MAKING SENSE OF THE INFORMATION IN THE REAL TIME WEB

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Microsoft Research
Future of Social Networks - 2010

Microsoft®
FUSELABS

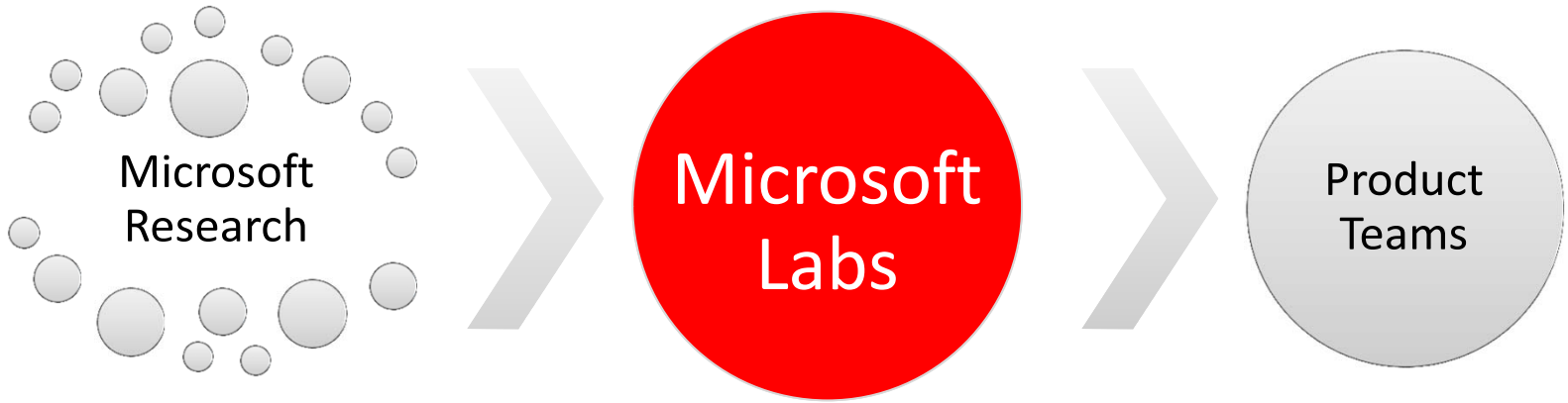
Overview

- Future Social Experiences Labs
- The Real-Time Web
- Making Sense of Information
- Project Emporia

Why are we here and who are we?

FUSE LABS

Labs at Microsoft



Pushing the limits of technology

Proving or dis-proving concepts

Execution

XBOX LIVE

bing

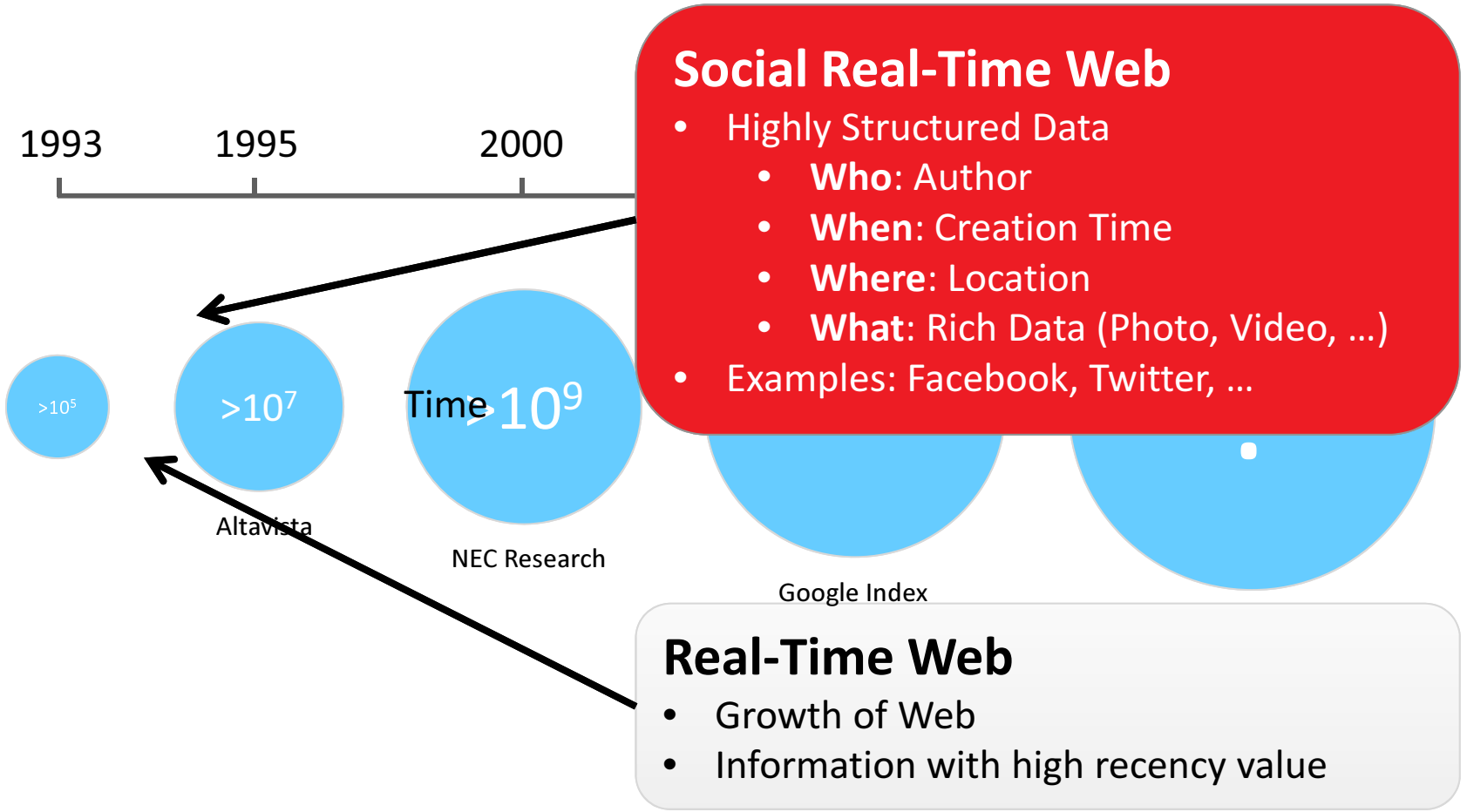
Docs BETA

spindex

What is the real-time web and what is the problem?

