

# A “useful” profile

Lars Maehlmann

Hamburg, 22.05.2007

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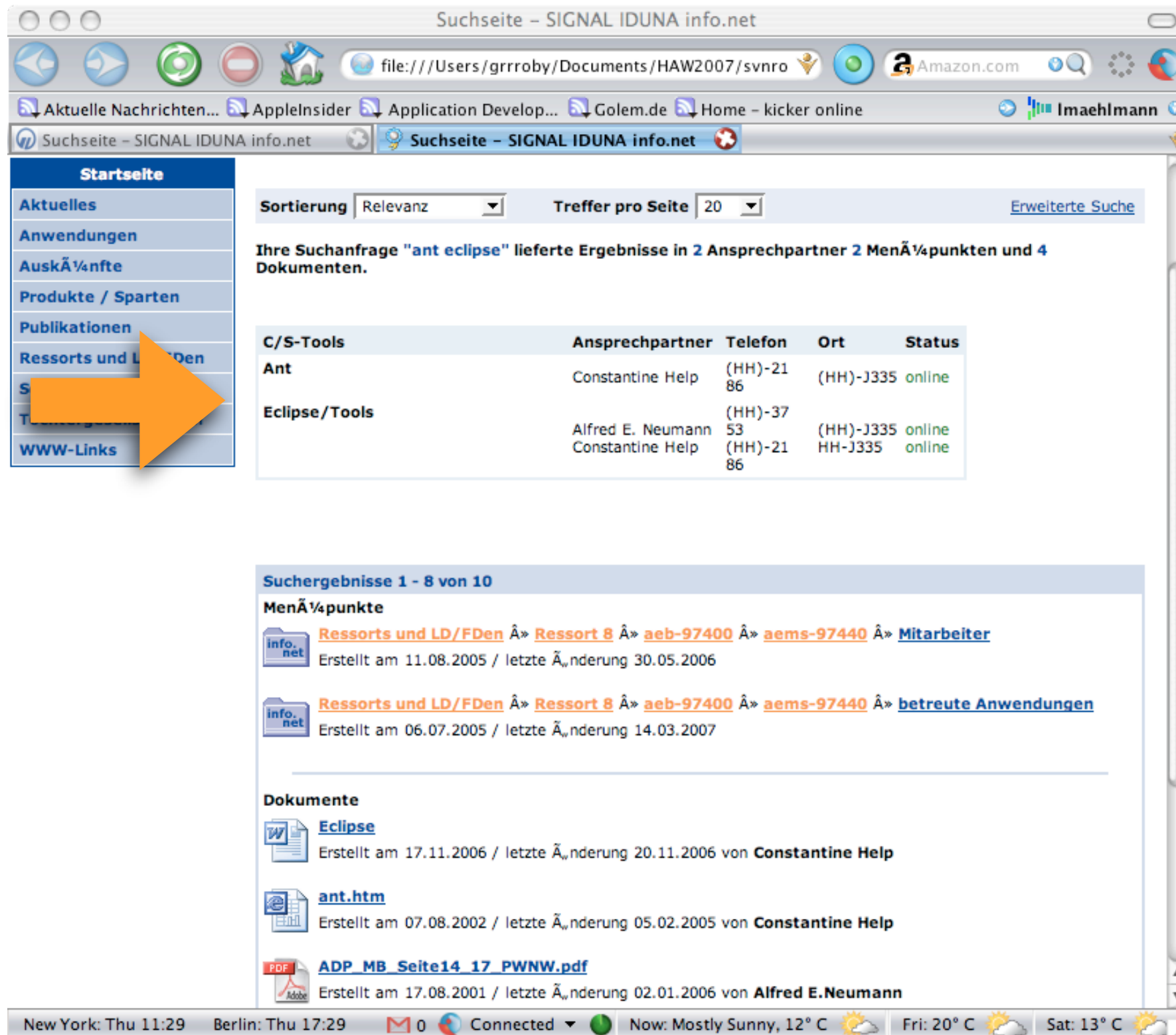
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 Berlin: Thu 14:20
 infonet.signal-iduna.de
 0
 Connected
 Now: Mostly Sunny, 12° C
 Thu



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Ihre Suchanfrage "ant eclipse" lieferte Ergebnisse in 2 Ansprechpartner 2 Menüpunkten und 4 Dokumenten.

