# ORACLE®

# Social Networking and Developer Programs

Pieter Humphrey
Oct 2008

# The Social Internet – Web 2.0

- From the beginning
  - Open, freeform, extensible
  - Uniquely addressable items
  - One gigantic content space
- Web 2.0
  - People link to content; content links people
  - Emergent *Participatory Web* self-organizes through tagging, searching, rating, discussing and remixing
  - Lessons for developer programs …

Millions of daily contributions get organized through billions of daily interactions
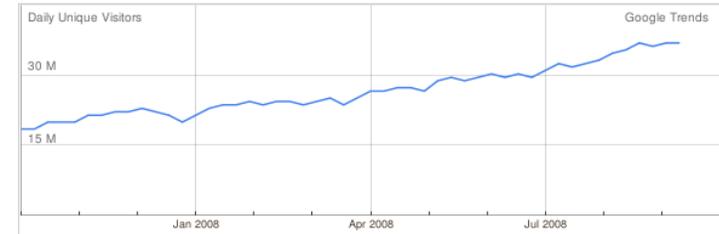
ORACLE

# Social Networking growth

**3 Interesting Social Network Traffic Analysis Takeaways:**

-There seems to be a decline in social traffic for a multitude of sites since September

-Twitter and Plurk are seeing explosive increases while Pownce and Identi.ca are falling.

-Facebook, Flickr, Hi5, Linkedin, Mixx and Yelp to name a few are all seeing large surges of increased traffic over the last year.
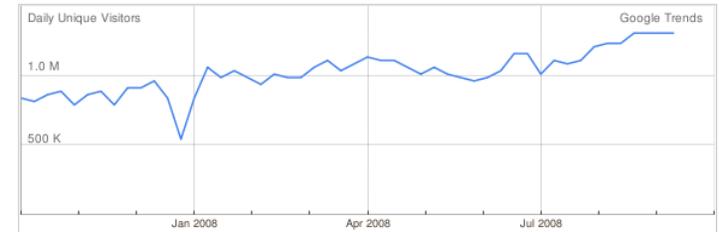
**Popular developer sites**

-Twitter

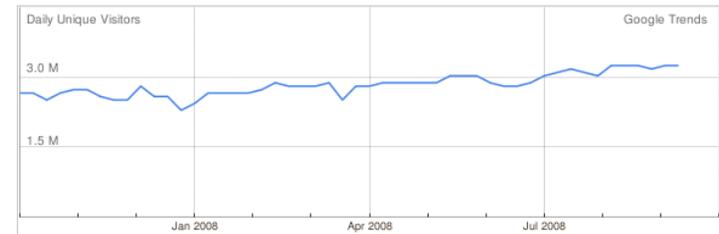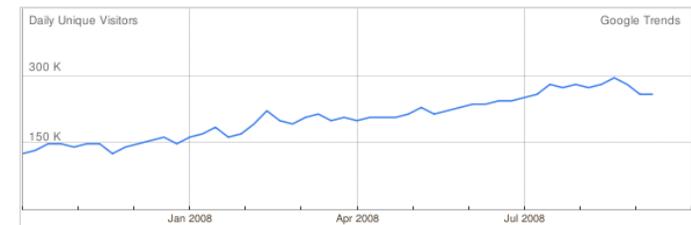-Orkut.com

-Facebook

-LinkedIN

Source: http://www.ignitesocialmedia.com/social-network-traffic-analysis/
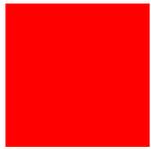
# The Technologies of Social Software

**Organize**

**Create**

**Find**

- Personal Folders
- Shared Bookmarks
- Links
- Tagging
- Offline Documents
- Tag Clouds
- Personal Search Engines
- Closed Format Documents
- Content Rating
- Community
- Social Search
- Wikis
- Blogs
- Prediction Markets
- Social Network Analysis
- Discussion forums
- People Like Me
- RSS/ATOM Feeds
- Personal Profiles
- E-mail
- Formal Collaborative Environments

