

Réseaux sociaux du web 2.0

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avec Jean-Samuel Beuscart, Maxime Crépel, Bertil Hatt,
Nicolas Pissard, Christophe Prieur,



Mais qu'est-ce que je fais ici ?

- Approche sociologique du web 2.0
- Parler du côté des pratiques des usagers
- Expliquer la réussite des nouvelles plateformes relationnelles

- **Et la recherche d'information ?**
- Peu de recherche, beaucoup de serendipity...
- Peu d'information, beaucoup de signaux

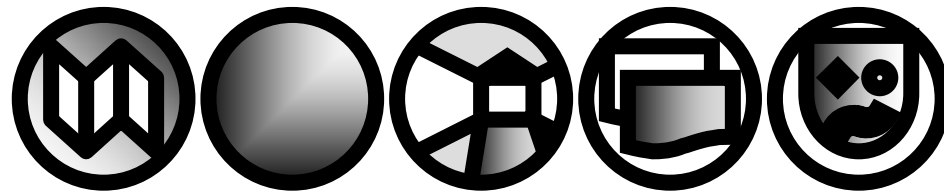
- **Mais beaucoup de questions de recherche**

Plan

- Le design de la visibilité: Typologie du web 2.0
- 10 propriétés de la force des coopérations faibles

Le design de la visibilité

Un essai de typologie du web 2.0



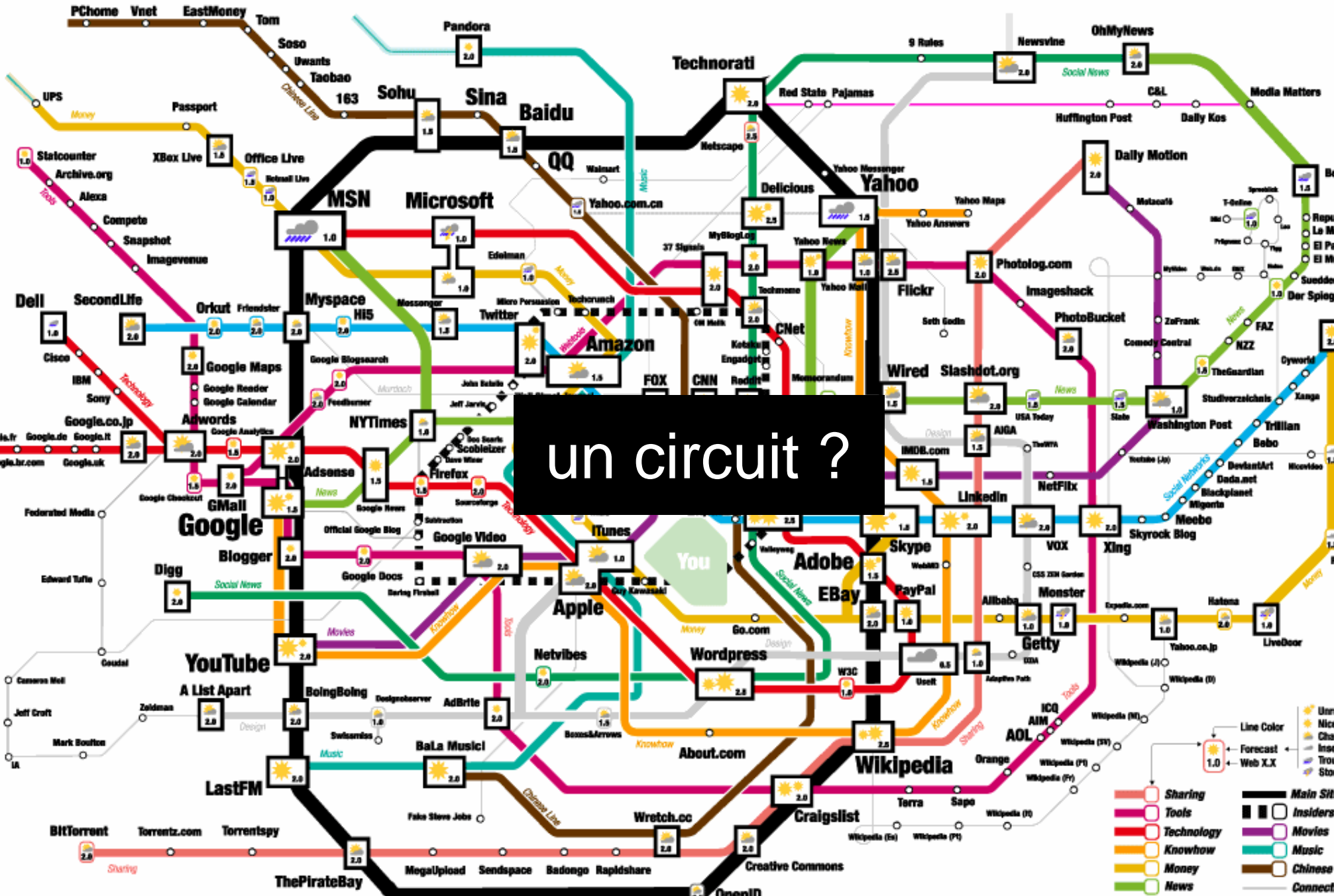


A quoi ressemble le web 2.0 ?





une liste ?



un circuit ?

- | | | | |
|--|----------|--|------------|
| | Unres | | Main Sites |
| | Nice | | Insiders |
| | Chan | | Movies |
| | Inaco | | Music |
| | Troub | | Chinese L |
| | Storm | | Connecti |
| | Forecast | | |
| | Web X.X | | |

22006	FRIENDSTER	22006	XANGR	24006	MSN SPACES	20006	MSN IM	25006	LIVE JOURNAL	26006	FLICKR	15006	CREATIVE COMMONS	28006	BLOGGER	SPAM STOP
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20006	TECHNORATI	18006	DELICIOUS	COMMENTS	18006	BLOOLINES	20006	YAHOO! IM	15006	NEWSGATOR	18006	FEEDBURNER	15006	WIKIPEDIA	18006	FURL
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COMMENTS

TRACKBACK

This artwork is not affiliated with, nor authorized, endorsed or licensed in any way, by Hasbro Corp, its affiliates or subsidiaries. It is a parody.

BLOGPOLY

30006	MOVABLE TYPE	30006	WORDPRESS	COMMENTS	32006	FIREFOX	20006	ICO IM	35006	YAHOO! Yastool	PAY10006	DONATE SUMS	40006	GOOGLE
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12006	SKYPE	10006	IPODDER	TRACKBACK	10006	PINGOMATIC	20006	ROL IM	PAY10006	ONLINE FEE	6006	BLOG ROLLING	6006	BOING BOING
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12006	SKYPE	10006	IPODDER	TRACKBACK	10006	PINGOMATIC	20006	ROL IM	PAY10006	ONLINE FEE	6006	BLOG ROLLING	6006	BOING BOING
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...un ?



REEL

Identité agissante

Identité civile



notre proposition...

FAIRE

ETRE

PROJETE

Identité narrative

Identité virtuelle

PARAVENT

POST-IT

PHARE

CLAIR-OBSCUR

LANTERNA
MAGICA

Sexe, âge, caractéristiques physiques

Localisation

Peuplade

Meetic

Twitter

Statuts/Twitt

Contexte d'activité

LinkedIn

Education, profession

Nom propre

Activités professionnelles

Réseau professionnel

Engagements sociaux

Photographie personnelle

Dodgeball

Pratiques amateurs

RezoG

Disponibilité

Humeurs

Flickr

Wikipédia

Statut matrimonial

Indicateurs psychologiques

Communautés d'intérêts

Uteem

face

Indicateur réputation

Surnom

Photographie vie quotidienne

S

Contenus top produits

YouTube

Journal intime

Cyworld

Famille quotidienne

Personnage d'emprunt

Scripts, buildings

"Moi caché"

LiveJournal

Pseudo

Caractères jeux on line

Avatar

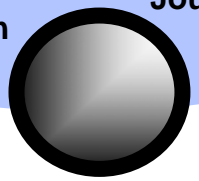
Second Life

Introspection

Journal littéraire

World of Warcraft

Machinimas





identités multiples ?



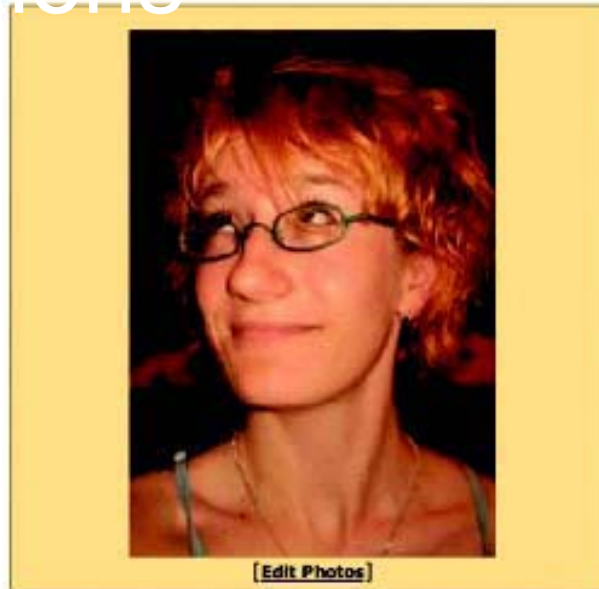
variété des faces



Le design de la visibilité

public displays of

[Edit Testimonials](#)



My Profile: [Edit Profile]	
Gender:	Female
Interested in Meeting People for:	Dating, Serious Relationship (Women and Men), Friends, Activity Partners
Status:	Single
Age:	25
Occupation:	social networks researcher
Location:	San Francisco, CA
Hometown:	Lancaster, PA
Interests:	people watching , intellectual culture , books , buddhism , computer-mediated communication , social networks , technology , stomping
Favorite Music:	psytrance/goa/trance [Infected Mushroom , Son Kite... , Iboga/Digital Structures], downtempo , Thievery Corporation , Ani DiFranco , Erin McKeown , Ween , White Stripes
Favorite Books:	Authors: Erving Goffman , Stanley Milgram , Jeanette Winterson , Eric Schlosser , Leslie Feinberg , Dorothy Allison , Italo Calvino
Favorite TV Shows:	?TV?
Favorite Movies:	Amelie , Waking Life , Tank Girl , The Matrix , Clockwork Orange , Koyaanisqatsi
About Me:	[Some know me as danah...] I'm a geek, an activist and an academic, fascinated by people and society. Buzzwords that pervade my current existence: context, social networks, identity management. My musings: http://www.zephoria.org/thoughts/
Who I Want to Meet:	Someone who makes life's complexities seem simply elegant. A partner in crime with an intellectual bent and a passion for creating change.