THE REAL-TIME WEB

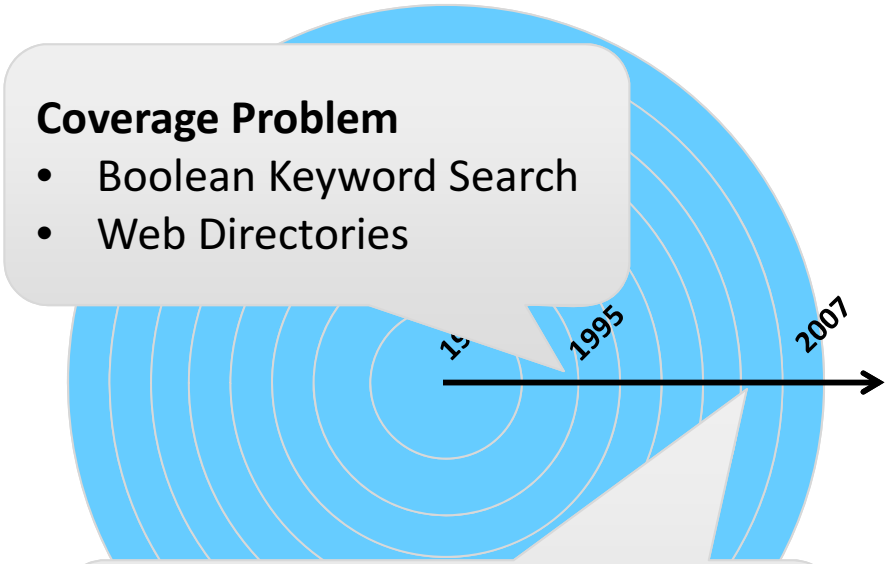
Information on the Web



From Coverage to Relevance

World Wide Web

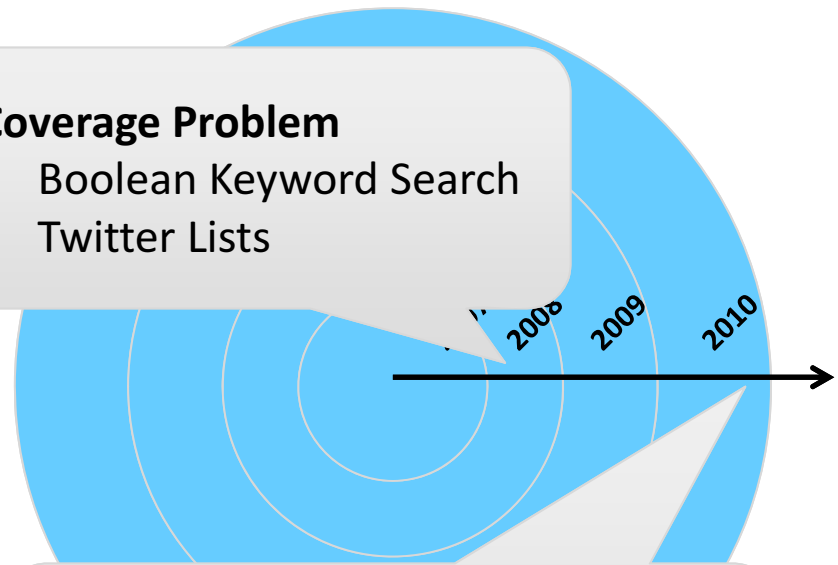
Coverage Problem
- Boolean Keyword Search
- Web Directories



Relevance Problem
- Relevance filtering & ranking
- Web Search

Twitter

Coverage Problem
- Boolean Keyword Search
- Twitter Lists



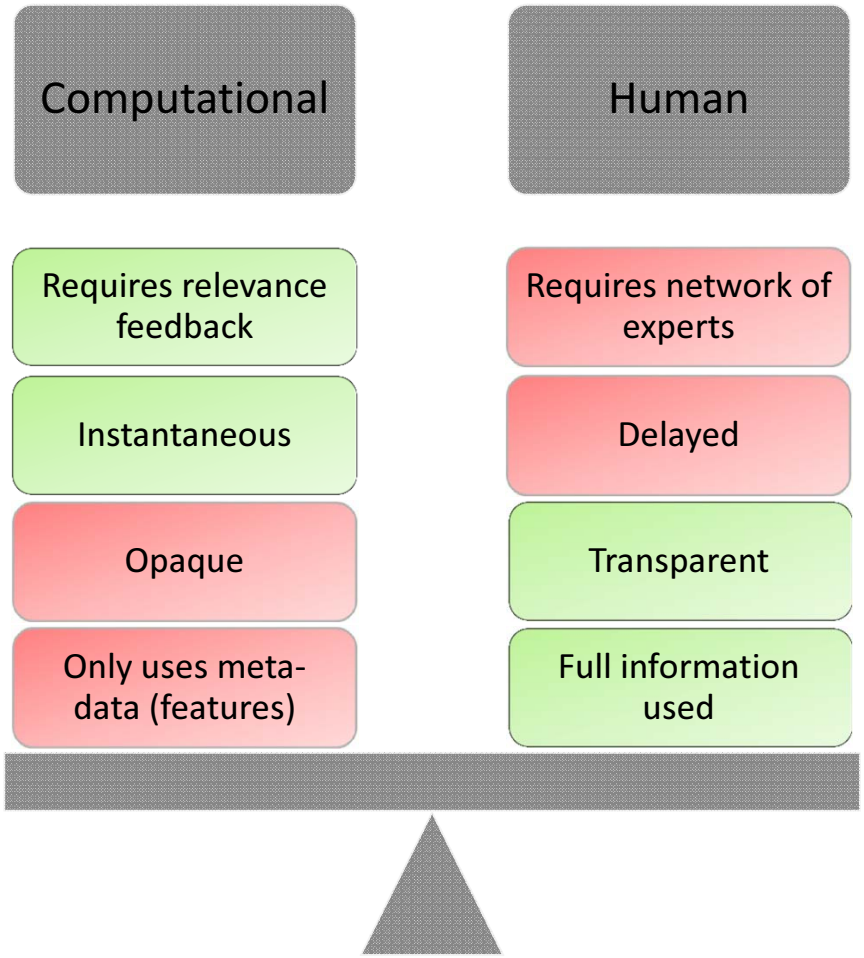
Relevance Problem
- Need for relevance filtering
- ???

DEMO

Twitter – Social Network or Microblog?

