetworking."

At the bottom right is a "publicareas" section with four links:

- ▷ **join now** 
- ▷ **about sixdegrees** 
- ▷ **whitepages** 
- ▷ **recommendations** 

Il nome di questo primo social network deriva dalla teoria di Stanley Milgram sui 6 gradi di separazione (1967)

CASE HISTORIES 2002: FRIENDSTER

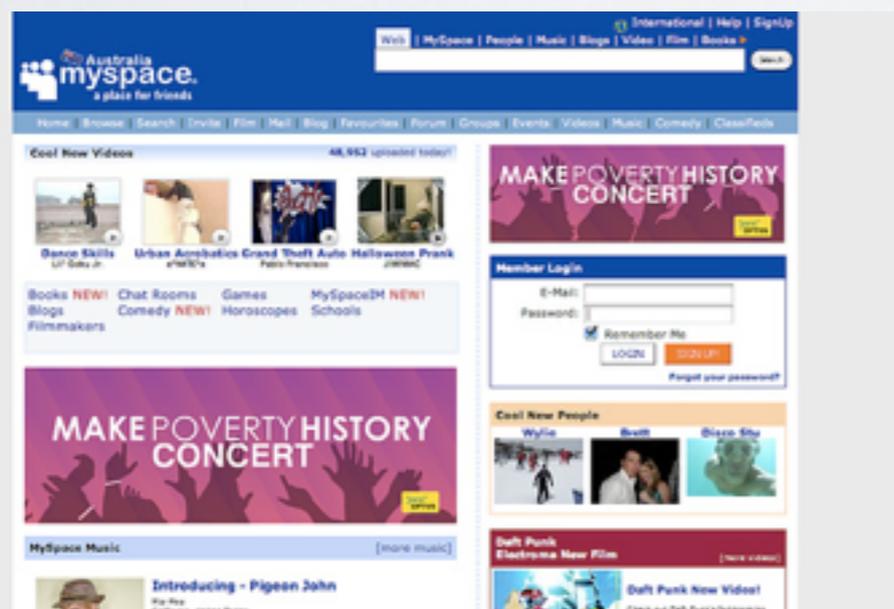
The screenshot shows a Friendster profile for a user named Phoebe. At the top, there is a navigation bar with the Friendster logo, a search bar, and links for Home, Profile, Apps, Connections, Explore, Search, Mobile, Classifieds, Jobs, and Find Friends. The profile section includes a large profile picture of Phoebe, a bio stating she is a 13-year-old female from Quezon City, Metro Manila, PH, and a list of recent updates such as 'added new friend' and 'received new comment'. To the right, there is a section for 'PHOEBE'S FRIENDS' with small profile pictures of her friends. Below the profile, there is a 'PHOEBE'S PHOTO GALLERY' with four photo albums: 'Look a break fr...', 'HGM's', 'Cherry's Birthday', and 'Eh'. A large advertisement for the game 'Atlantica: Strategic Turn-based MMORPG' is visible on the right side of the page.

Friendster nasce come social network per conoscere e flirtare con gli amici degli amici; permetteva di raggiungere nuovi contatti fino a tre gradi di separazione.

CASE HISTORIES 2003: MYSPACE



Myspace si connota subito per la possibilità di personalizzare totalmente le sue pagine. Diventa in pochi anni “la cameretta virtuale” dei teenager e delle band musicali. Nel 2006 viene acquisito da Murdoch.



CASE HISTORIES 2007: FACEBOOK



Facebook, nato sul modello degli annali di Harvard, riesce a scalzare il competitor Myspace sfruttando anche la pubblicità negativa che i mass media facevano di Myspace, giudicato luogo di incontri pericolosi per i teenager e spazio di socialità malata.