**Interact**

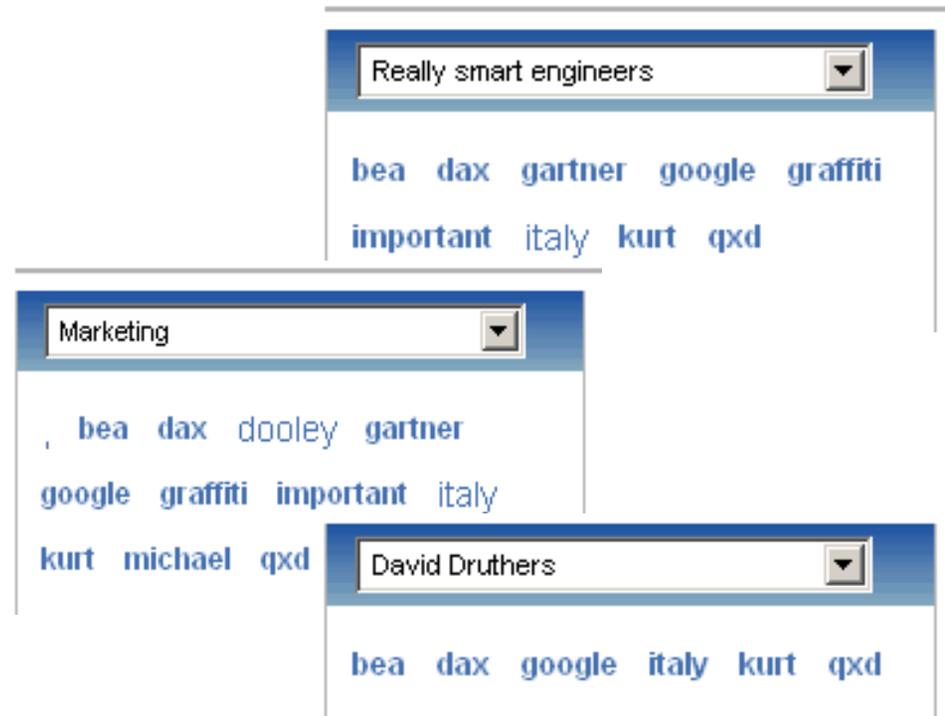**Source: Gartner Group**

4

# Social Networking Drivers

• Ego is the largest driver of participation

• People contribute to increase their social, intellectual, and cultural capital

• Their reasons for contributing are the following:

*1. Keep in touch with family and friends (75%) [part of this is keeping up with the joneses who already have one - eg. my mate uses it, so I'll get one too]*
*2. Being "nosey" - 62%*
*3. Express my opinions and views (55%)*
*4. Meet people with similar interests (49%)*
*5. Specific reason, documenting trip to wedding, etc (13%)*
*6. It's a good way to date (7%)*

Source: http://www.wdil.org/resources/social-networking-statistics

# Social networks at work

**Views of content by experts or group**

- Look at content collections through the eyes of others

- Select natural groups or business organizations

- Select specific individuals

- Leverage the wisdom or your crowd

- Allow people with similar interests to self - organize

Really smart engineers

bea   dax   gartner   google   graffiti

important   italy   kurt   qxd

Marketing

, bea   dax   dooley   gartner

google   graffiti   important   italy

kurt   michael   qxd

David Druthers

bea   dax   google   italy   kurt   qxd

# Applying social networks to dev marketing

- Locate users in your company with the same technology experience

- Ask questions, post information, create groups, share experience

- Rate, Tag, Blog, Bookmark

- Survey / Poll

- Activity feeds surface new things your co-workers are doing, similar to twitter