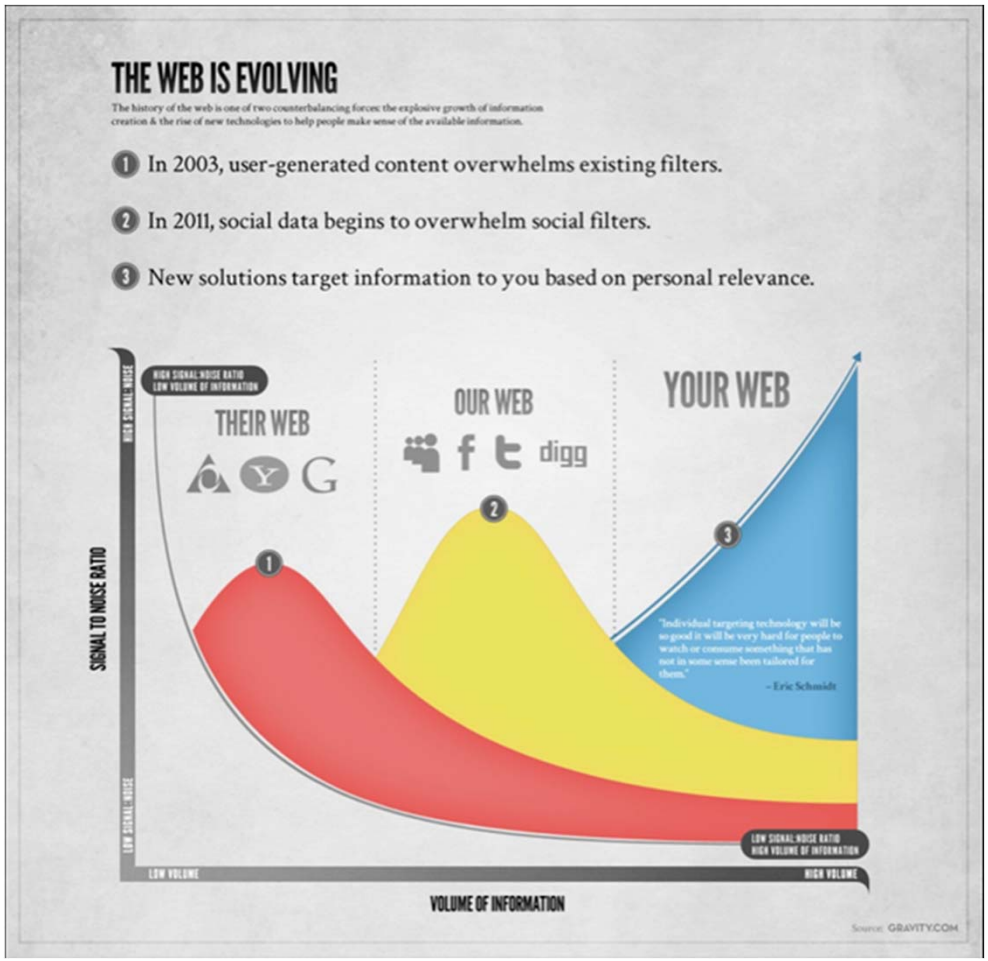
Social Network	Content Consumer	Content Growth
Asymmetric people relationship	> 190,000,000 monthly visitors	Twitter content doubles every 6 months
Public is default	80% of Twitter users posting less than 10 tweets overall	Existing users become more active
No rich media	40% of Twitter users have zero tweets!	Authoring user base is stagnant

Computational vs. Human Intelligence



The Future Will Be Personalized

TechCrunch - 17/11/2010 - Amit Kapur

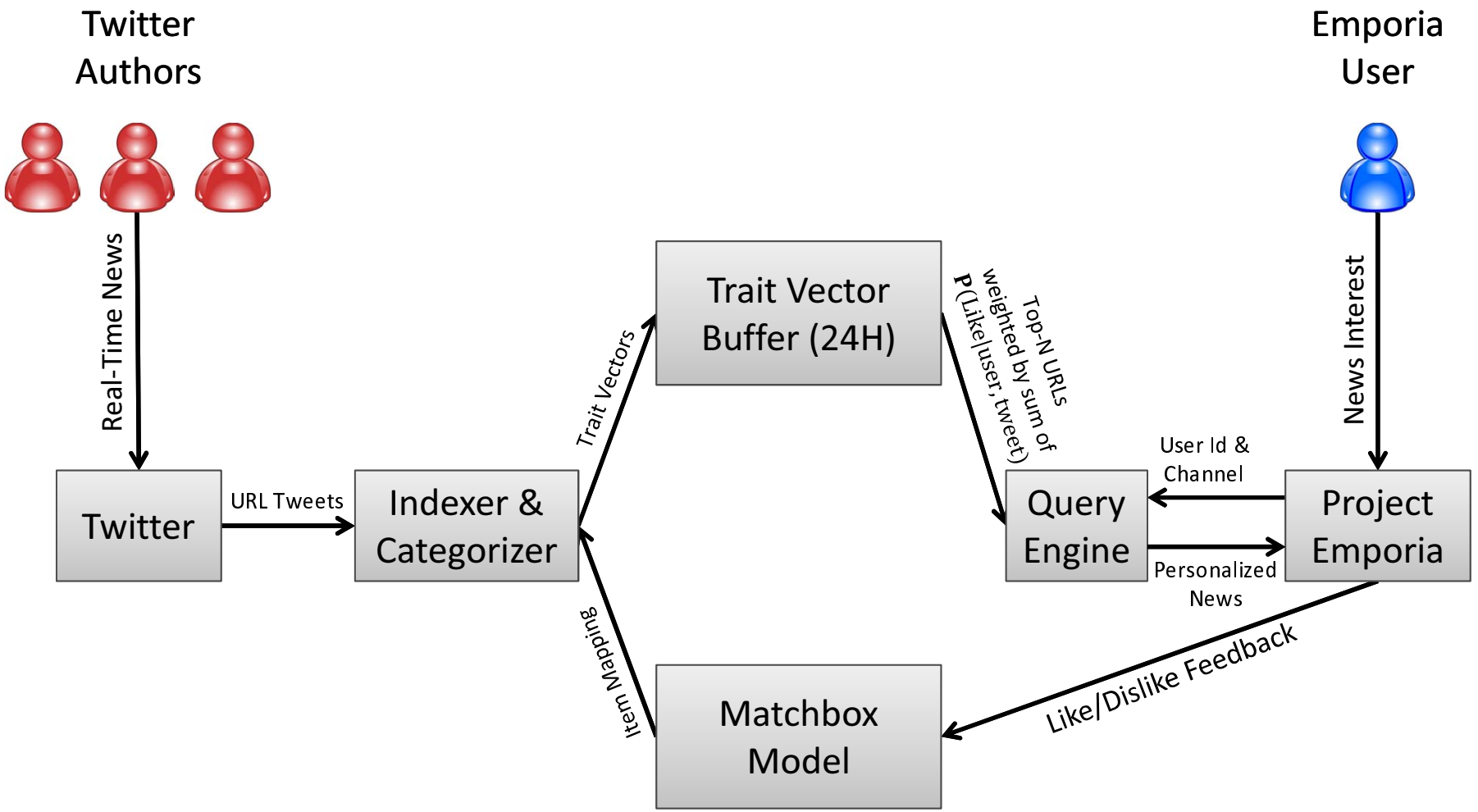


Open up the world of the social real time web.

