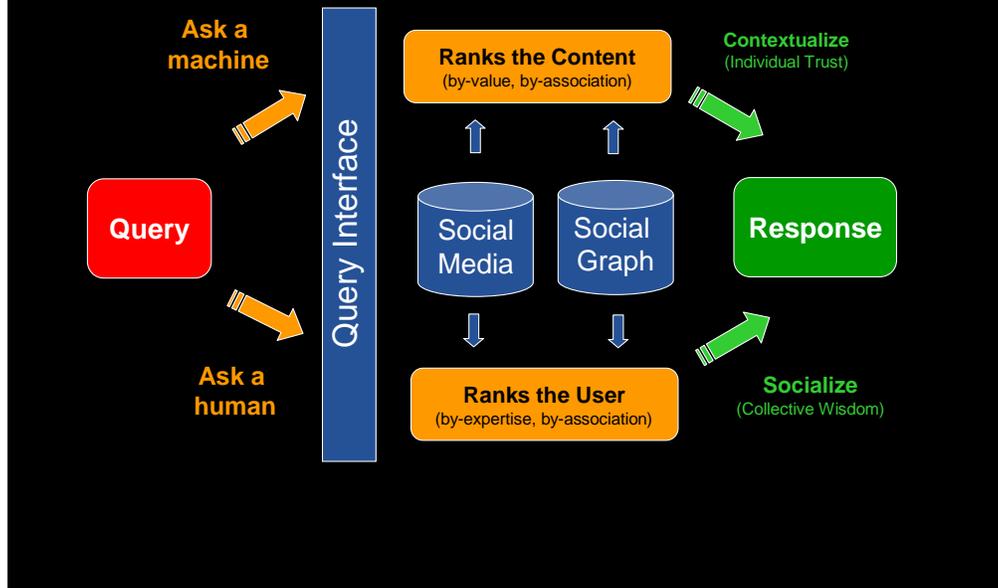


Social + Search – A broad perspective



Social Search = bring social influences to improve search results.

Social influence can come via generated data (social media) or via user interactions (social graph)

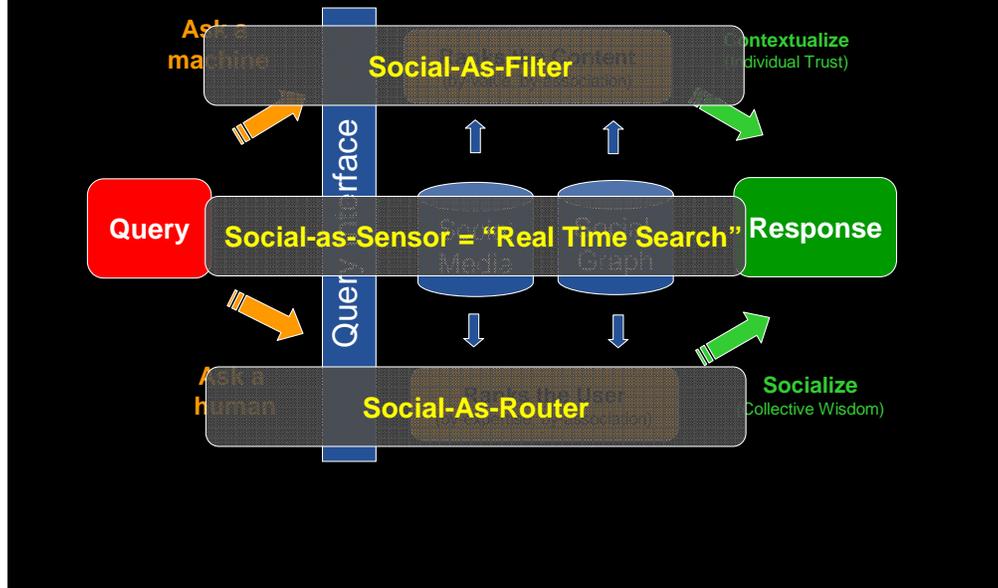
Machine-based Search (Passive Search) – uses relationships to contextualize the response

- Uses social data as additional source of information
- Uses social graph as filter to highlight 'trusted' sources
- Uses recency (graph-agnostic) to highlight 'fresh' sources

Human-based Search (Active Interaction) – uses relationships to socialize the query

- Uses social data to profile and classify user expertise
- Uses social graph as router to incentivize participation
- Q&A generated from active interaction becomes "data" for subsequent search optimization