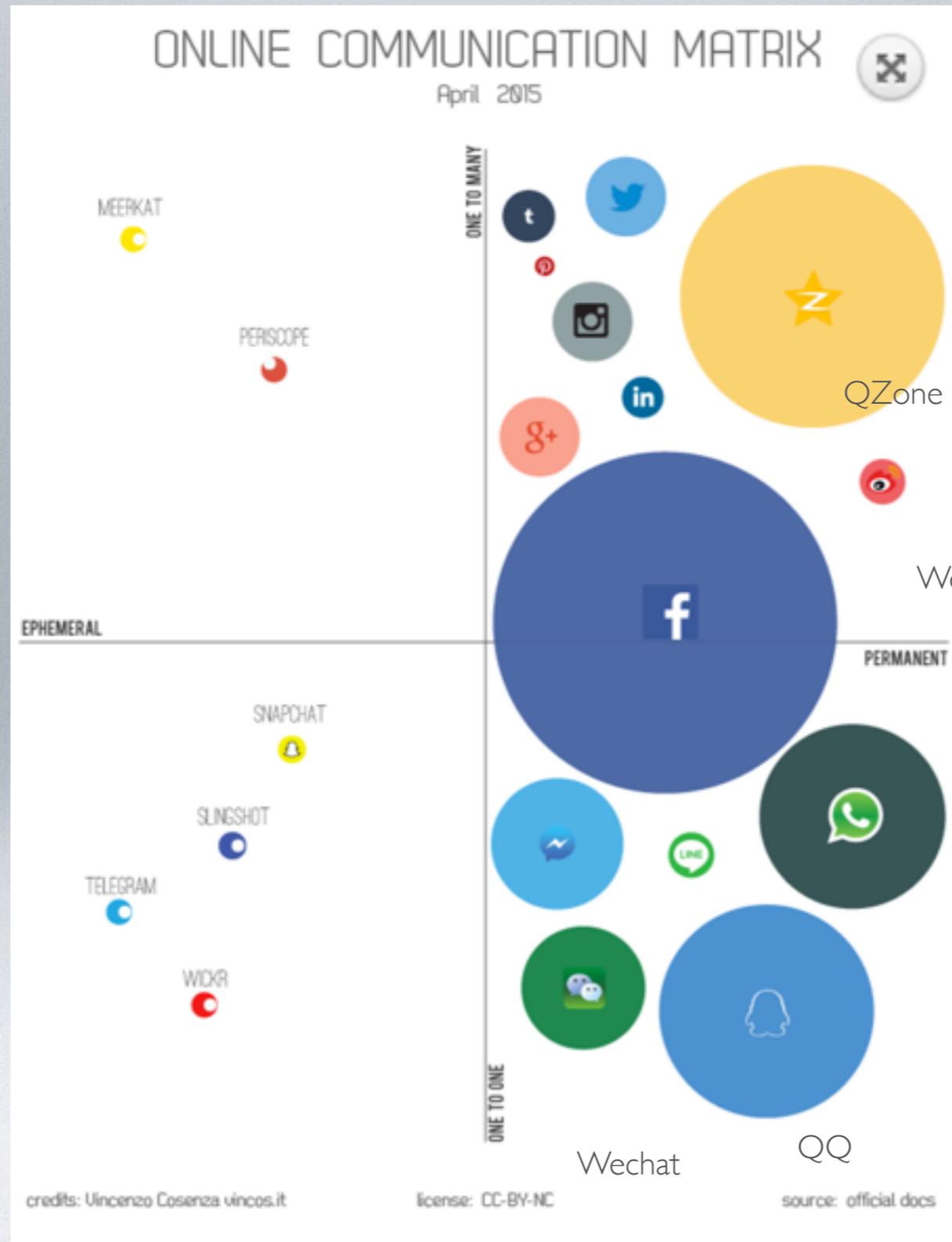


CASE HISTORIES: L'EVOLUZIONE DI FACEBOOK



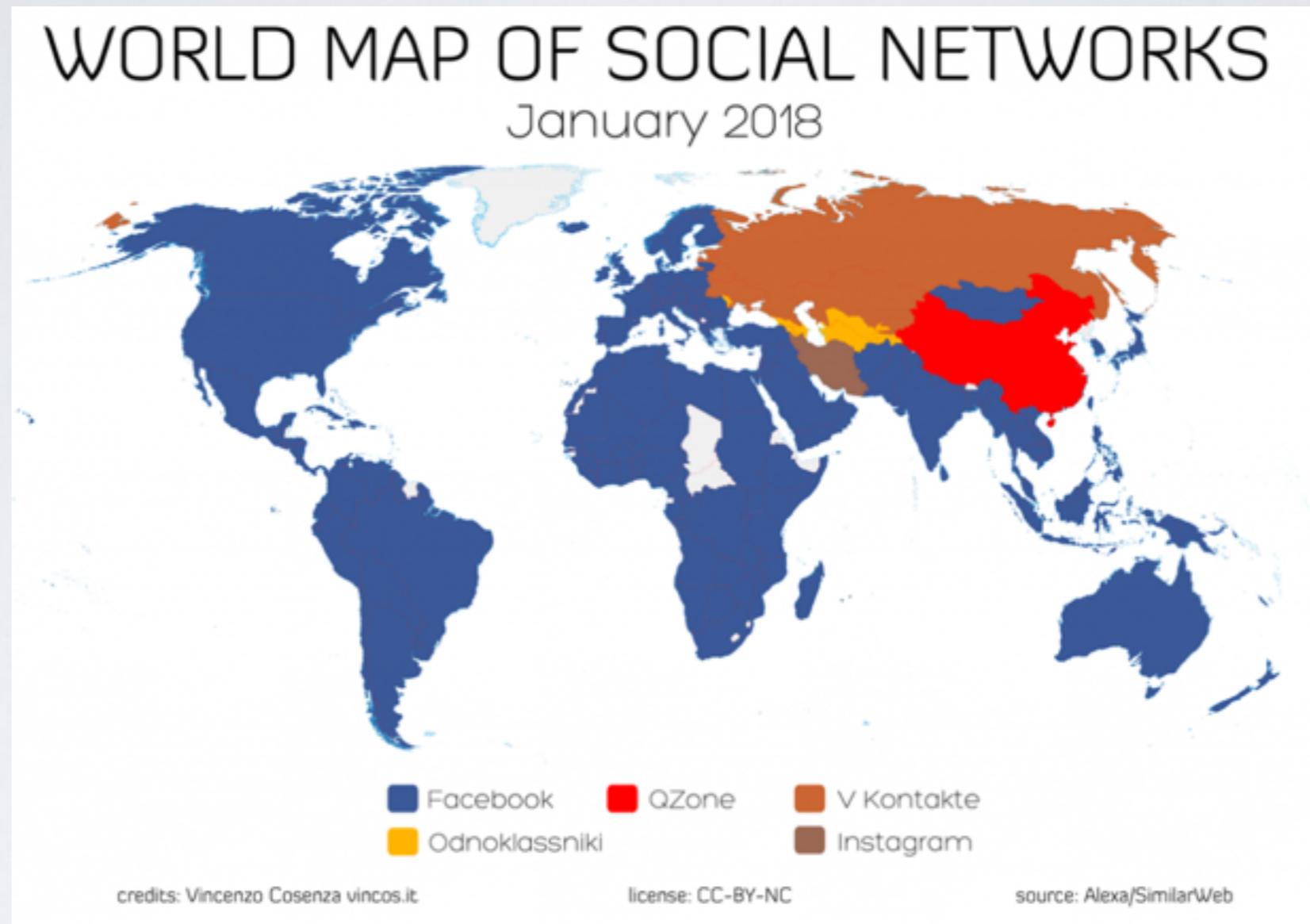
- Il successo di Facebook è dovuto anche alla sua innovazione continua:
- trasformazione delle pagine Fan in I Like;
 - visualizzazione nel wall delle news degli amici;
 - giochi e applicazioni;
 - creazione dei social plug-in per “invadere” il web;
 - differenziazione delle pagine: aziende, gruppi, pagine sociali, cause;
 - personalizzazione della privacy;
 - Facebook places
 - Facebook Messenger
 - Facebook live events

TENDENZE



<https://vincos.it/social-media-statistics/>

TENDENZE

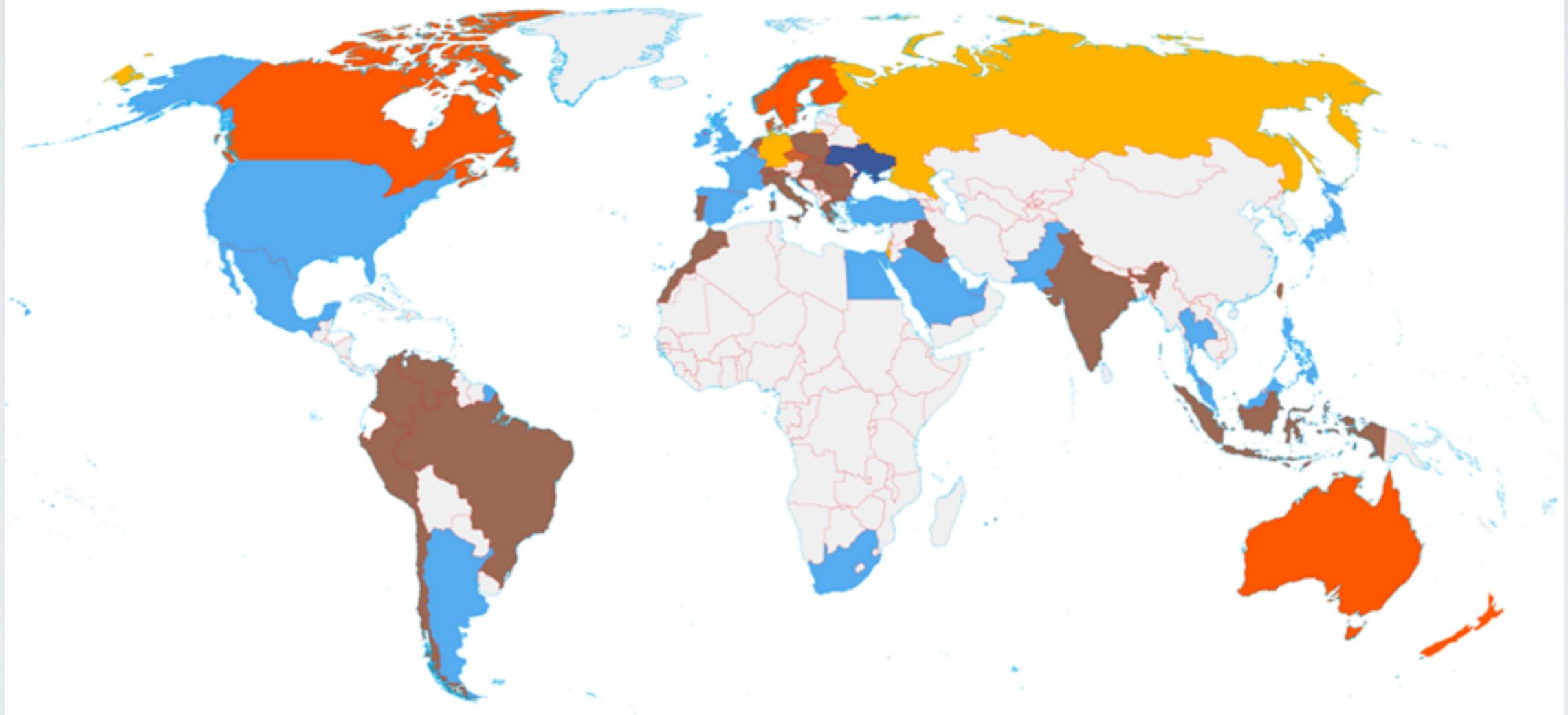


<https://vincos.it/social-media-statistics/>

TENDENZE

WORLD MAP OF SOCIAL NETWORKS

Ranked 2nd - January 2018



Instagram

Odnoklassniki

Twitter

V Kontakte

Reddit

Facebook

credits: Vincenzo Cosenza vincos.it

license: CC-BY-NC

source: SimilarWeb/Alexa

TENDENZE: GESTIRE LA NOSTRA “SOCIAL MEMORY”



TENDENZE: IL POTERE DEL VISUALE



Secondo i dati di di ComScore, i visitatori di **Pinterest** sono cresciuti da 1,6 milioni a settembre 2011 fino agli incredibili **11,1 milioni** dello scorso febbraio. E la maggioranza degli utilizzatori, che resta incollata a Pinterest per molto (il tempo medio di permanenza è circa 16 minuti, molto più dei 12,1 minuti su Facebook) è fatta di donne, il 68 per cento, mentre la metà degli utenti ha figli, un target molto appetibile

<http://pinterest.com/landing/>

TENDENZE: LA “DISLOCATABILITY”

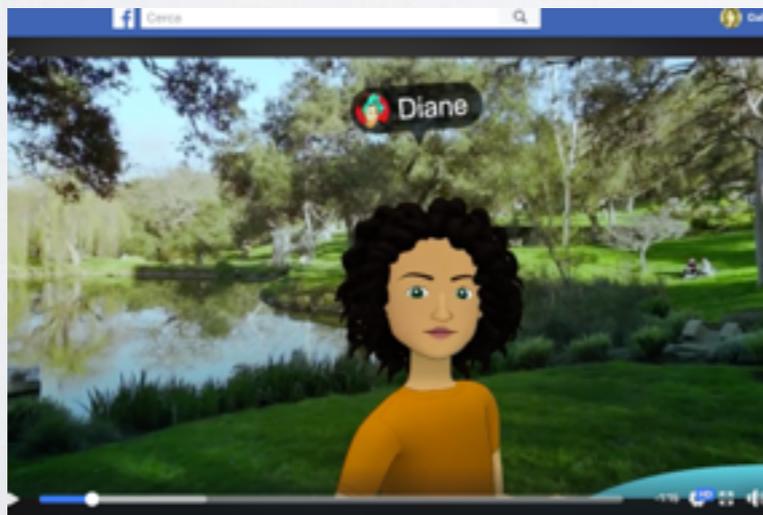
Secondo boyd (2008), l'accesso mobile ai SNS permette una sempre maggiore connettività person-to-person. Inversamente, nello stesso tempo, i social network divengono sempre più collegati e integrati ai luoghi fisici.