PROJECT EMPORIA

DEMO

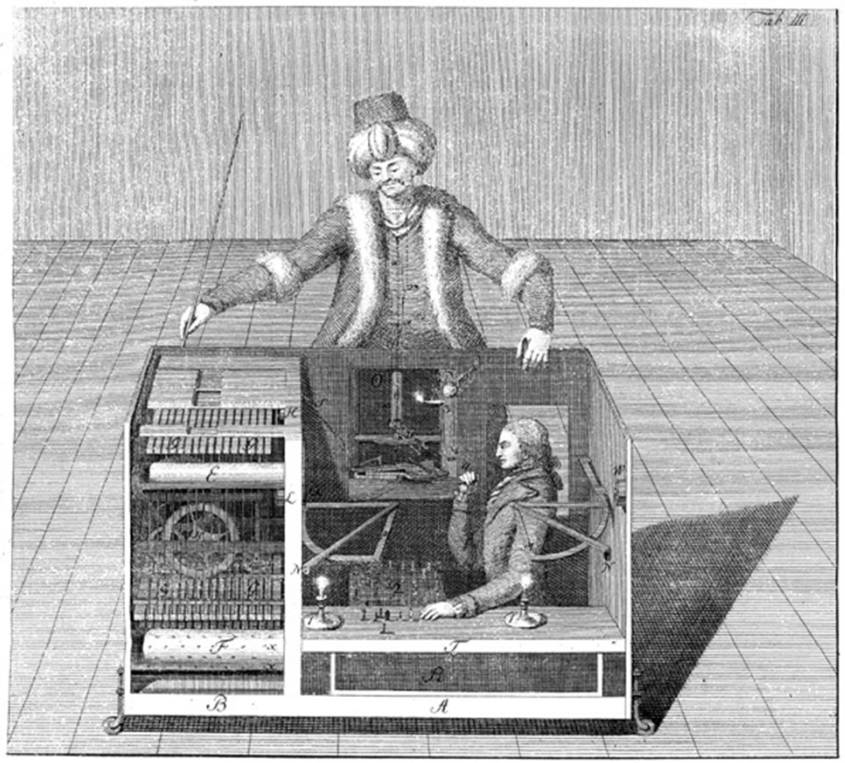
Project Emporia Pipeline



Leveraging the Wisdom of the Crowd

CLASSIFIER TRAINING

What is Mechanical Turk

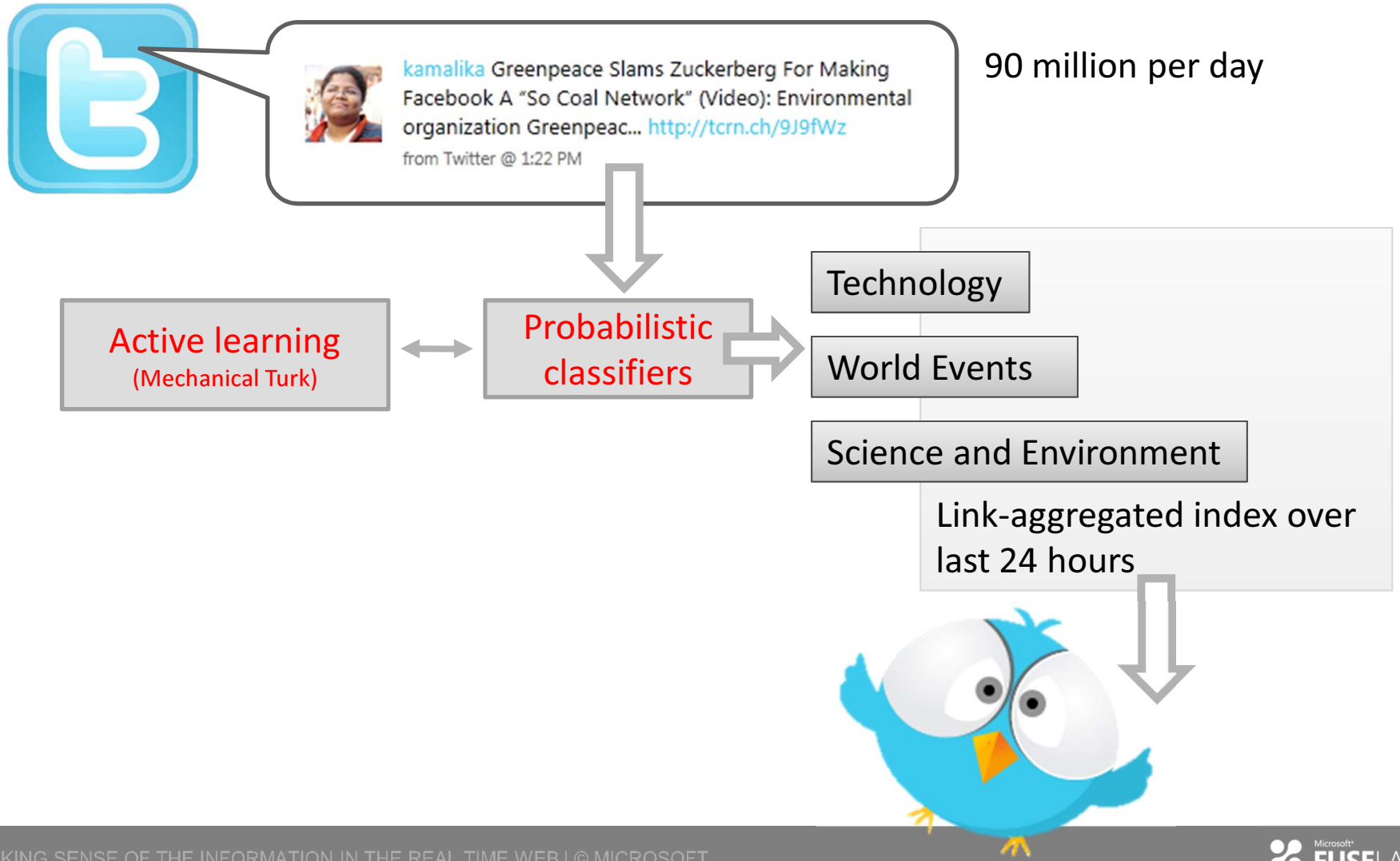


- Human Intelligence Task
- Pay per job (+bonus)

