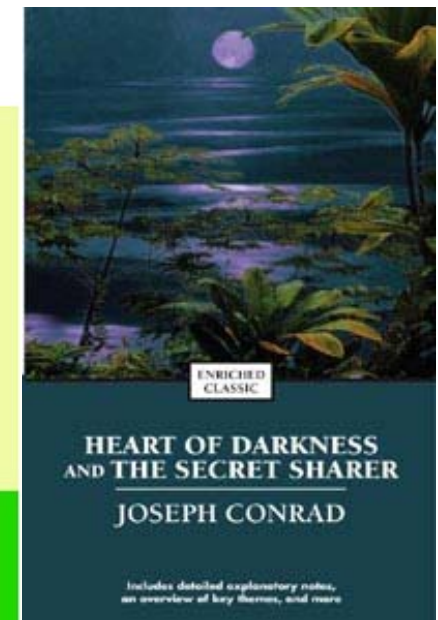
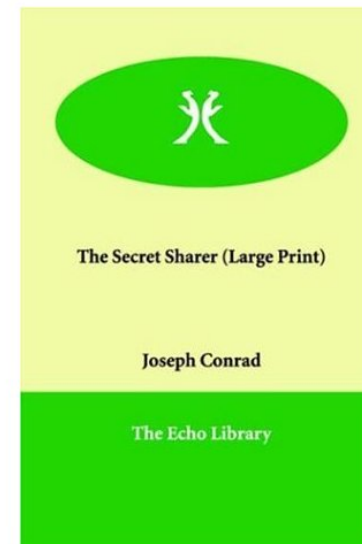
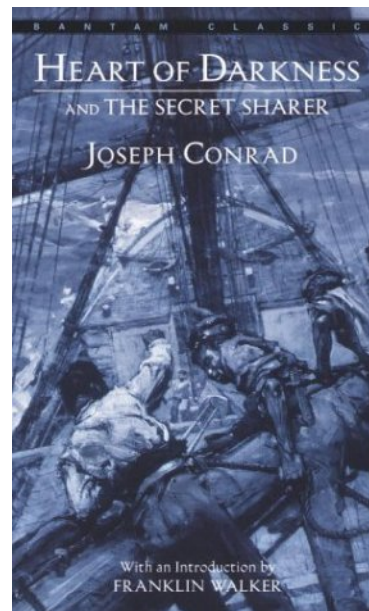
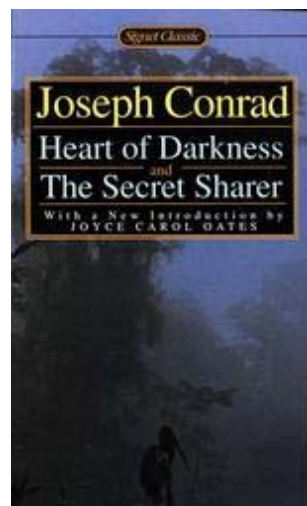
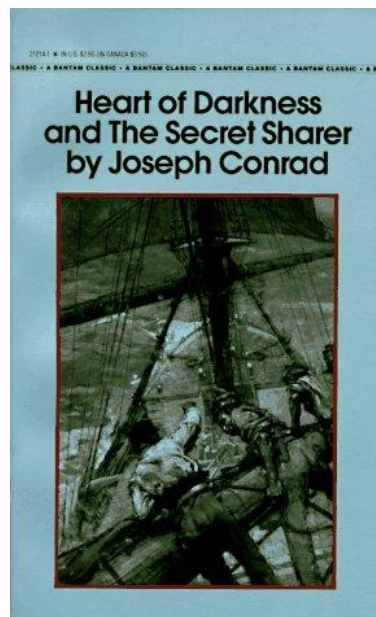


Serial Sharers

Einat Amitay, Sivan Yogev, Elad Yomtov



- Holloway T., Bozicevic M., Börner K. (2005). Analyzing and Visualizing the Semantic Coverage of Wikipedia and Its Authors.