Social saranno integrati nel cosiddetto “Internet of Things”



TENDENZE: SOCIAL IN “REALTÀ VIRTUALE E AUMENTATA”

Facebook si sta affacciando alla realtà virtuale con FB Spaces, un'applicazione per Oculus Rift, che permette di interagire con i propri amici in un ambiente virtuale. In pratica una sorta di Second Life in Facebook. All'avvio, scegliendo una foto profilo, è possibile creare il proprio avatar. A questo punto si potranno invitare gli amici in questo spazio virtuale. Usare un pennarello per disegnare, scegliere contenuti da vedere insieme (foto e video a 360° per essere immersi in ambiente diverso), video chiamare altri amici e usare un bastone da selfie per scattare una foto di gruppo.



<https://www.facebook.com/FacebookTips/videos/10155260579068466/>

TENDENZE: SOCIAL IN “REALTÀ VIRTUALE E AUMENTATA”

Zuckerberg ha acquisito la piattaforma hardware/software (**Oculus**).

Snapchat ha appena rilasciato “**World Lenses**” per aggiungere oggetti virtuali integrati con l'ambiente ripreso.

Microsoft ha la piattaforma **HoloLens** e la startup **Magic Leap**, finanziata da Google e Alibaba.

Google ha già fatto esperimenti interessanti con **Cardboard** e **Project Tango**, e ha rilasciato recentemente **ARCORE**

Apple potrebbe inserirsi con la prossima versione di iOS.

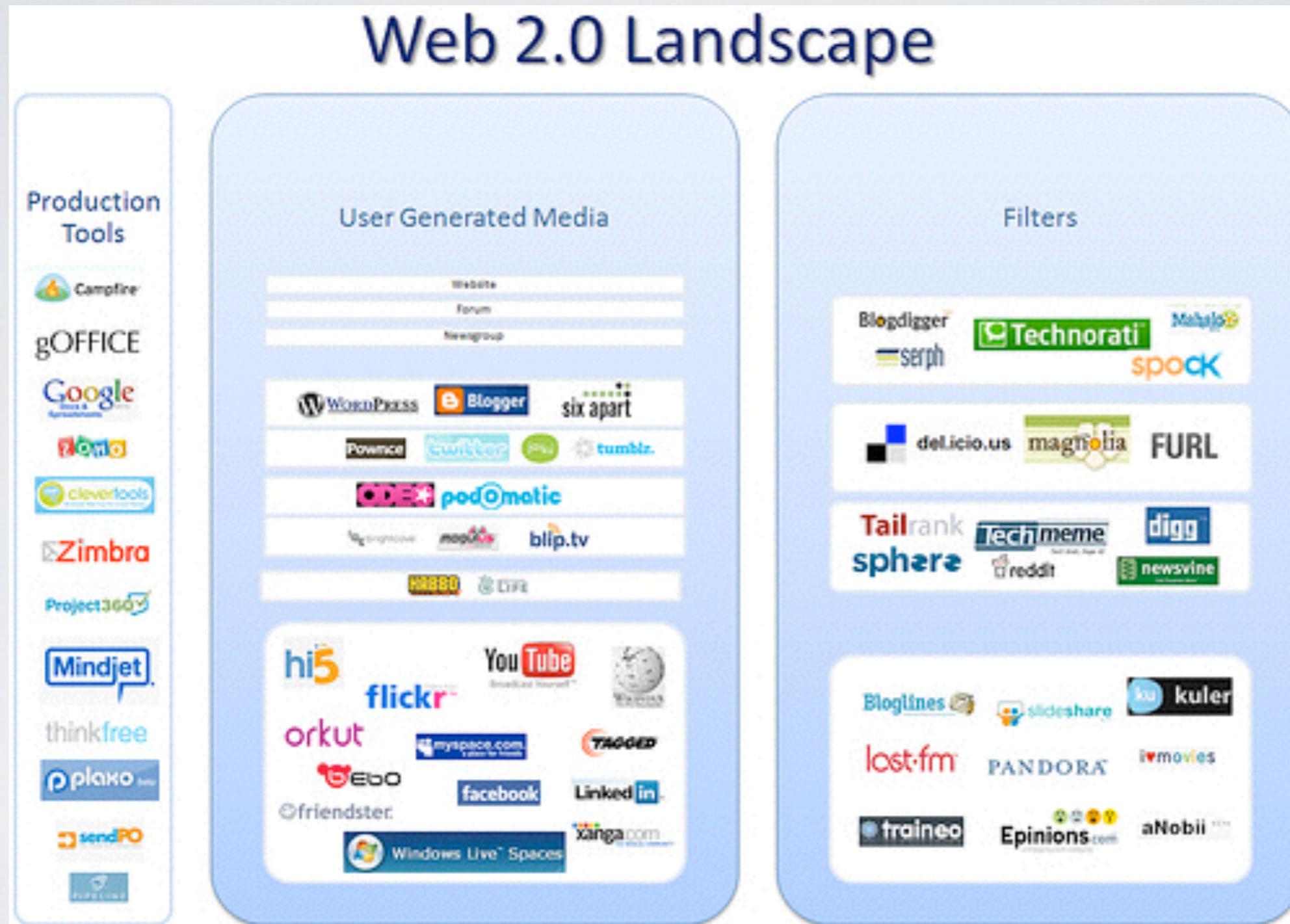


https://www.youtube.com/watch?time_continue=22&v=ttdPqly4OF8

TIPOLOGIE DI SNS

- Incentrate sugli **utenti** (Myspace)
- Incentrate sulle **relazioni e interessi** (Dogster, Couchsurfing, Care 2, Whatpad)
- Incentrate sui **contenuti** (es Flickr, Spotify, Youtube).

CLASSIFICAZIONE IN BASE ALLA FUNZIONE



CLASSIFICAZIONE IN BASE AI CONTENUTI



FRIEND-DRIVEN O CONTENT-DRIVEN NETWORKS ?

- Secondo dana boyd (2002), la peculiarità di questi siti è comunque quella di mettere la relazione al centro: anche quando il network è basato su contenuti, il meccanismo è che i contenuti provenienti dalla propria rete di amici sono i più interessanti.
- Mentre quindi negli anni Novanta le comunità on line iniziavano dai contenuti, per poi arrivare eventualmente ad amicizie reali, oggi i Social Network iniziano i processi dal concetto di amicizia.

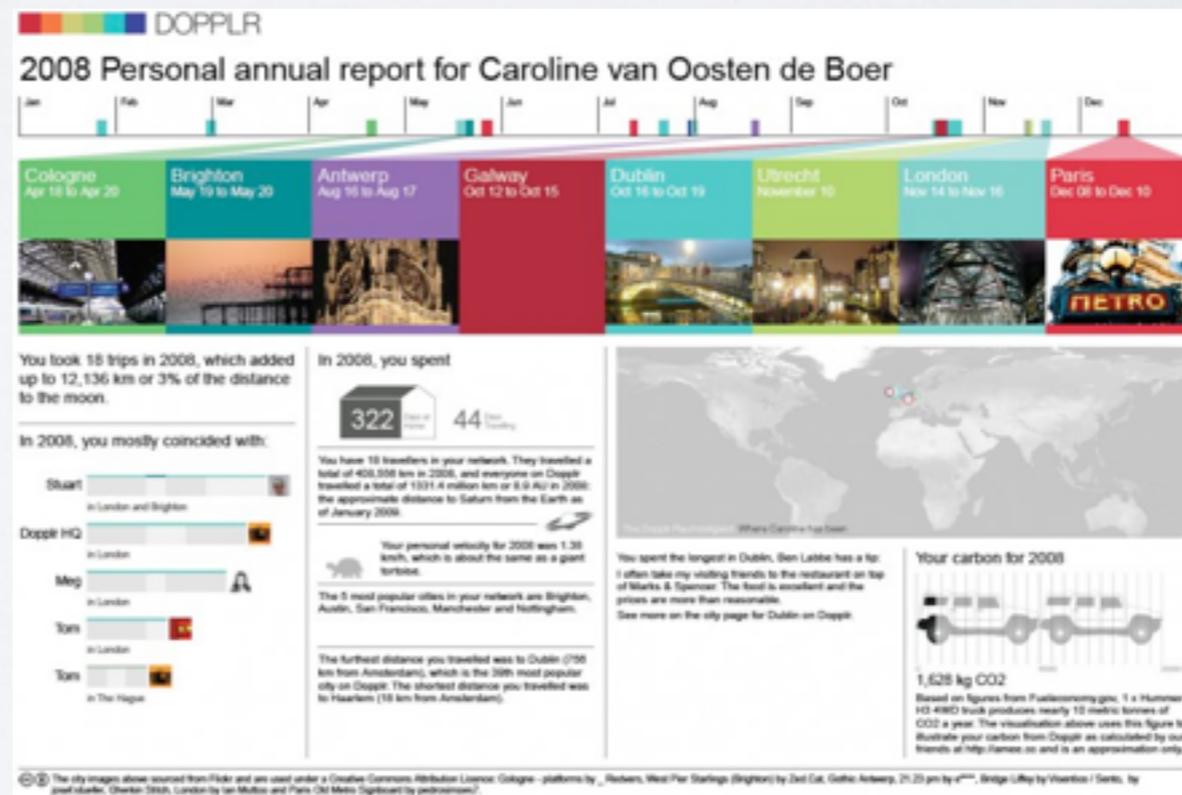
FRIEND-DRIVEN O CONTENT-DRIVEN NETWORKS ?

