

Social Network Aggregation

.SOCIAL NETWORK AGGREGATION

Social network aggregation is the process of collecting content from multiple social network services, such as MySpace or Facebook. The task is often performed by a social network aggregator, which pulls together information into a single location, or helps a user consolidate multiple social networking profiles into one profile. Various aggregation services provide tools or widgets to allow users to consolidate messages, track friends, combine bookmarks, search across multiple social networking sites, read rss feeds for multiple social networks, see when their name is mentioned on various sites, access their profiles from a single interface, provide "lifestreams", etc.

Social network aggregation services attempt to organize or simplify a user's social networking experience, although the idea has been satirized by the concept of a "social network aggregator aggregator."

Concept

To meet Wikipedia's quality standards this section may need a rewrite, in part or in full. Please discuss this issue on the talk page.

FriendFeed and Spokeo are examples of social network aggregators. Social network aggregation platforms like Mybloglog, a Yahoo property, Plaxo, Jaiku or others, allow members to share their other social network activities like Twitter, Youtube, Stumbleupon, Digg, and other major platforms.

One can also integrate their blog posts and comments in the aggregation platform. Everything is shown in real time to other members who subscribe to a particular community, which eliminates the need to jump from one social media network to another, trying to keep an eye on one's interests.

The aggregation is done by an API application. For the API to be able to access user's actions from another platform, the user will have to give permission to the social aggregation platform, by specifying user id and password of the social media to be syndicated. This concept is similar to open id.

In March 2008, The Economist reported that social network services are only beginning the move away from "walled gardens" to more open architectures. Some sites are working together on a "data portability workgroup", while others are focussing on a single sign-on system called OpenID to allow users to log on across multiple sites. Historically the trend from private services to more open ones can be seen across many internet services from email and instant messaging to the move that early online service providers made to become websites.. The OpenSocial initiative aims to bridge the member overlap between various online social network services.

Overlap between multiple social network services

Many users have accounts on several different social networking sites. In November 2007, Alex Patriquin of Compete.com reported on the member overlap between various online social network services:

Members of Bebo

1. 65% are MySpace members.
2. 25% are Facebook members.
3. 3% are Hi5 members.
4. 2% are Friendster members.
5. 1% are LinkedIn members.
6. 1% are Ning members.
7. 0% are Orkut members.
8. 0% are Plaxo members.

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Members of Facebook

- 64% are MySpace members.
- 9% are Plaxo members.
- 4% are Bebo members.
- 2% are Friendster members.
- 2% are Hi5 members.
- 2% are LinkedIn members.
- 1% are Ning members.
- 1% are Orkut members.

Members of Friendster

- 49% are MySpace members.
- 23% are Facebook members.
- 6% are LinkedIn members.
- 5% are Bebo members.
- 4% are Hi5 members.
- 2% are Ning members.
- 1% are Orkut members.
- 0% are Plaxo members.

Members of Hi5

- 69% are MySpace members.
- 24% are Facebook members.
- 7% are Bebo members.
- 4% are Friendster members.
- 2% are Orkut members.
- 1% are LinkedIn members.
- 0% are Ning members.
- 0% are Plaxo members.

Members of LinkedIn

- 42% are Facebook members.
- 32% are MySpace members.
- 8% are Friendster members.
- 8% are Ning members.
- 4% are Bebo members.
- 3% are Orkut members.
- 3% are Plaxo members.
- 2% are Hi5 members.

Members of MySpace

- 20% are Facebook members.
- 3% are Bebo members.
- 1% are Friendster members.
- 1% are Hi5 members.
- 0% are LinkedIn members.

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- 0% are Ning members.
- 0% are Orkut members.
- 0% are Plaxo members.

Members of Ning

- 44% are MySpace members.
- 35% are Facebook members.
- 19% are LinkedIn members.
- 6% are Bebo members.
- 6% are Friendster members.
- 2% are Orkut members.
- 2% are Plaxo members.
- 1% are Hi5 members.

Members of Orkut

- 29% are MySpace members.
- 26% are Facebook members.
- 8% are LinkedIn members.
- 7% are Hi5 members.
- 4% are Friendster members.
- 3% are Bebo members.
- 2% are Ning members.
- 1% are Plaxo members.

Members of Plaxo

- 54% are LinkedIn members.
- 48% are Facebook members.
- 34% are MySpace members.
- 14% are Ning members.
- 8% are Friendster members.
- 5% are Bebo members.
- 4% are Orkut members.
- 2% are Hi5 members.

See also

- Social network service.
- Social network.
- Social media.
- List of social networking websites.
- Web 2.0

PROFESSIONLA NETWORK SERVICE

This article needs additional citations for verification.

Social Network Aggregation

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A professional network service (or, in an internet context, simply professional network) is a virtual community that it is focused on interactions and relationships of a business nature instead of social interactions.

This type of professional network service enables business professionals to network and collaborate by title, industry and business interests so that they can discuss interests, stay informed and share knowledge.

Virtual communities allow individuals to be accessible. People establish their real identity in a verifiable place. These individuals then interact with each other or within groups that share common interests and goals. They can also post their own user generated content in the form of blogs, pictures, slide shows and videos. Like a social network, the consumer essentially becomes the publisher.