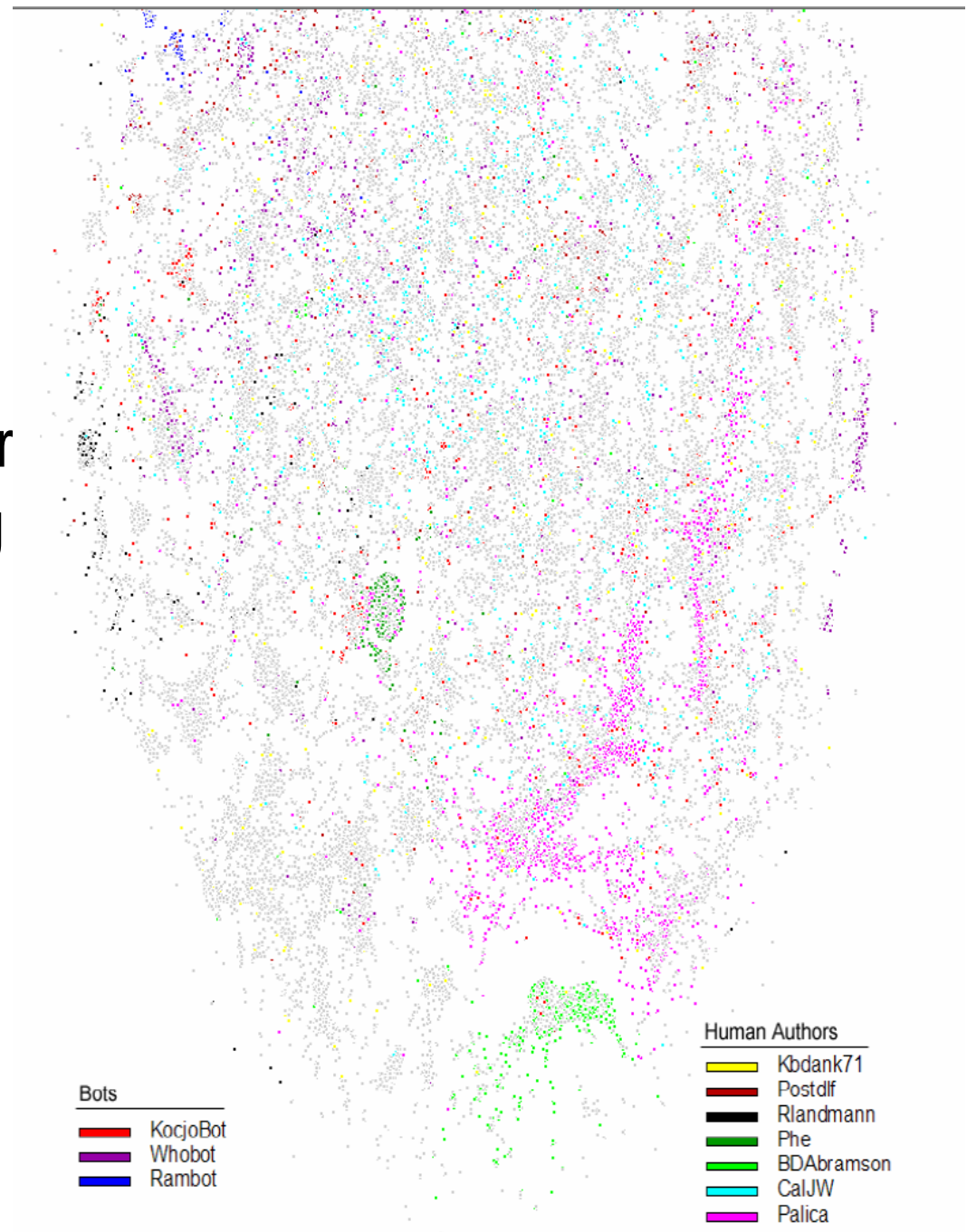