Oggi il doppio approccio

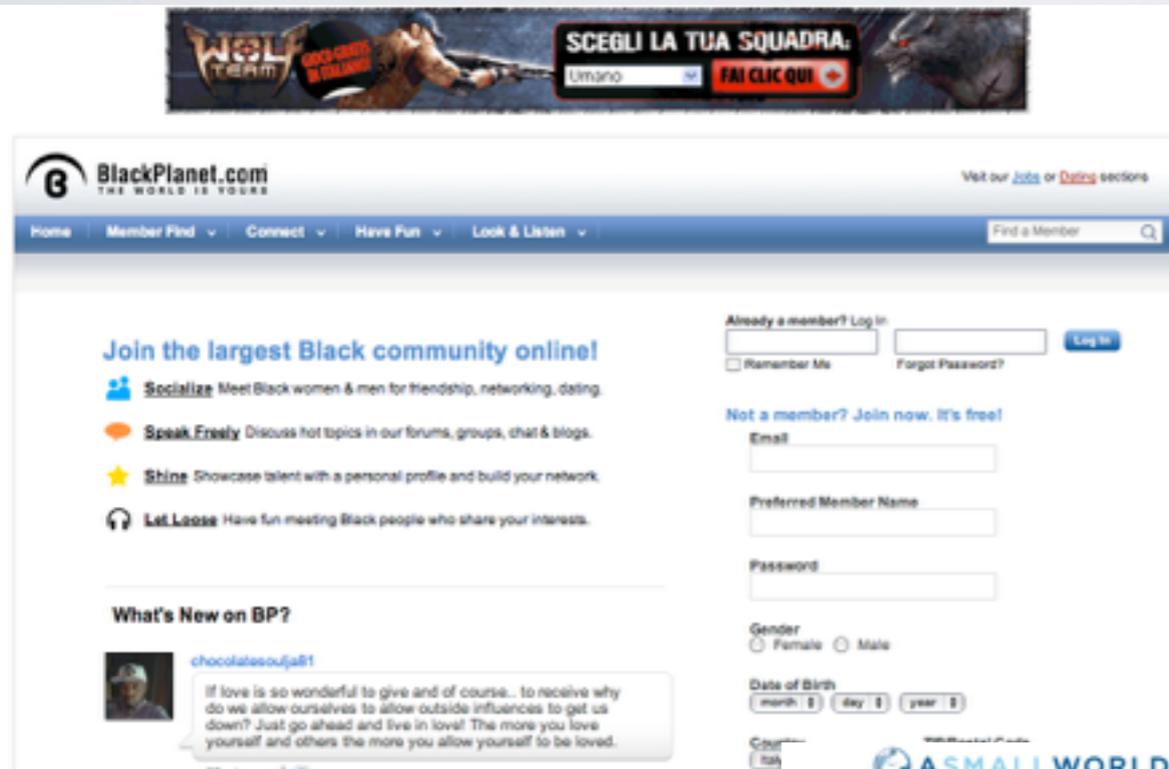
The screenshot shows the Twitter 'Who to follow' interface. On the left, under 'Who to follow', there are three categories of content-driven suggestions: 'Art & Design' (56 suggestions), 'Books' (72 suggestions), and 'Business' (65 suggestions). Each category lists specific accounts like 'Andy Warhol Museum', 'Design Milk', 'Publishers Weekly', 'Brook Busey', 'Real Time Economics', and 'Personal Finance'. On the right, there are two sections: 'You recently followed' and 'Similar to Suzanne Marlatt'. 'You recently followed' shows a row of profile pictures and a 'P' icon. 'Similar to Suzanne Marlatt' lists accounts like 'EdelmanSF' and 'lavrusik'. Below that, 'You recently viewed' shows a grid of profile pictures and names like 'SeeboldMarCom', 'OncJournal', 'amykramer', 'AllyInLA', 'kuhn', and 'amydobrzynski'. At the bottom right, there is an 'Invite Friends' section with the text: 'Not finding who you're looking for? Invite friends to Twitter via email. See what you'll send them.'

“ACTIVITY DRIVEN” NETWORKS

Alcuni social network, come couchSurfing, sono dedicati a realizzare attività off line



SOCIAL NETWORKS DI NICCHIA



BlackPlanet.com
THE WORLD IS YOURS

Home Member Find Connect Have Fun Look & Listen Find a Member

Join the largest Black community online!

- Socialize** Meet Black women & men for friendship, networking, dating.
- Speak Freely** Discuss hot topics in our forums, groups, chat & blogs.
- Shine** Showcase talent with a personal profile and build your network.
- Let Loose** Have fun meeting Black people who share your interests.

What's New on BP?

chocolatesoulja81
If love is so wonderful to give and of course.. to receive why do we allow ourselves to allow outside influences to get us down? Just go ahead and live in love! The more you love yourself and others the more you allow yourself to be loved.

Already a member? Log in: Remember Me [Forgot Password?](#)

Not a member? Join now. It's free!

Email:

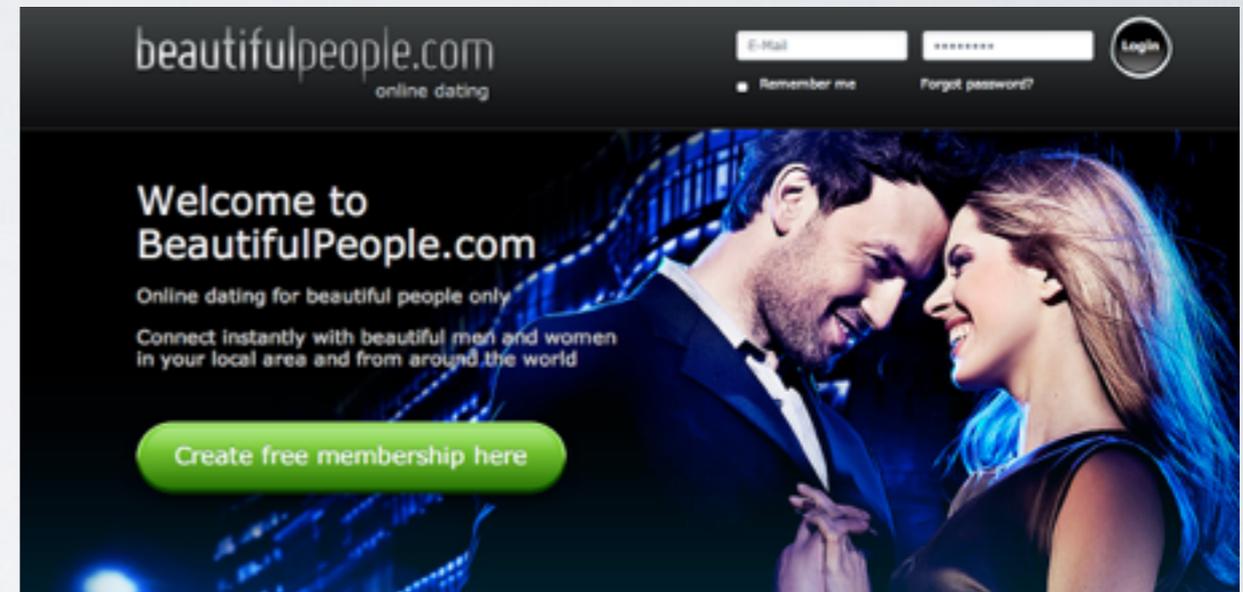
Preferred Member Name:

Password:

