Future of Social ;-)  

Lili Cheng  
General Manager, Future Social Experiences Labs  
Microsoft Research
Ancient History...
Thinking about people...

- Importance: People you care about stand out
- Similarity: Groups matter
- Dynamic organization: Multiple simultaneous categories
Lili Cheng

DRY RUNS next week!!! please read!!!

For the end of summer dry runs next week... Please come setup and ready to go. You should have a powerpoint presentation and demos. You should pretend you are presenting to the actual audience, meaning introduce yourself and the project. The whole presentation will be 10 minutes, and we’ll time you to give you a sense of the length, and give you feedback on the work. If you haven’t done so please go over your presentation with your manager BEFORE the meeting. Your manager should see your present prior to our meeting. This list of projects/presenters may change after we go through the dry run as the project presentations, and then we can figure out who actually presents, what order, and whether it makes sense to do presentations. Here’s the schedule and the presenters. I’m thinking the ones with multiple names will have more....

Annie Ding

RE: Annie end summer presentation

Do you mean 2:30 PM? Thanks, Annie.

Kerry Weatherhead-Shenoy

RE: specs for P4 platform for Messenger

Hello Lili, Our SDK for this space can be found here: http://messenger/3M/partners/P4/SDK/launch%20Site%20SDK around this space I would love to talk to you about them. Thanks, Kerry.

Nikki Santoro (MCCORMICK)

RE: specs for P4 platform for Messenger

Kerry works with our external partners on P4 and has an SDK to get you started.

Lili Cheng

specs for P4 platform for Messenger

7/28/2004 11:58 AM

Mailed Items

View All Items or group by: Type Folder Sender Date

Group by Type

Adobe Acrobat Document (5)
HTML Document (1)
JPEG Image (19)
PDF Document (1)
Microsoft Excel Worksheet (3)
Microsoft PowerPoint Presentation (3)
Microsoft PowerPoint Slide Show (2)
Microsoft Word Document (3)

Name
Adobe Acrobat Document
Adobe Acrobat Document
Adobe Acrobat Document
Adobe Acrobat Document
Adobe Acrobat Document
Adobe Acrobat Document
Adobe Acrobat Document
Adobe Acrobat Document
Adobe Acrobat Document

Description
PictureWorth.pdf
Adobe Acrobat Document
Adobe Acrobat Document
Adobe Acrobat Document
Adobe Acrobat Document
Adobe Acrobat Document
Adobe Acrobat Document
Adobe Acrobat Document
Adobe Acrobat Document
Adobe Acrobat Document

Sender
Peter Woolton
Annie Ding
Lili Cheng
Lili Cheng
Lili Cheng
Lili Cheng
Lili Cheng
Lili Cheng
Lili Cheng
Lili Cheng

Date
6/24/2004 1:19
4/28/2004 2:08
1/21/2004 10:30
1/21/2004 10:30
1/21/2004 10:30
1/21/2004 10:30
1/21/2004 10:30
1/21/2004 10:30
1/21/2004 10:30
1/21/2004 10:30
Bringing Your Data “Where you Work”...

- Improve social awareness

Data sources
- Profile data
- Email, email attachments
- Video chat data
- Desktop & Enterprise documents
- Company data
- External Social Networks (Facebook + Twitter + Linked In)
- Web search
- ...

[Image of a computer interface showing data management tools]
Changes in Social Awareness (pre-post)

What contacts would be useful to learn more about?/were most useful to view in Salsa?

- Explore “non-familiars” ~5x more frequently than “familiars”

- Significant change in “manager” vs. “friends” pre-post

- Privacy for self unclear “is all my email public?”

![Bar chart showing changes in social awareness post-survey compared to pre-survey.](image)
Instrumenting Everything
Shipping in Outlook 2010

Advantages
- Authenticated users
- Rich data
- Minimal bad behavior

Challenges
- Privacy
- Company public data
- Integrating external data
- Information overload
Privacy Flow...

the flow of user PII and network data when the OSC v1.1 is connected to a social network

<table>
<thead>
<tr>
<th>outlook</th>
<th>osc engine</th>
<th>3rd party provider</th>
<th>internet</th>
<th>back to osc</th>
<th>back to outlook</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st boot</td>
<td>enter credentials</td>
<td>username password</td>
<td>OSC engine calls</td>
<td>login success/failure shown in accounts dialog</td>
<td></td>
</tr>
<tr>
<td>subsequent boots</td>
<td>login</td>
<td>cached credentials</td>
<td>Login method in 3rd party provider</td>
<td>authenticate &amp; login</td>
<td>login result</td>
</tr>
<tr>
<td>every 24 hours</td>
<td>init contacts sync</td>
<td>cached credentials</td>
<td>OSC engine calls</td>
<td>login success is not shown only failure will show an infobar in the people pane</td>
<td></td>
</tr>
<tr>
<td>every 30 minutes</td>
<td>init activities sync</td>
<td>cached credentials</td>
<td>OSC engine calls</td>
<td>Friends XML blob is parsed and contacts are created in Outlook’s Data File</td>
<td></td>
</tr>
<tr>
<td>user clicks on an email</td>
<td>recipients' SMTP's</td>
<td>query local contact folders &amp; WDS index</td>
<td>GetColleagues method in provider</td>
<td>Activities XML blob is parsed and items are created in Outlook’s Data File</td>
<td></td>
</tr>
<tr>
<td>user clicks on an email</td>
<td>recipients' SMTP's</td>
<td>query local contact folder &amp; send SMTP up</td>
<td>GetActivites method in provider</td>
<td>matching Contact and WDS content is passed back and displayed in the People Pane</td>
<td></td>
</tr>
<tr>
<td>user clicks on an email</td>
<td>all recipients SMTP's</td>
<td>SMTP addresses for all recipients are sent up</td>
<td>OSC engine calls GetPeopleDetails</td>
<td>matching local Contact data + on-demand activity data is used to populate the People Pane</td>
<td></td>
</tr>
</tbody>
</table>
MY BOSS THREW A VAMPIRE AT ME
Realtime Social Data