C/S-Tools	Ansprechpartner	Telefon	Ort	Status
Ant	Constantine Help	(HH)-21 86	(HH)-J335	online
Eclipse/Tools	Alfred E. Neumann	(HH)-37 53	(HH)-J335	online
	Constantine Help	(HH)-21 86	HH-J335	online

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Menüpunkte

[Ressorts und LD/FDen](#) » [Ressort 8](#) » [aeb-97400](#) » [aems-97440](#) » [Mitarbeiter](#)

Erstellt am 11.08.2005 / letzte Änderung 30.05.2006

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Erstellt am 06.07.2005 / letzte Änderung 14.03.2007

Dokumente

[Eclipse](#)

Erstellt am 17.11.2006 / letzte Änderung 20.11.2006 von Constantine Help

[ant.htm](#)

Erstellt am 07.08.2002 / letzte Änderung 05.02.2005 von Constantine Help

[ADP\\_MB\\_Seite14\\_17\\_PWNW.pdf](#)

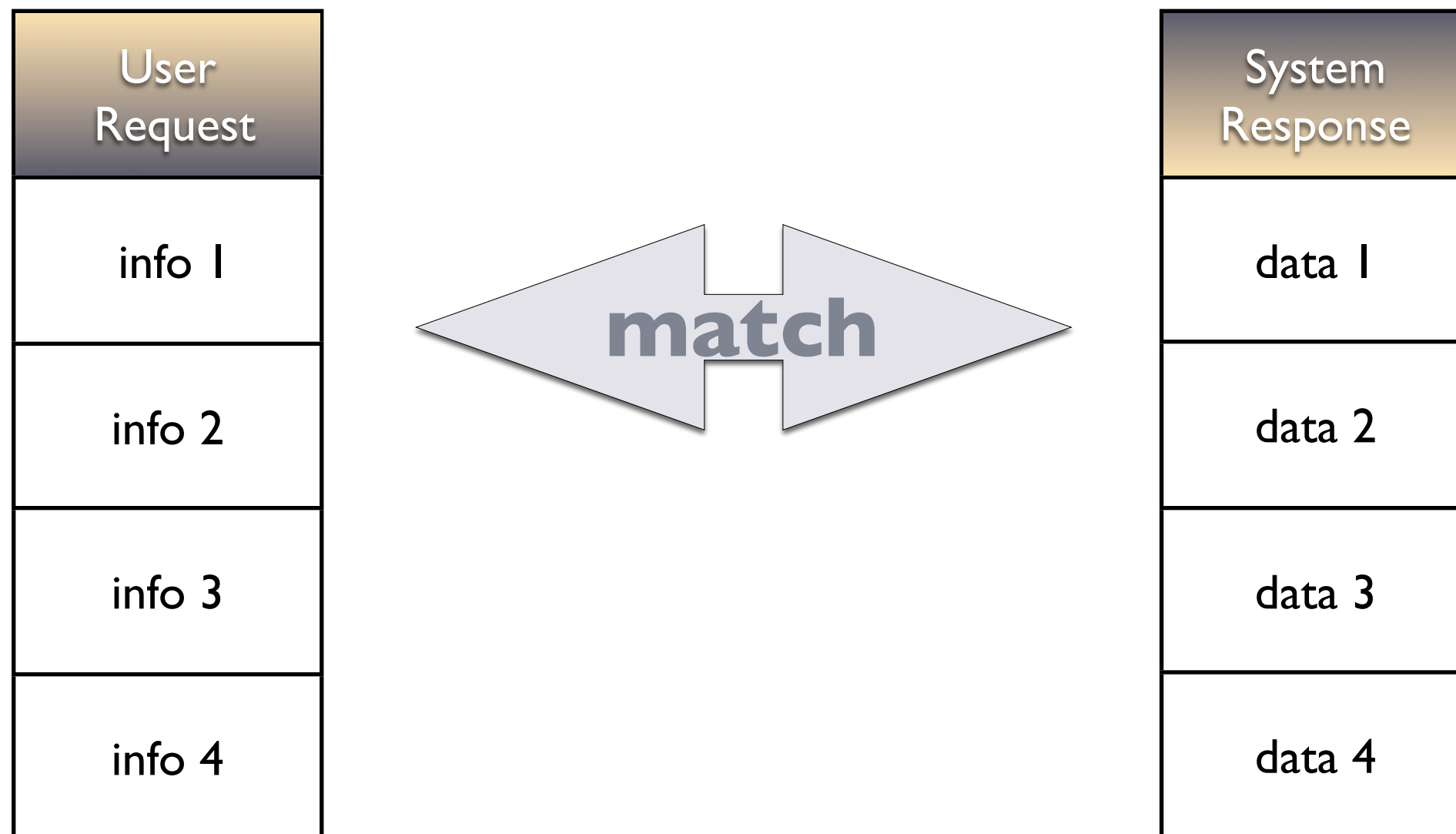
Erstellt am 17.08.2001 / letzte Änderung 02.01.2006 von Alfred E. Neumann