Gender: Female Male

Date of Birth: / /

Country:



beautifulpeople.com
online dating

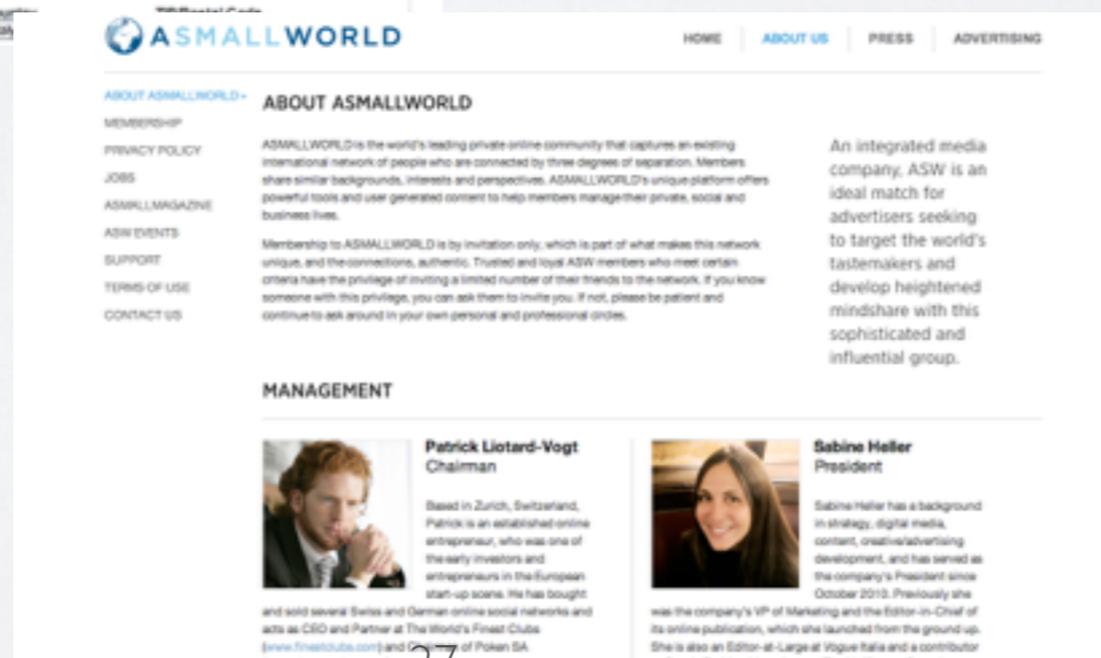
E-Mail: Password: Remember me [Forgot password?](#)

Welcome to BeautifulPeople.com

Online dating for beautiful people only

Connect instantly with beautiful men and women in your local area and from around the world

[Create free membership here](#)



ASmallWorld

HOME ABOUT US PRESS ADVERTISING

ABOUT ASmallWorld

MEMBERSHIP

ASmallWorld is the world's leading private online community that captures an existing international network of people who are connected by three degrees of separation. Members share similar backgrounds, interests and perspectives. ASmallWorld's unique platform offers powerful tools and user generated content to help members manage their private, social and business lives.

Membership to ASmallWorld is by invitation only, which is part of what makes this network unique, and the connections, authentic, trusted and loyal ASmallWorld members who meet certain criteria have the privilege of inviting a limited number of their friends to the network. If you know someone with this privilege, you can ask them to invite you. If not, please be patient and continue to ask around in your own personal and professional circles.

MANAGEMENT

Patrick Liotard-Vogt
Chairman

Based in Zurich, Switzerland, Patrick is an established online entrepreneur, who was one of the early investors and entrepreneurs in the European start-up scene. He has bought and sold several Swiss and German online social networks and acts as CEO and Partner at The World's Finest Clubs ([www.theworldsfinestclubs.com](#)) and Chairman of Poken SA ([www.poken.com](#)).

Sabine Heller
President

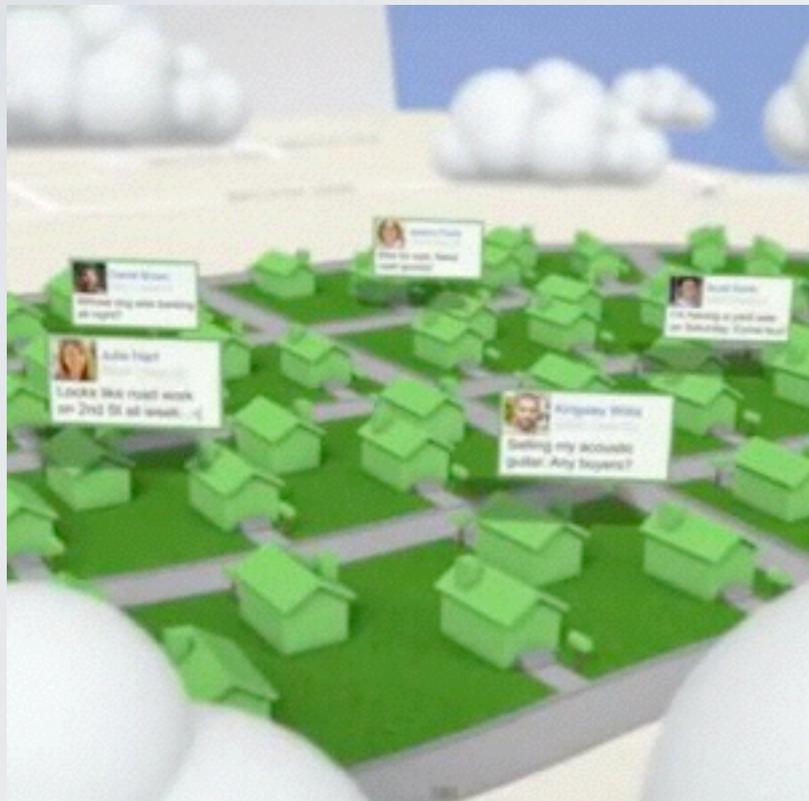
Sabine Heller has a background in strategy, digital media, content, creative/advertising development, and has served as the company's President since October 2015. Previously she was the company's VP of Marketing and the Editor-in-Chief of its online publication, which she launched from the ground-up. She is also an Editor-at-Large at Vogue Italia and a contributor to *Business Insider* and *The Wall Street Journal*.

VERSO I SOCIAL NETWORK PER POCHI INTIMI?



[http://www.nytimes.com/2011/05/10/technology/
10social.html?_r=2&ref=technology](http://www.nytimes.com/2011/05/10/technology/10social.html?_r=2&ref=technology)

SOCIAL NETWORK DI COMUNITA' E PROXIMITY NETWORK



<https://nextdoor.com/>



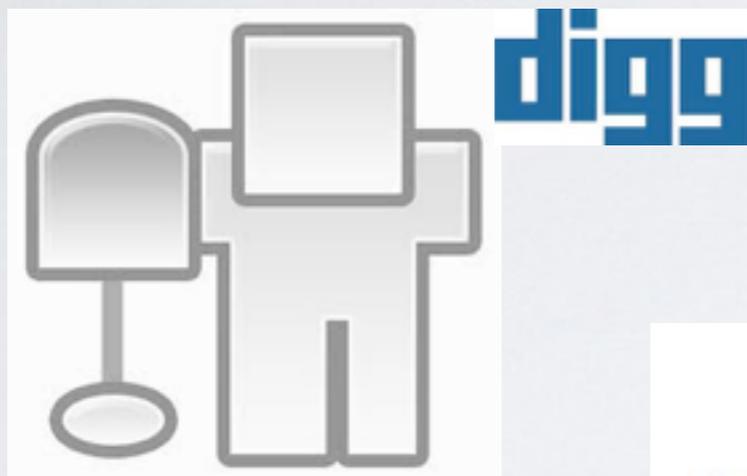
CLASSIFICAZIONE IN BASE ALLA FUNZIONE

- Social media graphs
- Microblogging
- Social media search e management tools
- Mobile social media
- Social rankings e vertical social networks
- Social Business
- Social Television
- Social Gaming



SOCIAL RANKINGS

Fare network
attraverso i
propri gusti,
(oppure
coltivare i
propri gusti
attraverso il
network)



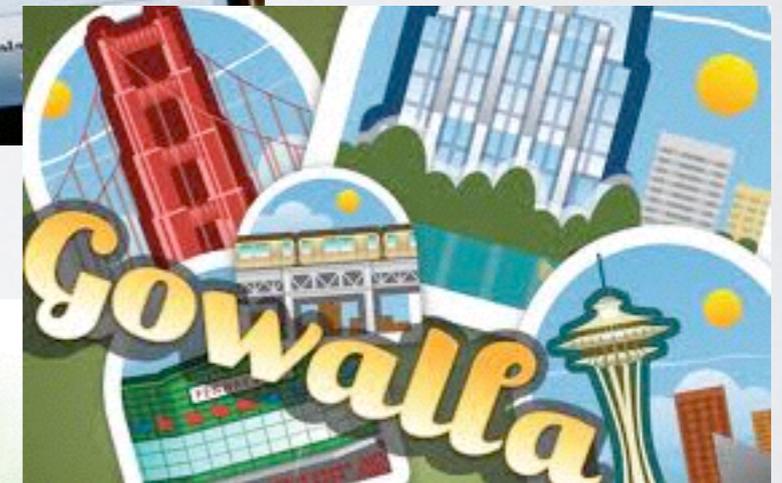
GEO-SOCIAL NETWORK:

TIMELINE



LOCATION MOBILE SOCIAL NETWORK

- Brightkite (www.brightkite.com)
- Aka-Aki (www.aka-aki.com)
- Mobiluck (www.mobiluck.com.en)
- Foursquare (www.foursquare.com)
- Gowalla (<http://gowalla.com>)
- Pokemon GO



SOCIAL GAMING

Si definiscono “Social games” i giochi basati sull’interazione sociale. A partire dai MMORPG (massively multiplayer online playing games), come *World of Warcraft*, fino ai giochi di Facebook, come *Farmville*



SOCIAL GAMES

Il 52% degli adulti americani gioca on line e il 21% gioca regolarmente.