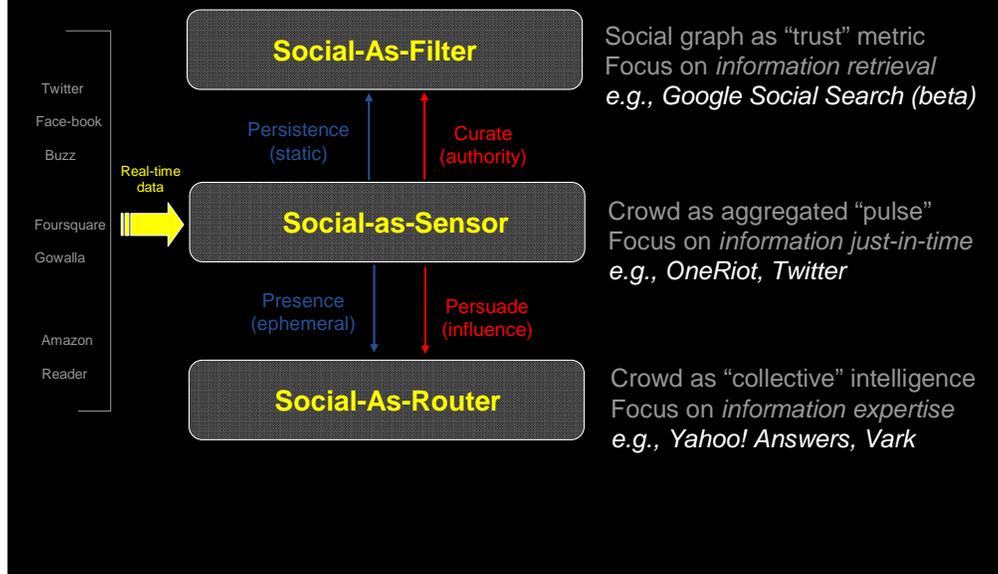
Social + Search – A broad perspective



Looking at Social Search solutions from a utility perspective

- As Sensor: leverage the crowd as collective “real-time” intelligence gatherers
- As Filter: leverage known (trusted) social relationships to augment or scope web results to reflect data from one’s social graph.
- As Router: leverage social graphs as routers to forward queries to potential responders with relevant expertise (most useful for ephemeral or subjective queries)

Social + Search – Interdependent utility



Patterns of flow for social search:

Real-time data acquired from sources containing user data

- Conversational updates (Twitter, Facebook, Buzz)
- Presence/location updates (Foursquare, Gowalla)
- Application data-sharing (Amazon reviews, Google Reader shares)

Real-time feed used directly for "as-sensor" needs.

In addition, feed data used as follows:

- Data with persistent value (e.g., reviews, UGC, conversations) becomes context for "as-filter"
- Data with ephemeral value (e.g., am at restaurant X) becomes relevancy context for "as-router" (e.g., give more weight to responses from people who have been to that restaurant recently)
- Data mining used to profile individual users and establish strength of ties within social networks
 - Profiles useful to curate web results (as-filter) e.g., select social graph individuals with authority in the query topic space
 - Strength of ties useful to persuade participation (as-router) e.g., expose degree of connectivity to potential responders as incentive to provider faster/better answers

Evolution of the 'Contextualized' Query

Social-as-Filter (trust)
Social-as-Sensor (time)

Exemplifies 'passive' social search
(works with existing data)

An example of how contextualized queries work – using Google Properties as a backdrop

Google Social Search (beta) – Social As Filter

The screenshot shows the Google search interface with the query 'matt cutts'. The 'Social' filter is selected in the top navigation bar. The left sidebar shows navigation options: 'All results', 'Images', 'Videos', 'News', 'Blogs', 'Updates', 'Books', 'Discussions', 'Any time', 'Latest', 'Past 24 hours', 'Past week', 'Past year', 'Specific date range', 'All results', 'Social' (highlighted with a red box), and 'Nearby'. The main content area displays 'Results from people in your social circle for matt cutts - BETA - My social circle - My social content'. Two results are visible: one from Jeff Dalton mentioning 'Matt Cutts SIGIR Industry Day...' and another from Dan Zarrella mentioning 'Interactive Site Reviews and SERP Quality Control Forum | Dan Zarrella'. A red arrow points from the 'Social' filter in the sidebar to the 'connected via twitter.com' text in the second result.

Provides social context to web search results

<http://www.google.com>

Google SocialSearch (beta) – Log in to a Google account, create a Google profile, then click on “Social” in Search options to see relevant results from your social network for the given query

Increased awareness to social graph and information

Social circle [Social content](#)

This is the network of connections Google uses to identify relevant social search results. It is based on a combination of the following:

- [Direct connections from your Google chat buddies and contacts \(2\)](#)
- [Direct connections from links listed on your Google profile \(112\)](#) such as Twitter and FriendFeed
- [Secondary connections \(194\)](#) that are publicly associated with your direct connections

In addition to web pages from your social circle, posts from your [Google Reader](#) subscriptions may also appear in your social search results.

This is a recent snapshot of your social circle. Changes you make to your connections will be reflected in the next snapshot. [Learn more »](#)

[Social circle](#) **Social content**

Google social search helps you find relevant public Web content from people in your [social circle](#) when you are signed in someone's social circle, your public content may appear in their social search results.

You can improve social search results for your friends and contacts by linking to content you have created such as blogs.

This is a recent snapshot of your public web content. Changes you make to your content will be reflected in the next snapshot.