[Edit Photos]

My Friends: (196) [Edit Friends]

[See all 196 Friends]

Vagina	Mike	Carson	Ken	Scott
Paul	Cari	Heather	Mary Magdalene	Loren

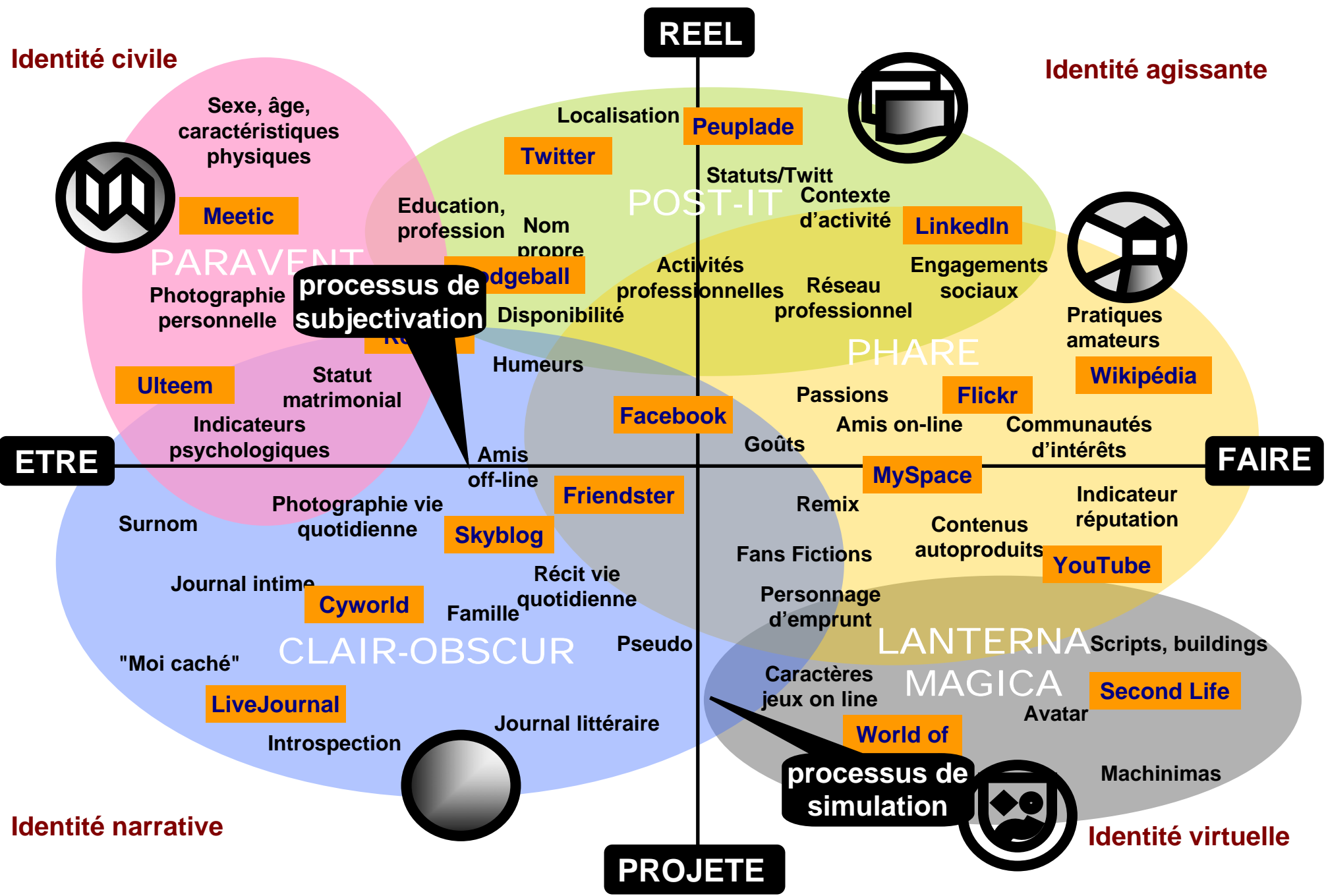
[See all 196 Friends]

Testimonials: [Edit Testimonials]

[SlowDuck](#), 07/30/2003:
danah: an inspirer, a mover, a true near-life experience.

[vered](#), 07/22/2003:
I first saw danah across the room - gushing energy and

danah boyd,
Judith Donath



cing lectures

REEL

Identité agissante

Identité civile

Sexe, âge, caractéristiques physiques

Localisation

Peuplade



se cacher
se voir

Twitter

Statuts/Twitt

tout montrer
tout voir



POST-IT

Conten
d'acti

Pratiques amateurs

Wikipédia

ETRE

que montrer, que voir ?

FAIRE

Disponibilité
Humeurs

Passions

Flickr

Ulteem

Indicateurs
psychologiques

Famille

Facebook

Amis on-line

Communautés
d'intérêts

montrer
caché

Goûts

MySpace

Compteur
d'audience

Surnom

Photographie
quotidienne

Skyblog

Friendster

Remix

Contenus

YouTube

Journal in

Récit vie
quotidienne

Fans Fictions

se voir
caché

Scripts, buildings

"Moi caché"