New York: Thu 11:29 Berlin: Thu 17:29 0 Connected Now: Mostly Sunny, 12° C Fri: 20° C Sat: 13° C

# a phone number

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# the search vector



# the system

- What kind of information can the system offer?
- Can I restrict the information depending on the user?
- Is the information still valid?
- What is the relevance of the data?

# The user

- Where do we keep the information?
- What kind of information does the user look for?
- How do I get the information?
- What about privacy?



# Where do we keep the information?



# What is a profile?

- Configuration settings and other data associated with an individual user or with a group
- Personal information about a user in instant messaging and online chat applications
- In the Unified Modeling Language, a profile provides a generic extension mechanism for building UML models.

<http://en.wikipedia.org>

# What kind of information does the user look for?



# user request

- Where do I find "useful" information?
- What kind of information is available?
- Who knows something about it?
- Who can explain it to me?
- What has been done by other users before?

**The answer: Social Navigation ?**

# Social Navigation/Software

You didn't rely on maps or guides; instead, you used information from other people to help make your decision. This is a different sort of „finding your way“.

**We call it “social navigation”**

(Techniques for building more usable systems.

A.Dieberger, P. Dourish, K Höök, P. Resnick, and A. Wexelblat)

# an example: the airport

- Direct social navigation
  - ➔ contact another user directly
- Indirect social navigation
  - ➔ only anonymous, indirect contact



# Navigation

- Semantic Navigation, the ability to explore and choose the perspective of view based on semantically-structured information.
- group objects according to similarity
- group objects which exploit aspects of the underlying information and render this information as a dimension.
- Social Navigation, support collaborative activity

[Dourish & Chalmers]

# Goal of Social Navigation

- **Information management:**
  - Filtering finding the most relevant information faster.
  - Quality a history-enriched environment, will aid users in finding good quality information.
- **Strategy:**
  - Social affordance, visible action of other users can inform us as to what is appropriate behavior
  - Use Reshapes Experience, example Amazon

Suche Musik

**Von Abseits**  
von [Doppelkopf](#) (Künstler)

**Preis: EUR 9,45**  
Auf Lager.


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**MYSPACE MUSIC**

**Jan Delay**  
Funk / Reggae / Hip Hop



"jan delay"

Hamburg,  
Germany

Profile Views: 169602

Last Login: 5/16/2007

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**Contacting Jan Delay**

[Send Message](#) [Forward to Friend](#)