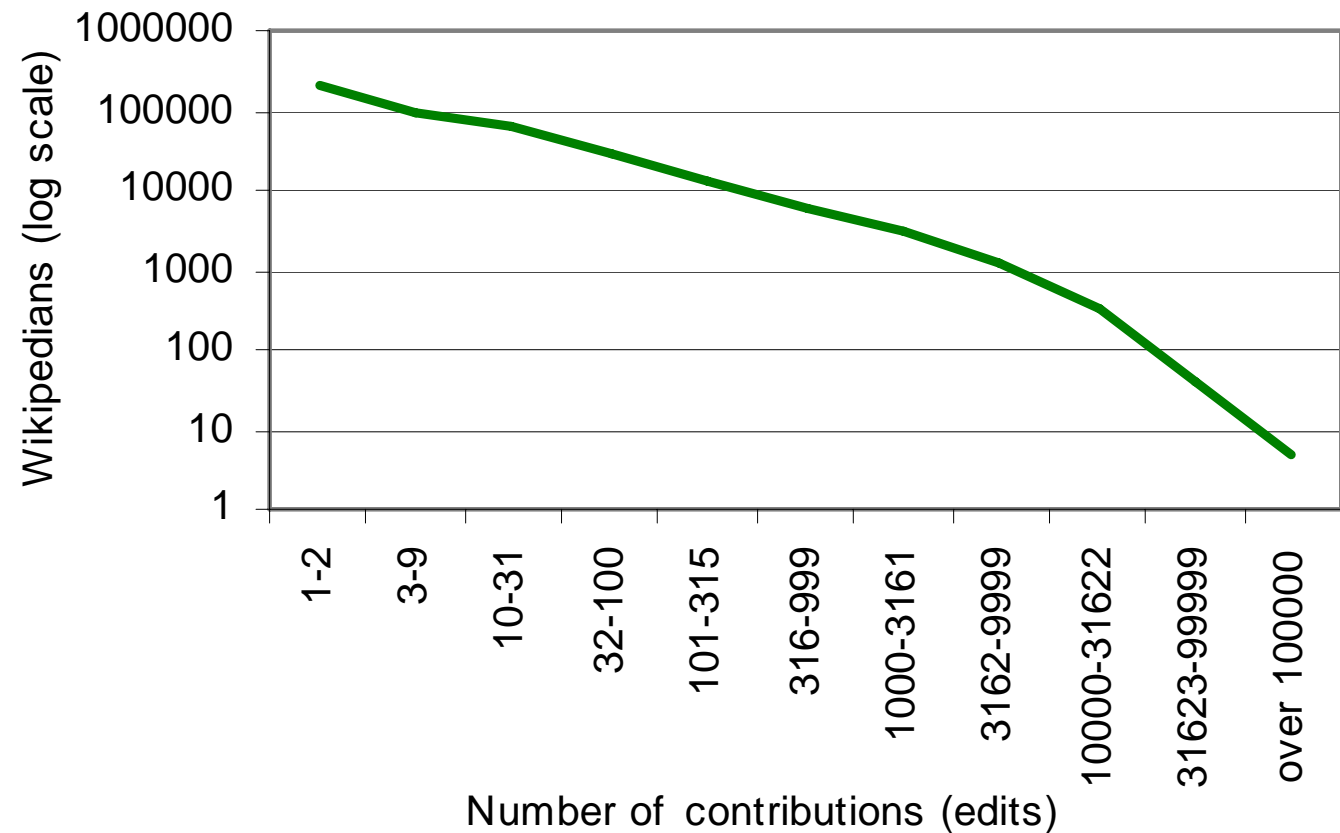