Grandi attori, come Playfish e Zinga, hanno stretto accordi in merito.

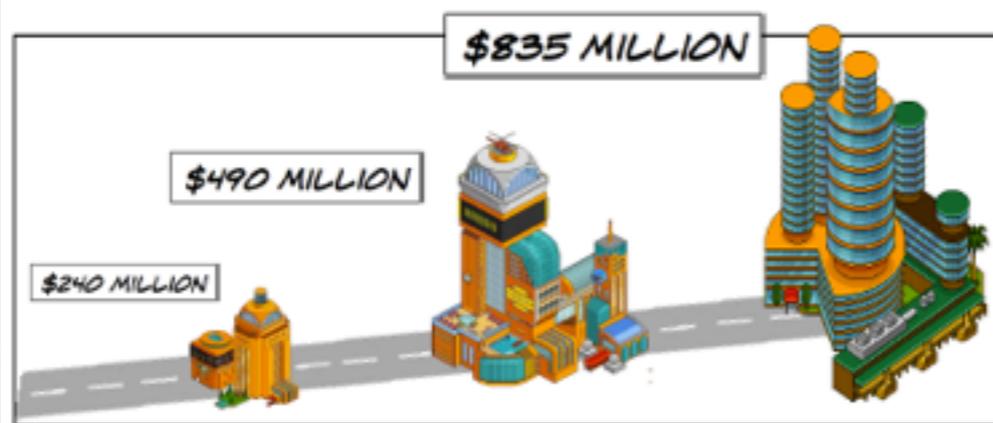
Nel 2010 il volume di affari ha raggiunto 1 bilione di dollari: una crescita vertiginosa rispetto ai 500 milioni del 2009 e ai 100 milioni del 2008.



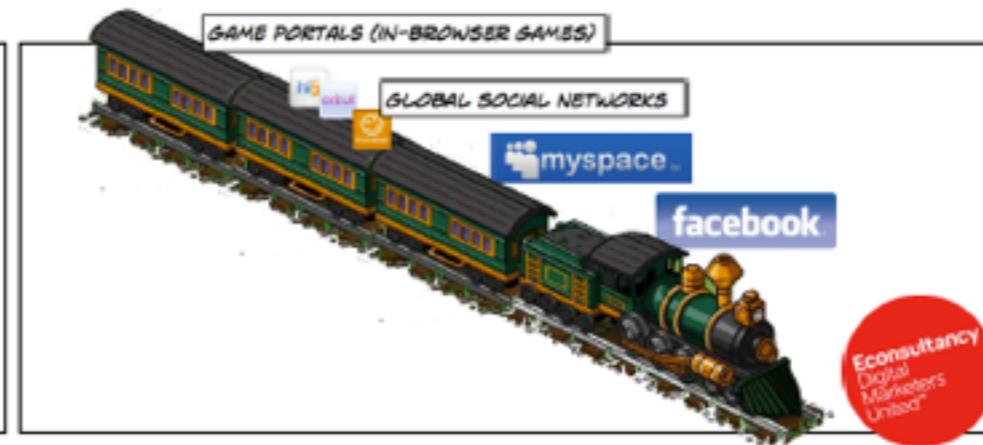
SOCIAL GAMES



Social gaming market: 2008 - 2010



Social games distribution



FONTE: <http://econsultancy.com/uk/reports/infographic-the-state-of-social-gaming>

SOCIAL LEARNING

<http://www.sociallearning.it/tag/sociallearning>

Figura 1
Evoluzione dei sistemi di apprendimento

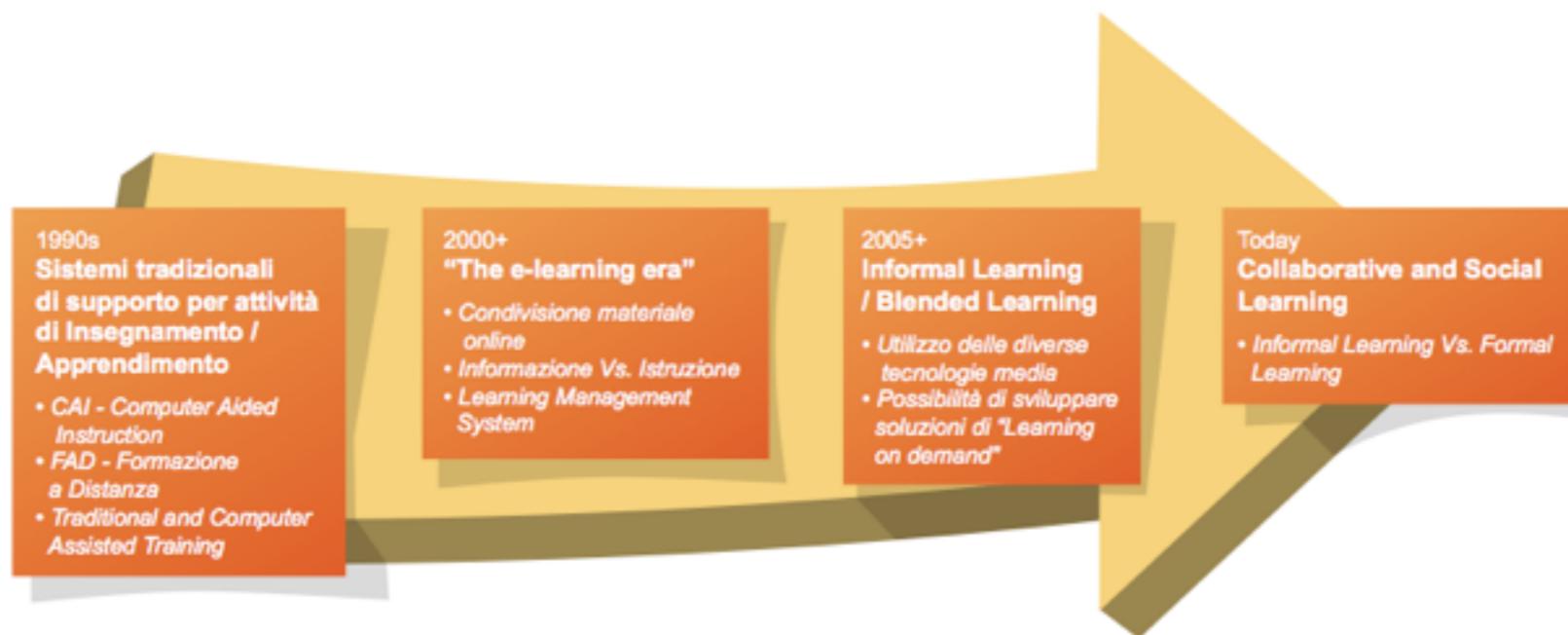
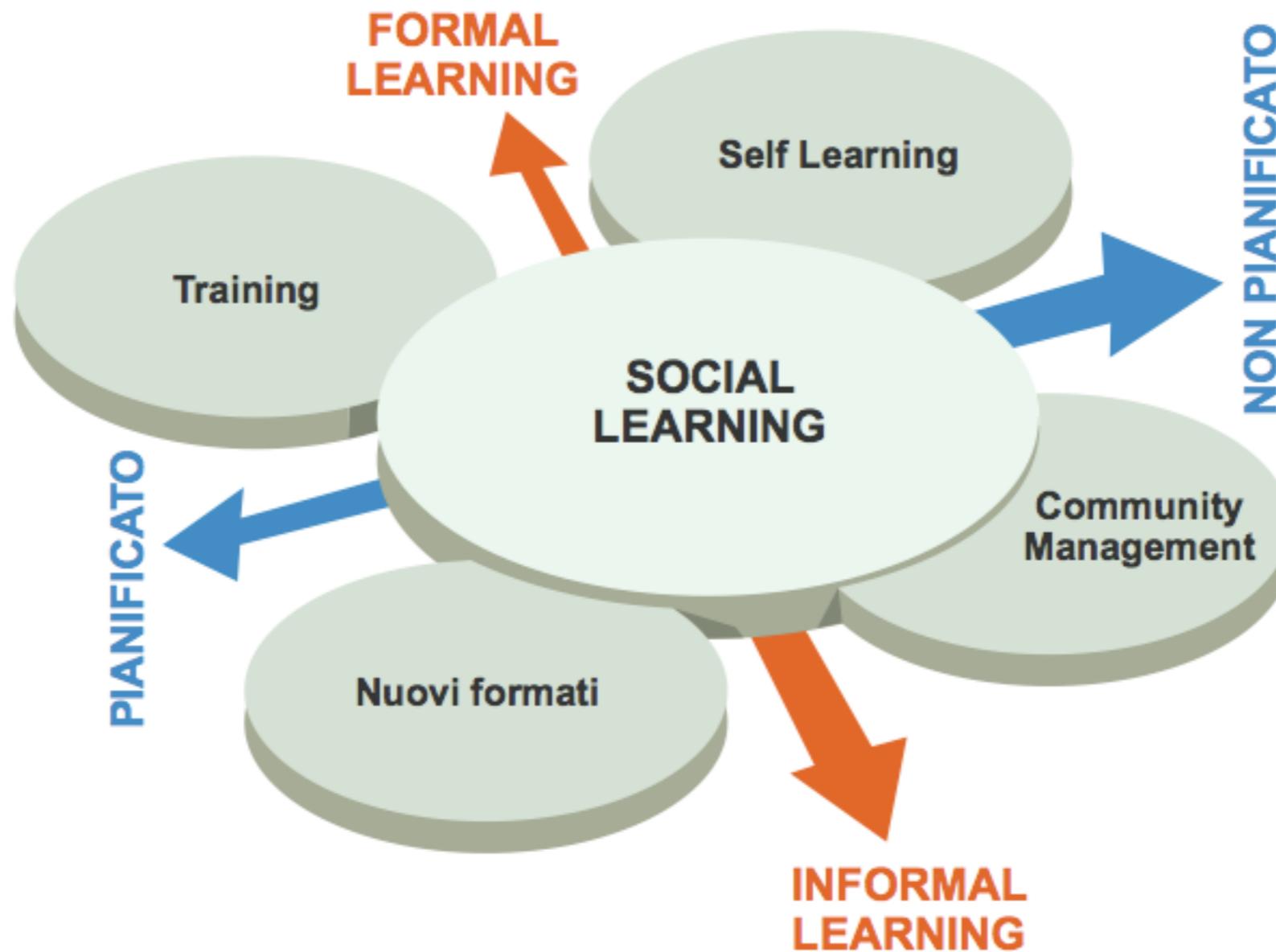