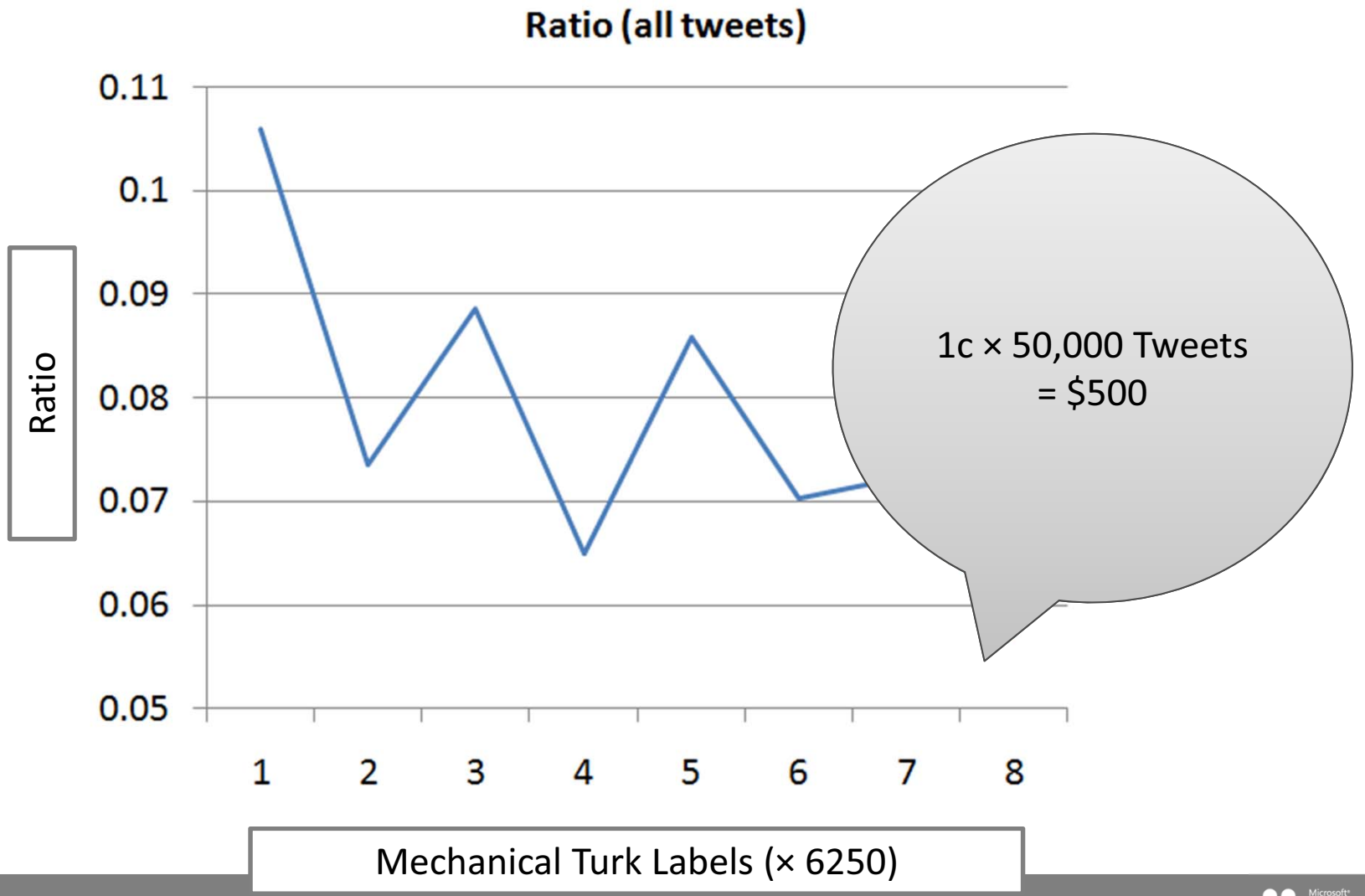
✓ Fast turnaround
✓ Large Marketplace

○ Noisy Results
○ Fraudsters

In Project Emporia



Learning Performance



Crowdsourcing Relevance

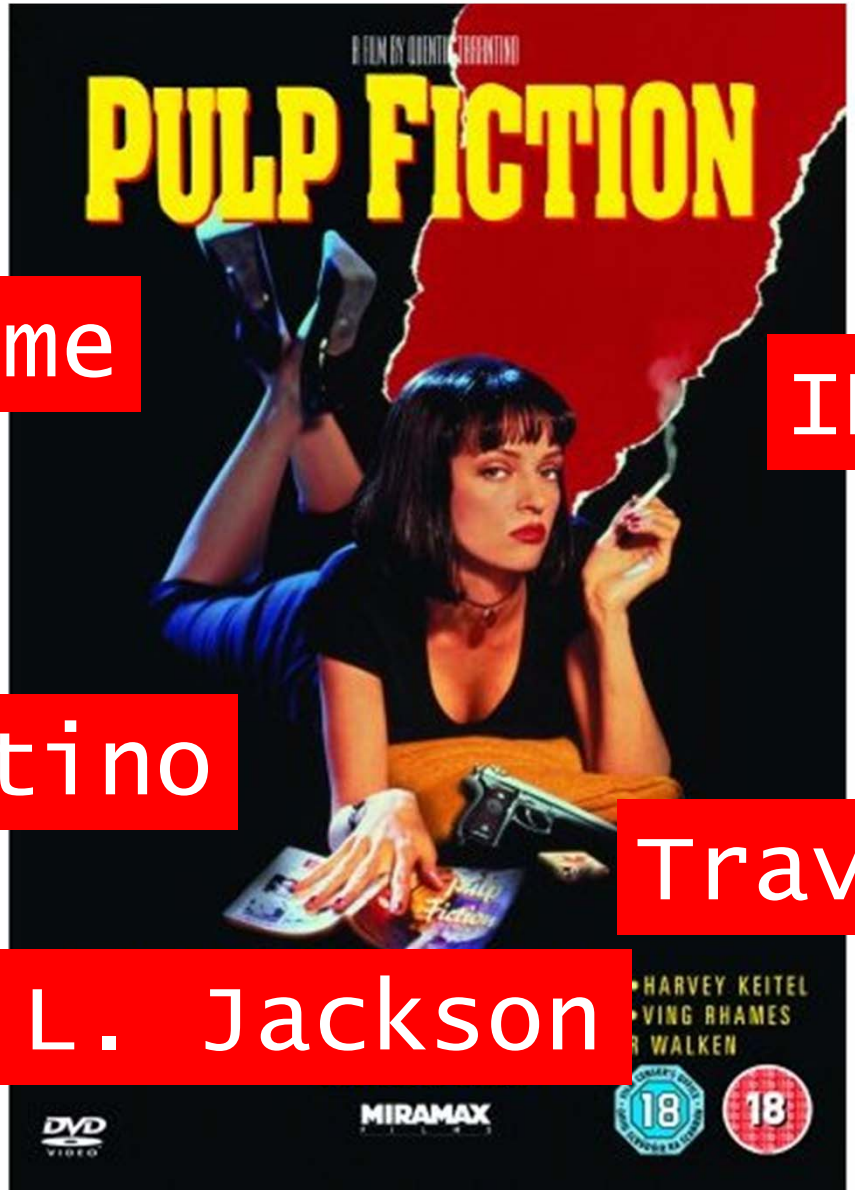
MATCHBOX RECOMMENDATIONS

ID=22549
Age<25
Student
Female

Drama

Crime

ID=2345

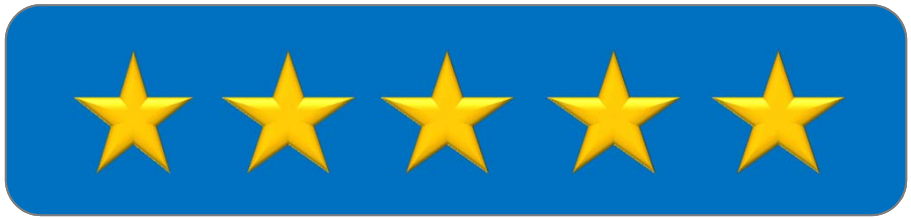


Tarantino

Travolta

Samuel L. Jackson

Training...



ID=22549

Age<25

Student

Female

Julia Roberts

Hugh Grant

ID=5432

Comedy

Romance

Prediction

?

