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DEGLI STUDI DI BARI
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A Social Aggregator for SMEs

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International Workshop on Online Social Networks – IWOSN 2012



Social Software

- Large diffusion among individuals and companies
 - Facilitates communication and interaction
- Benefit for large enterprises as well as SME
 - Modern version of traditional word of mouth (knowledge sharing)
- Digital brand identity
 - Trust-based relationship with customers



...

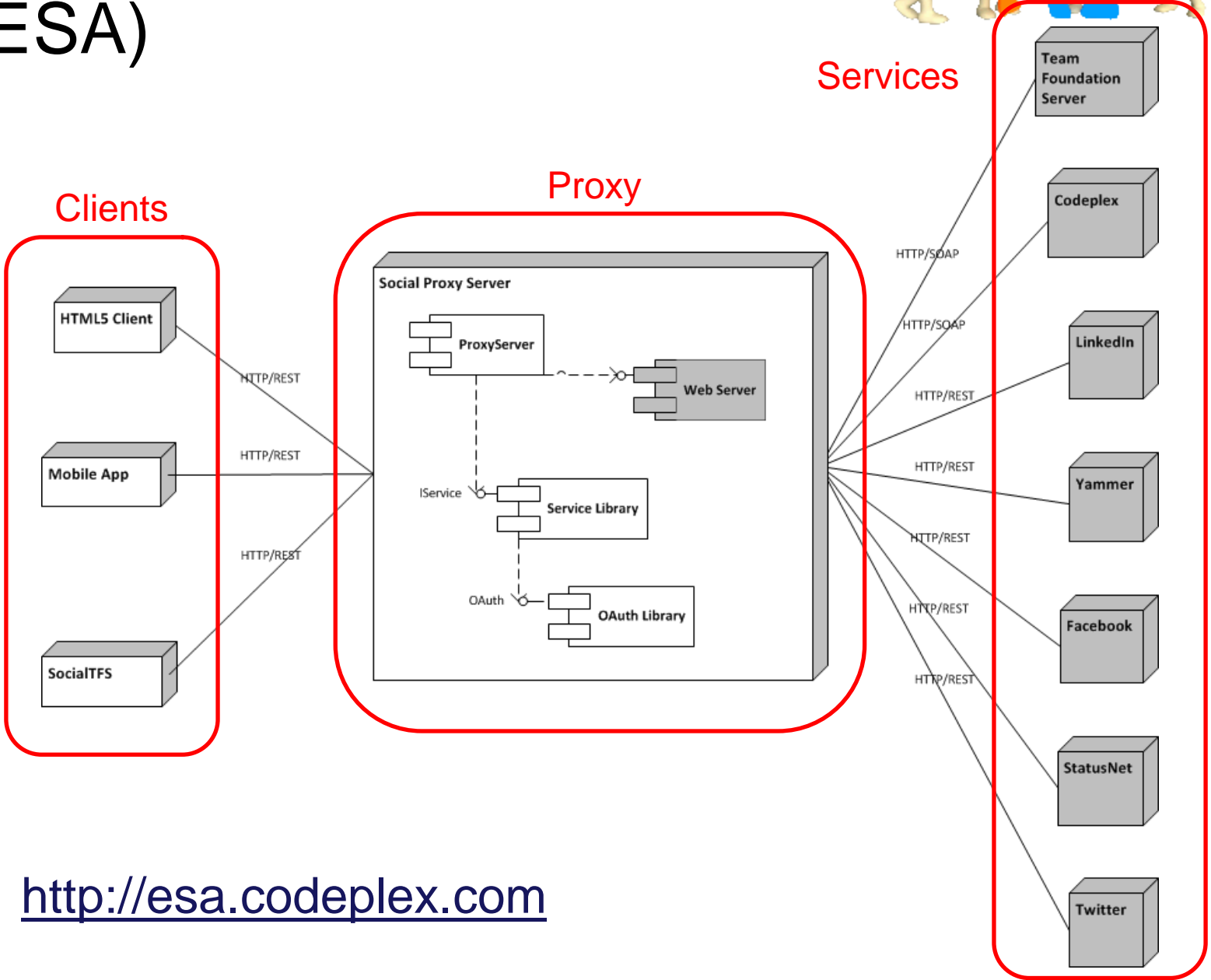


Social Aggregator for SME

- Downside of social software at work
 - Companies' digital brand identity spread on multiple social networks
- Our proposal
 - Collecting and aggregating in one place all the information about a SME
 - What a SME posts directly from their accounts
 - What customers say about a SME on social networks
- Purpose
 - Monitor customers perceptions, behaviors, trends
 - Social network analysis for aggregate data (e.g., most popular posts, most active customers)