CUR

Pseudo

Personnage
d'emprunt

Second Life

LIV

Journal littéraire

Caract
jeu on

Wo
Warc

Machinimas

Identité narrative

PROJETE

Identité virtuelle



Identité civile

Identité agissante

REEL

âmes sœurs

collègues

professionnel

intimité

facebook

amis

amateurs

ETRE

l'articulation des sphères

FAIRE

âmes frères

privé
famille

inconnus

audience

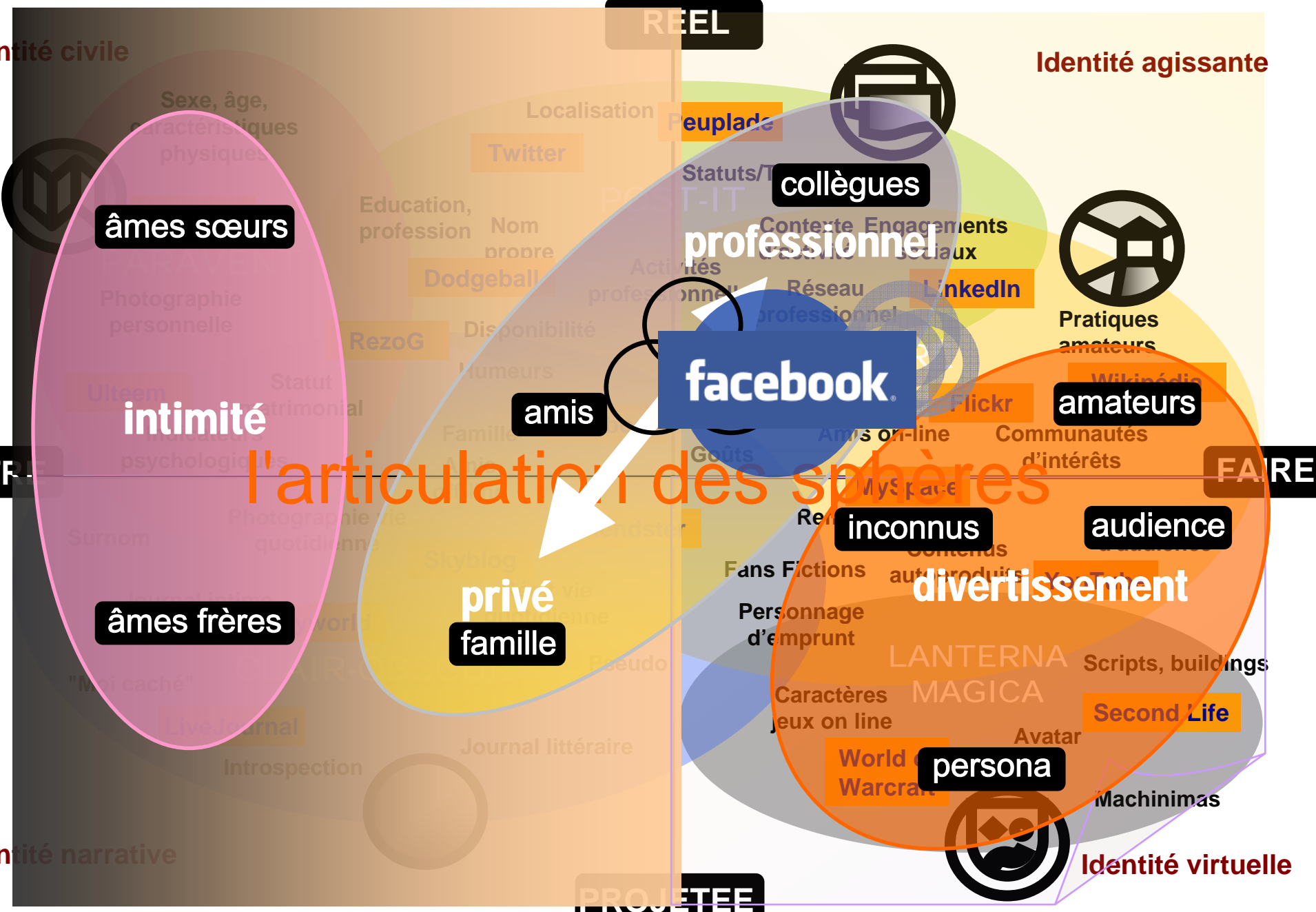
divertissement

Identité narrative

persona

Identité virtuelle

PROJETEE



REEL

Identité civile

Sexe, âge, caractéristiques physiques

Localisation

Peuplade

Identité agissante



SEARCH & MEET

Meetings

Photographie personnelle

Nom propre

Rugby

Disponibilité

Humeurs

Ulteem

Statut matrimonial

Indicateurs psychologiques

Famille

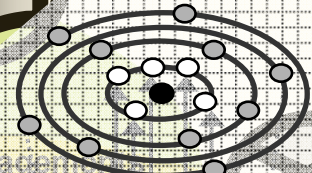
Facebook

SHARING & BRIDGING

Statuts/Twitt

Contexte d'activité

réseaux sociaux



Activités professionnelles

Réseaux professionnels

LinkedIn

Pratiques

érateurs

PHARE

Wikipédia

Passions

Flickr

Amis on-line

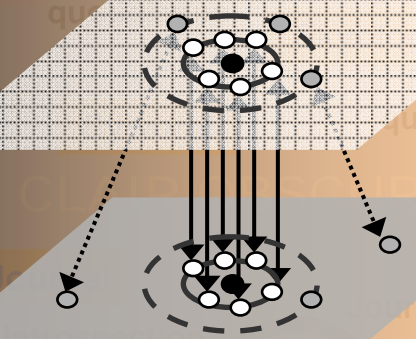
Communautés d'intérêts

FAIRE

connus et inconnus

ETRE

BONDING



DOUBLE LIFE

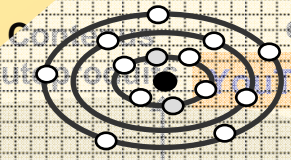
Remix

Fans Fictions

Personnages d'emprunt

acteurs jeux on line

LANTERNA



Compteur d'audience

Scripts, buildings

Second Life

World of Warcraft

Avatar

Machinimas

Identité virtuelle



Identité narrative

PROJETE

REEL

Identité agissante

Identité civile

Sexe, âge, caractéristiques physiques

Localisation

Peuplade



Twitter

Statuts/Twitt



Education, profession Nom propre Dodgeball

POST-IT

Contexte Engagements d'activité sociaux



RezoG

Disponibilité

Activités professionnelles Réseau professionnel

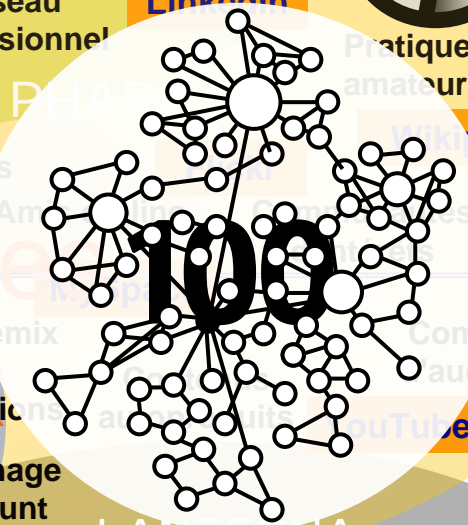
LinkedIn

Pratiques amateurs

Statut matrimonial

Humeurs

Passions



Wikipédia

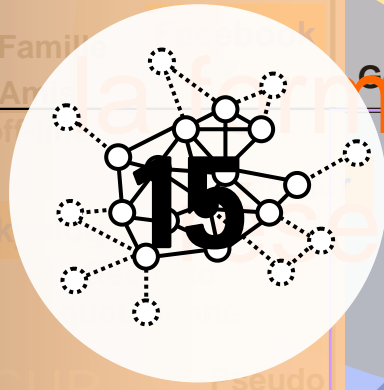
ETRE

Indicateurs psychologiques

Famille

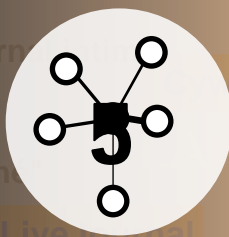
Coûts

FAIRE



Remix Fans Fictions

Compteur audience



Introspection

Personnage d'emprunt

LANTERNA MAGICA

Scripts, buildings

Identité narrative

Caractères jeux on line

World of Warcraft

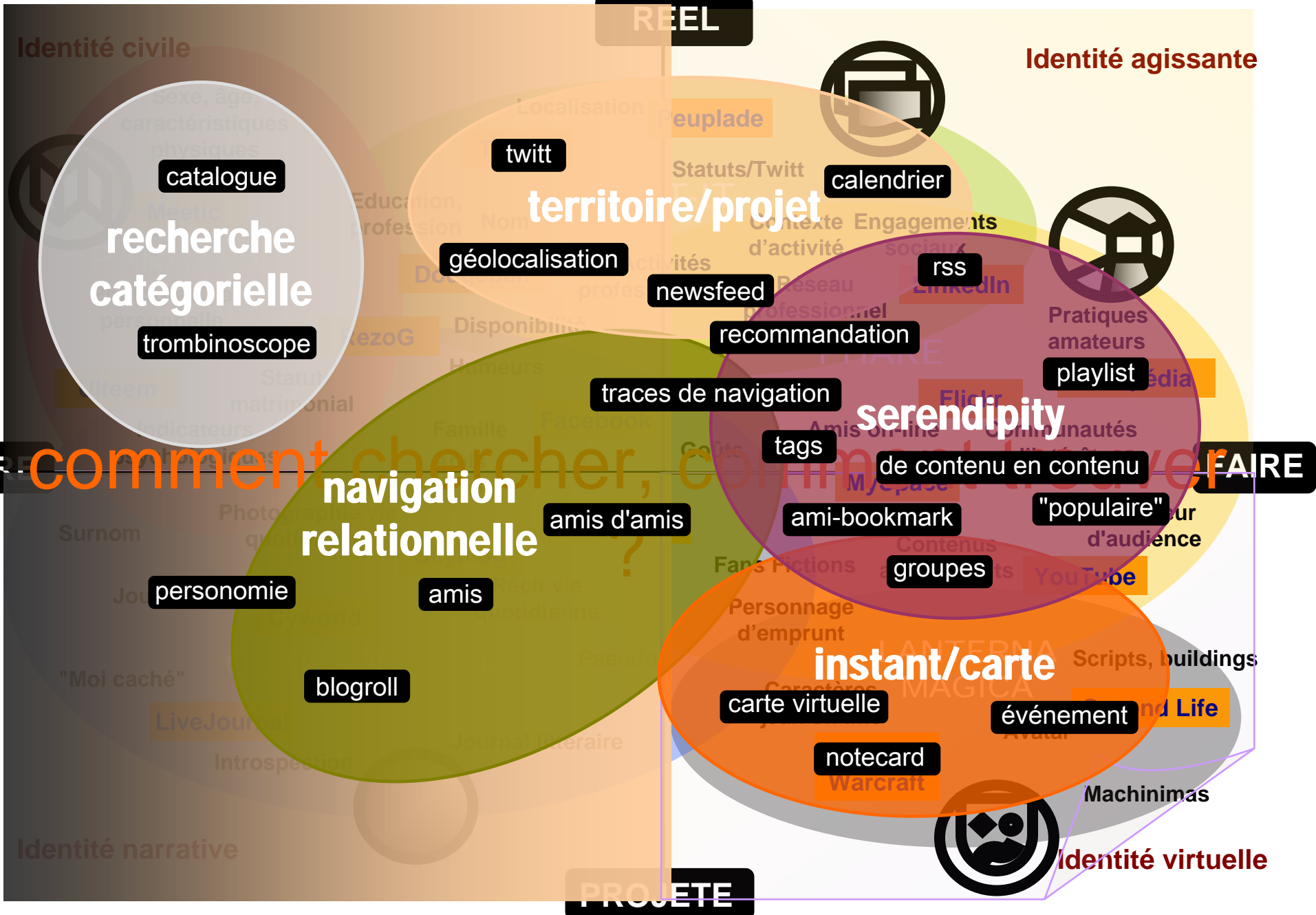
Avatar

Second Life



Identité virtuelle

PROUETE



10 properties of weak cooperation



10 properties of weak cooperation



demonstrative individualism



demonstration triggers cooperation



numerous types of public links



groups formalize collectives



non hierarchical navigation mode



heterogeneous involvements



big need small



quantity makes quality



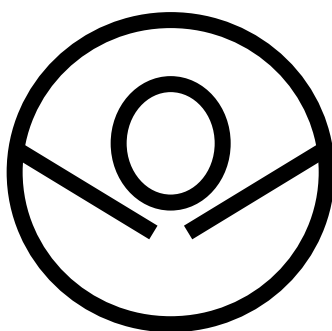
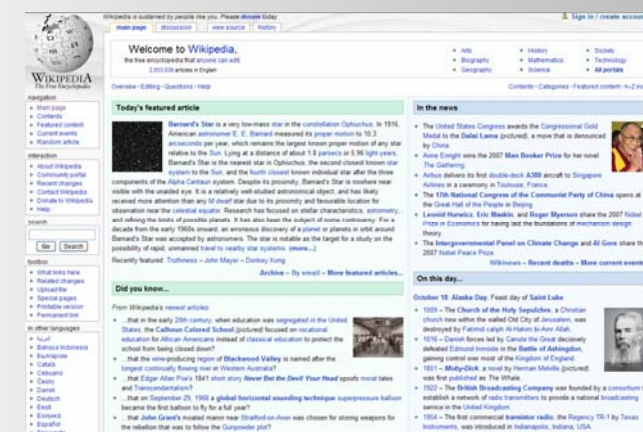
hierarchies from actions



endless motion

1 - demonstrative individualism

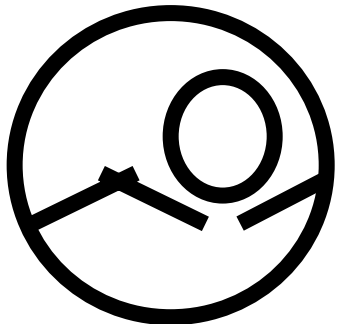
- talk about oneself, one's taste
 - Skyblog: 3 millions visitors /day
 - MySpace: 8.5% Internet time (USA)
 - Facebook: 85% of US Students
- show one's creation
 - Flickr: 4 000 new photos /min.
 - YouTube: 48 millions visitors /month
- show one's knowledge, analyses
 - Wikipedia: 500 K+ articles in French
 - pro bloggers: Federated Media \$30 million revenue
- for the platform : contents are public by default