ID=22549

Age<25

Student

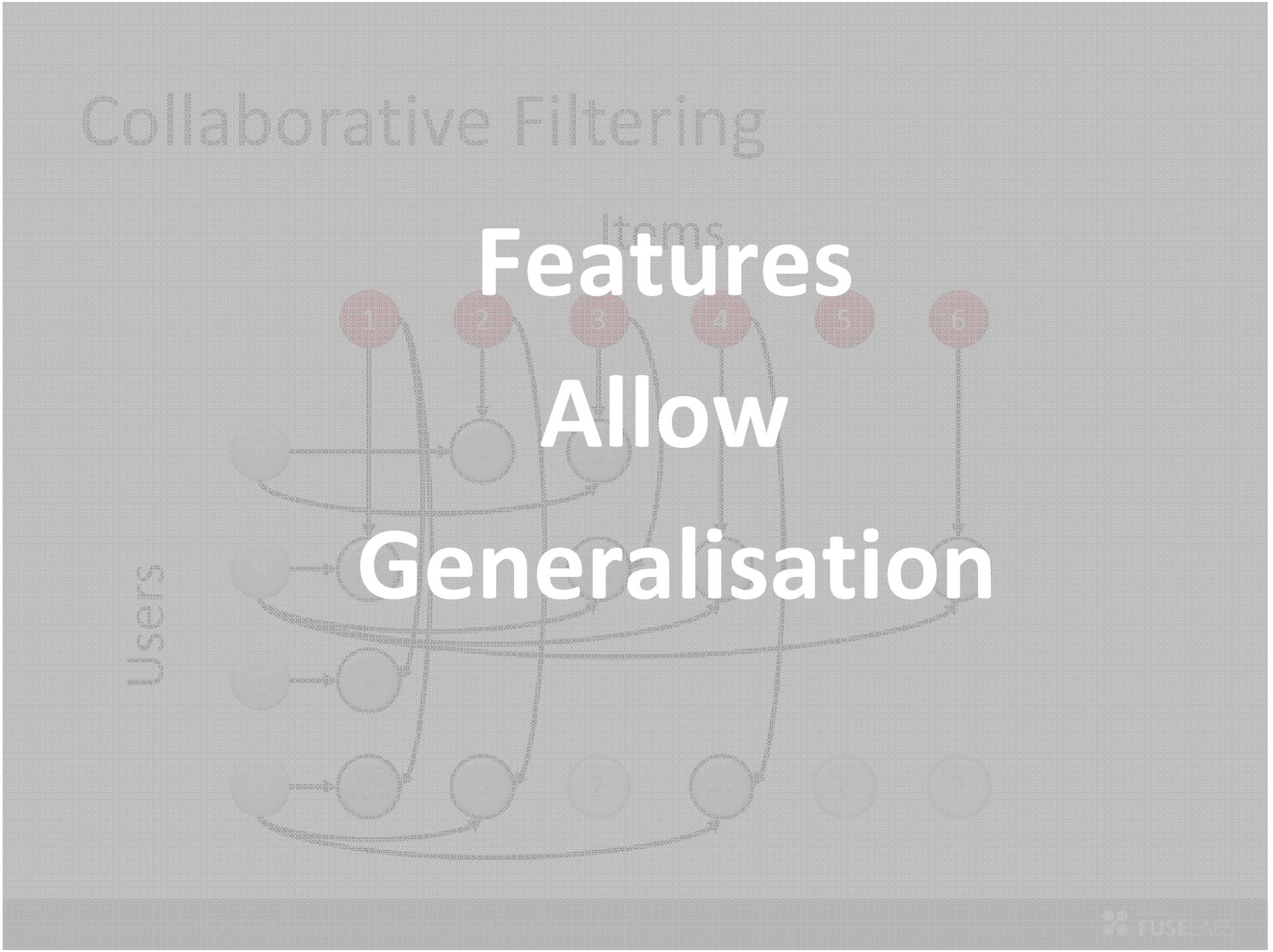
Female

ID=9765

Eva Green

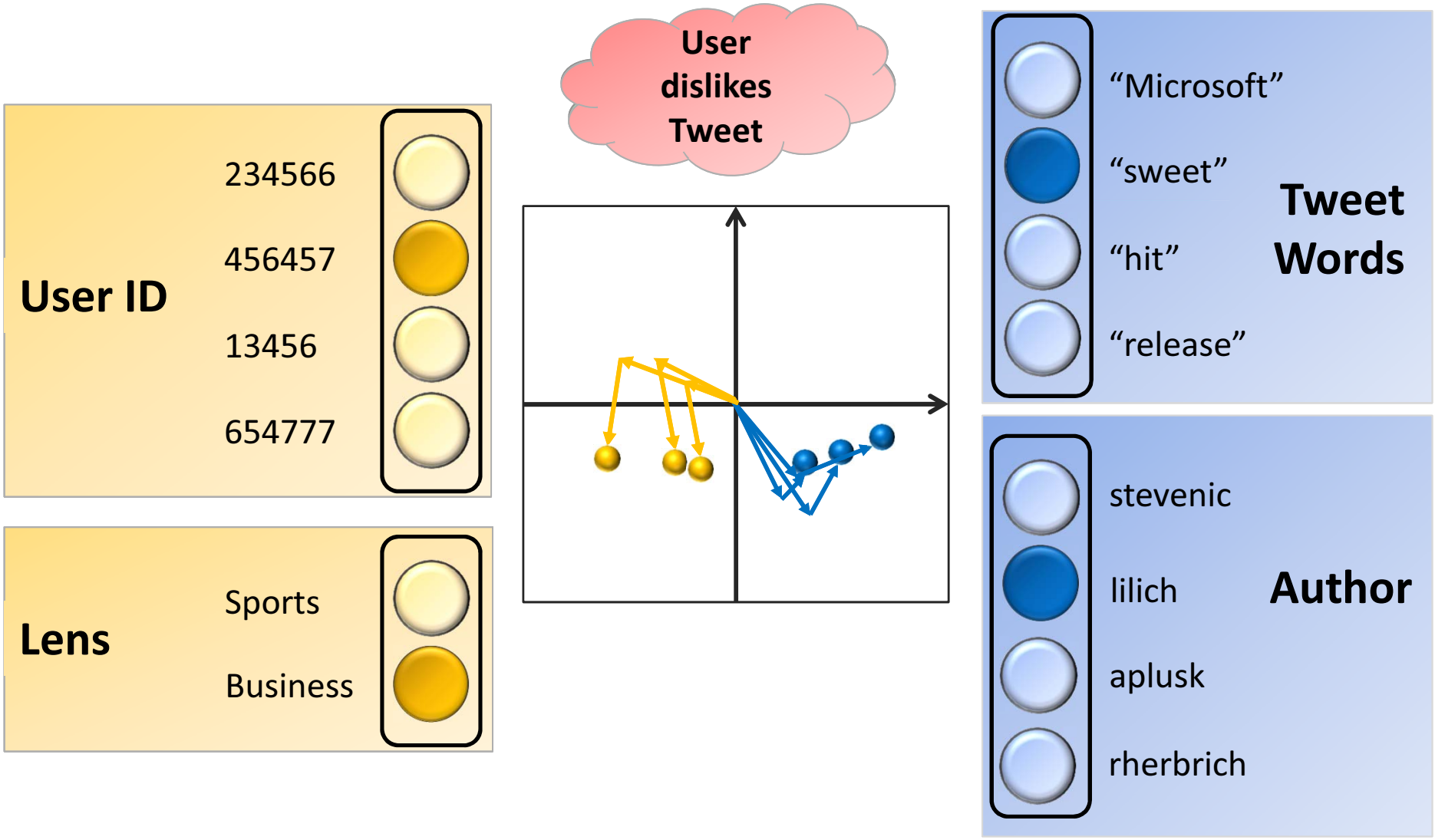
Daniel Craig

Action

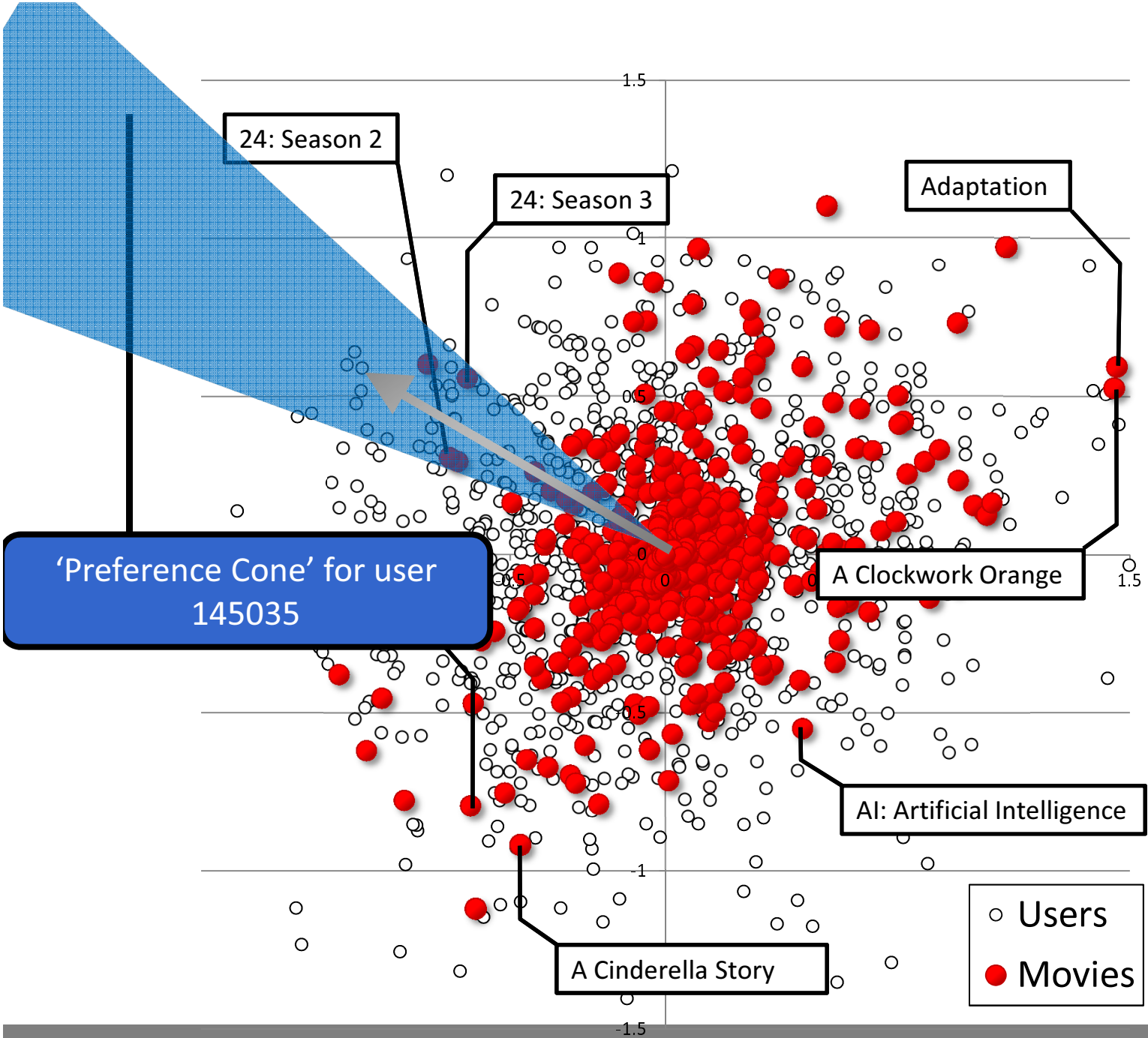


Features
Allow
Generalisation

