Socially Embedded Search Engines

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Faculty Summit Social Search Panel, 07/17/2012
“pure” collaborative
(shared goal)

“pure” social
(social data)

“socially embedded search”
Sweet Spot???
On Verizon, will I have to pay roaming charges if I use my cell phone in Hawaii?

- Trusted
- Personalized
- Social
- Natural language
- No triage

- Fast
- Many sources
- Privacy
- Always returns something

Elise Clayton
On Verizon, will I have to pay roaming charges if I use my cell phone in Hawaii?

SearchBuddies Investigaetore  This page about “do cell phones work in Hawaii” may have relevant information: http://bit.ly/h50Oul

SearchBuddies Soshul Butterflie  These friends have lived in or near Hawaii: Bo Kent (http://on.fb.me/hXA) and Otis Overcash (http://on.fb.me/y77q2).
Agent Friends

Choose the social network on which you would like to make Agent Friends:

facebook

To uninstall, select a social network and uncheck both agents.
Ted Logan
since when did amazon VOD become free to Prime members?
interesting...

14 hours ago · Like · Comment

SearchBuddies Investigatore “Amazon to give Prime members Netflix” on news.cnet.com has some relevant info: http://cnet.co/faAet3

14 hours ago · Like · 1 person
Samantha Baker
Any recommendation for a fun place to dancing in Seattle on Saturday night?

11 hours ago · Like · Comment

SearchBuddies Soshul Butterflie Robbie Gould (http://on.fb.me/AeR472Q) and Elise Clayton (http://on.fb.me/Tr42z) are fans of dancing.

11 hours ago · Like
Agent Friends has answers! Beta-test a new social search experience, and get a chance to win a $50 Amazon gift card!

122 users → 1,692 status updates → 262 questions

58 answered by the Investigator

70 answered by the Social Butterfly
Ted Logan
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Samantha Baker Last week
14 hours ago · Like
Samantha Baker
Any recommendation for a fun place to dancing in Seattle on Saturday night?

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SearchBuddies Soshul Butterfly
(http://on.fb.me/AeR472Q) and Elise Clayton
(http://on.fb.me/Tr42z) are fans of dancing.

11 hours ago · Like

Robbie Gould :)

11 hours ago · Like

Robbie Gould
Depends on the type of dance. So what kind of dancing were you thinking about? Also, Happy Birthday!

about an hour ago · Like
Andrew Tanner
Anyone know where to get good chinese food in charlotte?
8 minutes ago · Like · Comment

SearchBuddies
This page about “Good Chinese Food in Charlotte” may have relevant information: http://bit.ly/i5IJZS
7 minutes ago · Like

Andrew Tanner
So cool that this works.
6 minutes ago · Like
“I don’t know them that well and feel they may not appreciate their names up there.”
Anyone want to hang out tonight? I need a break from work/house hunting. Maybe check out a show @ Sunset?

Emmessarr Soshul Butterfly These friends have lived in or near Sunset: [link](http://on.fb.me/fhM28H), [link](http://on.fb.me/gVvCVo), [link](http://on.fb.me/hjdyFi) and [link](http://on.fb.me/hcbDpQ)

Your agent friend is that guy at the party who tries to inject himself into conversations by unsuccessfully fumbling for something he has in common with everyone.

I like to think of them as often smart and occasionally socially awkward.
Challenges & Opportunities

- higher relevance bar
- “social conformance” metrics
- utilizing rich feedback
- “slow search”

Samantha Baker
Hey ICWSM–12 folks, any good Irish food recommendations?
about 2 hours ago · Like · Comment

Robbie Gould
I’ve heard that The Pig’s Ear is pretty good, but then again, I’m a visitor too!
about 3 hours ago · Like

SearchBuddies
SearchBuddies Investigatore The Pig’s Ear gets 4 stars on Yelp.com. A popular review said, “you should definitely eat there if in Dublin”.
about 3 hours ago · Like
Exploring the Complementary Roles of Social Networks and Search Engines. 2012 Human-Computer Interaction Consortium Workshop (HCIC).