[Add to Friends](#) [Add to Favorites](#)

[Instant Message](#) [Block User](#)

[Add to Group](#) [Rank User](#)

**MySpace URL:**  
<http://www.myspace.com/jandelay>


**Jan Delay: General Info**

**Member Since** 5/26/2006

**Band Website** [jandelay.de](http://jandelay.de), [beginner.de](http://beginner.de)

**KLAR**  
Jan Delay  
paused  
00:06

**Total Plays: 213499 Downloads Today: 0 Plays Today: 438**



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**myspace.com**  
a place for friends **STANDALONE PLAYER**

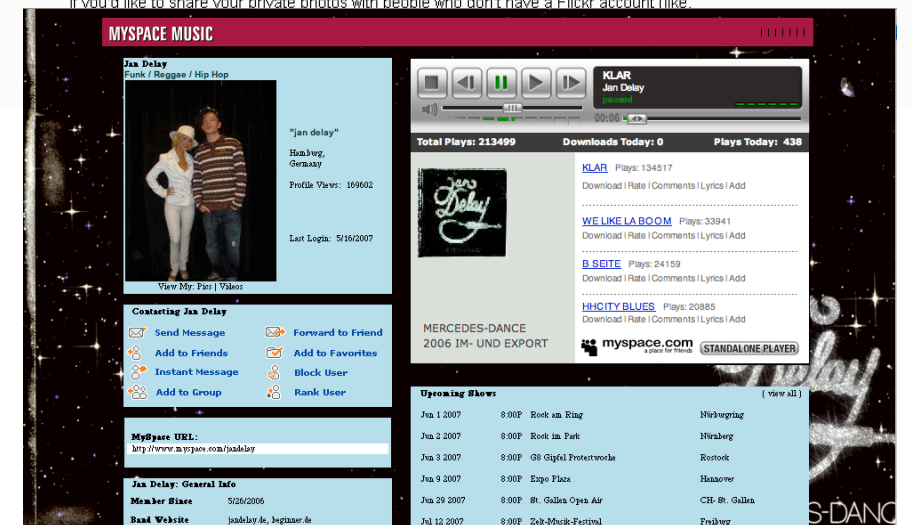
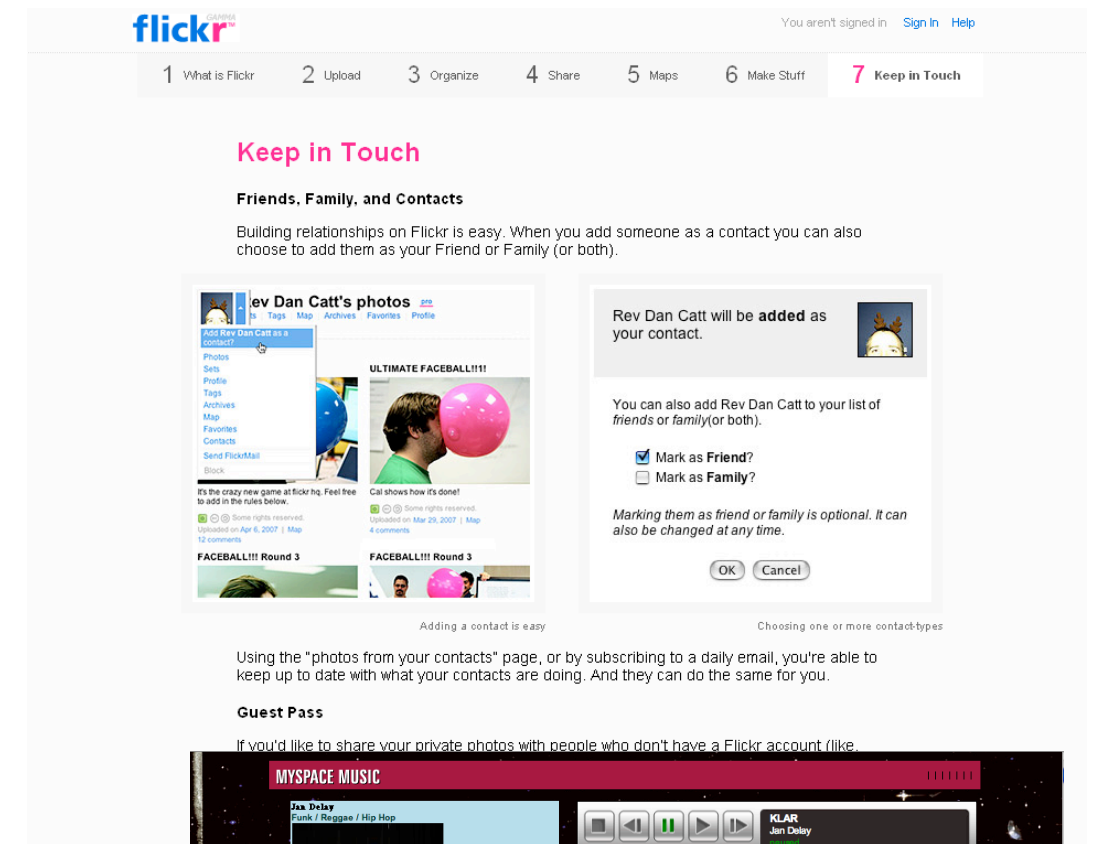
**Upcoming Shows** ([view all](#))