Content from services listed in your Google profile (8)

Blogger (Blogspot)	
Blogger (Profile)	
Google Profile	google.com/profiles/114543493432407488859
Google Reader	
LinkedIn	linkedin.com/in/nityan
Picasa Web Albums	
Twitter	twitter.com/nitya
WordPress	nityan.wordpress.com/

Requires user disclosure of social graphs

Implicit user acceptance of data sharing

Potential for data exposure out-of-context

Social contextualized your query – but requires disclosure of all relevant social graphs to the underlying search engine

- e.g., Specify different social networks you belong to (or applications you use) in Google Profile

Pro: User's implicit knowledge of his social graph translates into his level of trust in socially-scoped results

Con: "Worlds collide" – user is implicitly agreeing to have HIS/HER data used for contextualizing others' queries, leading to potential exposure of data outside the context originally intended by the user.

Food For Thought:

The latter is particularly true with increasing monetization of social search through advertisements and 'ambassadorships'. Commercial brands are very careful to ensure that ads/links around their content are relevant and reflect positively on that brand. Shouldn't users have the same rights? How to prevent a social-shared family photo from being included in a query whose results page has ads from a brand/product that the user does not support?

Google 'Real-Time' Search – Social As Sensor

Google Matt Cutts Search Advanced Search

Web **Past 24 hours** Hide options Results 1 - 10 of about 52,500 for Matt Cutts. (0.21 seconds)

All results
Images
Videos
News
Blogs
Updates
Books
Discussions

Past 24 hours
Past week
Past year
Specific date range

Sorted by relevance
Sorted by date

All results ~~X~~
Social
Nearby

Standard view
Related searches
Wonder wheel

News results for Matt Cutts
Not Being Evil Has To Be More Than A Marketing Slogan - 6 hours ago by Michael Arrington on Mar 24, 2010 Google's **Matt Cutts** takes issue with my post yesterday expressing mild outrage that Facebook puts its application ...
TechCrunch (blog) - 2 related articles »

New 30 day challenge: not replying to outside email
23 hours ago - Folks can read the whole series so far at <http://www.matcutts.com/blog/ype/30-days/>. Conal Doyle, .) Carter Cole March 23, 2010 at 10:22 am ...
www.matcutts.com/blog/better-email-habits/

From Matt Cutts's Blog: New 30 day challenge: not replying to ...
23 hours ago - By **Matt Cutts** I just wrapped up two 30 day challenges (no sugar for 30 days and no iPhone for 30 days). I'll try to report back what I learned soon, ...
forums.seo.com/showthread.php?6913-From-Matt-Cutts-s-Blog...

Twitter / Matt Cutts: @criminaltattoo wait, wha ...
13 hours ago - criminaltattoo wait, what? I'm going up into space in a rocket? <http://goo.gl/dCto>
Space spamming!
twitter.com/matcutts/status/10935308998

Twitter / Matt Cutts: Tim Bray spelunks into the ...
10 hours ago - Tim Bray spelunks into the Googleplex: <http://goo.gl/feb9U> Enjoying reading about the Googleplex from fresh/outside eyes.
twitter.com/matcutts/statuses/10965353957

Sponsored Links
\$34.99 SEO/SEM Book
If you buy this book, it will prove that SEM works. Qualifies for Prime Amazon.com/dp/1449529577
[See your ad here »](#)

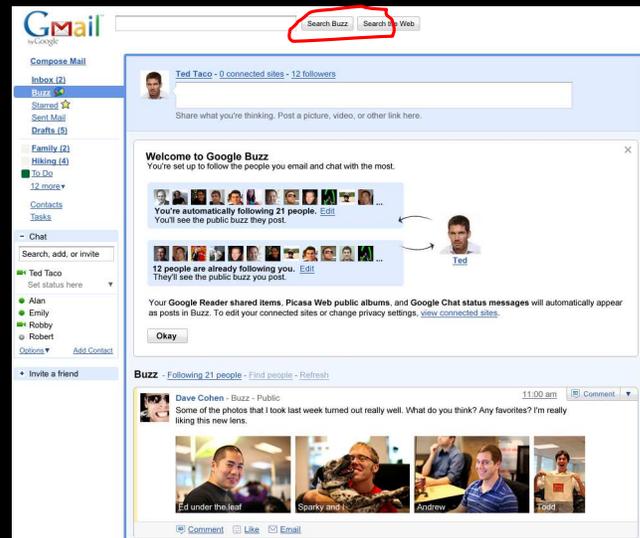
Provides temporal context to web search results

Google integration of real-time search results from sources like Twitter.

Can be accessed by turning on the temporal (e.g., latest, past 24 hours etc.) facets for search provided in the search options page.