2 - demonstration leads to cooperation

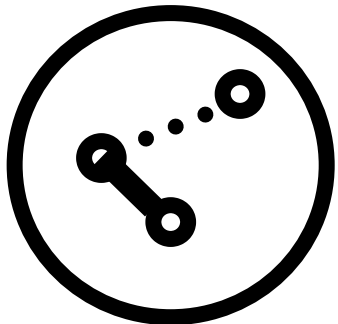
- publicise one's:
 - type
 - taste
 - social linksused as affordance
- visibility:
 - opportunistic
 - hardly intentional
 - fragile

The screenshot shows a MySpace profile for Gabriel. The profile header includes navigation links: Mon MySpace | Parcourir | Chercher | Inviter | Mail | Blog | Favoris | Forum | Groupes | Événements | Ecoles | Vidéos | Music. The profile name is Gabriel, with a bio: "La passion selon Gab", "Garçon 22 ans", "amiens, Picardie", and "connexion : 30/09/2007". A box labeled "Characteristics" is drawn around the profile picture and bio. Below the bio is a "Contacte Gabriel" section with options: Email, Signaler à un ami, Ajouter à mes amis, Ajouter à mes favoris, Message instantané, Bloquer, Ajouter à un groupe, and Ranking. The profile URL is http://www.myspace.com/gabs1985. A music player shows "Desert by Emilie Simon". A section labeled "Taste" is drawn around the "Ses centres d'intérêt" section, which lists: Général: musique, sport!; Musique: drew bird, the one who died, nightwish, emilie simon, coralie clement, Muse, dolores o'riordan, bjork, les valentins, et encore plein d'autre...; Films: Borat, the big lebowski, lettre d'ivo jima, vnuine dernier roi d'ecosse...; TV: Pas trop télé; Livres: Metaphysique des tubes!. A box labeled "Social links" is drawn around the "Ses amis" section, which shows Gabriel has 32 friends, including Tom, Dolores O'Riordan, PsychORiordan "DoloRitsa", and Ethereal Mortal or Balanced Insanity. A box labeled "Characteristics" is also drawn around the "Qui je suis" section, which describes Gabriel as a 22-year-old student who meets people and likes original music and cinema. A box labeled "Gabriel fait partie de ton réseau étendu !" is drawn around the top right. A box labeled "Gabriel : Dernier blog" is drawn around the blog section. A box labeled "Gabriel : Présentation" is drawn around the "Qui je suis" section. A box labeled "Gabriel : Ses amis" is drawn around the "Ses amis" section. A box labeled "Gabriel : Détails" is drawn around the bottom of the profile.



3 - numerous types of public links

- relations (friends) are many in nature:
 - real life friends
 - online friends
 - taste revealing friends (music, movies)
 - “fakester”



Gabriel : Ses amis

Gabriel a 32 amis.

Tom

Dolores O'Riordan

PsychORiordan "DoloRitsa"

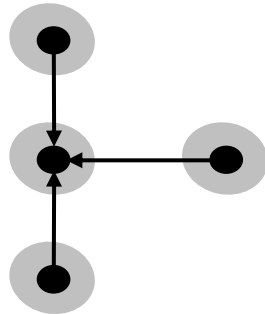
Ethereal Mortal of Balanced Insanity

friends 'tastes'

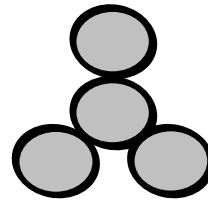
real friend

.jessica.

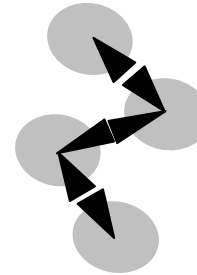
3 - numerous types of public links : structure



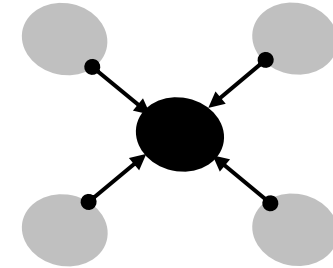
I
Intimate
blogs



II
Proximity
blogs



III
Community
blogs

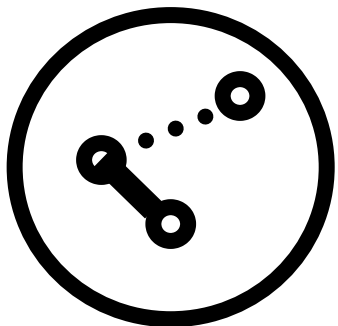


IV
Citizens
blogs

online
friends

real life
friends

taste revealing
friends



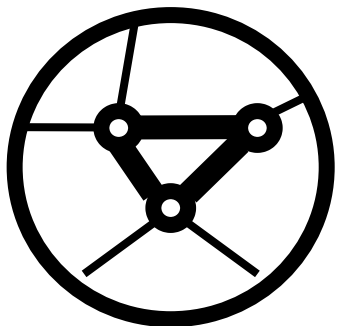
4 - groups formalize collectives

- social groups:

- contact networks gather in groups for $1 \rightarrow n$ communication
- rather small & private

- thematic groups:

- around a common theme
- rather big & public
- individuals join to :
 - rally a tribe
 - establish new relations
 - qualify his profil
 - give visibility to one's profil



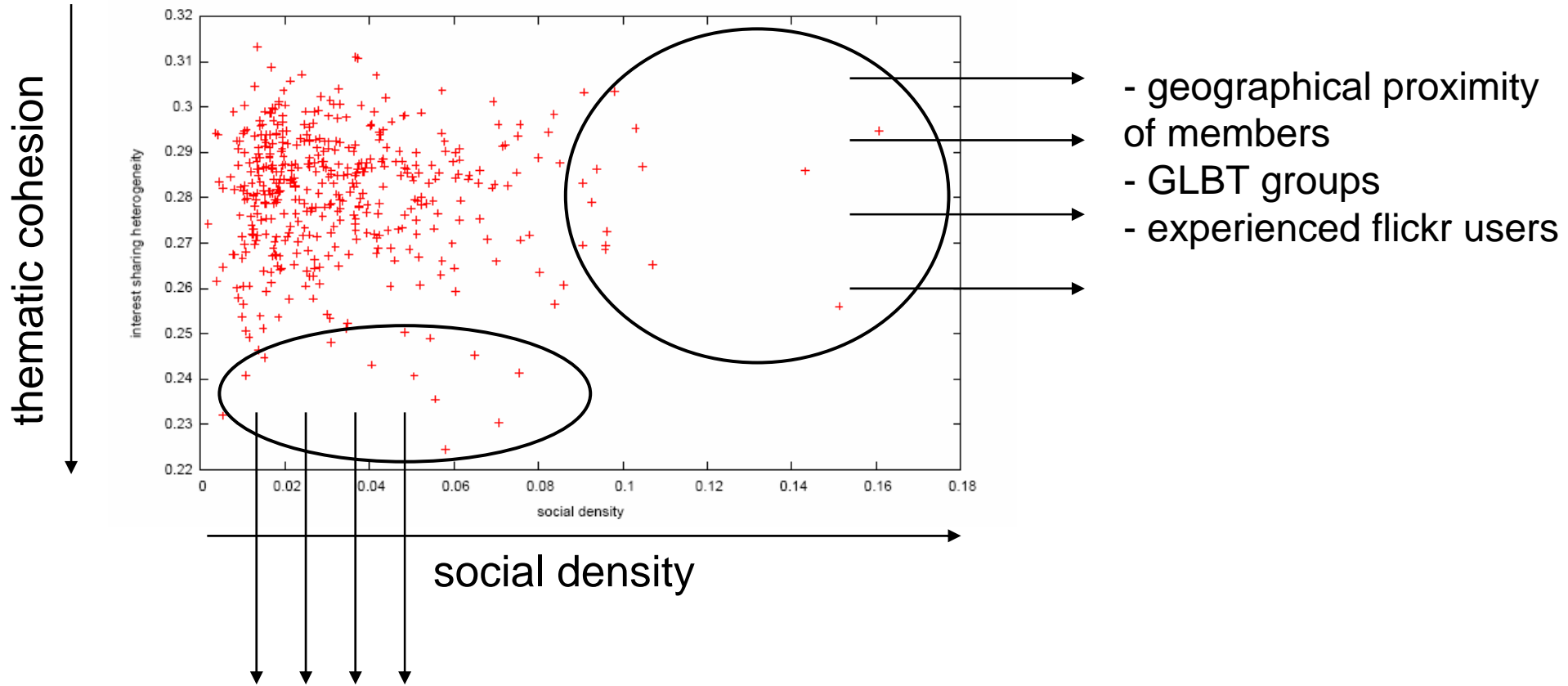
The screenshot shows the Facebook interface for the 'Université Paris Dauphine' group. The page includes a search bar, navigation tabs (Profile, Friends, Networks, Inbox), and a sidebar with applications like Photos, Groups, Events, Marketplace, and My Questions. The main content area displays group information, including the name 'Université Paris Dauphine', type 'Student Groups - Classes & Departments', and description 'Pour tous ceux qui étudient ou qui ont étudié à l'université Paris Dauphine'. It also shows a contact info section with the country 'France', a photos section with 4 of 55 photos, a videos section with 1 video, and a posted item titled 'Remise des diplômes MSG Apprentissage Dauphine 2006' by Armand De Roméont. The page also features a discussion board and a list of admins, including Kimberly Laure Miani and Théo Laboulandine.