Date	Time	Event	Location
Jun 1 2007	8:00P	Rock am Ring	Nürburgring
Jun 2 2007	8:00P	Rock im Park	Nürnberg
Jun 3 2007	8:00P	G8 Gipfel Protestwoche	Rostock
Jun 9 2007	8:00P	Expo Plaza	Hannover
Jun 29 2007	8:00P	St. Gallen Open Air	CH- St. Gallen
Jul 12 2007	8:00P	Zelt-Musik-Festival	Freiburg



# Techniques of these tools

- **Semantic Navigation**
  - delivery of topic-related results
- **Social Navigation**
  - reviews of other users
  - suggestions driven by compatible users' profiles
  - recommendation of friends



# Pattern of behavior

Als soziale Kategorisierung bezeichnen wir einen Prozeß, bei dem wir unsere soziale Umwelt organisieren, indem wir uns und andere in Gruppen einordnen.

[Wilder]

Die einfachste und tiefgreifendste Form der Kategorisierung ist das Urteil selbst darüber, ob andere Menschen so sind wie wir selbst.

[Zimbardo & Gerrig]

# Translation (by the author)

By social classification we designate a process through which we organize our social environment by arranging ourselves and others into groups.

[Wilder]

The simplest and most drastic form of this classification is our own judgement about whether the others are the same as ourselves.

[Zimbardo & Gerrig]

# create a user profile with focus on “Social Navigation“

- create a profile which describes the real person.
- verify that it's possible to find a personal behavior based on his profile.
- proof the relationship to different groups.
- Areas of interest should be identified and assessed.