- Archived / searchable conversations, unlike your individual email

- Filtering activity feeds creates value



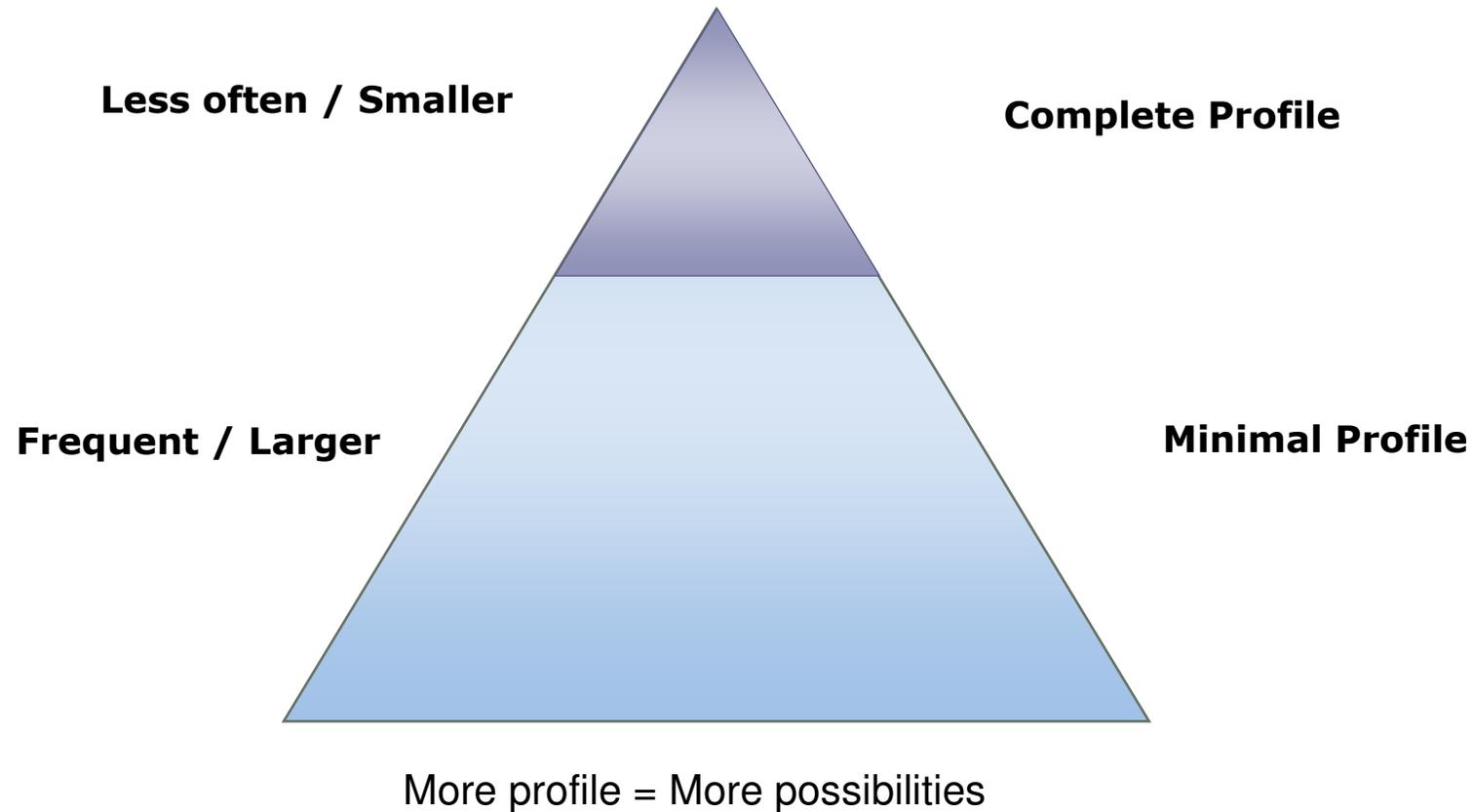**ORACLE**

# Example: Online User Groups

- With enough profile information, sites can suggest connections
  - Same company
  - Same technology
  - Same role
- Most SN platforms can accomplish the other UG functions
  - next meeting info, meeting content
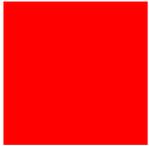  - trusted conversations