Note that these results do NOT need the social filter to be enabled but are more expressive of a 'pulse' on the collective intelligence of the crowd (i.e., trending) from publicly-shared social media

Google Buzz – Explicit (vs. contextual) search of data



<http://blog.mygazines.com/2010/02/10/google-buzz-how-digital-publishers-can-use-this-social-media-tool/google-buzz-screen/>

Provides direct search of social data (no web)

Google Buzz "Search" feature provides yet another facet to social search where it simply indexes MY social graph data for easy lookup and navigation. Note that in this context, a search filters ONLY my social network and personal data but does not pulling web results.

Note also that Google Buzz can help refine your Google Profile (social data linkages) and thus becoming a factor for the social-as-filter aspects of web search

Challenges for Contextualized Social Search

- Federated User Identity – who owns it?
- Data Privacy
 - Exposing data out-of-context (from original user intent)
 - New assertions by correlating across networks (worlds collide)
- User effort
 - User still in the loop for manual curation of results
 - Weak vs. Strong ties (Twitter Friends vs. Phone Addressbook)

With great power comes great (ir) responsibility.

Social search requires exposing my social graphs to the “search engine” that performs the query. This requires some notion of a federated user identity that can be used by this engine to map onto different identities I assume in different networks. He who owns this identity knows more about me than any individual member of my social graph. (A good read here is some of the “Faceted Identity” work from danah boyd)

So who owns this? Google? Facebook?

And how can new networks and applications participate? (Enablers like OpenID, OAuth etc. worth knowing)

Second biggest challenge is Privacy – exposing data out-of context AND the ability for machines to have more perfect memories than humans (i.e., ability to dredge up data that the user thought was buried and long forgotten by his social peers)

Third challenge is user effort in curating the results further

- Not all social networks are equal, and not all “linkages” have equal value in different contexts
- Filtering results based on machine perception of relevance (vs. user perception) will hinder more than help. For instance, my Twitter network is larger but potentially less-trustworthy than my Phone contacts list.

“Socializing” the Query

Social-as-router

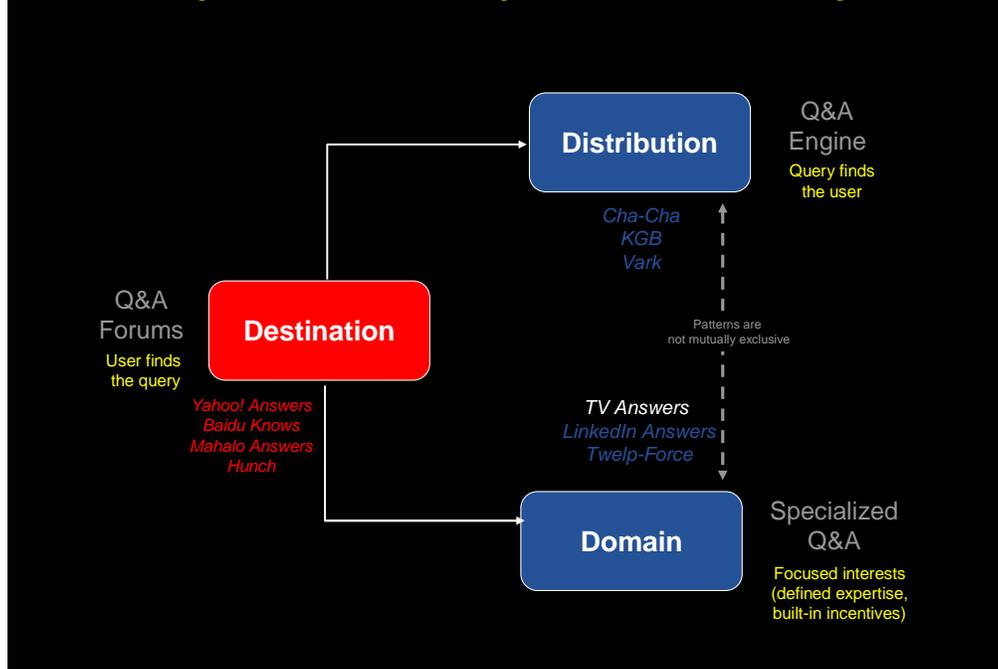
Exemplifies ‘active’ social search
(generates new data in response to query)

An area of increasing interest and emergent innovation. Focus on social as a router – i.e, use social data to profile users and route queries to them for better quality responses.

Great quote from Vark presenter at SXSW Panel
(<http://www.slideshare.net/bmevans/introductory-slides>)

“Web Search is great for objective questions, but subjective questions generate the majority of search revenues.”

Evolution of a Socialized Query – it's all in the interface



Socializing the query focuses on putting the query in front of other users and getting answers directly from them. Socializing queries results in the GENERATION of results (vs. simply RETRIEVAL of results from existing social media repositories)

Evolution here is all about the interface between the search “engine” and the user (both in the role of asker, and responder)

First step was the Q&A FORUM – Yahoo! Answers is a prime example. This is the DESTINATION pattern. Users had to go to a central website and find (discover) the query. Single centralized interface for submitting and discovering queries raised several challenges including query starvation (new queries push old queries off the ‘visible’ front page), query management (asynchronous interaction meant no clear way to know if a user’s query was answered to his satisfaction) and relevance ranking (how to rate the quality of queries/responses to maximize utility). And, there is the challenge of incentivizing participation from askers/responders.

