

Searching Social Networking Site

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Web 2.0 & Social Networking Site

- Web 2.0 represents a broad collection of Internet services with a focus on user-created content
- Social networking sites
 - Del.icio.us, CiteULike, Technorati, Flickr, ...
 - Most sites allow users to annotate content with “tags”
 - Tag forms the backbone of content sharing
 - Search through tags
 - Observe trend through tags: tag cloud, TagLine project of Yahoo! Research

Collaborative tagging

- Prominent features
 - Flat, no predefined structure
 - No controlled vocabulary
- represents simultaneously some of the best and worst in the organization of information
 - Chaotic, ambiguous, inaccurate
 - Encouraging usage
 - reflecting information user's categorization



Searching Social Networking Site

- Problems
 - The collection of tags is a very short document
 - May contain multi-dimensional information
 - May contain ambiguous text
 - Term frequency measure may not apply
- Possible solution
 - Query Expansion
 - Local context analysis
 - The whole collection is very dynamic
 - User's tag selection behavior changes over time
 - Use general tags representing basic levels first

Utilizing the social features

- Content providers and content consumers doing everything on the same site
 - Are exposed to similar set of information
 - Trends, summaries
 - May affect each others' behavior
- Users can form sub-groups
 - Provide evidence of shared vocabulary & interests