

INTERSOCIAL-I1-1.2, Subsidy Contract No. <I1-12-03>, MIS Nr 902010

**European Territorial Cooperation Programme
Greece-Italy 2007-2013**



**INTERSOCIAL: Unleashing the Power of Social
Networks for Regional SMEs**

**Deliverables D1.2.1, D1.2.2, D1.2.3, D1.2.4: Part b
-Progress Meeting Report**

**Action 1.2: Project Meetings
WP1: Management and Coordination**

Priority Axis 1: Strengthening competitiveness and innovation
Specific Objective 1.2: Promoting cross-border advanced new
technologies

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Kick-off Meeting Report

Deliverable D1.2.1-4b Action 1.2

Workpackage WP1: Management and Coordination

Responsible Partner	UNIBA (P2)		
Participating Partners	UOI (LP), UPATRAS (P3), APCE (P4)		
SAT:	Management Team		
WP/TaskNo.:	WP1	N. of pages 18	
Issuedate:	31/10/2012	Dissemination level	Internal,JTS,MA

Purpose: Report of the kick-off meeting including moments, decisions and administrative issues

Results: Targets, quality assurance, financial and administrative issues, eligible expenses, how to conduct the initial state of the art and requirement analysis phase.

Conclusion: A detailed guide for carrying out the rest of the project implementation has been derived.

Approved by the project coordinator: Yes

Date of delivery to the JTS/MA: November 15, 2012

Document history

When	Who	Comments
2012/15/10	F. Lanubile, N. Novieli, F. Calefato	Initialversion
2012/10/30	Management Team	Financial and administrative
2012/11/15	I. Fudos	Corrections-update

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1. General Issues and Management

The Progress Meeting of the INTERSOCIAL project took place in the Computer Science Department of the University of Bari, Italy on Friday, October 5, 2012. The meeting was attended by 13 participants from the University of Ioannina (UOI), University of Patras (UPATRAS), University of Bari (UNIBA) and the Euromediterranean Cultural Heritage Agency (APCE). The full list of participants and the detailed agenda can be found in Appendix B.

The meeting started with a presentation about the project update made by Evaggelia Pitoura of the University of Ioannina. The status of all activities was notified, the progress status of ongoing activities was examined and new deadlines for work packages were also proposed and subsequently approved by all partners in the final discussion on the afternoon (see Appendix A for deadline updates).

In the following, this report summarizes the discussions during the meeting and outlines the main decisions taken by the participants with regards to the next steps of the project to be completed with an approaching deadline.

All presentations can be found in the web page of the project.

2. Tutorials, demo and study proposal

1. Tutorials and guidelines for SMEs. Three tutorial were presented by University of Ioannina on the topics: (1) Building your Business with Facebook, (1) Twitter for SMEs and (2) Insights and Social Listening. The partners gave feedback and started a discussion about how to design a set of guidelines suitable for SMEs out of the tutorial contents.

2. Demo Enterprise Social Aggregator (ESA). UNIBA has reported about the progress status of the development activities of ESA, an Enterprise Social Aggregators for SMEs. ESA will aims to put together all the information about a SME, including both information that a SME is directly posting and what customers say about the SME on social networks. UNIBA is working in order to develop a platform that will support the most popular social networking platforms, namely Facebook, Twitter, Google+, Pinterest, FourSquare. For each service, a user will be able to customize what information the proxy is allowed to retrieve from the account (e.g., posts shared and profile picture, but not friends or followers). Every SME will be also able to access insights on the users' activities on the SME social profiles, based on the aggregated data retrieved from the various platforms.

The partners discussed the possibility of making ESA the core of the InterSocial tools by integrating within ESA any other related software developed by the project.