With the DISTRIBUTION pattern (e.g., Varj, KGB, ChaCha) we’re evolving to a more decentralized interface where the query can be submitted via various methods (IM, SMS, Email, Twitter, Web) to the system – and the query can also be routed to the various potential responders in different ways (e.g., via email, SMS etc). Thus, instead of a user finding a query, the query now finds the right user=> reduces query starvation issues, increases potential for relevant answers.

With the DOMAIN pattern, interfaces are now being tuned to incorporate semantic and behavioral context that can be derived from domain-specific knowledge. This is useful in not only improving the quality of the query (potentially enabling a search-engine to be treated as a pseudo-user for one more set of responses) but also in understanding when/how/why users ask questions and respond to them. Most importantly, this allows for Q&A to then become a more reliable and persistent knowledge-base over time for that domain – which in turn can stem the need to distribute queries with cache-able results.

Yahoo Answers: The established Q&A Destination

The screenshot shows the Yahoo Answers homepage. At the top, there's a navigation bar with 'HOME', 'BROWSE CATEGORIES', 'MY ACTIVITY', and 'ABOUT'. Below this is a green banner with three main sections: 'Ask' (with a question mark icon and a text input field), 'Answer' (with a star icon and the text 'Share your knowledge, Help others and be an Expert'), and 'Discover' (with a magnifying glass icon and the text 'The Best Answers chosen by the Community'). A search bar is located in the center. The main content area is divided into two columns. The left column features a 'Best of Answers' section with a question: 'Is there a way to test a cat for its breed?' and an answer: 'No there is not. There is no blood test or DNA test that will be able to tell you what breed a cat is. Blood tests can only...'. The right column has a 'Ready to Participate?' section with a 'Get Started!' button and a 'From the Answers blog' section with a post titled 'Ask Mike: The dog ate my answer'. At the bottom, there's a 'Share what you know. Answer open questions.' section with 'Recent' and 'Popular' tabs, and a recent question: 'Hello?I'm So new and popular around here?'.

<http://answers.yahoo.com>

<http://answers.yahoo.com>

Most popular Q&A forum in the US and a good example of socialized Q&A destination. All interactions happen via portal (no API to distribute the interface .. Yet)

Great source for datasets to analyze and improve various aspects of the social search paradigm.

For good reads in this space, look at papers from Eugene Agichtein (and students), and Mark Ackerman/Lada Adamic (and students)

Mahalo Answers: New ways to incentivize participants

How to earn points

Mahalo Answers has a points and levels system to encourage helpful participation. The table below explains all the different ways you can earn points.

Action	Points
Join Mahalo Answers	One time: 50
Ask a question	0
Choose a best answer for your question	2
Rate the answer to a direct question you asked	2
Answer a question	2
Answer a question within one hour of when the question was asked	4
Log in to Mahalo Answers	Once daily: 1
Vote for a best answer	1
Your answer is selected as the best answer	10
Comment on an answer by adding a source or refuting a fact	1
Receive a tip	2 points for each MS1 you receive in tips (*up to belt level limit)
Give a tip	2 points for each MS1 you give in tips (*up to belt level limit)
View up to 500 pages in a day	Once daily: 1 for every 20 pages you view (limited to 25 points a day)
Embed the answers widget on your blog or website	One time: 50

Belt Levels and Daily Limits

Belt levels provide a quick way to see how active different members have been. You move up levels as you earn more points. Each belt level also empowers you to participate more often.

At each belt level, the number of points you can get for giving and receiving tips is capped at half the number of points required to reach the next belt level. We've set these caps so people can't buy their way to the next level.

<http://www.mahalo.com>

www.mahalo.com

Addressed the incentivization issue by creating a marketplace driven by points that can be cashed in for real currency. Users can earn points through various levels of interaction – and can also provide feedback on other users' expertise and utility. The latter is also used in creating new features like expert pages (where askers can submit queries directly to a specific user) and 'tasks' where users considering themselves experts can sign on to do relevant tasks for rewards.

Hunch – From recommendations to ‘taste-graphs’

The screenshot shows the Hunch website interface. At the top, there is a search bar with the text "I'd like a recommendation about..." and a "Search" button. Below the search bar, there are navigation links for "Home", "Sign Up", and "Explore". The main content area features a large orange banner for "URL Shortening Services" with a pair of scissors and a "Start topic" button. To the right, there is a section titled "Topics popular right now" with a list of topics: "Magazines" (17,279 plays | 173 magazines), "World Flags" (321 plays | 225 flags), "Blogs" (40,384 plays | 352 blogs), and "How should I wear my classic women's white shirt?" (127 plays | 19 looks). At the bottom of the page, there is a statistics bar: "47,979 topic plays in the past day · 25,550 user contributions this month · 47.6 million THAY questions answered".