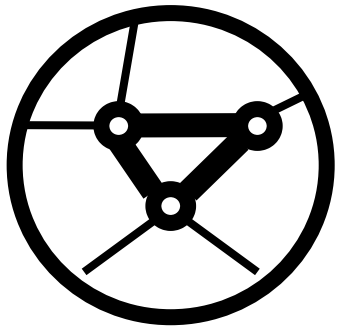
Téléchargez gratuitement le widget UPS sur : ups.com/widget



4 - groups formalize collectives : flickr example



- tourism, especially cities
- technical groups



5 - non hierarchical navigation mode

- complex, dynamic & abundant content
- multiple forms of navigation
 - authors, groups, friends
 - folksonomies
 - categories
 - filters (recent, most viewed, etc.)

flickr
Accueil Vous Organiser Contacts Groupes Explorer Recherche

Connecté en tant que **web_grou** Aide Déconnexion

Rechercher toutes les photos Recherche

Explorer / Tags /

Tags du moment

Au cours des dernières 24 heures
smar2007toronto, singedgel, chocoholics, chocoholics, lovefest2007, roidweek, newmediasp02007, macromondays, assignment1, worldanalday, spt, passionalempirebartheleme, theesday, polardweek2007, dotahcarnalwayxxxxxx, diggnationlondon, cwtweek35, crafting365, theesdayfive

Au cours de la semaine passée
multiblanch2007, sntamcaric, craftybastards, lovefest2007, roidweek, newmediasp02007, pme2007, barcampvienna, digitale, onairbusour, festade, barcamp, ligers02007, nationalbookfestival, sokeva, Bapd, roidweek2007, londonfreeheel, max2007

Afficher : OK

Tags les plus populaires

07 africa amsterdam animals apr architecture art august australia baby barcelona beach berlin birthday black blackandwhite blue boston bw california cameraphone camping canada canon car cat chicago china christmas church city clouds color concert day dc de dog england europe family festival film florida flower flowers food france friends fun garden geotagged germany girl graffiti greece green halloween hawaii hiking holiday home honeymoon house india ireland island italy japan july june kids la lake landscape light live london macro may me mexico mountain mountains museum music nature new newyork newyorkcity newzealand night nikon nyc ocean paris park party people photos portrait red river roadtrip rock rome san sanfrancisco scotland sea seattle show sky snow spain spring street summer sun sunset sydney taiwan texas thailand tokyo toronto tour travel trees trip uk urban usa vacation vancouver washington water wedding white winter yellow york ZOO

Dailymotion - Partager vos Music vidéos 289/10/Tuesday 23h56

Envoyer une Vidéo

Vidéos Chaînes Membres Groupes Ma chaîne

Rechercher Vidéos OK

Recherchez les écoles de musique proche de chez vous Adresses, plans d'accès et infos sur pagesjeunes.fr www.pagesjeunes.fr

Téléchargez sur afr music Téléchargez le single à 0,99€ sur votre mobile 3G et votre PC. afrmusic.services.aff.fr

Sur Meetic, Chat et rencontres Des millions de célibataires avec photos, annonces et profils. Tenez. www.meetic.fr

Login | Créer un compte

CHAÎNE MUSIQUE Search in this list OK

CHOOSEZ

- REGARDER :
- LES "MEILLEURES"
- LES "POPULAIRES"
- LES "COMMENTÉES"
- LES "VUES"
- LES "MEILLEUR NOTÉES"
- VIDÉOS STAR

CHÂNES

- TOUTES LES CHÂNES
- NEWS
- AMUSANT
- CRÉATIF
- MUSIQUE
- POLITIQUE & SOCIÉTÉ
- SCIENCE & TECHNOLOGIE
- ART & CRÉATION
- SPORTS & ÉPREUVE
- JEU VIDÉO
- MÉDIAS (ÉVÉNEMENTS)
- FAMILLE
- PUBS
- AUTO
- BLOG
- AMÉRIQUE
- PEOPLE
- 3D
- RECETTES
- BUSINESS
- PÉTES
- STREET
- SPONSOR
- ÉPIQUE

HOT TAGS

- concert -live
- blues - bus
- concertamateur
- electro - festival
- funer - gumbaug
- gitarre - guitare
- italia - james
- japan - jazz
- marcureyev - marry
- montreux - paris
- piano - pink
- rock - rumba
- sombody - swing
- takeawayshow - trio
- television
- vincent - yling

VIDÉOS STARS

suivant -

#54.2 ARCHITECTURE IN HELSINKI LIKE IT OR NOT
24612 vues | 14 com | 23 fav.
par lablogoffmpeg 36 notes

#50.2 SUFJAN STEVENS (MUSICNOW) THE LAKES OF
72172 vues | 28 com | 91 fav.
par lablogoffmpeg 70 notes

#17.2 FRANCOIS VIBOT SAY FIESTA
6327 vues | 7 com | 6 fav.
par lablogoffmpeg 15 notes

SI E. TRUFFAZ & ED HARGOURT MON FRANÇAIS
3504 vues | 1 com | 4 fav.
par Akatam 3 notes

#13.3 GOLD WAH KIDS GOO, MAKE UP
10705 vues | 50 com | 18 fav.
par lablogoffmpeg 10 notes

#19.3 TAPES IN TAPES HISTORY
23300 vues | 22 com | 32 fav.
par lablogoffmpeg 28 notes

BLEEDINGPGS ABUS DE POSSESSION
317 vues | 4 com | 6 fav.
par Akatam 3 notes

BRYAN KAZZANGA LIVE @ BLOOM (2001)
374 vues | 0 com | 8 fav.
par paulborlie 0 note

BRYAN KAZZANGA LIVE @ CAGGAS
250 vues | 0 com | 0 fav.
par paulborlie 0 note

PINK
2984 vues | 0 com | 28 fav.
par paulborlie 12 notes

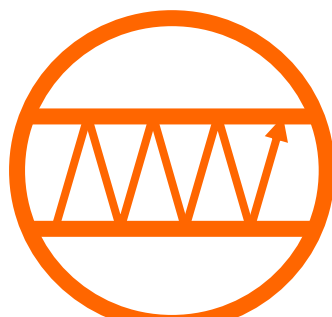
ART BLAKEY & THE JAZZ MESSENGERS
6391 vues | 4 com | 44 fav.
par alternative 24 notes

ELLA FITZGERALD & NAT KING COLE
6436 vues | 9 com | 63 fav.
par alternative 24 notes

OASIS WONDERWALL
4954 vues | 2 com | 7 fav.
par jef99 7 notes

NAVAL GHACHEN LIVE PERFORMANCE
5167 vues | 68 com | 160 fav.
par digponar 13 notes

http://www.dailymotion.com/cluster/music/featured/tag/concert-live Page 1 sur 2



5 - non hierarchical navigation mode: folksonomies

- main properties

- differ from top-down classifications
- user-generated indexation
- agregation of personal folksonomies
- hierarchy produced by frequency

- horizontal and distributed structure

- 4 million of different tags for 5 million users
- 60 % of photos have at least 1 tag (average of 4 tags by photo)

- great diversity of 'personomies'

- 'power law' distribution → long tail phenomenon

45 % tags used only once

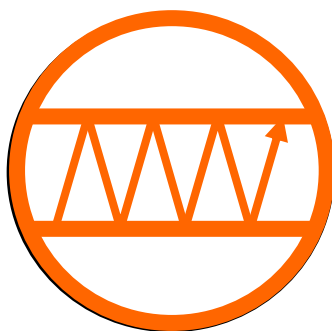
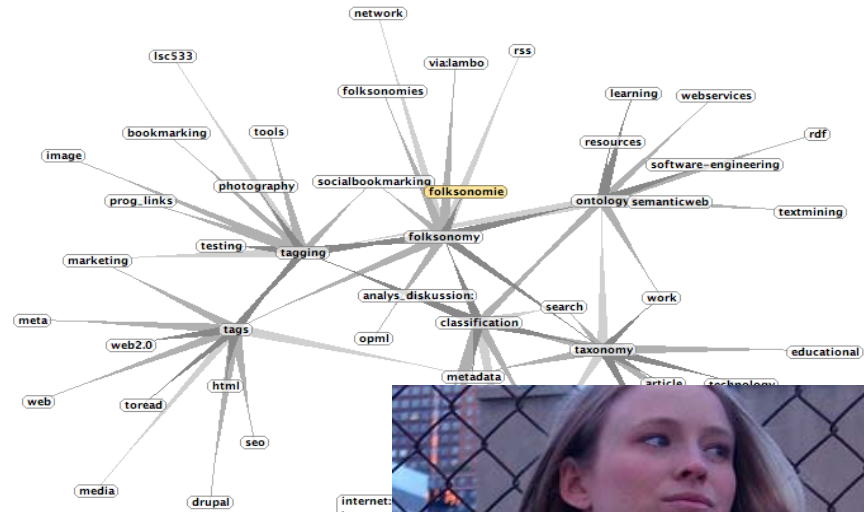


- paris
- night
- lemetro
- metro
- lights
- artificial
- people
- society
- france
- french
- river
- train
- waiting
- wow
- dark
- darkness
- subway
- undergroun
- man
- suitcase
- reflection
- business
- executive
- raincoat
- smoke
- gentleman
- wait
- seats
- reader
- reading
- gates
- doors
- railway



5 - non hierarchical navigation mode: folksonomies

- categorize, evaluate, share
 - subjective indexation
 - social navigation
 - customizable
- serendipity & opportunity
 - merging diverse social universes
 - creative ambiguity
- lexical picture of practices and identities
 - tagclouds (personal, collective, general)
 - activism tool



5 - non hierarchical navigation mode: folksonomies

Up to: [Community 50812](#) (266149 photos, 406 groups)
(car cars auto aircraft airplane)