3. UNIBA proposed a study on the role of the Social Web in building trust in

supplier-customer relationships. The study proposal is based on a review of the literature in the trust domain and aims at assessing whether the use of 2.0 impacts in a more effective way trust building, with respect to traditional 1.0 websites. All partners agreed on the validity of the study and on its relevance to the scope of the project. According to the results of the discussion that followed the study proposal presentation, UNIBA will perform the pilot study to validate the study design. The study will involve at least 30 subjects that will be requested to fill-in a questionnaire about perceived trustworthiness of two local SMEs, after visualizing their 1.0 and 2.0 versions their websites. According to the preliminary findings of this pilot study, the experiment may be replicated by UOI and UPATRAS in order to generalize findings and results.

3. Dissemination Activities

UNIBA propose to submit a workshop proposal on the themes of the project to one of the main conferences in the area of HCI or Computer Supported Cooperative Work. All partners agreed on CHI 2013 as the most suitable candidate conference for the submission.

The workshop proposal has been written and submitted by UNIBA, UOI and UPATRAS at the conclusion of the work session of the meeting. The full text and extended abstract of the proposal are reported in Appendix D. Workshop acceptance will be notified by November 9, 2012.

Appendix A

List of deliverables with approaching deadline, grouped per workpackage and with updated deadlines (shaded means concluded, red means immediate deadlines and black means medium term deadlines).

WP	Action No	Deliver. No	Deliverable Title	Partner	Deadline	Short description	SAT
1	1.2	1.2.1-4.a	Kickoff Meeting Report	UOI	15/12/2011	Minutes and decision of kickoff meeting	UPATRAS
1	1.2	1.2.1.b	Progress Meeting Report	UNIBA	15/11/2012	Minutes and results of current meeting	UOI
1	1.2	1.2.1-4.c	Final Meeting Report	UOI (ALL)		Project results, future directions and sustainability	UNIBA
1	1.3	1.3.(*)	Progress Reports	UOI	Next Oct. 20, 2012,	paragraph describing the work, publicity info and material, verification certificate, cost tables for period July 1, 2012 –Sept 30, 2012	APCE
1	1.3	1.3.2	Assessment Reports	ACPE		Part of progress reports	
2	2.1	2.1.1.c	1000 leaflets in Greek	UOI	31/8/2013	Preparation, production and dissemination of leaflets	UPATRAS
2	2.1	2.1.1.d	1000 leaflets in Italian	APCE	31/8/2013	Preparation, production and dissemination of leaflets	UNIBA
2	2.2	2.2.1-2.a	Project web presence	UNIBA (UOI)	15/12/2011	Creation of a webpage	UOI
2	2.2	2.2.1-2.b	Project web presence	UOI (UNIBA)	31/10/2013	Hosting, maintenance of the project web page.	UNIBA
2	2.3	2.3.1-4.a	Publication Report	UOI (ALL)	30/11/2012	Report with listing of related publication for the 1st year of the project	UPATRAS
2	2.3	2.3.1-4.b	Publication Report	UOI (ALL)	31/10/2013	Report with listing of related publication for the 2nd year of the project	UPATRAS
3	3.1	3.1.1	Report on the state-of-the-art	UOI	31/1/2012	Preparation of state of the art report on social networking tools	UNIBA

3	3.1	3.1.2-3	Requirement analysis report, field study and data collection. Data Collection for cultural heritage	UOI, ACPE	31/1/2012	Preparation of requirement analysis report, field study and data collection. Advice on promoting cultural heritage on social web	UPATRAS, UNIBA
3	3.2	3.2.1-2	Report on policies and mechanisms for social web presence	UPATRAS (UNIBA)	31/6/2012 New deadline 15/12/2012	Report on the available mechanisms and policies (focus on performance, collaboration, and usability issues)	APCE
3	3.2	3.2.3	Software tools for automating the local deployment of social web functionality inside SMEs	UNIBA	31/10/2012 new deadline 30/4/2013	Implementation of a tool suite for automating local deployment of social web (through wikis, blogs, forums, etc)	UOI
3	3.3	3.3.1	Social networks monitoring tool	UOI	31/10/2012 new deadline 30/4/2013	Implementation of the monitoring tool, gathering of online data, data storage, further analysis and statistics	UPATRAS
3	3.4	3.4.1	Report on Strategies for Social Presence	UOI	30/9/2012 new deadline 31/3/2013	Preparation of the report on policies and strategies for social web presence	UNIBA
3	3.4	3.4.2-4	Tools for enhancing SMEs social presence	UPATRAS (UNIBA, UOI)	31/1/2013 New deadline 31/7/2013	Implementation of tools for enhancing SMEs social presence (emphasis on exploiting collected data cooperation and Human-Computer-Interaction issues)	APCE
3	3.5	3.5.1a	Report on the role of cultural heritage in social web and local SMEs	APCE	31/8/2012	Preparation of the report. Consultation in the development of the innovation devices	UOI
3	3.5	3.5.1b	Report on the role of cultural heritage in social web and local SMEs	APCE	31/1/2013	Preparation of the report. Future impact of the development of the innovation devices	UOI
4	4.1	4.1.1-2	Requirement analysis report for the specific SMEs	UOI, APCE	31/10/2012	Contact 3 specific Italian and Greek SMEs. Prepare form for input collection. Preparation of the report	UNIBA
4	4.2	4.2.1	Deployment of tools for social	UNIBA	31/7/2013	Deployment of tools for social web local	UPATRAS