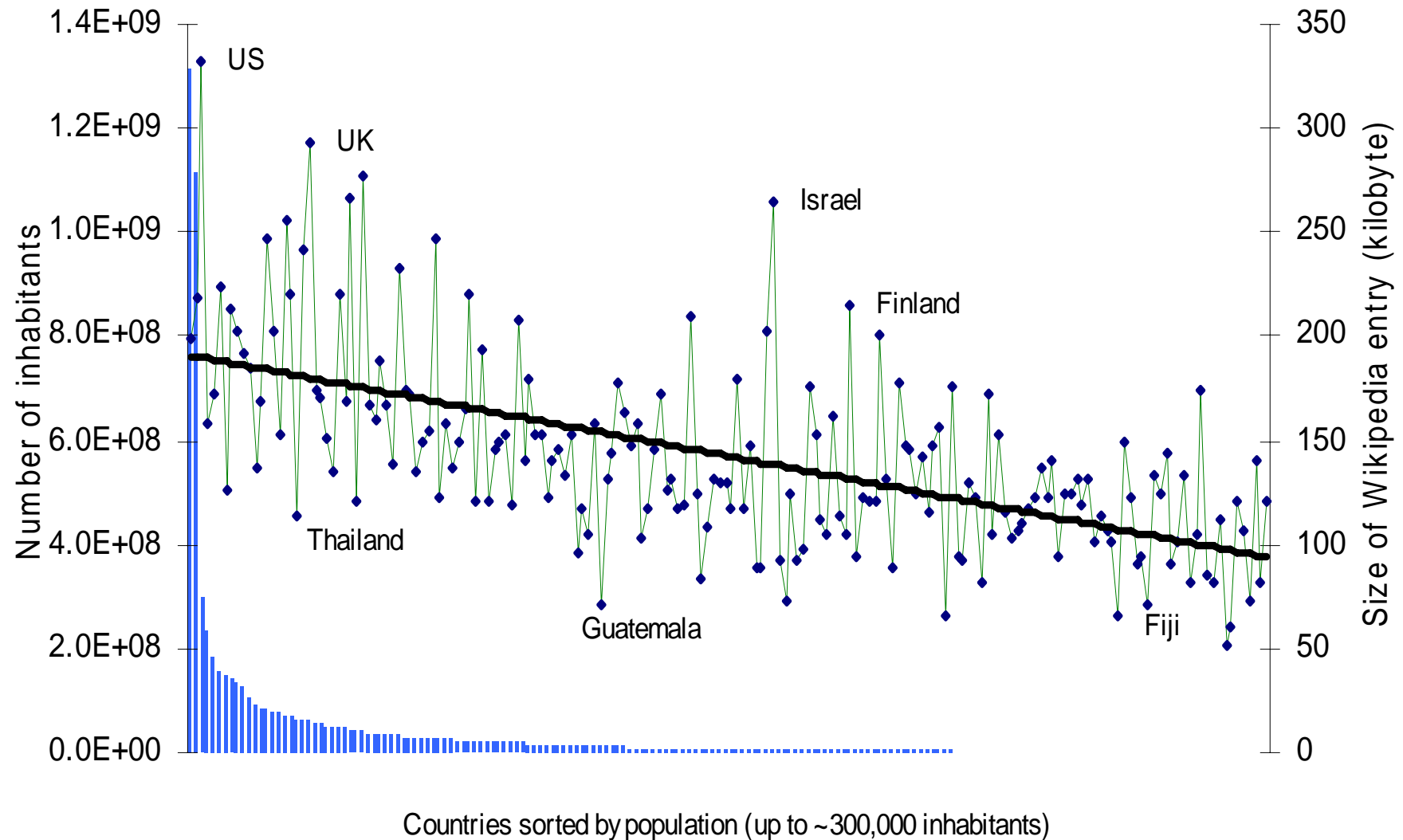