Recommender System: MatchBox



User Item Trait Space



SUMMARY

Social Real-Time Web

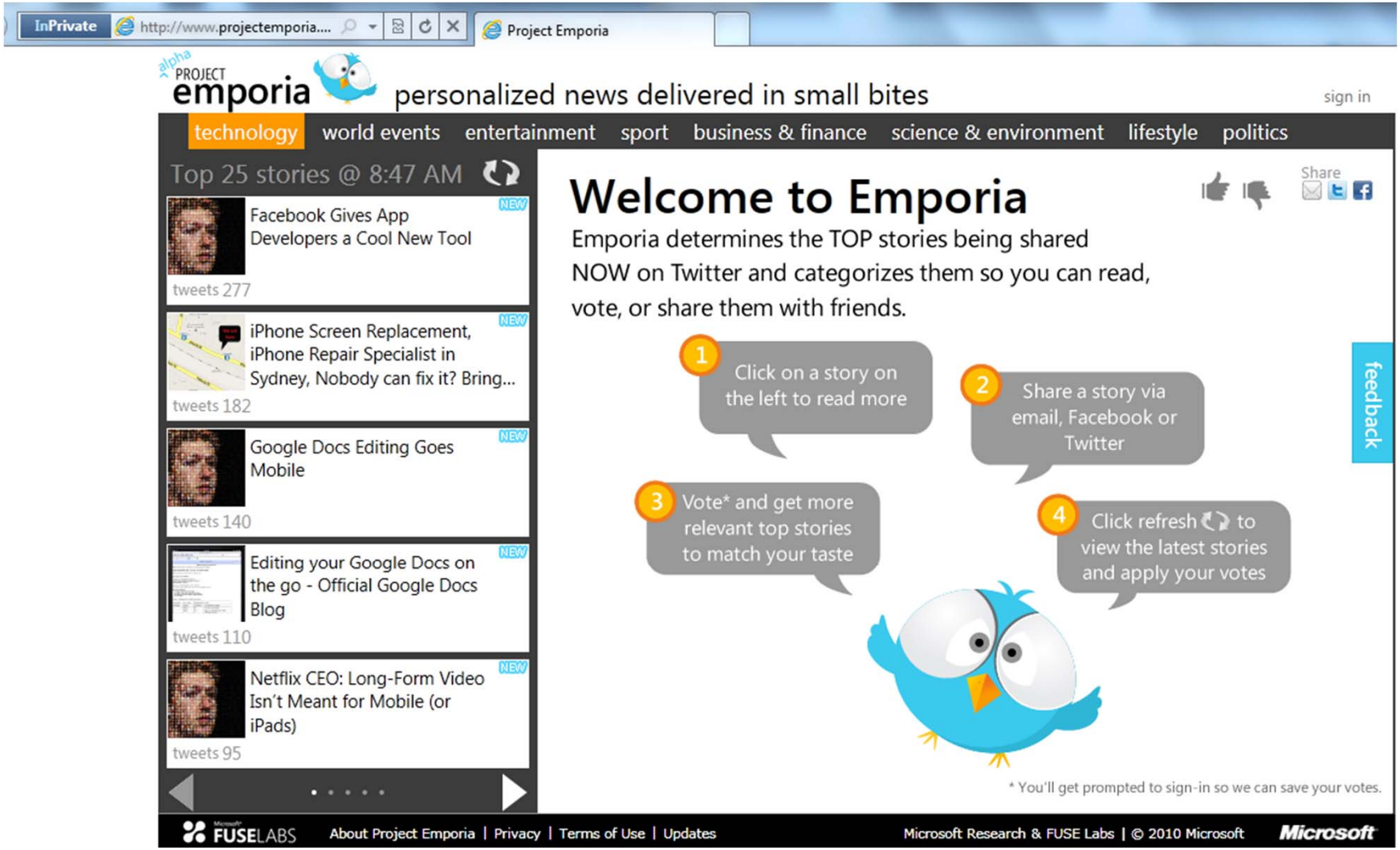
- Pivotal moment – relevance is the next big challenge
- Combining human and computational intelligence is key