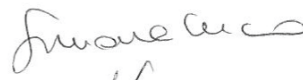








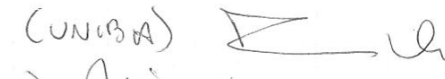
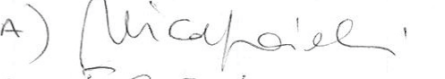
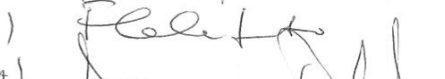

			web local enhancement			enhancement	
4	4.2	4.2.2	Deployment of tools for social web local enhancement (evaluation)	UPATRAS	31/10/2013	Evaluation of the deployment of tools for social web local enhancement	UNIBA
4	4.3	4.3.1	Deployment and Adaptation of the Monitoring Tools	UOI	31/7/2013	Deployment, Adaptation and evaluation of the Monitoring Tools	UPATRAS
4	4.3	4.3.2	Deployment and Adaptation of the Monitoring Tools (evaluation)	UPATRAS	31/10/2013	Evaluation of the deployment and adaptation of monitoring tools	UOI
4	4.4	4.4.1-2	Deployment of tools for social-based promotion of SMEs	UOI (UNIBA)	31/7/2013	Deployment of tools related to data and cooperation	UPATRAS
4	4.4	4.4.3	Evaluation report on the overall use of social networking	UPATRAS	31/10/2013	Evaluation of the overall use of social networking	UOI
4	4.5	4.5.1-2	Report on current cultural awareness and future policies	APCE (UOI)	31/8/2013	Preparation of the report (input from tool deployment, SMEs and other players)	UNIBA
5	5.1	5.1.1-4.a	Seminar on social web	UPATRAS (ALL)	30/06/2012	Organization and report of the seminar	UOI
5	5.1	5.1.1-4b	Seminar on the use of tools	APCE + ALL	31/7/2013	Organization and report of the seminar.	UNIBA
5	5.2	5.2.1-3	Course on Social Networking	UOI(UNIBA, UPATRAS)	31/7/2013	Course development	APCE

Appendix B

List of Participants

Name	Organization
Simona Greco	Euromediterranean Cultural Heritage Agency(APCE)
Mauro Martina	Euromediterranean Cultural Heritage Agency(APCE)
Fabio Montefrancesco	Euromediterranean Cultural Heritage Agency(APCE)
Emanuela Perrone	Euromediterranean Cultural Heritage Agency(APCE)
Ioannis Ioannidis	University of Patras (UPATRAS)
Nikolaos Avouris	University of Patras (UPATRAS)
Evaggelia Pitoura	University of Ioannina (UOI)
Ioannis Fudos	University of Ioannina (UOI)
Eftychia Koletsou	University of Ioannina (UOI)
Filippo Lanubile	University of Bari (UNIBA)
Nicole Novielli	University of Bari (UNIBA)
Fabio Calefato	University of Bari (UNIBA)
Domenico Redavid	University of Bari (UNIBA)