[Community 50773](#) (188480 photos, 291 groups)
(car cars auto classic automobile)

car cars auto classic automobile motorcycle ford racing ferrari vw f1 bmw volkswagen red vintage voiture show carshow race formulaone porsche bike chevrolet classicar monaco oldtimer honda formulal mini mercedes old motor araba cadillac otomobil **Автомобиль** **מוטור** **خودرو** harley motorbike mustang beetle british chevy chrome convertible speed autoshow renault automobiles moto sportscar purcell grandprix classiccars minicooper montecarlo citroen silverstone motorcycles motorsports goodwood truck antique vehicle rally hotrod mercedesbenz harleydavidson bug blue motorshow canon nikon motorsport corvette monacossponsorbanners jaguar lagunaseca autos alfa gt automotive coupe ducati custom circuit triumph düsseldorf audi track wheels cooper italian jeep yamaha lamborghini prix offroad toyota

Down to Sub-Community 1:
[Community 49929](#) (16247 photos, 30 groups)
(motorcycle bike harley motorbike moto)

Down to Sub-Community 2:
[Community 50265](#) (172233 photos, 261 groups)
(car cars auto classic automobile)

motorcycle bike harley motorbike moto harleydavidson ducati honda bmw motorcycles yamaha racing motorrad monster motogp davidson superbike bikes hog suzuki motocross sportster british ktm s2r africa catalonia catalunya touring ride rally chrome afrique road custom lagunaseca chopper enduro 883 oulton wheelie motorbikes race kawasaki buggs prix llop minolta grand manx tt adventure biking minoltadimages404 s404 konicaminoltadimages404 konicaminoltadimage triumph konicaminolta konica sportbike sturgis offroad josep speed albert motor d50 desert iom lean endurowandern brandshatch 100yearsofharleydavidsonmotorcycles harleys100th 100thanniversary sport biker tour tenere landscape park brands classic naked anyós plegada andorra caste caballito twin hd motocross marc cbr hatch superbikes maroc dakar sahara

car cars auto classic automobile ford racing ferrari vw f1 volkswagen red voiture vintage carshow show bmw race formulaone porsche motorcycle chevrolet classicar monaco oldtimer formulal mini mercedes old araba cadillac otomobil **Автомобиль** **מוטור** **خودرو** motor mustang beetle chevy honda convertible autoshow renault automobiles sportscar purcell british grandprix chrome classiccars speed minicooper montecarlo citroen silverstone goodwood motorsports truck antique vehicle hotrod mercedesbenz bug motorshow blue corvette motorsport nikon monacossponsorbanners jaguar canon autos rally alfa gt automotive coupe düsseldorf circuit audi cooper wheels track jeep bike lagunaseca lamborghini italian triumph toyota 4x4 vehicles alfaromeo wheel custom subaru antiquecar musclecar testing racecity

[\[C\] XLSHED - Sportster Home](#) (159 photos)
(harley sportster harleydavidson motorcycle 883)
[\[C\] Harley Riders](#) (1160 photos)
(harley motorcycle harleydavidson davidson bike)
[\[C\] Harley Owners Group](#) (234 photos)
(harleydavidson harley motorcycle sportster hog)

[\[C\] Mini Cooper](#) (2352 photos)
(mini minicooper cooper car cars)

[\[C\] KTM Motorcycles](#) (251 photos)
(ktm enduro rally motocross offroad)
[\[C\] Two Wheels Good](#) (980 photos)
(bike motorcycle motorbike harleydavidson moto)
[\[C\] Motocross](#) (776 photos)
(motocross motorcycle moto motocross racing)
[\[C\] Let's Ride!](#) (451 photos)

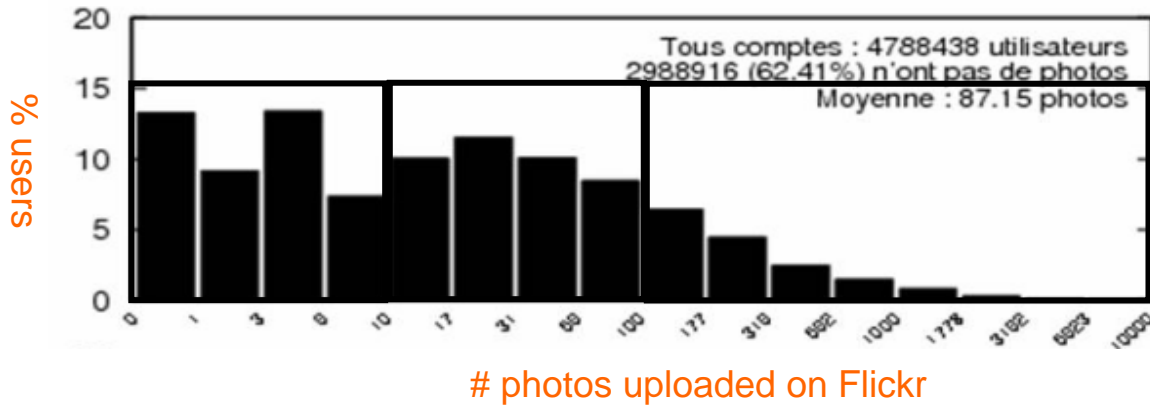
[\[C\] MOTD 2006](#) (362 photos)
(motd dragon mini motd2006 dealsgap)
[\[C\] Minis](#) (799 photos)
(mini car cooper minicooper auto)
[\[C\] Minis around the world](#) (790 photos)
(mini minicooper cooper car cars)

[\[C\] Focaljet](#) (108 photos)
(focus fordfocus svt ford focaljet)

[\[C\] Goldwing Riders](#) (240 photos)

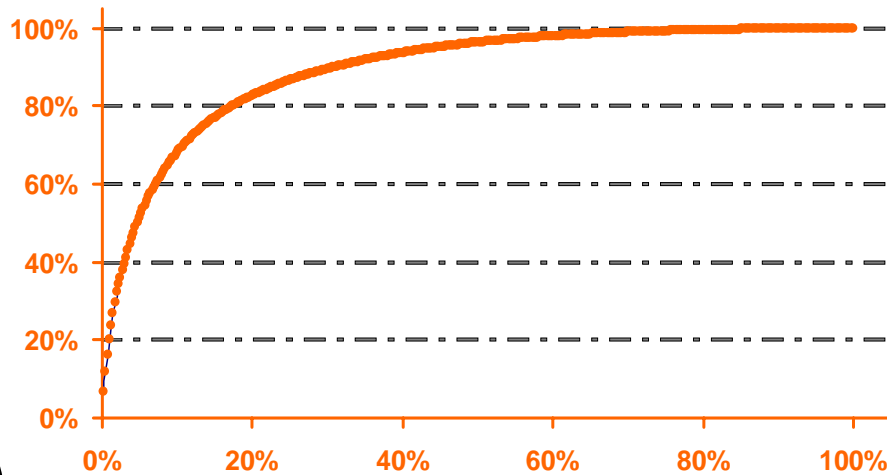


6 - heterogeneous involvements: quantity



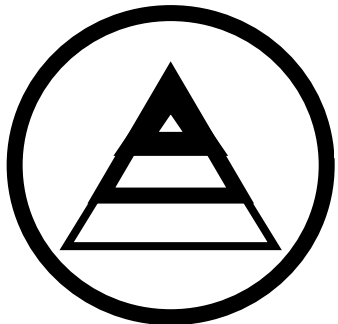
Flickr

- 62% no photo
- 1 – 10
- 11 – 100
- 101 – 10.000



Wiki DRS FTR&D

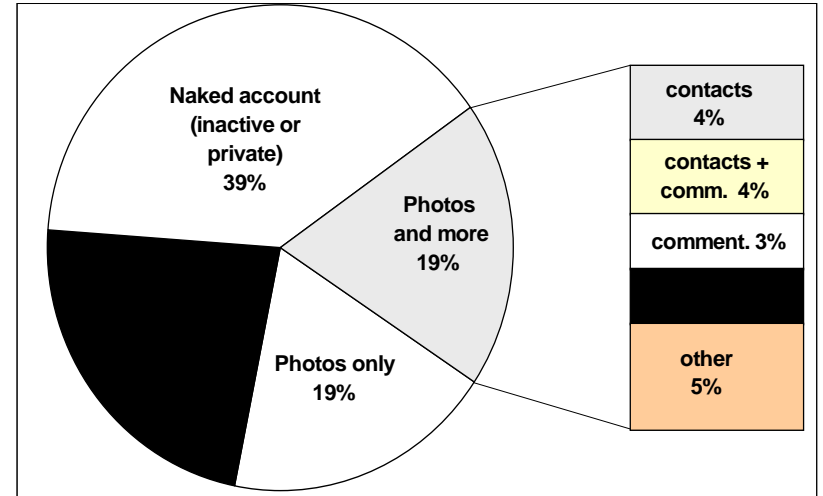
- 4 users out of 9 contributed to articles
- 63% of users have created at least a page
- half pages are not modified after being created
- 20% of the most active contributors have done 80% of wiki overall modifications



