

Detailed Agenda : SEARCH and SOCIAL PLATFORMS TUTORIAL

3 to 6 PM, Audi 3, Jan 10th

Out of the four technology tutorials we have at HeadStart and Compute 2009, the one on Search and Social platforms takes on some very interesting aspects and the future of Search and Social networks.

Search engines and Social networks have evolved separately from each other till now but their future is expected to have to do with each other a lot more than in the past. For example, in a search engine in the not too distant future, you may be able to put in a query that requires results to be ranked by references from people. Similarly, searching for people by not just interest areas but by how influential they are in a particular area of interest should become possible. All these use cases suggest that social graphs (exposed by social networks) and link graphs (exposed by search engines) may be put to use together to yield better search results and social features. The tutorial will start with an introduction by Yahoo Research on how traditional search engines have worked and a talk about research directions in search. Yahoo will also talk about their BOSS APIs which allow developers to retrieve ranked lists of search results and then apply their own ranking algorithms before presenting search results to users.

Speakers from Google will introduce OpenSocial, covering the importance of social web and role of OpenSocial, with detailed coverage of OpenSocial foundation and specification. In particular, the basic and 0.8 APIs, along with REST and OAuth API's are covered along with their demo. Later, best practices for developing OpenSocial apps are covered. Further, the tutorial covers in detail how to become an OpenSocial container, in addition to covering a detailed OpenSocial reference implementation, Shindig. This talk ends with a demo of an OpenSocial container and a usage example in a social site.

This is followed by a talk on Social Network Analysis (SNA) as it relates to mapping, understanding, analyzing and measuring interactions across a network of people, Dr Jai Ganesh of SET Labs, Infosys. Social networks, both formal as well as informal can foster knowledge sharing among participants. This has interesting implications on enterprises wanting to leverage social networks to draw insights and inferences on user preferences as well as user participation in networks. Using SNA, analysts can explore questions related to social networks such as Who are the members to watch?, What are they saying?, Where do they interact?, Strength of interactions, Emergence of sub-groups? etc. This session will discuss the Social Network Analysis (SNA) and its implications for knowledge discovery in Informal Networks.

Speakers' profiles:

Rajdeep Dua

Rajdeep Dua is with Google Developer Relations team working on OpenSocial Advocacy. He

has around 10 years of experience in middle ware, web services and Integration space. Before joining Google he was leading development effort for CSF: Connected Services Framework Initiative in Microsoft India. He has also been associated with JBoss JMS open source development in the past. Rajdeep holds an MBA from IIM Lucknow, India.

Vijaya Machavolu

Vijaya Machavolu is a Developer Programs Engineer at Google, working on the OpenSocial APIs. Before that she worked as a software engineer, developing authentication management products at Imprivata Inc. She holds a Masters degree in Computer Science from Northeastern University, Boston.

Dr. Jai Ganesh



Dr. Jai Ganesh leads the Web 2.0 Research Lab in SETLabs, Infosys Technologies. He obtained his PhD in information systems from the Indian Institute of Management Bangalore (IIMB) and also holds an MBA degree in corporate strategy and marketing. His research focuses on Web 2.0, Web Accessibility, Complex Systems, Systems Thinking, Social Network Analysis, SOA, IT standards, IT strategy, System Dynamics, Enterprise Folksonomies, Adaptive enterprises and Hypercompetitive businesses. His research has been published in journals such as *Information and Management*, *Journal of Global Information Management*, *International Journal of Retail and Distribution Management*, etc. and conferences such as *ICWS*, *AMCIS*, *ICEC*, *ICEB* etc. He serves as an editorial board member of international journals and serves as a reviewer for a number of international journals and conferences. Jai is a PhD Advisory Committee Member of Bryan School of Business, University of North Carolina. Jai has consulted for many software firms. Jai has filed for eight patents in the areas of Web 2.0, Web Services, Common Information Model, Web Accessibility, Online Retail etc. He regularly conducts detailed workshops and training on areas such as Web 2.0 and Research Methodology