In 10 questions or less, Hunch will offer you a great recommendation to address your choice, problem, or dilemma, on thousands of topics. Hunch's recommendations are based on the collective knowledge of the entire Hunch community, narrowed down to people like you, or just enough like you that you might be mistaken for each other in a dark room. Hunch is designed so that every time it's used, it learns something new. That means Hunch's hunches are always getting better.

<http://www.hunch.com>

Adds a new twist to this medium by helping the asker refine his query through iterative survey-like interactions. Still a destination solution but an asker now comes here with a dilemma and is helped in distilling it down to a more concrete query for which the system can provide a useful recommendation (from collective knowledge).

Hunch is essentially innovating in the space of trying to profile users through implicit clustering (e.g., between similar users) and explicit query (i.e., the THAY or Tell Hunch About You feature).

Their current focus is on developing “taste-graphs” (vs. social-graphs) where taste graphs try to connect users showing similar tastes in different contexts.

ChaCha/KGB – Distributing the query. Paid Experts.

The screenshot displays the ChaCha/KGB website interface. At the top, there is a navigation bar with links for 'kqb', 'Our Brands', 'Press Room', 'kqb Gear', 'kqb answers', 'kqb deals', and a sign-up button. Below this is a large blue banner with the text 'Get Answers, Not Links' and 'How do you get a...'. The main content area is divided into several sections: 'POPULAR QUESTIONS' featuring a question about Tiger Woods' girlfriend, 'MOBILE QUESTIONS' with various trivia questions, and 'ENTERTAINMENT QUESTIONS' including a question about Justin Bieber's album. There are also advertisements for 'socialgo' and a featured section for David Guetta. The URL 'http://kqb.com' is visible at the bottom left, and 'http://chacha.com' is at the bottom right.

Decentralized interfaces (IM, SMS, Email, Twitter)

Amongst the first to explore distributing queries through IM/Email/SMS etc.

ChaCha was interesting in that they “paid” experts to answer questions. Incoming queries were quickly scanned by REAL humans, then routed to relevant experts (again real people) who would return responses to the central portal, which then routed the response back to the asker. Experts were paid based on quantity and quality of responses – challenges lie in monetization and effectiveness. Service was free to askers.

However, the thought-leadership in this space is currently with Vark – a service that distributes the query to regular users using an expertise ranking and matching platform. Their WWW2010 paper (<http://blog.vark.com/?p=352>) describes this system and is highly-recommended reading

ChaCha.me – evolving to collective intelligence

Login Signup Find ChaChees



Ask other ChaChees questions. Answer questions other ChaChees want to know about you.

Signup

What ChaChees are asking each other

Featured ChaChee **David Guetta**

Featured ChaChee of the week March 22nd-28th
2010 Grammy Winner
Billboard hits
I Gotta Feeling with Black Eyed Peas
Sexy Chick with Akon
Billboard magazine cover 3/20/2010

Ask David Guetta Your Questions

ChaCha.me mobile features coming *very soon!*

SMS
iPhone App
Droid App



What's your drink of choice?

Answered 1 minute ago by **Marge**

Do you ever question the existence of other people?

Answered 1 minute ago by **Russell**

Who's your favorite actor/actress?

Answered 1 minute ago by **Marge**

what is your most favorite thing to eat???

Answered 1 minute ago by **Shannon Piedra**

<http://chacha.me>

Vark – The “Social Search” Engine (acquired by Google)

Tap the knowledge of people in your network!

Ask a question and I'll find someone to answer



What's the best...

Example questions

Ask someone

1. Send Aardvark a question

2. Aardvark finds the perfect person to answer

3. Get their response in a few minutes

What's a great biking path around Golden Gate Park?
Sent 11:10 AM PDT

My favorite is a secret trail that takes you to the beach...
Sent 11:20 AM PDT



True crowd-sourcing of query (with intelligent selection)

<http://www.vark.com>

Challenges in Socialized Queries

- Query Formulation – “How” to frame the question?
- Query Routing – “Whom” to ask?
- Query Visibility – How to prevent query starvation?

- Response Gathering – “How many” before we’re confident
- Response Grading – How do we rate the response?
- Response Delivery – “How” and “where” to send replies

- Participation incentives – benefits vs. costs

The Domain Difference

- Niche Q&A forums or interfaces that bring in domain context or semantic knowledge to improve utility
 - LinkedIn Answers: Q&A for professional/career topics
 - TwelpForce: Best Buy Q&A Twitter “bot” for directed queries
 - TV Answers: Q&A around visual (rich media) queries
- The “TV Answers” System (an domain-specific example)
 - The Vocabulary problem – asking questions related to rich visual context on a search engine is hard.
 - The Recognition problem – humans are faster and more adept at recognizing visual cues (compared to machines)

Recommended Reading ..