# intranet profile, today



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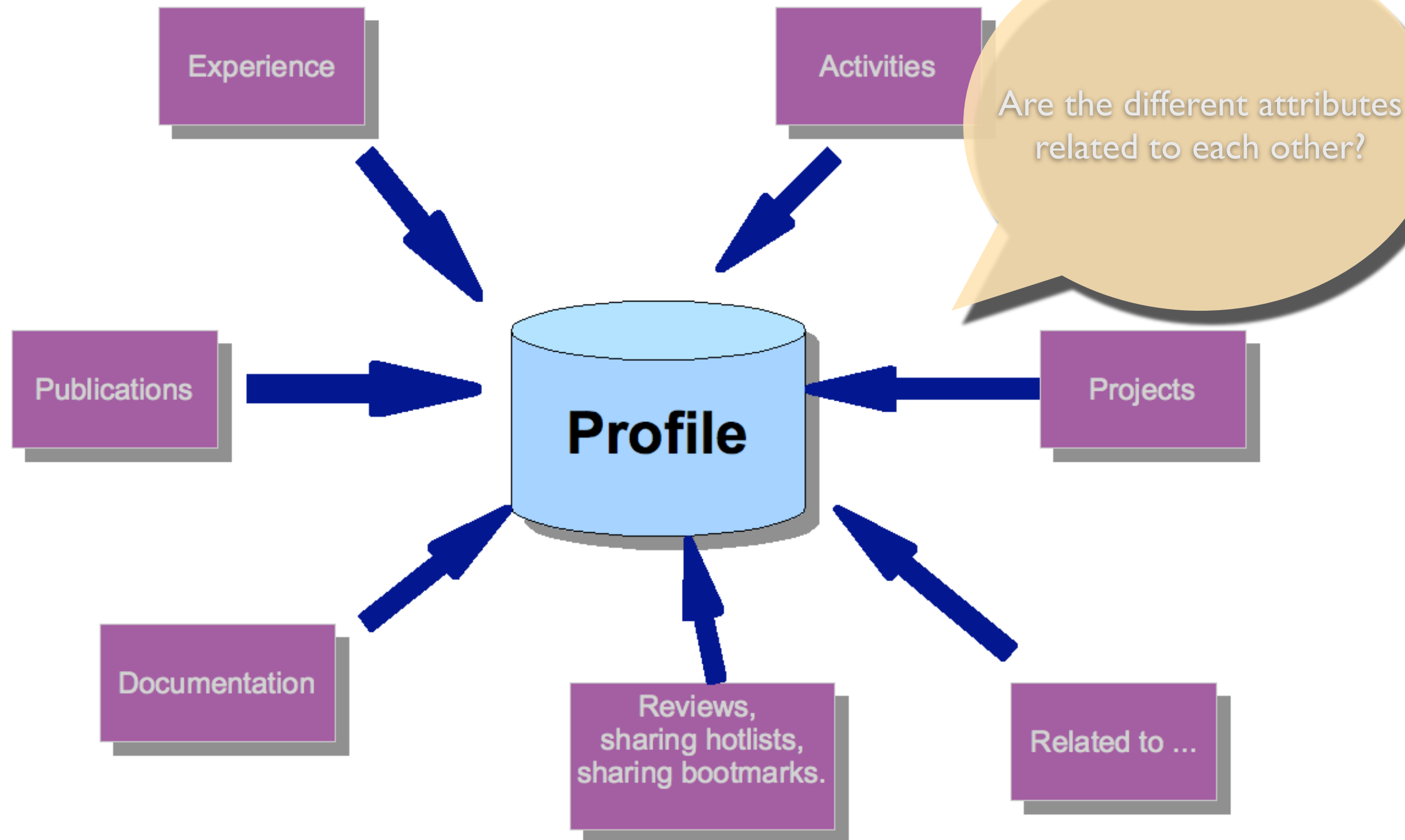
Aufbau, Pflege und Betrieb des Softwarekonfigurationsmanagement (SKM)

Betreuung und Pflege der Werkzeuge:

- Ant: Buildtool im Java Umfeld
- Antipater: Informationsgewinnung ueber den Softwarelifecycle
- ChangeSynergy: Aenderungsverwaltung, Fehlerverfolgung, etc.
- CMSynergy: Software Konfigurationsverwaltung
- CruiseControl: Automatisierung und kontinuierliche Integration von Builds
- Eclipse (Java-Entwicklungsumgebung)
- WSAD (WebSphere Studio Application Developer)

# How do I get the information?

# need input



# create the profile

- User- Created Profile
- System- Created Profile by Automatic Indexing
- System- plus User-Created Profile
- System- Created Profile based on Learning by Artificial Neural-Network (ANN)
- User- Profile Inherited from a User-Stereotype
- Rule- based Filtering