Figura 2

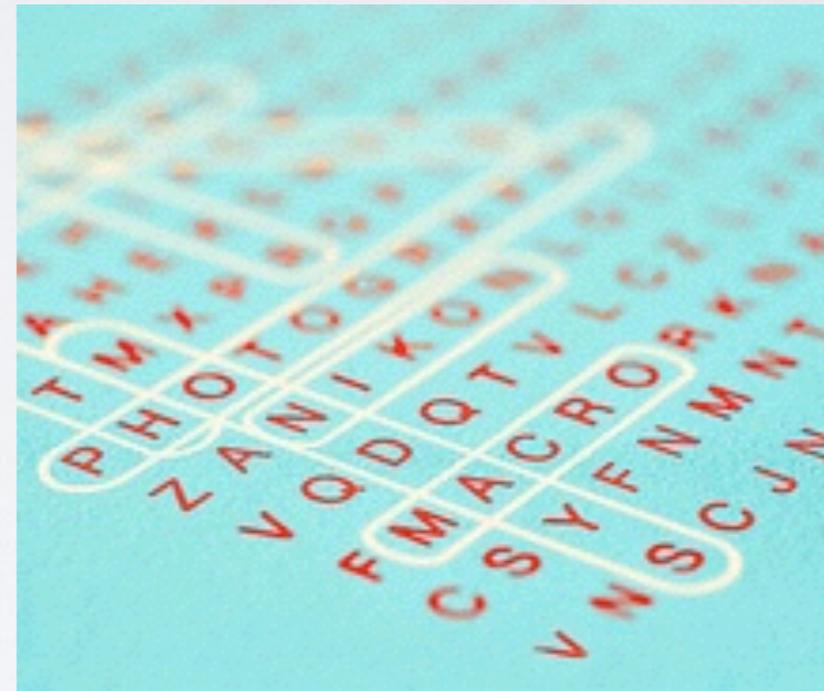
Dimensioni che costituiscono un ambiente di Social Learning



SOCIAL MEDIA SEARCH

Con l'emergere dei social networks nascono anche motori di ricerca dedicati. Attualmente questi motori di ricerca esplorano i social networks solo in base al testo. Alcuni tra i più conosciuti sono:

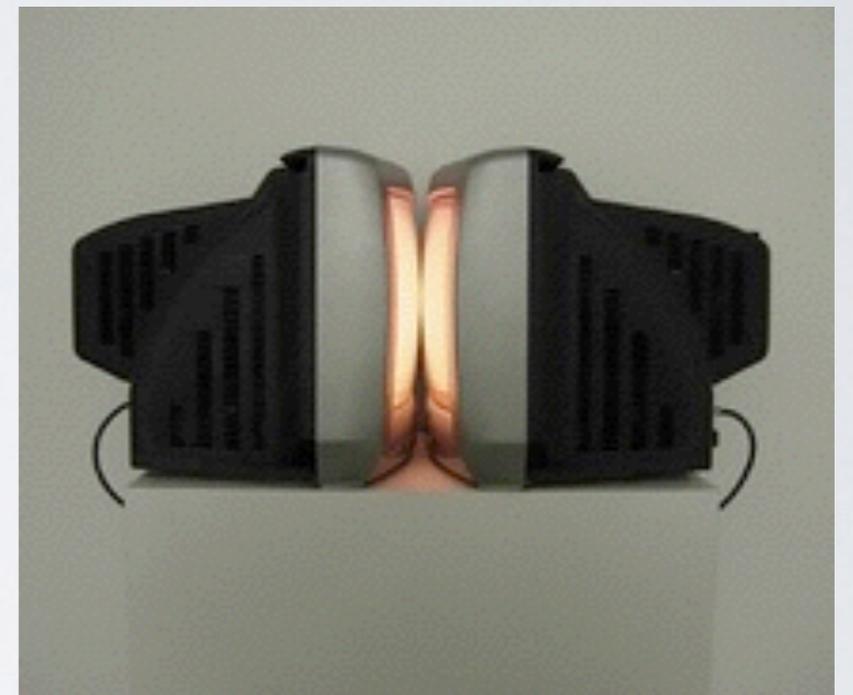
- Spy (<http://spy.appspot.com>)
- SamePoint, (www.samepoint.com)
- SocialMention, (www.socialmention.com)
- WhosTalkin, (www.whostalkin.com)



SOCIAL TV

Per social television si intendono tecnologie che permettono interazioni sociali durante la visione della tv.

Dal punto di vista delle devices, l'interazione non avviene più tramite telecomando o mouse, ma tramite le stesse interfacce dei giochi e/o interfacce aptiche (Playstation, Wii, Kinect)