Project Emporia

- Alpha Release from Microsoft Research FUSE Labs
- Leverages the power of social networks:
  - Content Creation (Twitter, RSS)
  - Content Filtering (Mechanical Turk)
  - Content Recommendation (Emporia Users)

Go play at **www.projectemporia.com**

Microsoft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Editing your Google Docs on the go - Official Google Docs Blog
tweets 110
Netflix CEO: Long-Form Video Isn't Meant for Mobile (or iPads)
tweets 95
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2 Share a story via email, Facebook or Twitter
3 Vote* and get more relevant top stories to match your taste
4 Click refresh to view the latest stories and apply your votes
feedback
* You'll get prompted to sign-in so we can save your votes.
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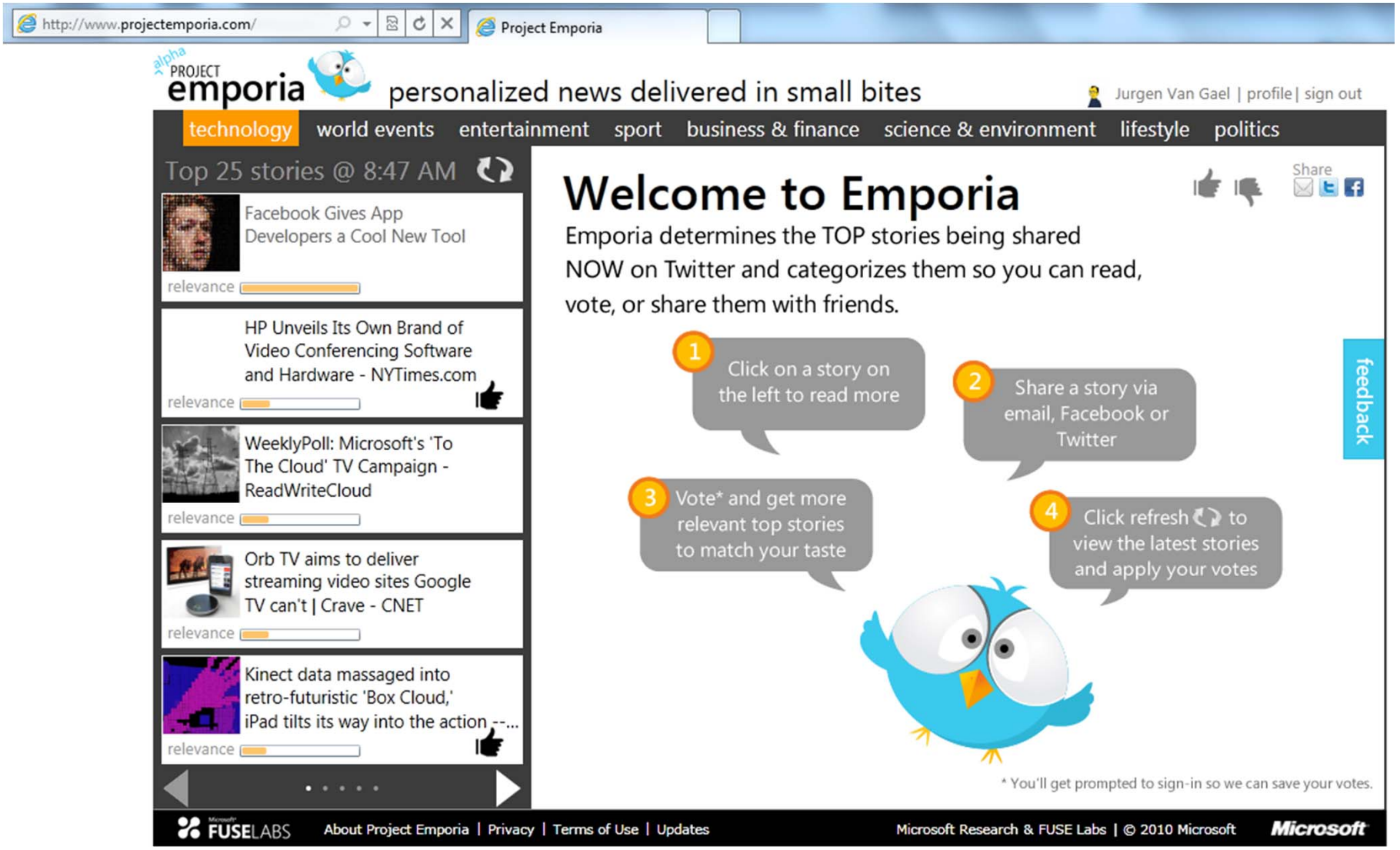
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sport
business & finance
science & environment
lifestyle
politics
Top 25 stories @ 8:47 AM
Facebook Gives App Developers a Cool New Tool
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HP Unveils Its Own Brand of Video Conferencing Software and Hardware - NYTimes.com
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WeeklyPoll: Microsoft's 'To The Cloud' TV Campaign - ReadWriteCloud
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Orb TV aims to deliver streaming video sites Google TV can't | Crave - CNET
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Kinect data massaged into retro-futuristic 'Box Cloud,' iPad tilts its way into the action --...
relevance
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1 Click on a story on the left to read more
2 Share a story via email, Facebook or Twitter
3 Vote* and get more relevant top stories to match your taste
4 Click refresh to view the latest stories and apply your votes
feedback
* You'll get prompted to sign-in so we can save your votes.
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