Enterprise Social Aggregator (ESA)



<http://esa.codeplex.com>



Proxy Server

- ~90% already implemented
 - Uses OAuth authorization protocol (stores credentials but no passwords)
 - Retrieves and caches social content
 - Aggregated data available via RESTful web services
 - Configured via web application
- Current work
 - Collect and report SNA metrics
 - Like Facebook Insights but on aggregated data

www

- Overview
- Like Button
- Send Button
- Organic Shares**
- Share Story CTR
- Demographics
- Popular Pages
- Comments Box

- Links
- www.com
 - Documentation

www.com > Organic Shares

All Pages · Select Page

Day Week Month 01/01/2011 - 08/23/2011 Export

24 Shares?



22,918 Impressions?



70 Clicks?

Shares

Share Story Impressions

Share Story Clicks



0.31% Share Story CTR

See Details

Demographics (Shares)

See Details

Age	Female	Male
13-17	5.6%	22%
18-24	11%	28%
25-34	17%	5.6%
35-44	0%	11%

Language	Count
English (US)	7
Unknown	6
English (UK)	4
Norwegian (bokmal)	2
Dutch (België)	1
Thai	1

Country	Count
United States	7
Unknown	6
Norway	3
Belgium	1
Malaysia	1
Thailand	1



Proxy Server

Home Services Users Weights Settings

HOME

Registered Users Registered Users/Service

Home Services Users Weights Settings

SERVICES

Name	Service	Host	Edit	Delete
CodePlex	CodePlex	https://tfs.codeplex.com/tfs		
Facebook	Facebook	https://graph.facebook.com		
LinkedIn	LinkedIn	https://api.linkedin.com		
Yammer	Yammer	https://www.yammer.com		
Twitter	Twitter	https://api.twitter.com		
StatusNet Uniba	StatusNet	https://uniba.status.net		
Collab TFS	Team Foundation Server	http://apat.di.uniba.it:8080/tfs		

New Service

anat.di.uniba.it:8081/adminpanel/Services.aspx

9



Clients

- Implemented for a number of platforms
 - HTML5 web apps
 - Mobile apps (iOS, Android, ...)
 - CMS extensions (Wordpress, Drupal, ...)
 - Rich-client desktop



