


Mining Social Networking Sites: Rich Resources Lie in Wait for Those Who Dig



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Common Features of SNS's



orkut

facebook

friendster

LinkedIn

YouTube
Broadcast Yourself™

- Personal space for posting PERSONAL information
- Mechanism to linking with other members
- Place to form Groups/Communities

MySpace



■ Pros:

- Lots of young members who haven't established "official" identities
- Many companies have a presence on these sites
- Great resource for finding friends links, and their comments
- Lots of info available without signing in

■ Cons:

- Private pages
- Labyrinthine – easy to get lost tracking friends, trying to read their pages

■ Backdoor:

- Google search and cache; Yahoo search and cache

MySpace

CASE STUDY

<http://www.myspace.com/>



MySpace

CASE STUDY, cont.



- Jared Smith, 16
- MySpace page [no longer available.](#)
- [Archived link](#)

MySpace

CASE STUDY, cont.



- Jared Smith, 16

MySpace CASE STUDY, cont.

- Friend of Jared Smith
 - Friend of Jared Smith, posting



Jan 18 2007 2:48P

sorry about everything call me on my cell phone.....please.

XXX-XXX-XXXX

Marlee



MySpace

CASE STUDY, cont.

- Other things found on these pages:
 - Bryan Grove's poetry
<http://blog.myspace.com/blindian781>
Archived link
- Bryan Grove, cont.
 - Friend of Bryan Grove:
<http://blog.myspace.com/index.cfm?fuseaction=blog.view&friendID=105>
Archived page
 - Friends private pages:
http://profile.myspace.com/the_gothic_penguin (Archived page)
<http://vampirefreaks.com/MadNinjaLette>
(Archived link-1, Archived link-2, Archived link-3)
<http://www.potspace.com/MadNinjaLette> (Archived link)



Facebook



facebook

■ Pros:

- Lots of first and last names
- Friends' first and last names
- Networking - Several librarians groups
- Searchable “Events”

■ Cons:

- Much less available without signing in.

■ Backdoor:

- For a glimpse of various user profiles, try Googling “public profile” and “site:facebook.com”, then click “repeat the search with the omitted results included.”



Facebook

CASE STUDY

<http://www.facebook.com/>

- John Nicolette – skateboarder died “skitching”
 - Search result
 - Nicolette’s friends
- Rest in Peace
 - <http://www.facebook.com/group.php?gid=2821660404>
 - Archived link
- Memorial Service
 - <http://www.facebook.com/event.php?eid=2380291589>
 - Archived link



Facebook CASE STUDY, cont.

- EVENTS - Virginia Tech

- Memorial:

- <http://www.facebook.com/s.php?n=-1&k=40010&q=virginia>

- Archived link

- Networking with other librarians

- <http://www.facebook.com/s.php?n=-1&k=20010&q=libraria>

- Archived link



Friendster



- Pros:
 - Lots of profiles/blogs viewable without signing in
 - Friendster video – portal to several online streaming video sites
- Cons:
 - Can't search more than one field at a time
- Backdoor:
 - Google cache, Yahoo cache



Friendster CASE STUDY

<http://www.friendster.com/>

- Archived [Blacksburg](#) Link
- Archived [Qwest](#) Link



YouTube



■ Pros:

- More than just viral videos; pretty much any recorded video you'd want to find
- Channels – lots of info similar to myspace.com

■ Cons:

- No advanced search capability

■ Backdoor:

- Not really necessary



YouTube

CASE STUDY

<http://www.youtube.com/>

- General video search
 - Michael Richards video – Imus story, racist quotations
- Channels
 - Companies
 - White Castle
 - <http://www.youtube.com/profile?user=whitecastle>
 - Archived link
 - Celebrities
 - Paris Hilton
 - <http://www.youtube.com/profile?user=parishilton>
 - Archived link



YouTube

CASE STUDY, cont.

- Channels cont.

- Talk Radio

<http://www.youtube.com/profile?user=drsnk>
Archived link

- Search any news event



Orkut



■ Pros:

- Lots of foreign members, especially Brazilian – news bulletins are published in English and Portuguese
- Lots of detailed profiles with first and last names

■ Cons:

- Not as many members; not as popular as MySpace or Facebook

■ Backdoor:

- Google cache; Yahoo cache



Orkut

CASE STUDY

<http://www.orkut.com/>

- Companies

- Qwest

<http://www.orkut.com/Community.aspx?cmm=2238850>

[Archived link](#)

- Company employees

- Qwest

- Communities

- [Indians in Colorado Springs](#)



LinkedIn



- Pros:
 - Lots of employees listing companies they've worked with.
 - Using the "Answers" feature to find experts
 - RSS feeds for types of questions
 - Introductions to other contacts

- Cons:
 - Mostly business related.
 - Lots of members maintain private accounts.

- Backdoor:
 - Google search and cache, Yahoo search and cache



LinkedIn CASE STUDY

<http://www.linkedin.com/>

- Company employees

- [Qwest](#)

- Answers

- Andrea Meyer, LIS

- <http://www.linkedin.com/answers/administration/commercial-real>

- New source via introductions

- [Archived link](#)



Use SNS's to find sources

- New medium, new repository of information
- Many have links to other sites/blogs/SNS's with their information
- Already a widespread form of communication and tool for forming identity.