A professional network is used for the business to business marketplace. These networks improve the ability for people to advance professionally. Business professionals can share experiences with others who have a need to learn from similar experiences. Additionally, the ability to find, connect and network with other business professionals is one reason why LinkedIn has grown from less than 8,500 members in 2003 to over 18 million today.

The traditional way to interact is face-to-face. Examples are a business lunch, a seminar or workshop, or at an industry event such as a trade show or conference. Interactive technology makes it possible for people to network with their peers from anywhere, at anytime in an online environment.

Professional network services attract, aggregate and assemble large business-focused audiences by creating informative and interactive meeting places.

SOCIAL BOOKMARKING

Social bookmarking is a method for Internet users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata.

In a social bookmarking system, users save links to web pages that they want to remember and/or share. These bookmarks are usually public, and can be saved privately, shared only with specified people or groups, shared only inside certain networks, or another combination of public and private domains. The allowed people can usually view these bookmarks chronologically, by category or tags, or via a search engine.

Most social bookmark services encourage users to organize their bookmarks with informal tags instead of the traditional browser-based system of folders, although some services feature categories/folders or a combination of folders and tags. They also enable viewing bookmarks associated with a chosen tag, and include information about the number of users who have bookmarked them. Some social bookmarking services also draw inferences from the relationship of tags to create clusters of tags or bookmarks.

Many social bookmarking services provide web feeds for their lists of bookmarks, including lists organized by tags. This allows subscribers to become aware of new bookmarks as they are saved, shared, and tagged by other users.

As these services have matured and grown more popular, they have added extra features such as ratings and comments on bookmarks, the ability to import and export bookmarks from browsers, emailing of bookmarks, web annotation, and groups or other social network features.

History

Social Network Aggregation

The concept of shared online bookmarks dates back to April 1996 with the launch of itList, the features of which included public and private bookmarks. Within the next three years, online bookmark services became competitive, with venture-backed companies such as Backflip, Blink, Clip2, ClickMarks, HotLinks, and others entering the market. They provided folders for organizing bookmarks, and some services automatically sorted bookmarks into folders (with varying degrees of accuracy). Blink included browser buttons for saving bookmarks; Backflip enabled users to email their bookmarks to others and displayed "Backflip this page" buttons on partner websites. Lacking viable models for making money, this early generation of social bookmarking companies failed as the dot-com bubble burst — Backflip closed citing "economic woes at the start of the 21st century". In 2005, the founder of Blink said, "I don't think it was that we were 'too early' or that we got killed when the bubble burst. I believe it all came down to product design, and to some very slight differences in approach."

Founded in late 2003, del.icio.us pioneered tagging and coined the term social bookmarking. In 2004, as del.icio.us began to take off, Furl and Simpy were released, along with Citeulike and Connotea (sometimes called social citation services), and the related recommendation system Stumbleupon. In 2006, Ma.gnolia, Blue Dot, and Diigo entered the bookmarking field, and in 2007 IBM Lotus Connections included a social bookmarking service aimed at businesses and enterprises.

Sites such as Digg, reddit, and Newsvine offer a similar system for organization of "social news".

Advantages

With regard to creating a high-quality search engine, a social bookmarking system has several advantages over traditional automated resource location and classification software, such as search engine spiders. All tag-based classification of Internet resources (such as web sites) is done by human beings, who understand the content of the resource, as opposed to software, which algorithmically attempts to determine the meaning of a resource. Also, people tend to find and bookmark web pages that have not yet been noticed or indexed by web spiders. Additionally, a social bookmarking system can rank a resource based on how many times it has been bookmarked by users, which may be a more useful metric for end users than systems that rank resources based on the number of external links pointing to it.

For users, social bookmarking can be useful as a way to access a consolidated set of bookmarks from various computers, organize large numbers of bookmarks, and share bookmarks with contacts. Libraries have found social bookmarking to be useful as an easy way to provide lists of informative links to patrons.

Disadvantages

From the point of view of search data, there are drawbacks to such tag-based systems: no standard set of keywords (a lack of a controlled vocabulary), no standard for the structure of such tags (e.g., singular vs. plural, capitalization, etc.), mistagging due to spelling errors, tags that can have more than one meaning, unclear tags due to synonym/antonym confusion, unorthodox and personalized tag schemata from some users, and no mechanism for users to indicate hierarchical relationships between tags (e.g., a site might be labeled as both cheese and cheddar, with no mechanism that might indicate that cheddar is a refinement or sub-class of cheese).

Social bookmarking can also be susceptible to corruption and collusion. Due to its popularity, some users have started considering it as a tool to use along with search engine optimization to make their website more visible. The more often a web page is submitted and tagged, the better chance it has of being found. Spammers have started bookmarking the same web page multiple times and/or tagging each page of their web site using a lot of popular tags, obliging developers to constantly adjust their security system to overcome abuses. Some social bookmarking websites added CAPTCHA protection to fight spam, but this can prevent blind users from registering for those services if accessible CAPTCHAs are not provided.