[Kuflik & Shoval]



# What about privacy?

# Research issues

- Timeless
- Social affordances and awareness
- Trust
- Quality



# Research (content)

- collect 'useful' data
- identify the data
- organize data
- create a profile
- verify that this profile is helpful



# Research (technique)



## Semantic Web

The **Semantic Web** provides a common framework that allows **data** to be shared and reused across application, enterprise, and community boundaries. It is a collaborative effort led by W3C with participation from a large number of researchers and industrial partners. It is based on the Resource Description Framework (**RDF**). See also the separate [FAQ](#) for further information.

### Introduction

The Semantic Web is a web part of the web. I can see my appointments in a calendar doing when I took them? Can I

Why not? Because we don't have a common way and each application keeps its own data.

The Semantic Web is about a combination of data drawn from many sources concentrated on the internet. The data relates to real world objects, not by wires but by being able to share information.

### Specifications

In February 2004, The World Wide Web Consortium (W3C) published the **Resource Description Framework (RDF)** and the **XML Schema** is used to represent information. It is used to publish and share sets of data.



Note: This page summarizes the work of the **RDF Core Working Group**, which was completed in 2004. For new information on the Semantic Web Activity, on tools, etc, please consult the [Semantic Web Activity home page](#) and the [Activity News](#).

## Resource Description Framework (RDF)

**Contents:** [Specifications](#) | [Bookmarks](#) (Intro \* [Articles](#)) | [Projects and Applications](#) | [Developer tools](#) | [Schemas](#) | [Related Technologies](#) | [Timeline](#)

**Nearby:** [Semantic Web Advanced Development](#) | [RDF Validator](#) | [Resource Guide](#) | [Scratchpad](#)

The Resource Description Framework (RDF) integrates a variety of applications from [library catalogs and world-wide directories](#) to [syndication and aggregation of news, software, and content](#) to [personal collections of music, photos, and events](#) using **XML** as an interchange syntax. The **RDF specifications** provide a lightweight ontology system to support the exchange of knowledge on the Web.

The [W3C Semantic Web Activity Statement](#) explains W3C's plans for RDF, including the [RDF Core WG](#), [Web Ontology](#) and the [RDF Interest Group](#).

## RDF Specification Development

The RDF Specifications build on [URI](#) and [XML](#) technologies. The RDF suite of specifications consist of:

- [RDF/XML Syntax Specification \(Revised\)](#)  
W3C Recommendation  
Dave Beckett, ed.
- [RDF Vocabulary Description Language 1.0: RDF Schema](#)  
W3C Recommendation  
Dan Brickley, R.V. Guha, eds.
- [RDF Primer](#)  
W3C Recommendation  
Frank Manola, Eric Miller, eds.
- [Resource Description Framework \(RDF\): Concepts and Abstract Syntax](#)  
W3C Recommendation

# Literature



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Dieberger, A.; Dourish, P.; Höök, K.; Resnick, P. & Wexelblat, A. Social Navigation: techniques for building more usable systems Interactions, 2000, 7



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Dourish, P. & Chalmers, M. Running Out of Space: Models of Information Navigation 1998



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Tsvi Kuflik and Peretz Shoval; Generation of User Profiles for Information Filtering –Research Agenda, ACM Press, 2000

# Literature 2



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w3c, technology and society: Resource Description Framework, <http://www.w3.org/RDF/> May 2007



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[Wexelblat/Maes]

Alan Wexelblat, Pattie Maes Footprints: History-Rich Tools for information Foraging. In Proceedings of CHI '99(Pittsburgh PA, 1999), ACM Press, 270-277.

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[Wilder]

D.A.Wilder, Social Categization: Implications for creation and reduction of intergroup bias. Advances in Experimental Social Psychology, 1986.



[Zimbardo, Gerrig]

Philip G. Zimbardo, Richard J. Gerrig: Psychologie. Springer Verlag 7.Auflage 1996