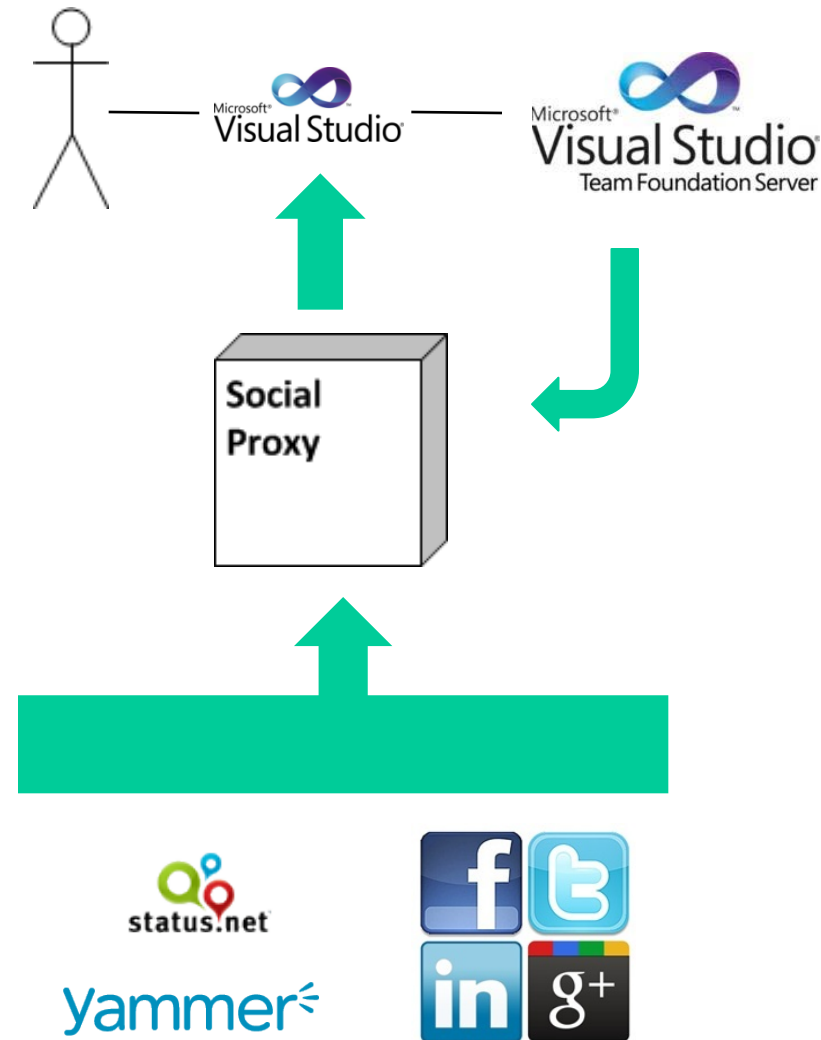
iOS





SocialTFS

- Targeted to SME working in the software development field
- Developed as an extension of Visual Studio
- Aggregates developers' content from social media into the developer's workspace
- Retrieves the content cached by social proxy



<http://socialtfs.codeplex.com>



SocialTFS

SocialTFS - Microsoft Visual Studio (Administrator)

File Edit View Refactor Build Debug Team Data Tools Architecture Test Window Help

Windows Phone Emulator(IT) [Address Bar]

New Work Item Install Web Components Publish:

Solution Explorer

- It.Uniba.Di.Cdg.SocialTfs.ProxyServer
- It.Uniba.Di.Cdg.SocialTfs.Server
 - Properties
 - References
 - Class1.cs
- It.Uniba.Di.Cdg.SocialTfs.ServiceLibrary
 - Properties
 - References
 - bin
 - CodePlex
 - Facebook
 - GooglePlus
 - JsonNet
 - Linkedin
 - obj
 - StatusNet
 - TeamFoundationServer
 - Twitter
 - Yammer
 - app.config
 - FeaturesManager.cs
 - IPost.cs
 - IService.cs
 - It.Uniba.Di.Cdg.SocialTfs.ServiceLibrary.c
 - IUser.cs

Team Explorer

- tfs.codeplex.com\TFS27
 - My Favorites
 - socialtfs
 - Work Items
 - Builds
 - Source Control

IService.cs

```

using System;
using System.Collections.Generic;
using System.Linq;
using System.Text;

namespace It.Uniba.Di.Cdg.SocialTfs.ServiceLibrary
{
    public interface IService
    {
        /// <summary>
        /// The version of the service implementation.
        /// </summary>
        int Version { get; }

        /// <summary>
        /// The name of the service.
        /// </summary>
        String Name { get; }

        /// <summary>
        /// Provide the current user's information in the ser
        /// </summary>
        /// <returns>Current user</returns>
        IUser VerifyCredential();

        List<FeaturesType> GetPublicFeatures();
    }
}

```

SocialTFS

fcalefato

53 posts | 3 following | 1 followers

Services:

- CodePlex
- Facebook
- LinkedIn
- Yammer
- Twitter
- StatusNet Uniba
- Collab TFS

Output

Show output from:

Error List Output Pending Changes

Ready Ln1 Col1 Ch1 INS



SocialTFS

SocialTFS - Microsoft Visual Studio (Administrator)

File Edit View Build Debug Team Data Tools Architecture Test Window Help

Windows Phone Emulator(IT)