Signatures of participants

P. SIMONA GRECO (APCE) 
PAURO MARTINA (APCE) 
FABIO KONFRANCOSO (APCE) 
ETANUELA PERRONE (APCE) 
Ioannidis Ioannidis (Upatrus) 
Koletsou Eftychia (UOI) 
Nikolaos Anonidis (Upatrus) 
~~Pitara~~
Evaggelia Pitara (UOI) 
Ioannis Fydos (UOI) 
FILIPPO LANUBILE (UNIBA) 
NICOLE NOVIEM (UNIBA) 
FABIO CALEFATO (UNIBA) 
DOMENICO REDAVIS (UNIBA) 

Appendix C

Meeting Agenda



EUROPEAN TERRITORIAL COOPERATION PROGRAMME GREECE-ITALY 2007-2013

INTERSOCIAL: Unleashing the Power of Social Networking for Enhancing Regional SMEs

Progress Meeting in Bari

October 5, 2012

University of Bari, Department of Computer Science

Via Orabona 4, Bari

Sala Consiglio (Meeting Room), 7th floor

Meeting Schedule

10:00 Welcome in Bari: breakfast

10:30 Project update (Evi Pitoura, University of Ioannina)

11:00 Tutorials (Eftychia Koletsou, University of Ioannina)

- Building your Business with Facebook
- Twitter for SMEs
- Insights and Social Listening

11:30 Demo Enterprise Social Aggregator (ESA) –(Collab, University of Bari)

12:00 Study proposal on the role of the Social Web in building trust in

supplier-customer relationships (Nicole Novielli, University of Bari)

12:45 Intersocial workshop proposal: draft of the workshop proposal and list of candidate conferences

13:30 Lunch Break

14:40 Financial issues and any other business

15:30 Deliverable status

16:00 Coffee break

16:30 Summary of the meeting

17:00 Meeting conclusion

Appendix D: Workshop proposal.

In the following, it is reported the full text of the workshop proposal submitted to CHI 2013, the ACM SIGCHI Conference on Human Factors in Computing Systems.

SocialSME - Using Social Networks in Small-Medium Enterprises

Workshop proposal

Workshop organizers

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Abstract

This is a proposal for a workshop, called SocialSME, about the usage of social networks in the context of small-medium enterprises.

Author Keywords

Social networks, SME, group modeling

ACM Classification Keywords

H.5.m. Information interfaces and presentation (e.g., HCI): Miscellaneous.

General Terms

Human Factors

Motivation and Goal

In recent years, we have witnessed an unprecedented growth of social networking. Social software is now playing a fundamental role also at work. It can be used both as an instrument for knowledge sharing in a company intranet and as a powerful marketing channel for establishing a direct communication with the customers. As a consequence, several companies are now investing in social media for building their social digital brand and establishing trust-based relationship with their customers.

Assessing the adoption of social media into an enterprise requires that commercial goals are well defined. This holds true not only for large enterprises but also for small-medium enterprises (SME) that can largely benefit from the buzz of social networks as a modern version of traditional word of mouth. However strategies that have been successfully applied to the business of big

companies do not necessarily apply straightforward to Small and Medium Enterprises (SMEs). This is true not only from a marketing and developing perspective but also from a HCI perspective.

As far as Human-Computer Interaction is concerned, social media design needs to support not only individual users, but also communities and co-creation of content. Knowledge resources such as guidelines and design patterns, need continuous updating due to fast changes in what is considered a successful social media design. Evaluation of social media requires sensitivity to utility and user experience issues rather than just usability, while at the same time user feedback methods should not overburden participants.

Background and Topics

This workshop builds on our previous experience with the organization of the “1st InterSocial Workshop on Online Social Networks: Challenges and Perspectives (IWOSN)”. The IWOSN workshop was the first public activity of the InterSocial project, funded in the frame of the European Territorial Cooperation Programme and aimed at exploring social networking to enhance the competitiveness of SMEs in neighboring regions of western Greece and south Italy. The event was well attended by a wide audience including researchers, business consultants and people from SMEs, showing the increasing interest in the topic. There were 45 registered participants and 13 presented papers.

