



Information Sharing

Social Networking Panel

Social Networking Panel
March 12, 2008

Herb Strauss
Moderator

Panelists

Mr. Don Burke, CIA
Mr. Sean Dennehy, CIA
Ms. Tuana Smith-Cluff, Army
Ms. Julia Hiland, Mitre
Ms. Danielle Kaplan, Booz Allen Hamilton



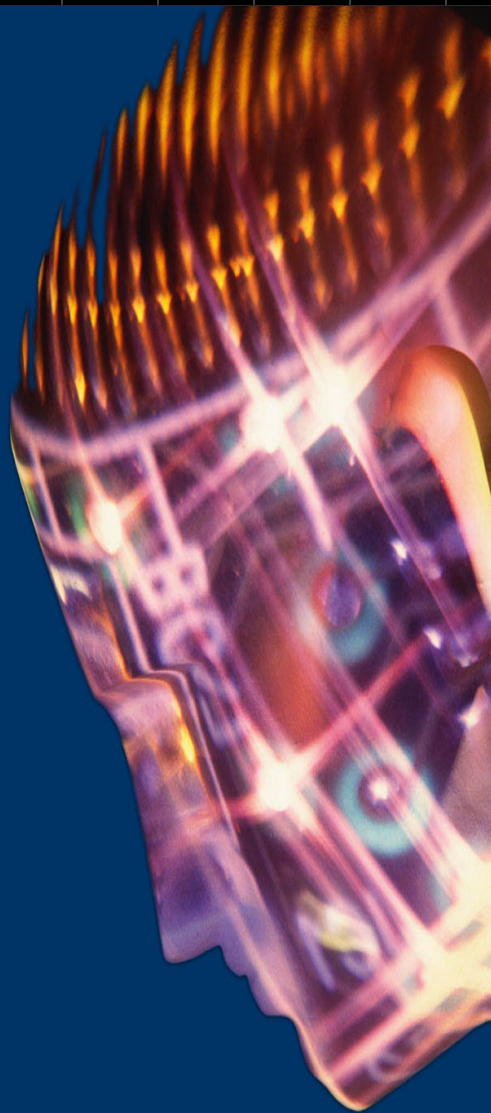
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Key Issues That Our Panel Will Explore

- * *Social Network*: A social structure made of nodes (which are generally individuals or organizations) that are tied by one or more specific types of interdependency.
- * What can national security organizations learn from the use of social networking on the public Internet?
- * How are blogs, wikis, tagging, expertise location, and other social software being used to create mission value.
- * What are the emerging trends and technologies associated with social networking?
- * What are the best practices in avoiding risks and extracting value from enterprise social networks?



Mining Value in Social Interactions



Content rating and reputation management let participants rate other participants or content.

Examples: [Amazon](#), [E-bay](#), [Epinions](#), [Slashdot](#).

Conversational Interactions using Blogs and Wikis, encourage contribution, unplanned contact, feedback and continuous refinement.

Likes/dislikes (taste sharing) aggregate opinions that can also drive recommendations, relevancy, quality.

Examples: [StumbleUpon](#) and [Last.fm](#).

Prediction markets reward individuals who bet correctly on future outcomes, which helps to predict them.

Examples: [consensuspoint](#), [longbets](#).

Social bookmarks combine individual bookmarks making it possible to identify common interests that drive recommendations or relevancy.

Examples: [Yahoo/del.icio.us](#), [digg](#), [connotea.org](#), [BlinkList](#), [Outfoxed](#).

Social Tagging (folksonomies) let users add metadata or labels to create more useful and natural classification schemes.

Examples: [Flickr](#), [LibraryThing](#), [del.icio.us](#), [Last.fm](#).



Building on Foundations of Collaboration Support Technologies

1st Generation: Communicate	2nd Generation: Share	3rd Generation: Network
<ul style="list-style-type: none">■ E-mail■ Calendar■ Group Scheduling■ Discussion Forums■ Audio Conferencing■ Video Conferencing	<ul style="list-style-type: none">■ Teamware (Virtual Workspace)■ Instant Messaging■ Presence■ Mobile/Wireless■ Web Conferencing■ P2P■ Webcasting	<ul style="list-style-type: none">■ Blogs■ Wikis■ Social Network Analysis■ Social Applications■ Expertise Location■ Syndication (RSS)■ Ad Hoc Workflow
<p>Without a plan and architecture, you risk rising complexity, costs and chaos. Many organizations don't currently have one.</p>		