- Search in Social Media Workshops ([SSM](#))
- Community Question-Answering ([Eugene Agichtein](#))
- Knowledge-Sharing Networks ([Lada Adamic](#))
- Social Strategies for Search ([Brynn Evans](#))

- The Inner Workings of a Real-time Search Engine ([OneRiot](#))
- Anatomy of a Large-Scale Social Search Engine ([Vark](#))
- Introducing Google Search ([Google Search Beta](#))
- How Hunch Works ([Hunch](#))

Search in Social Media Workshops

<http://ir.mathcs.emory.edu/SSM2010/>

Community Question-Answering

<http://www.mathcs.emory.edu/~eugene/publications.html>

Knowledge-Sharing Networks

<http://www-personal.umich.edu/~ladamic/projects/>

Social Strategies for Search

<http://brynnevans.com/writing-speaking/>

The Inner Workings of a Real-time Search Engine

<http://blog.oneriot.com/content/2009/06/the-inner-workings-of-a-realtime-search-engine/>

Anatomy of a Large-Scale Social Search Engine

<http://blog.vark.com/?p=352>

Introducing Google Search

<http://googleblog.blogspot.com/2009/10/introducing-google-social-search-i.html>

How Hunch Works

<http://hunch.com/info/how-hunch-works/>

The TV Answers System
Social Search for Rich Media Queries

N. Narasimhan, J. Wodka, V. Vasudevan

*"TV Answers: using the wisdom of crowds to facilitate searches with rich
media context" (CCNC 2010)*

Paper Available at: <http://techpubs.motorola.com/IPCOM/189001>



Motorola Applied Research Center

"TV Answers: using the wisdom of crowds to facilitate searches with rich media context" (CCNC 2010)
Paper Available at:
<http://techpubs.motorola.com/IPCOM/189001>

TV Answers – Bring ‘explicit’ social search to TV

- Focus on user-generated queries around viewed content
- Real-world examples (from Yahoo! Answers ‘TV’ category)

Open Question [Show me another »](#)
The OC character with purple hair streaks?
Does anybody remember the character/actress of The OC character with purple highlights?

Open Question [Show me another »](#)
What song is playing on the Good Wife?

In episode 9 of the Good Wife (Threesome), Zach is in the room alone with the girl and a song is playing in the background. What is the name of the song that's playing. A link to be found at the link. Go to 14:40 www.megavideo.com/?v=4JY21GG4

Open Question [Show me another »](#)
Quinn's shirt on Glee's "Mattress" episode?

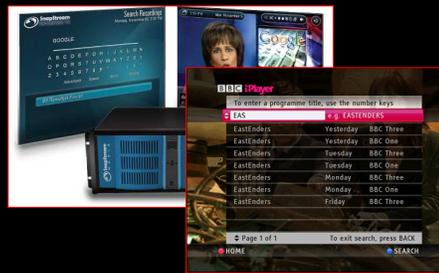
I am having trouble finding out where the white lace shirt Quinn wears in the beginning of the episode is from. I found a site that lists an alternative, but I would prefer to have the actual one. Any information is welcomed. I have a link to a picture of the shirt if that helps any.

<http://www.chroniclesofawriter.com/wp-content/uploads/2009/12/Glee-Mattress-4.jpg>

to hear the lyrics, but it's a female vocalist.

- Goal – instrument user-facing interfaces to leverage semantic and behavioral knowledge specific to the domain

What's the challenge in 'inline' TV Search?



How to ask the question?

'Search' interfaces on TV are cumbersome, limited in facets

Human questions tend to be ambiguous, imprecise

YAHOO! ANSWERS

facebook

twitter

Whom to target for responses?

Humans excel (over SE) in visual interpretation, intuitive query 'tuning', collective wisdom

The "TV Answers" System



How to ask the question?

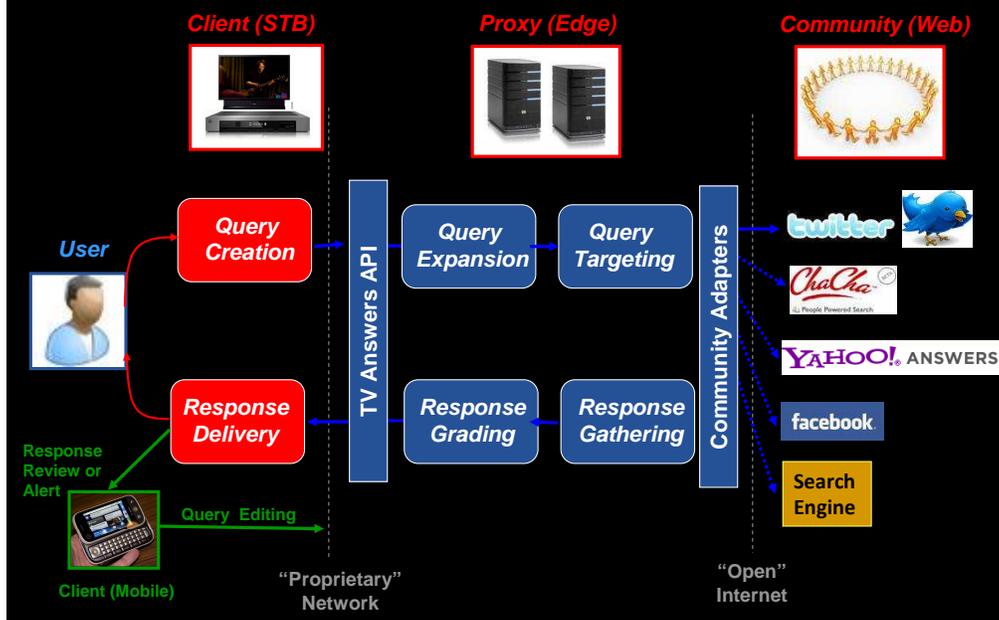
'Freeze-Frame' interface to capture visual context