Suggested topics of interest for the proposed workshop are the following:

- technological issues and concepts underlying social networks that relate to user experience;
- strategies and case studies for SMEs using social media;
- methods and tools for studying customers’ feedback on social media;
- user and group modeling on social media platforms.

Workshop Format and Outcomes

We are proposing a one-day workshop. There will be one or two invited talks on the state-of-the-art, and several short presentations based on accepted submissions with about 50% of the time reserved for discussions. During the afternoon, focused discussions on specific topics of interest in this area will foster interaction between participants from industry and academy. The topics will be chosen based on participant interest demonstrated in the content of position papers and technical papers that they submit.

A poster regarding the workshop will be presented at the “spotlight on workshops” poster session. We also plan to submit a workshop report in the SIGCHI Bulletin.

Workshop Participants

We anticipate a maximum of 20 participants, in addition to the workshop organizers. The call for participation will be distributed via various mailing lists as well as by contacting potential attendees directly via email. The attendees from the previous workshop will also be contacted and invited to participate this year. The organizers will make a special effort to attract industry practitioners to this workshop.

We will also solicit position papers through the workshop and the InterSocial websites. Submissions will be reviewed by workshop organizers and papers will

be selected based on relevance to the workshop topic and potential to generate fruitful discussions.

Organizers

Filippo Lanubile is an Associate Professor at the Computer Science Department at the University of Bari, Italy, where he leads the Collaborative Development Group. His research interests lie in the areas of software engineering and computer supported cooperative work, focusing on social software engineering and distributed software development. In 2013, he will be the General Chair of the 8th IEEE Int. Conf. on Global Software Engineering and was Program Chair of the same conference in 2008.

Nikolaos Avouris is the founder and head of Human-Computer Interaction Group of the University of Patras, Greece, with over 25 years experience in industry and academia. He is currently national representative in IFIP TC13 (HCI). His research interests include study of user experience with learning technologies and game based learning, with special emphasis on user participation and social media. In recent years has been acting as strategy consultant on new media and technology for learning and cultural heritage institutions. He has published 6 books and over 200 refereed journal and conference papers. He has been the leading investigator for the University of Patras in over 30 European and National research projects.

Evaggelia Pitoura is an Associate Professor in the Department of Computer Science, University of Ioannina, Greece where she also leads the Distributed Management of Data Lab. She holds a PhD and an MSc degree from Purdue Univ., USA. Her research interests are in distributed data management, with a recent focus on social networks. She is the recipient of a Best Paper Award (ICDE 1999), a Marie Currie Fellowship (2009) and two ACM Recognition of Service Awards. She has served in more than 150 program committees and has organized many conferences and workshops. She is currently demo PC co-chair for VLDB 2012 and PC co-chair for ICDE 2012.

Nicole Novielli is a research fellow at the Department of Computer Science, University of Bari. She obtained her Ph.D. at the University of Bari in May 2010, defending a dissertation on “Lexical Semantics of Dialogue Acts”. Her research interests are in the area of intelligent interfaces, natural language processing, affective computing, cognitive and emotional user modeling, Social Network Analysis and natural dialogue modeling.

Extended abstract

Abstract

SocialSME workshop aims at investigating human-computer interaction issues related to social networks in the context of small-medium enterprises (SMEs). The goal of the workshop is to address technological issues and concepts underlying social networks that relate to user experience as well as methods and tools for user and group modeling on social media.

Motivation and Goal

In recent years, we have witnessed an unprecedented growth of social networking. The use of the web has widely affected interpersonal communication, thanks to the diffusion of social software that facilitates interaction and enhances our everyday life.

Most people and companies have their digital identity spread on multiple social networks, such as Twitter, Facebook, LinkedIn, Foursquare, TripAdvisor, and so on. As an evidence of this, for example, the current number of monthly active users of Facebook is around 901 million of which 526 million are active on a daily basis [1].