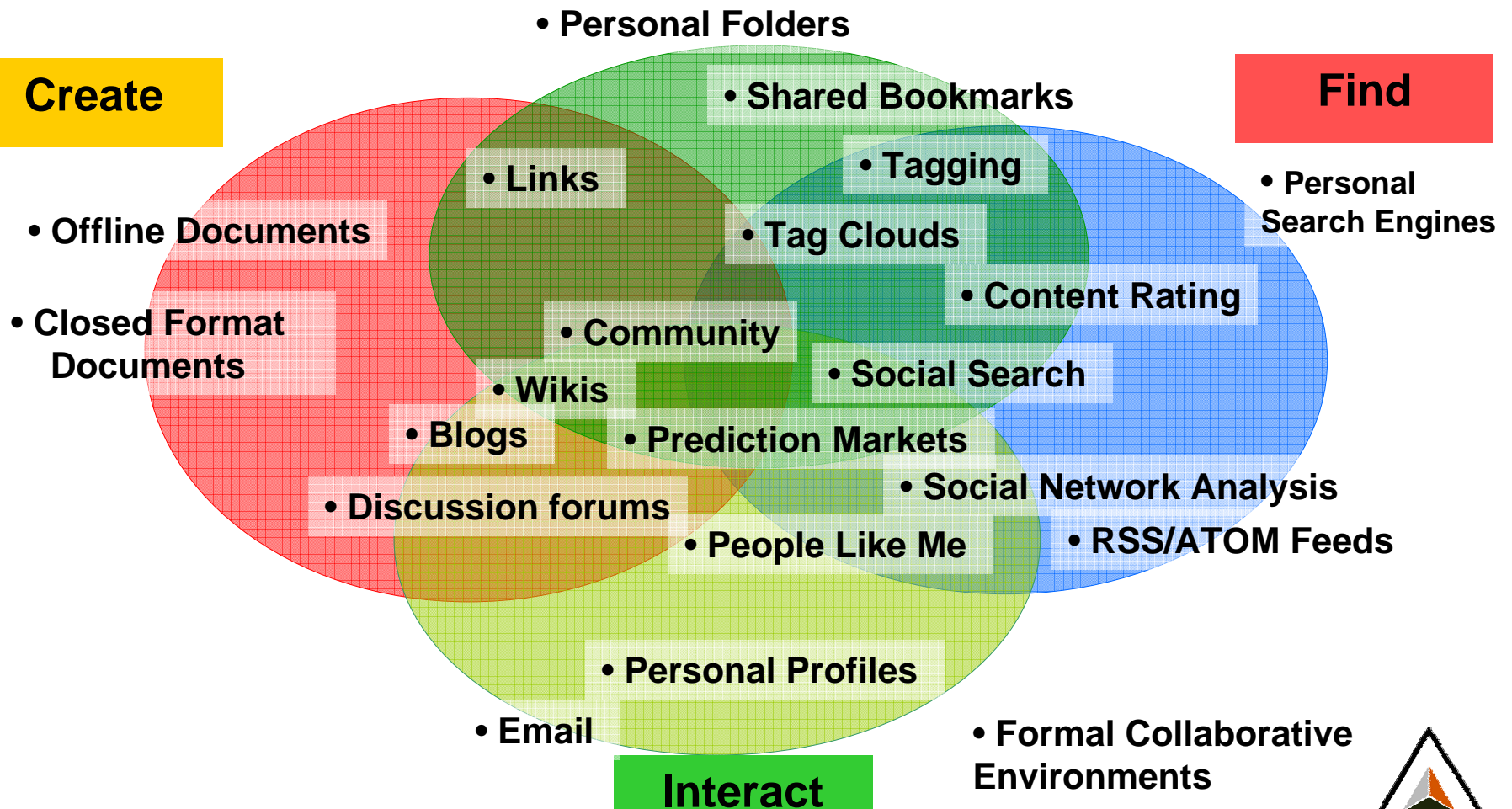


Some Social Networking Technology

Organize

Create

Find



It's Not All About Technology: Traditional Reference Points Are Changing. Loosening Up Isn't Easy...

Are Organization Charts Irrelevant?
So Who's in Charge?

Work Teams Herald the Future
Can You Identify New Leaders?

Roles Supersede Jobs
Are the Right People in the Right Roles?

Expectations of Innovation Soar
Do You Know What To Do With Innovation?

What Are The Risks?
Can You Trust People You Don't Know?

Social Networks Crush Hierarchy
Are You Prepared for Peer, Colleague Influence?