# Benefits: Traffic and Demographics

**Less often / Smaller**

**Complete Profile**

**Frequent / Larger**

**Minimal Profile**

More profile = More possibilities

# Possibilities



**Features & Capabilities** (vertical axis)

Mentor matching

Code share/review

Project activity feeds

Expert Location

Advanced

Basic

Groups

Poll / Survey

Post / Response

Networking

**More comprehensive Profile** (horizontal axis)
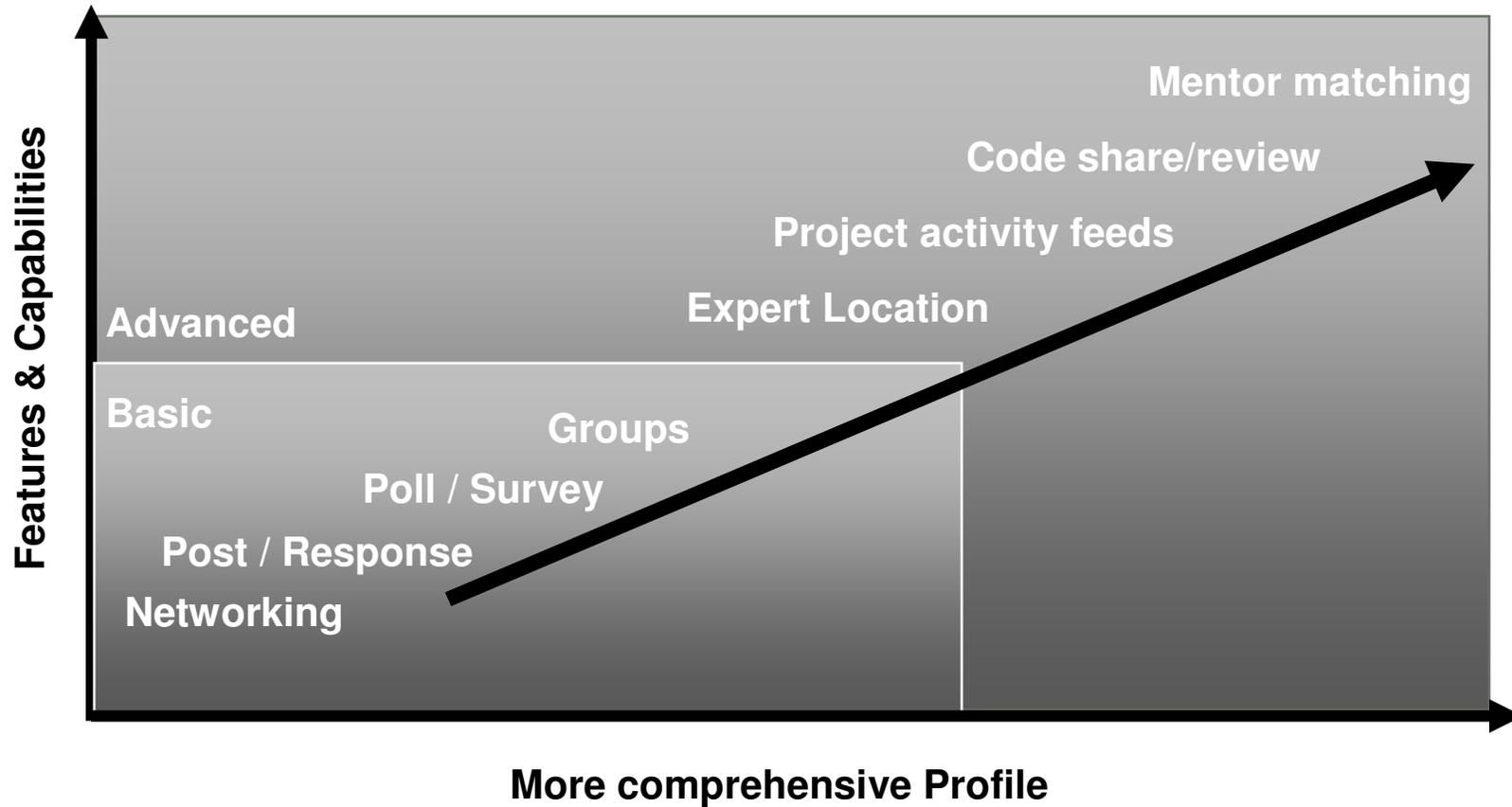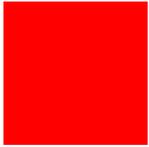
# Consider 3$^{rd}$ party networks