'Templates' helper to ease query creation

Whom to ask?

'Edge proxy' intermediary to route query to relevant user communities for responses

Simplified Architecture and Interaction Flow



V1 Prototype – OCAP Client Screenshots

Query Generation



Freeze & Focus – capture query context



Annotate & Submit – provide query text

Response Gathering



Query Dashboard – view submitted queries



Response Dialog – view response details

Questions?

For more information:

nitya@motorola.com

<http://www.twitter.com/nitya>

Twitter @Anywhere (decentralized integration)

@anywhere

Monday, March 15, 2010

When we designed Twitter, we took a different approach—we didn't require a relationship model like that of a social network. Keeping things open meant you could browse our site to read tweets from friends, celebrities, companies, media outlets, fictional characters, and more. You could follow any account and be followed by any account. As a result, companies started interacting with customers, celebrities connected with fans, governments became more transparent, and people started discovering and sharing information in a new, participatory manner.

We've developed a new set of frameworks for adding this Twitter experience anywhere on the web. Soon, sites many of us visit every day will be able to recreate these open, engaging interactions providing a new layer of value for visitors without sending them to Twitter.com. Our open technology platform is well known and Twitter APIs are already widely implemented but this is a different approach because we've created something incredibly simple. Rather than implementing APIs, site owners need only drop in a few lines of javascript. This new set of frameworks is called @anywhere.



When we're ready to launch, initial participating sites will include Amazon, AdAge, Bing, Citysearch, Digg, eBay, The Huffington Post, Meebo, MSNBC.com, The New York Times, Salesforce.com, Yahoo!, and YouTube. Imagine being able to follow a New York Times journalist directly from her byline, tweet about a video without leaving YouTube, and discover new Twitter accounts while visiting the Yahoo! home page—and that's just the beginning. Twitter has proven to be compelling in a variety of ways. With @anywhere, web site owners and operators will be able to offer visitors more value with less heavy lifting.

Mechanical Turk: crowd-source the task (not the query)

amazon **mechanical turk**
Artificial Intelligence

Already have an account? Sign in as a Worker | Requester

Your Account | **HITS** | Qualifications

Introduction | Dashboard | Status | Account Settings

Mechanical Turk is a marketplace for work.
We give businesses and developers access to an on-demand, scalable workforce.
Workers select from thousands of tasks and work whenever it's convenient.
130,432 HITs available. [View them now.](#)

Make Money by working on HITs

HITs - *Human Intelligence Tasks* - are individual tasks that you work on. [Find HITs now.](#)

As a Mechanical Turk Worker you:

- Can work from home
- Choose your own work hours
- Get paid for doing good work

Find an interesting task → **Work** → **Earn money**

[Find HITs Now](#)

[or learn more about being a Worker](#)

Get Results from Mechanical Turk Workers

Ask workers to complete HITs - *Human Intelligence Tasks* - and get results using Mechanical Turk. [Register Now](#)

As a Mechanical Turk Requester you:

- Have access to a global, on-demand, 24 x 7 workforce
- Get thousands of HITs completed in minutes
- Pay only when you're satisfied with the results

Fund your account → **Load your tasks** → **Get results**

[Get Started](#)

Social Retail Domain: *The Best Buy Case Study*



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Getting started

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Best Buy

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REAL-TIME TWELP.

Best Buy wanted to be a resource for customers beyond their experience in the stores. They knew technology people enjoy today is sometimes challenging to use and learning the details of product features, benefits and sharing can make heads spin. The company developed a unique way to connect with customers through their [@twelpforce](#) account to provide real-time interaction.



Twitter Strategy: Instant Connections

Best Buy empowered the "blue shirt" members of its Geek Squad tech support service and corporate employees to staff their [@twelpforce](#) account on Twitter. People use their own Twitter account to ask questions directly to [@twelpforce](#), and any Best Buy employee, working on company time, can provide answers using an @reply to the customer. By tagging their tweets with [#twelpforce](#), the answer is sent through the [@twelpforce](#) account, allowing anyone to search the feed for topics they are researching.