Social software is now playing a fundamental role also at work. It can be used both as an instrument for knowledge sharing in a company intranet and as a powerful marketing channel for establishing a direct communication with the customers. As a consequence, several companies are now investing in social media for building their social digital brand and establishing trust-based relationship with their customers. Moreover, social networks offer new opportunities for world-wide product promotion as well as huge repositories of data for advanced market analysis, trend identification, user and group modeling.

Assessing the adoption of social media into an enterprise requires that commercial goals are well defined. On the one hand, it becomes crucial to provide tools that make it possible to easily manage company profiles on the various existing social media platforms. On the other hand, it is fundamental to constantly monitor the activity on the company profile in terms of return of the investment. This holds true not only for large enterprises but also for small-medium enterprises (SMEs) that can largely benefit by the buzz of social networks as a modern version of traditional word of mouth.

However strategies that have been successfully applied to the business of big companies do not necessarily apply straightforward to SMEs. This holds true not only from a marketing and developing perspective but also from an HCI perspective.

As far as Human-Computer Interaction is concerned, social media development implies important challenges for the field of HCI, with particular focus on modeling the user preferences and behavior. The context of social media use is continuously evolving. In particular, when social media are used in the context of SMEs, they present specific peculiarities.

Moreover, social media interfaces need to be designed in order to support communities and groups as well as individual users [3, 4]. In fact, one of the key factors behind the success of social networking platforms is their ability to maintain and amplify weak ties, that is social connections that require little or no emotional attachment. Weak ties bring novelty and cause people discovering unexpected similarities that are usually extremely important in domain such as online commerce and business promotion, fostering the creation of informal networks [5]. In this sense, social media have shown to act not only as an instrument for facilitating online interaction but also as powerful aggregators of virtual communities.

Thanks to their recent wide diffusion among people of all ages and cultural background, social media have become a critical 'place' for companies that want

to develop a successful marketing plan. In fact, the online communities represent the natural aggregation of people with similar interests and behavior, sharing preferences, needs and opinions on products and brands. In case of companies and brands, these groups are related to all those people that interact on the social media profiles or talk about the products of a given company, having the status of 'customers'.

Monitoring the user activities in informal networks means to understand how to support and facilitate the user experience by supporting the spontaneous creation of communities around shared interests and habits. As for every organization, informal networks have their opinion leader, information bottlenecks, rumor mills, competing cliques and other potential problems/interesting features that only Social Network Analysis can detect and that SMEs should be aware of in planning their strategies about their social media use.

As a consequence, evaluation of user experience in social media opens new perspectives but also several new challenging issues and involves paying attention to utility and user experience issues that should be investigated from both the final users and in the SME perspective. On the one hand, the analysis of the user behavior on social media is crucial for modeling groups and user behavior online, having the goal of defining a successful web marketing strategy. On the other hand, ensuring the usability of social networking tools for content generation and management is fundamental for SMEs in order to successfully implement the defined strategies as well as for supporting using while spontaneously interacting in online communities or with the SMEs.

Background and Topics

This workshop builds on our previous experience with the organization of the first "InterSocial Workshop on Online Social Networks: Challenges and Perspectives (IWOSN)" [6]. The IWOSN workshop was the first public activity of the InterSocial project [7], funded in the frame of the European Territorial Cooperation Programme and aimed at exploring social networking to enhance the competitiveness of SMEs in neighboring regions of western Greece and south Italy.

The program of the first edition of this workshop included talks both from industry and academia. The speakers brought various perspectives, including technology aspects with regards to software tools and innovative algorithms, social sciences, communication theorists, and economics. Examples of good practices were presented referring to sectors such as learning, games, cultural institutions, and retail and manufacturing.

The event was well attended by a wide audience including researchers, business consultants and people from SMEs, showing an increasing interest on the topic. The workshop was very well attended (45 registered participants and 13 presented papers).

Suggested topics of interest are the following:

- technological issues and concepts underlying social networks that relate to user experience;
- strategies and case studies for SMEs using social media;
- methods and tools for studying customers' feedback on social media;
- user and group modeling on social media platforms.

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