Social Software and a New Search Paradigm

15th International Chemical Exhibition

October 21, 2003
© Stephen E. Arnold,
Harrod’s Creek, Kentucky USA

Arnold Confidential

Arnold Information Technology

• Independent for 13 years
• Booz, Allen; Bell+Howell; Ziff Communications-- Participated in the development ABI/INFORM, Business Dateline, General Business File, and Health Reference Center
• Provides technology assessment and information engineering services
• Recent projects:
  – Wireless strategy for one of the “world’s largest software companies”
  – One of the founders of the Point Internet service (”Top 5% of the ‘Net’), sold to Lycos in 1995
  – U.S. government projects (First Gov, OCSC, House of Representatives, US Senate news procurement)

Arnold Confidential
Arnold Information Technology

- US West’s online yellow pages strategy
- ASIS Distinguished Lectureship / Thomson Online Best Paper Award
- Consulting and project support
- Contact:

  Stephen Arnold  
  502-228-1966, voice  
  502-228-0548, facsimile  
  www.arnoldit.com  
  sa@arnoldit.com

Topics

- Definition and examples
- Active and proactive interaction
- Ecosystem content
- Plan for change
1 Billion SMS / Day in Europe

Friendster Beta
The new way to meet people

Friendster is an online community that connects people through networks of friends for dating or making new friends.

You can use Friendster to:
- Meet new people to date, through your friends and their friends
- Make new friends
- Help your friends meet new people

Create your own personal and private community, where you can interact with people who are connected to you through networks of mutual friends. It's easy and fun!

[Take a Tour | Testimonials | More Info]
September to Remember: You Can Change Everything

This next month is critical to our campaign. During the next 27 days, we are going to prove the staying power of the grassroots—prove that you have the power to change the way politics is done in our country—and we are going to create the September to Remember.

We have 27 days to reach our goal of 450,000 supporters by September 30th. 27 days to spread the word about Howard Dean, to show that the 8 days that shook the race at the end of June were merely the beginning, and to show that the grassroots is strong enough to take on the special interests and defeat George W. Bush in 2004.
As seen in Wired Magazine, Slate Magazine, USA Today, Seattle Post-Intelligencer, and Guardian.

Trepia™ is a revolutionary networking application that lets you instantly meet other people in your vicinity. Other people will simply appear on your contact list automatically, allowing you to communicate with them.

Trepia™ performs a patent-pending Progressive Proximity search for nearby people using known geographical information about the networks you use. It searches from the inside out, first adding people local to you, then branching out to others.

Seek out new people and make connections easily: Trepia™ makes you part of an instant community wherever you are.

Trepia was recently chosen by Wired Magazine as one of four software innovations "to watch."

http://www.trepia.com/

http://www.userland.org/

Manila is a powerful easy group Web publishing system that runs on your Web browser.

What is Manila?

Manila is an Internet server application that allows groups of writers, designers and graphics people to manage full-featured, high performance Web sites through an easy-to-use browser interface.

Manila is included as part of the UserLand Frontier content management system, an $899 commercial product for Windows and Macintosh.

Manila is easy! •

Manila lets everyone who works on a site focus on what they do best. Finally users can do simple edits on their own. Overworked webmasters get out of the backoffice. Communication within an organization and with the outside world improves. The team gets on the Web, without wasted time or confusion.

http://www.userland.org/
[Image of a diagram with arrows pointing from Biotechnology, Informatics, Analytics, and Nanotechnology to a central molecule]

[Image of a Science Blog interface with a search bar and navigation menu]

http://scienceblog.com/community/
NewsMonster
The cross-platform weblog manager with a brain!

NewsMonster is a news, weblog, and RSS aggregator that runs directly in your web browser. NewsMonster offers a superior user experience and outstanding integration with existing websites and weblogs that support RSS. Even sites that don't support RSS can work with NewsMonster. That's not all! NewsMonster incorporates an advanced reputation system to prevent spam and discover and inform you of important news.

Get all the latest news — as it arrives! Cache entire web sites in the background while you surf! Rate your favorite and least favorite weblogs and share ratings with the online community — automatically!

Learn more about NewsMonster

Recent News
NewsMonster 1.2.1 final has been released. Download PRO and Free.

Download NewsMonster
NewsMonster runs on all machines running Mozilla 1.0, Netscape 7.0 or greater, Java 1.4 or greater, OSS, Linux, or Windows.

Latest News
Find out what is happening in the NewsMonster community.

Boolean Bifocals
Ecosystem Content
Search Today...

Enabling Technologies: Spider, Convert, Index, Search

Web Pages - Office Documents
"Some" Database Data

Analytics Today...

Analytic Technologies: Filter, Count, Cluster, Data Mine

Web Pages - Office Documents
"Some" Database Data
Task . . . Use What’s Available

Enabling Technologies
- Spider
- Convert
- Index
- Search

Analytic Technologies
- Filter
- Count
- Cluster
- Data Mine

Web Pages - Office Documents
“Some” Database Data

Social Network Technology Space

12 Swarm-Based Bridge Functions between Enabling and Analysis Functions
- Enabling
- Messaging
- Contextual
- Community
- Analysis

- Email
- Search
- Groups
- Filtering
- Clustering

- Instant Messengers
- Commerce
- Web Pages, Images
- Data Mining

- Text Chat
- Presence
- Instant Messaging
- Social Networking

- Audio/Video Chat
- Aggregation
- Social Interest "Factors"
Search Reality

“No single point solution at this time to the content generated by the social network technologies... A fabric of search solutions, integration, and security functions is needed where sensitive information is involved.”-- Social Network Technology, October 2003
"Names" Sending One Message

[logos: msn, Yahoo!, Looksmart, Google]

= $  

Anytime, Anywhere Access