August 2009: Twitter data: Public status messages
- 12 million updates a day (20x our estimates)
- Massive growth every month

October 2010: Twitter data + Facebook public data
- 500 million updates a day
- 15,000 storage requests a second

2 guys + Windows Azure + Bing
FAST Smarts...

- Language detection
- Parts of speech
  - Nouns, verbs
  - Questions
- Entity extraction
  - People
  - Places
  - Topics
- Custom filters
Visualization: Viral spread, influence
Time: Realtime & Key Events
Social Search

- Bing Now
  - Twitter
  - Facebook
- Bing Answers
- Indexing urls
  
  ....
Personal <-> Public
AUTHORING SOCIAL DATA: MONTAGE
Welcome

CompanyCrowd automatically collects stories, media, and social content to create a living newspaper about the companies that are most important to You. It's fast, easy, and crowd-curated.

Click here to get started.
Add a company

Abbott Laboratories
Health Care

American Express
Finance

American International Group
Insurance

AmerisourceBergen
Health Care

Archer Daniels Midland
Food

Bank of America
Finance

Berkshire Hathaway
Finance

Best Buy
Retail

Boeing
Aerospace

Cardinal Health
Health Care
Men, back away from arts classes and take math

Consider Airbus' A320 NEO, a "green" plane with a record 780 orders, meaning $72.2 billion. If America's Boeing hopes to compete and move beyond its $22 billion...

Ride to honor Marine recruit

Call Trumbull 211 or Help Hotline at 330-747-2696 or 800-127-3660 for more information on service agencies and support groups. Sounds of Square County, Women's Barbershop Singers, 7...
Paper Partyware: Holiday Hang-up

'Tis the Season! Garland from Meri Meri adds to the festive seasonal decor for holiday parties. Measures 10' long and includes eight pennants. About $10. Coordinating party decor is also available.

Sesame Street: Dad Trips Over Skateboard

Sesame Street

Big Bird from Sesame Street

TRENDING

Sesame Street

Get a SocialGadget

Twitter

Topics:
- Big Bird from Sesame Street
- Sesame Workshop
- Elmo from Sesame Street
- Bert and Ernie
- Oscar the Grouch
- Snuffleupagus
- Sesame Street
- Children's Television Workshop
- Joan Ganz Cooney

Top Posters:
Explore the planet with Nokia 3D World Gaze app for Symbian^3...

Nokia Beta Labs has launched a new experimental app, Nokia 3D World Gaze for Symbian^3 devices. This app lets you explore the planet by viewing the places along with the images wiki.

Samsung To Launch Windows Phone Version Of Galaxy S2

Samsung may be mulling plans to launch a new top of the range version of the Galaxy S2 smartphone based on the Windows Phone 7 operating system as an entry for a Samsung SGH-W7800.

Microsoft

Get a SocialGadget

Change trend term

TWITTER

Topics: MSDN NASDAQ MSFT craig.mundie Microsoft Bing Fwpcc11 Windows 7 Steve Ballmer Microsoft Office Healthvault windows mobile Exchange Server zune Windows Azure Windows Live Windows Phone 7

Top Posters:

kingpoekur @TheRealRon1224 did u ever get that controller that lets u play...
From here you can create your new page in CompanyCrowd. You need to enter a few pieces of information to help locate content to populate your page. First, the name for the page (e.g., the name of the company or topic), and then four or more keywords that you use when searching for stories about your company or topic. Remember to add the company or topic as one of the keywords.

Keep in mind, specific keywords are better when it comes to searching. For example, the keyword “Microsoft Windows” will generate more correct results than just the keyword “Windows”. Once your page has been created, you can change your keywords at any time.

Enter Page Title
e.g., Microsoft

Select layout

Select a category for the new page
Aerospace

Enter at least four search terms
1. e.g., Microsoft
2. e.g., Steve Ballmer
3. e.g., Microsoft Office
4. e.g., Kinect

You may enter more search terms, separated by commas.
Future of Social...

- Social is already everywhere

- Our implicit actions will increasingly become part of our online identity

- Massive amounts of data beyond our dreams will be stored & used for fun, good, productivity, creepiness and evil

- The way we research and teach everything, incorporates society's "pulse"

- The future is here, distributed unevenly...
Questions & Discussion