6 - heterogeneous involvements: usage

- on flickr

- photo storage
- social networking
- mixing content & social

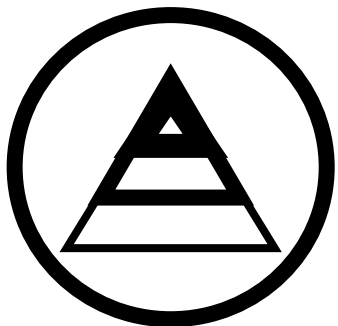


- on wikipedia

- specialists
- proof-readers
- 'firemen'
- admins

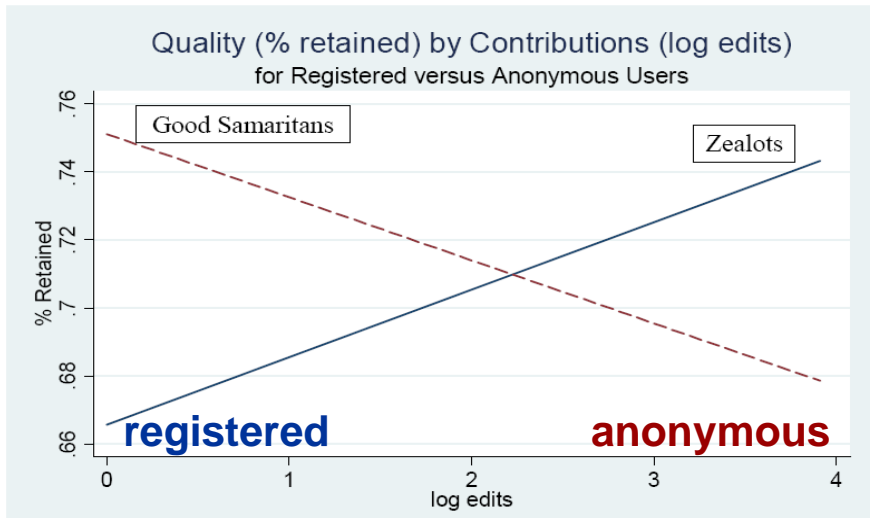
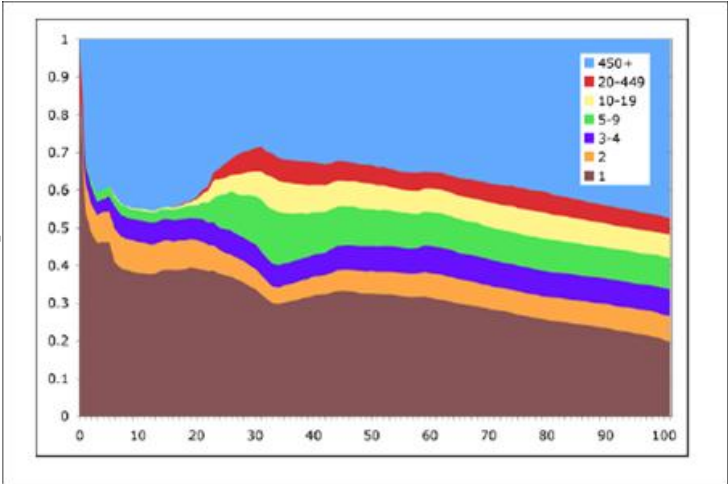
	This user is a Go player.
	This user is a historian .
	This user is a member of WikiProject Law .

	Warning to Vandals: This user is armed with VandalProof .
	This user is a recent changes patroller .
	This user is a WikiGnome .



7 - big need small

- uncommented blogs die
- growing of the main Flickr network
- Zealots vs. Samaritans on Wikipedia



Kumar, Novak, Tomkins,
Structure and evolution of online social networks

Anthony, Smith, Williamson
The quality of open source production

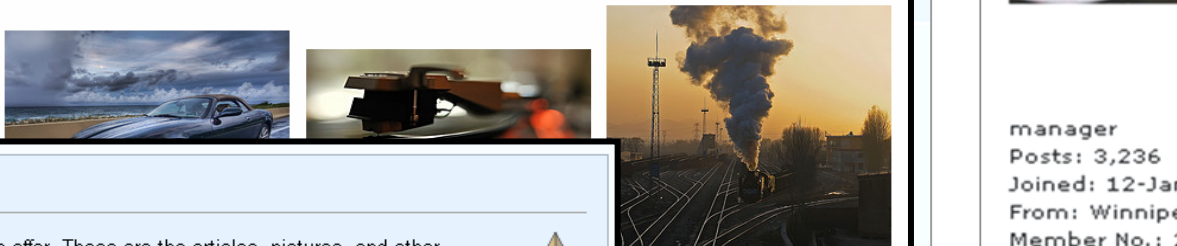


8 - quantity makes quality

★★★★★ Chabon's Exq
Reviewer: Leonard Fleis
TOP 500 REVIEWER

Explore / Interestingness / Last 7 Days [View as slideshow \(Ⓔ\)](#)

Get more interesting photos from the last 7 days [RELOAD!](#)



manager
Posts: 3,236
Joined: 12-January 05
From: Winnipeg, Canada
Member No.: 25,849

society donor
Posts: 662
Joined: 1 November 03
From: NEO (North-East Ohio), US
Member No.: 12,922

Ravneet Grewal
(2 points)
May 02, 10:03 am

Good comment!
Lame comment?
Mark as offensive?
Submit this for a story

car becomes fence
From placeinsun

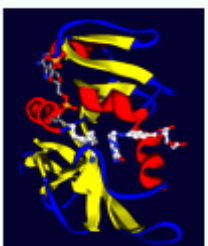
Steph P
Reviews
Written: 74

comment useful to you?

Featured content in Wikipedia

Featured content represents the best of what Wikipedia has to offer. These are the articles, pictures, and other contributions that showcase the polished result of the collaborative efforts that drive Wikipedia. All featured content undergoes a thorough review process to ensure that it meets the highest standards and can serve as an example of our end goals. A small bronze star (★) in the top right corner of a page indicates that the content is featured.

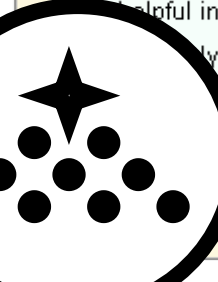
Today's featured article



Enzyme kinetics is the study of the **rates** of **chemical reactions** that are **catalysed** by **enzymes**. Enzymes are **molecules** that manipulate other molecules — the enzymes' **substrates**. These target molecules bind to an enzyme's **active site** and are transformed into products through a series of steps known as the **enzymatic mechanism**. The study of an enzyme's **kinetics** provides insights into the catalytic mechanism of this enzyme, its role in **metabolism**, how its activity is controlled in the **cell** and how **drugs** and **poisons** can **inhibit** its activity. Knowledge of the **enzyme's structure** is helpful in visualizing the kinetic data. ([more...](#))

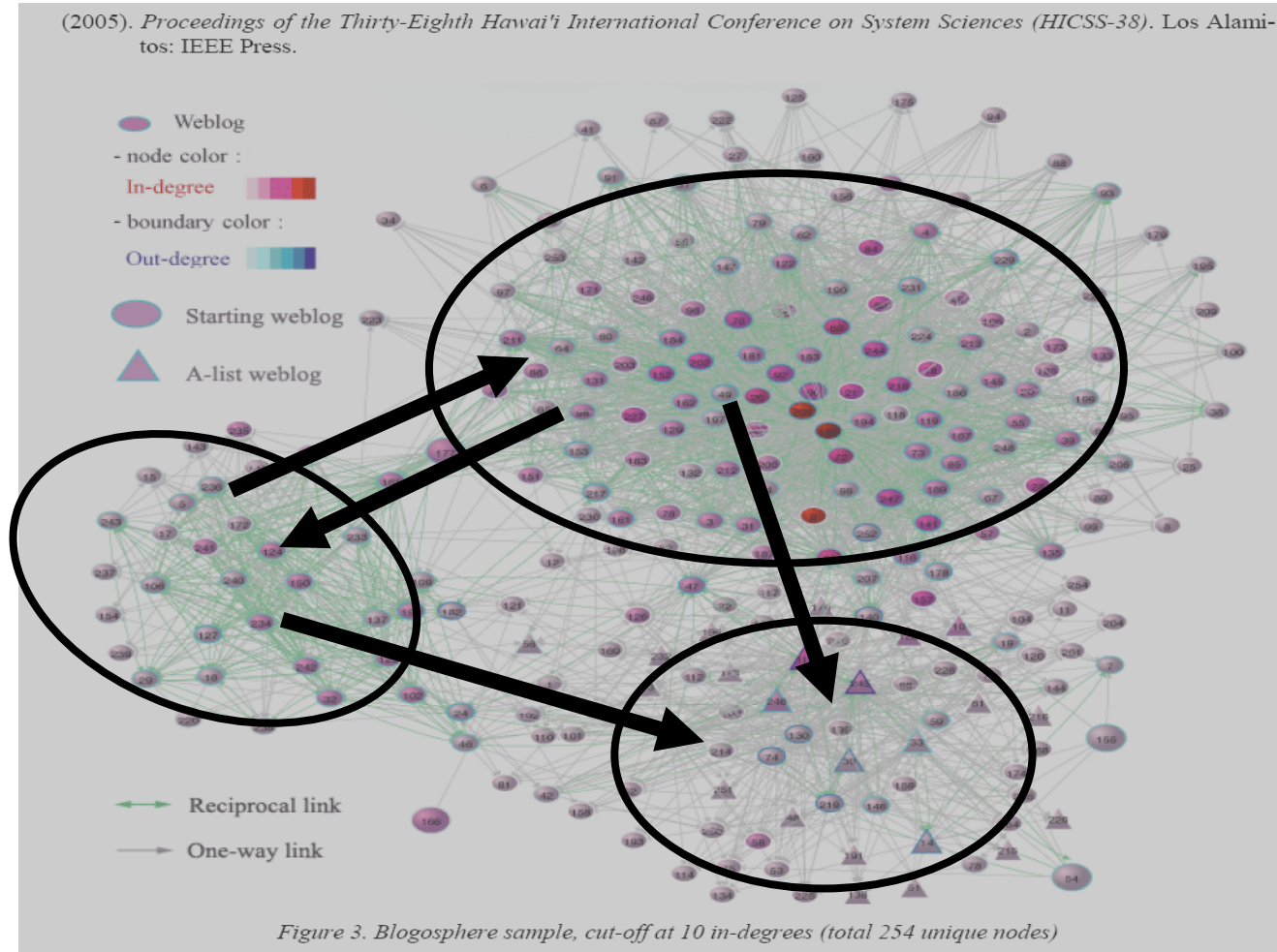
Recently featured: [George I of Greece](#) – [England national rugby union team](#) – [Larrys Creek](#)

In 2006 they received acquired about \$3 million in funding from
Venture Partners.