In house
pilot

Experiment
with 3$^{rd}$
party

Basic
reports,
stats

Promotion

Integrate
with 3$^{rd}$
party

Advanced
reports,
stats

Scale
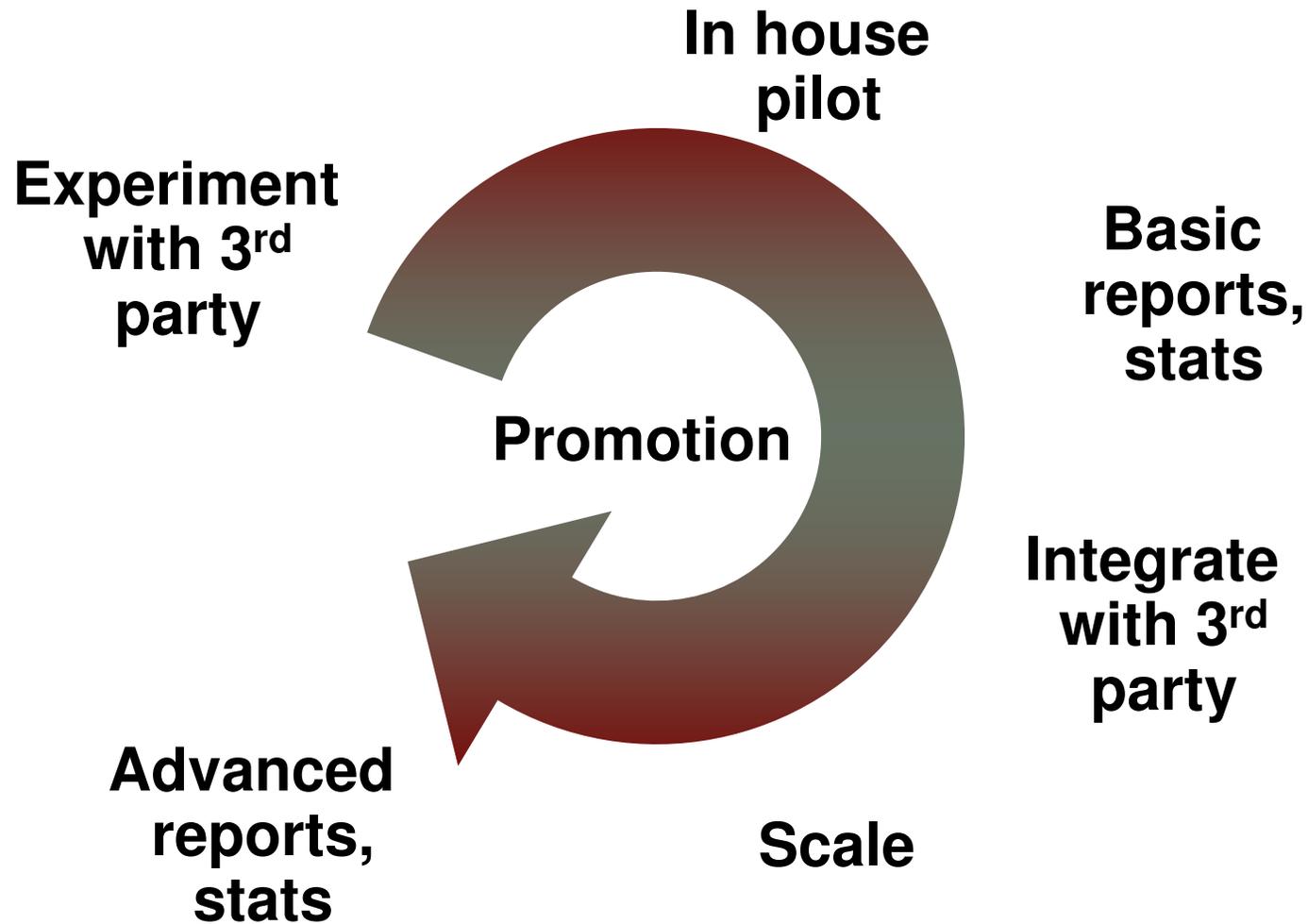
# Approaching networks with your content

• Understand consumers motivations for using social networks (ads on flickr for cameras are ok, for example, because motivation of users is photography)

• Offer something programmatic for users to network  around

• Create and maintain good conversations (users expect a response)

• Express yourself as a brand

• Empower them to have conversations with each other and get out of the way

• Give users  a way to opt in or out, control the "detail" knob

• take the time to learn an existing folksonomy if one exists

Source: http://www.wdil.org/resources/social-networking-statistics

# Demo

- Post information

- Survey / Poll

- Create / Participate in Groups

- Blog

- Question and Answer

- Activity feeds

**ORACLE** MIX

**"Who is using Oracle JDeveloper & ADF 11g?"**
Asked by Juergen Kress 10 days ago Group : Oracle SOA Suite

What is your first impression? What are the best new features? For more information about JDeveloper & ADF 11g and for downloads please visit http://www.oracle.com/technology/software/products/jdev/index.html

1 answer    Tags: soa, adf, jdeveloper

**Activity Log**    My Network

Pieter Humphrey and Hiroki Ito are now connected
about 9 hours ago

Justin Kestelyn posted the following blog article:
"Subscribe to the Official WebLogic Server Blog."
6 days ago

Justin Kestelyn posted the following blog article:
"Subscribe to the Official WebLogic Server Blog."
6 days ago

**Groups matching your interests**

EMEA Partner Competency
14 members   Join group

Japan BEA Developers & Architects / BEA開発者 & アーキテクト
40 members   Join group

Aqualogic User Interaction (Webcenter)
20 members   Join group

**ORACLE**