New Work Item Install Web Components Publish: Hex

Solution Explorer

- It.Uniba.Di.Cdg.SocialTfs.ServiceLibrary
 - Properties
 - References
 - bin
 - CodePlex
 - Facebook
 - GooglePlus
 - JsonNet
 - Linkedin
 - obj
 - StatusNet
 - TeamFoundationServer
 - Twitter
 - Yammer
 - app.config
 - FeaturesManager.cs
 - IPost.cs
 - IService.cs
 - It.Uniba.Di.Cdg.SocialTfs.ServiceLibrary.cs
 - IUser.cs
 - OAuth1Service.cs
 - OAuth2Service.cs
 - OAuthAccessData.cs
 - ServiceFactory.cs
- It.Uniba.Di.Cdg.SocialTfs.ClientSetup

Team Explorer

- tfs.codeplex.com\TFS27
 - My Favorites
 - socialtfs
 - Work Items
 - My Queries
 - Team Queries
 - All Work Items
 - My Work Items
 - Builds
 - Source Control

All Work Items [Results] x IService.cs ServiceFactory.cs

Save Results Refresh Open in Microsoft Office

Query Results: 16 items found (1 currently selected).

ID	WorkItem...	Code Studio Rank	State	Assigned ...
271	Task	High	Active	nsanitate_cp
335	Feature	High	Proposed	nsanitate_cp
369	Feature	High	Proposed	giuseppe_s...
397	Issue	High	Proposed	giuseppe_s...
409	Feature	High	Fixed	giuseppe_s...
410	Feature	High	Active	giuseppe_s...
269	Task	Low	Proposed	fcalefato_cp
272	Feature	Low	Proposed	nsanitate_cp
414	Issue	Low	Proposed	lanubile_cp
267	Feature	Medium	Active	nsanitate_cp
268	Feature	Medium	Proposed	nsanitate_cp

Save Work Item Previous Next

Work Item 271 : How-to install wiki page

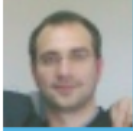
Summary

How-to install wiki page

Classification and Status


SocialTFS

Suggestions:

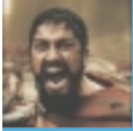


fcalefato

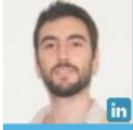
Followings:



lanubile




peppe



Nicola

Followers:



lanubile

Output

Show output from:

Error List Output Pending Changes

Ready



SocialTFS

The screenshot displays the Microsoft Visual Studio (Administrator) interface. The main window is titled "SocialTFS - Microsoft Visual Studio (Administrator)". The menu bar includes File, Edit, View, Refactor, Build, Debug, Team, Data, Tools, Architecture, Test, Window, and Help. The toolbar contains various icons for file operations, development, and social integration.

The interface is divided into several panes:

- Solution Explorer:** Shows the project structure for "It.Uniba.Di.Cdg.SocialTfs.ServiceLibrary". It includes folders like Properties, References, bin, CodePlex, Facebook, GooglePlus, JsonNet, LinkedIn, obj, StatusNet, TeamFoundationServer, Twitter, Yammer, and files like app.config, FeaturesManager.cs, IPost.cs, IService.cs, OAuth1Service.cs, OAuth2Service.cs, OAuthAccessData.cs, and ServiceFactory.cs.
- Team Explorer:** Shows the "socialtfs" team structure with folders for Work Items, My Queries, Team Queries, Builds, and Source Control.
- Code Editor:** Displays the code for "ServiceFactory.cs". The code defines a method `getServiceOauth(String serviceName)` that returns an `IService` object based on the service name. It includes a `switch` statement with cases for "StatusNet", "Twitter", "Yammer", "LinkedIn", and "Facebook", each returning a corresponding service object. A default case throws an exception. XML documentation comments are provided for the method and its parameters.
- SocialTFS:** A social feed window showing a list of posts from users like "peppe" and "Nicola". The posts include text, profile pictures, and timestamps. For example, "peppe" posts about "Marge perché piangi?" and "Nicola" posts about "prese per il culo d'oltreoceano".
- Output:** A pane at the bottom left for showing output from various sources.

The status bar at the bottom shows "Ready" and "Ln1 Col1 Ch1 INS".



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Thanks!

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