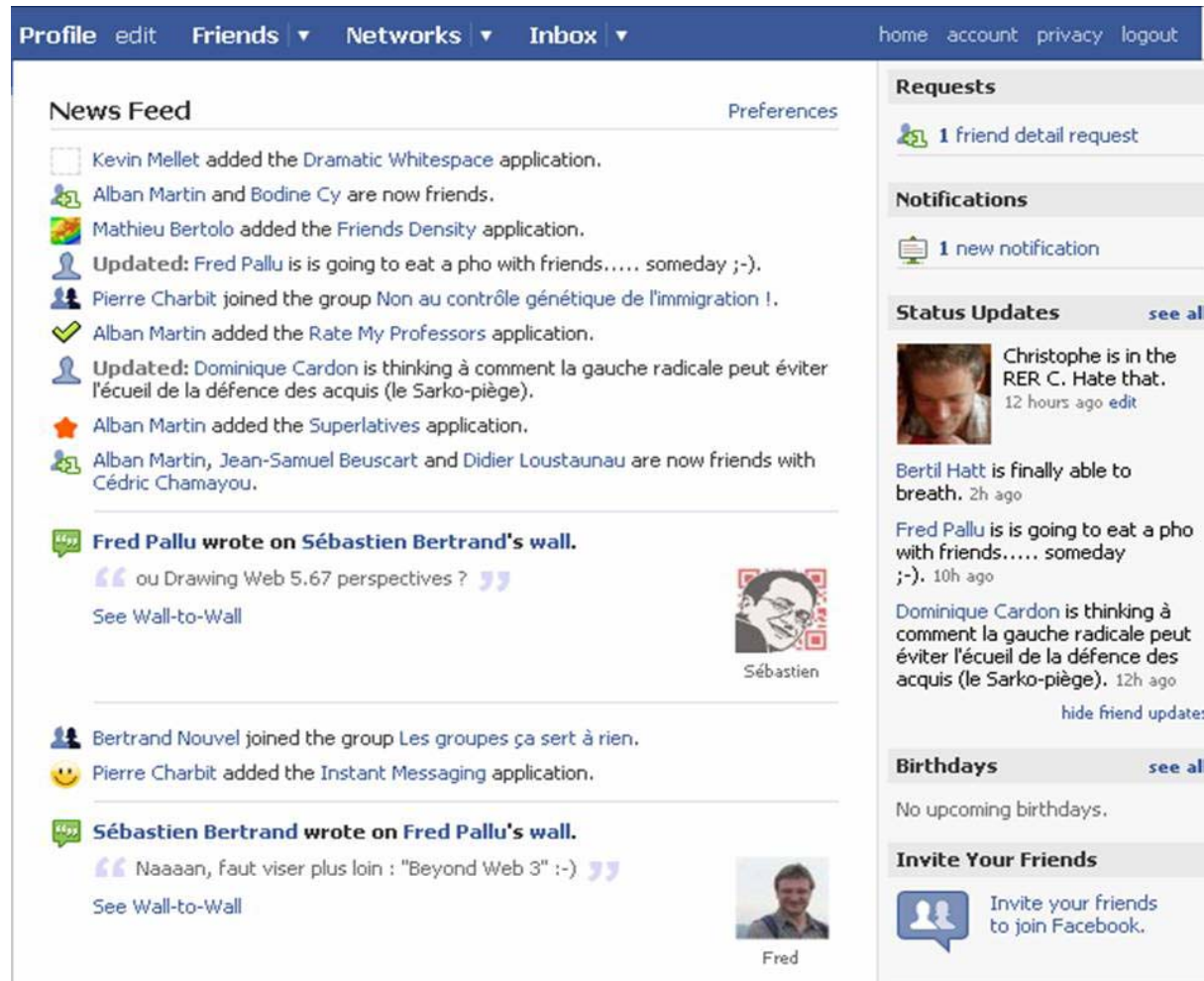


9 - hierarchies from actions

- reputation, capital of SNS
- building notoriety: strategic activity



10 - endless motion: a key to visibility



The screenshot shows a Facebook news feed interface. At the top, there is a navigation bar with 'Profile edit', 'Friends', 'Networks', and 'Inbox'. On the right side of the navigation bar are links for 'home', 'account', 'privacy', and 'logout'. The main content area is titled 'News Feed' and includes a 'Preferences' link. The feed contains several status updates, including application additions, friend announcements, and status updates. Two specific updates are highlighted: one by Sébastien Bertrand on Fred Pallu's wall and one by Sébastien Bertrand on his own wall. The right sidebar contains sections for 'Requests' (1 friend detail request), 'Notifications' (1 new notification), 'Status Updates' (with a 'see all' link), 'Birthdays' (with a 'see all' link), and 'Invite Your Friends'.

Profile edit Friends Networks Inbox home account privacy logout

News Feed

Kevin Mellet added the Dramatic Whitespace application.

Alban Martin and Bodine Cy are now friends.

Mathieu Bertolo added the Friends Density application.

Updated: Fred Pallu is is going to eat a pho with friends..... someday ;-).

Pierre Charbit joined the group Non au contrôle génétique de l'immigration !.

Alban Martin added the Rate My Professors application.

Updated: Dominique Cardon is thinking à comment la gauche radicale peut éviter l'écueil de la défence des acquis (le Sarko-piège).

Alban Martin added the Superlatives application.

Alban Martin, Jean-Samuel Beuscart and Didier Loustaunau are now friends with Cédric Chamayou.

Fred Pallu wrote on Sébastien Bertrand's wall.

ou Drawing Web 5.67 perspectives ?

See Wall-to-Wall

Sébastien

Bertrand Nouvel joined the group Les groupes ça sert à rien.

Pierre Charbit added the Instant Messaging application.

Sébastien Bertrand wrote on Fred Pallu's wall.

Naaaan, faut viser plus loin : "Beyond Web 3" :-)

See Wall-to-Wall

Fred

Requests

1 friend detail request

Notifications

1 new notification

Status Updates

[see all](#)

Christophe is in the RER C. Hate that. 12 hours ago [edit](#)

Bertil Hatt is finally able to breath. 2h ago

Fred Pallu is is going to eat a pho with friends..... someday ;-). 10h ago

Dominique Cardon is thinking à comment la gauche radicale peut éviter l'écueil de la défence des acquis (le Sarko-piège). 12h ago

[hide friend updates](#)

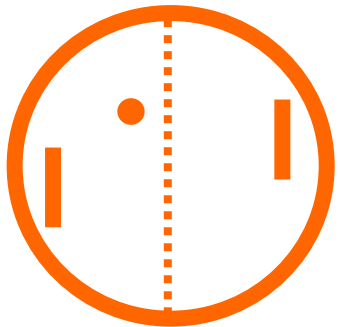
Birthdays

[see all](#)

No upcoming birthdays.

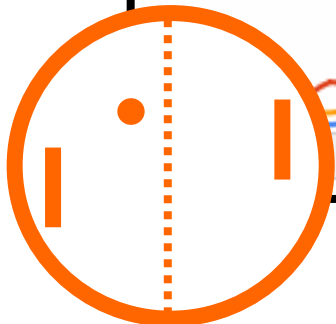
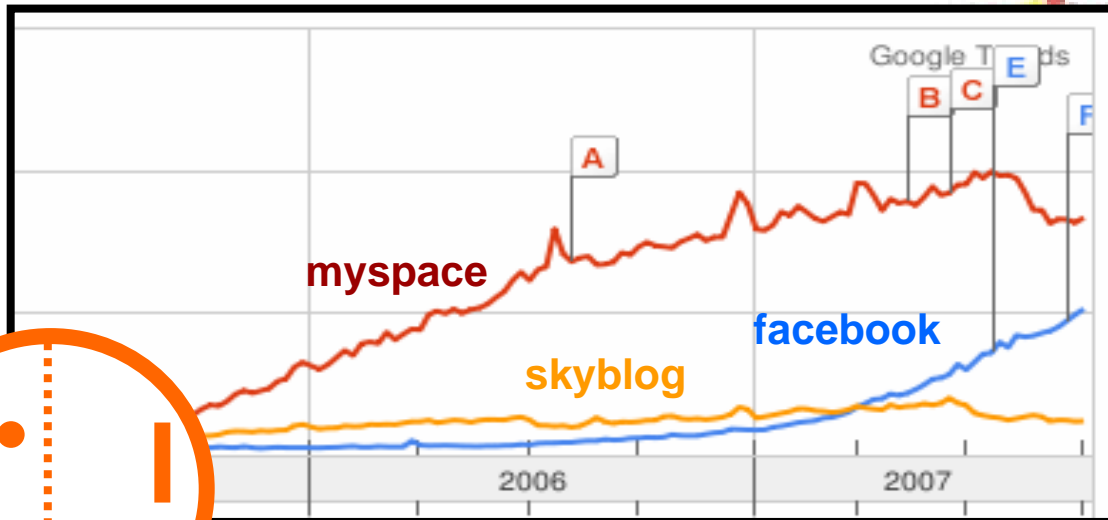
Invite Your Friends

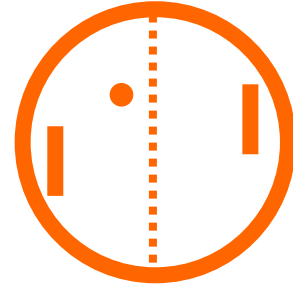
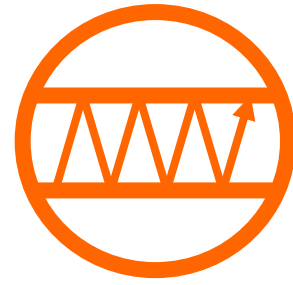
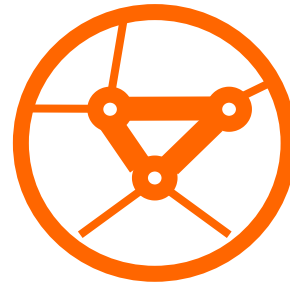
Invite your friends to join Facebook.



10 - endless motion: rise and fall of services

- proliferation of SNS
- 'always beta'
- hype always changes
- from project to project, from platform to platform





unrestricted