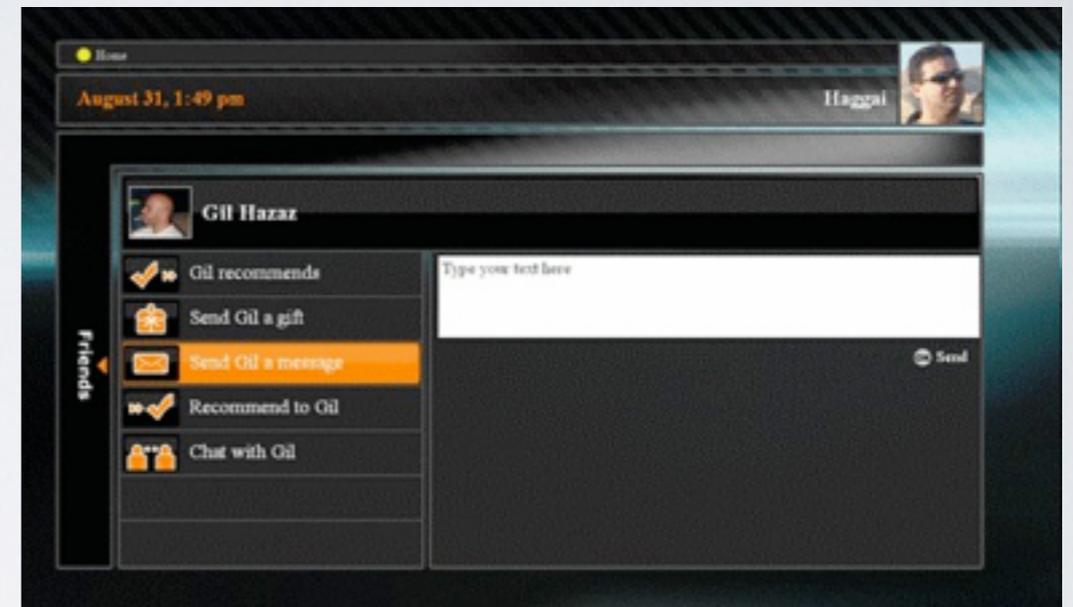
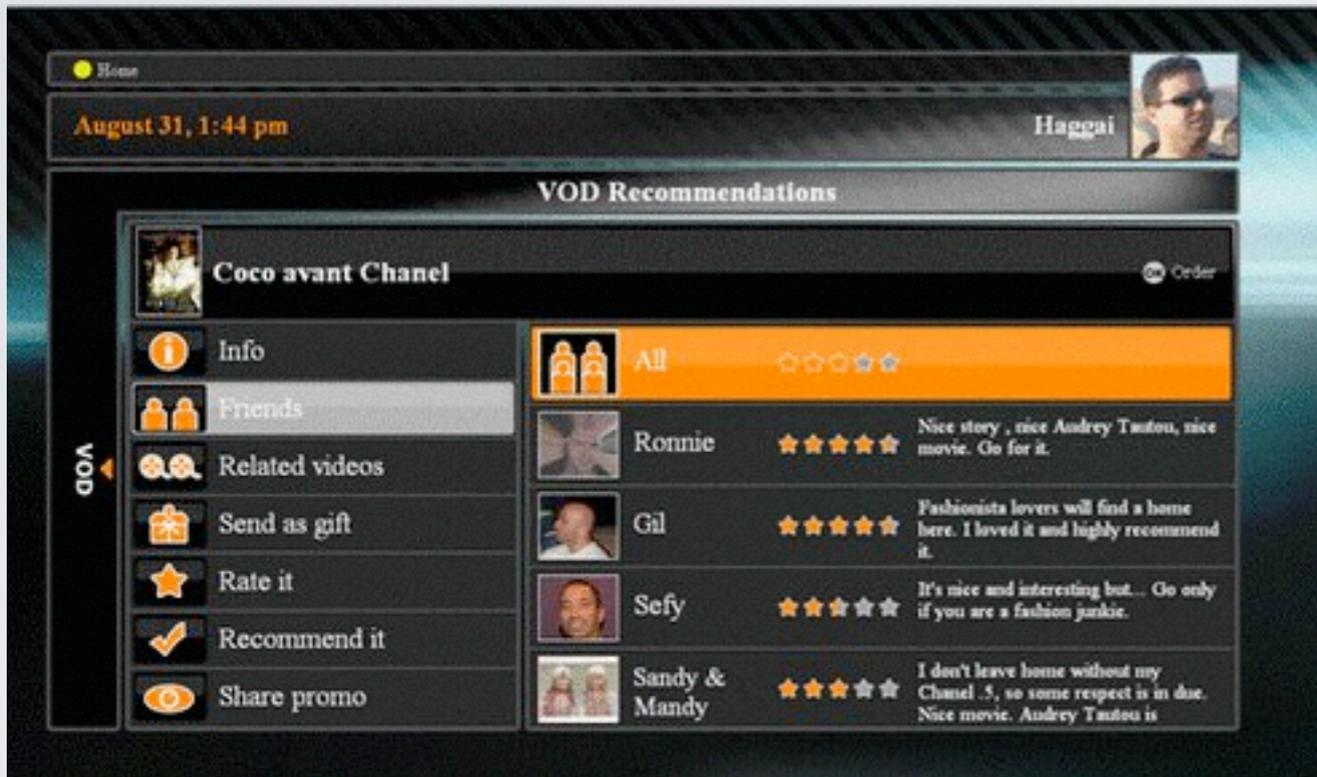


SOCIAL TV



<http://vincos.it/2012/11/12/cose-la-social-tv/>

SOCIAL TV: ORCA INTERACTIVE



http://www.masternewmedia.org/it/2010/02/24/la_tv_online_incontra_i_social_media.htm

UNIVERSO SOCIAL NETWORKS

<http://mashable.com/2007/10/23/social-networking-god/>



CarGurus BMW 328 Overview

BMW 328 Summary Overview Pictures Reviews

2007 BMW 328

 2007 BMW 328 Pictures

MSRP: \$32,400 - \$43,200
Invoice: \$29,810 - \$39,745

User Reviews: 6 reviews, 2 owners
Write a review
Upload a photo



Where families click.

Connect, organize and simplify your family's everyday life.

12 SHARED CALENDARS Watch a Video Tour!



booksconnect
of the book community



shelfari
Find the people you know from:



badoo 12,038,591 people

I am here™

Sex: All, Male, Female
Age: 18 - 50+
Location: any location
 with photo

People
3,376,331 people | Who's online now | New

 **Andres** 24 Medellín, Colombia
Online now 8 photos 2 friends



Interactive and Collaborative Family Tree .Learn more.

English

Inga, Pam, Emma, Jeff, Terry, Ashley, Hannah, Brandon, Kelly, Jacob

Your company 

Your school 

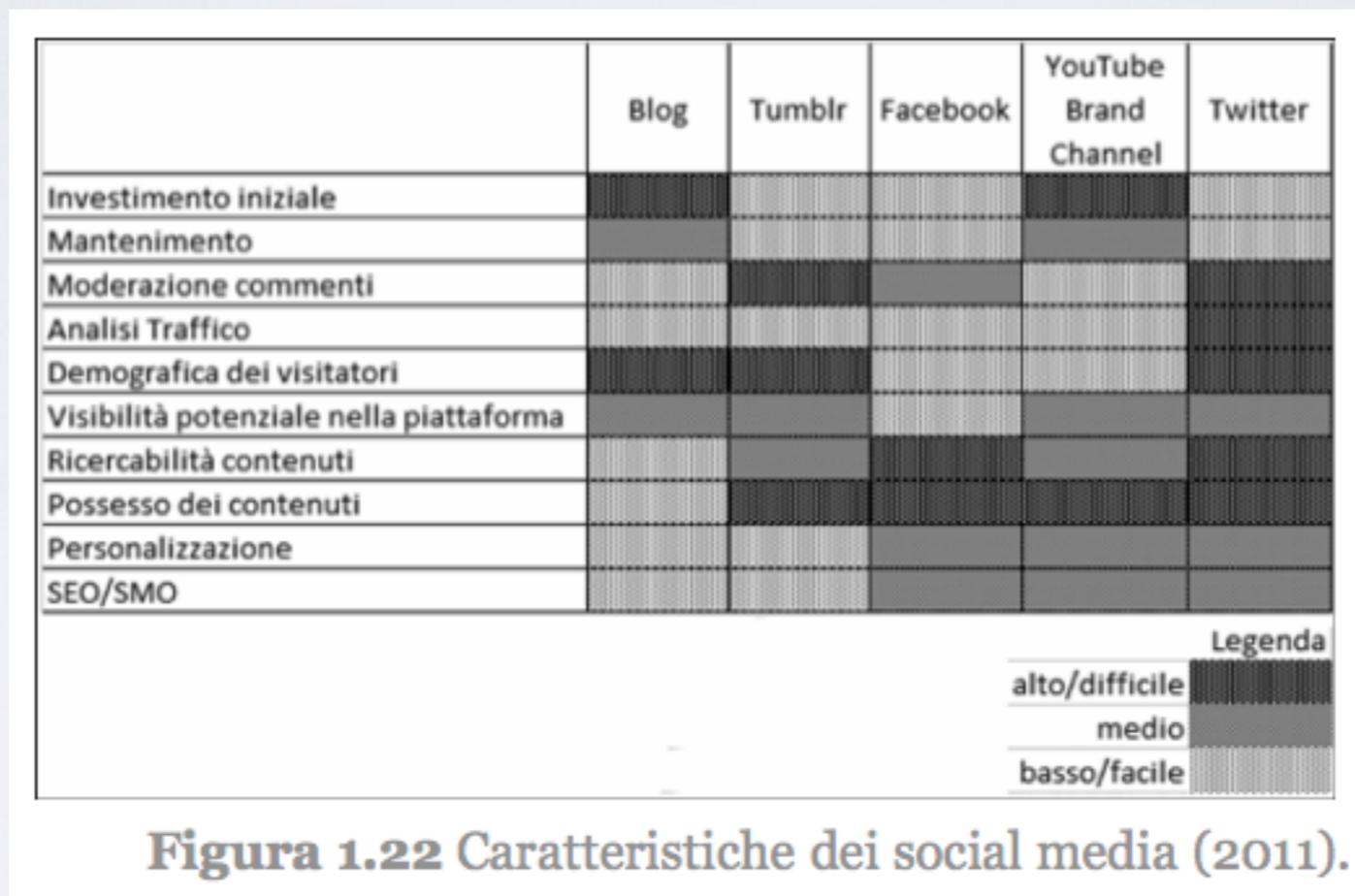
e.g., Google, Procter & Gamble, Bank of America

e.g., Stanford, Penn State, University of Cambridge

GRIGLIA ANALISI SOCIAL NETWORK

nome social network	utente tipo (età, genere, categoria professionale)	tipo relazioni tra utenti (simmetrico/asimmetrico)	elenco funzionalità implementate (es. forum, sharing, dating, calendar, wall, ecc)	tipo contenuti pubblicati	categoria di social network	specificità rispetto agli altri SNS	bisogni soddisfatti	eventuali limiti

CARATTERISTICHE DEI SOCIAL MEDIA



Fonte: Vincenzo Cosenza <http://www.vincos.it>