Figure 6: English Wikipedia category network colored by top ten most active authors.

A histogram of the number of contributions per single author to the English portion of Wikipedia



A comparison of country population size and Wikipedia entry size in kilobytes



% of Web users who have done this	Activity	Survey Date
35%	Posted content to the internet	December 2005
30%	Rated a product, service or person using an online rating system	September 2005
26%	Shared something online that they created themselves, such as own artwork, photos, stories or videos	December 2005
14%	Created or worked on own webpage	December 2005
13%	Created or worked on <u>webpages</u> or <u>blogs</u> for others, including friends, social groups, or for work	December 2005
11%	Used online social or professional networking sites like <u>Friendster</u> or <u>LinkedIn</u>	September 2005
8%	Created or worked on own online journal or <u>blog</u>	February-April 2006

- 61% of 13 to 17 year-olds in the US have a personal profile on sites such as MySpace, Friendster, or Xanga.
- 37% of them maintain a blog

- 37% of American bloggers had a personal website before they started blogging
- 43% of all bloggers maintain at least two blogs.

instinctaneous™ "The result of instinct applied to user experie

Death to dialog!

Do we still need the interfaces? This article "application-centric operating environment (as they should window to a "different application" are as unnecessary a realistic and necessary? No

Posted at 8pm on 1/8

Bug the user (a pro

A simple pro interfaces by Detection" (William Jay

Posted at 2pm on 1/8

instinctaneous!

Behold, the cause

GUI Cookbook

Home About **instinctaneous™**

gui cookbook

LinkedIn Welcome, Elnet

Home People Jobs & Hiring Services Answers My Profile My Contacts

Connections Invitations Other Contacts Colleagues Classmates

People Search: Go **advanced search**

Forward Print Bookmark

Go back to Home Page

PLAY

David Gómez-Rosado Senior User Experience Program Manager at Microsoft Greater Seattle Area

Profile Recommendations

Current

- Senior User Experience Program Manager Windows Live UX Framework & Architecture Microsoft Corporation
- User Experience Manager at Microsoft Corporation

Past

- President, Creative Director, Owner at Lobe Multimedia S.L. (Sole Proprietorship)
- Chief Interface Officer at IconMedialab Inc.
- Chief Creative Officer at WhiteStone Technology Pte. Ltd.

Education

- Dale Carnegie
- Rhode Island School of Design
- Rhode Island School of Design

Recommended 9 people have recommended David

Connections 170 connections

Industry Design

Websites My Blog

Public Profile

YAHOO! TRAVEL Welcome, elnetaamary

TRIP PLANNER Explore Browse Trips Create a Trip

dahveedgr's Trips

7 trips found

- Venezuela 2007** 15 day trip [Copy and customize](#)
- Asia** 22 day trip [Copy and customize](#)
- Chicago - 2006** 4 day trip [Copy and customize](#)
- Vancouver** 8 day trip [Copy and customize](#)

friendster Home Profile Friends

David Gómez-Rosado

Send Message Send a Smile

Add as Friend Forward to Friend

Add Comment Add Bookmark

David's Photo Gallery

View Photos (5)

More About David

Schools/Other: RID

College/University: Rhode Island School of Design, Other

Occupation: Communication + Interface + Interaction Design

Hobbies and Interests: Nintendo, Gummy Bears, Apple, Macintosh, Design, Computers, Usability, Information Architecture, Multimedia, Information Design, Gadgets, Travel, places with DSL connection

shelfari dahveedgr

Shelf Friends Groups Leave Note

BEIJING & SHANGHAI

Appearance Reality

AMERICAN HERITAGE dictionary

Amazing Jackpot

My Apparent Spaceman

1000 CHAIRS

1000 BEST OF MARY OBLENITS

Shuffled Activity

THE LARVA OF WEMPELOTH

Adrian Maida

1000 PHOTOS

1000 CHAIRS

1000 BEST OF MARY OBLENITS

Shuffled Activity

THE LARVA OF WEMPELOTH

Adrian Maida

En Funglode

Seminario sobre identidad corporativa aplicada a las grandes compañías

El diseñador español David Gómez Rosado impartirá el próximo martes 9 de diciembre el seminario "Identidad corporativa aplicada: cómo las grandes compañías utilizan su marca para impulsar su modelo de negocios".

El curso, organizado por la Fundación Global Democracia y Desarrollo (FUNGLODE), está dirigido a propietarios, presidentes, vicepresidentes y personal responsable de la imagen corporativa de las compañías así como a directores de Mercadeo y publicistas.



Los objetivos del seminario se engloban en tres aspectos fundamentales: conocer la importancia de consolidar favorablemente la imagen de la empresa en la mente del público; ofrecer técnicas que agregan valor a la marca en un mercado cada vez más competitivo, y analizar las estrategias utilizadas por grandes multinacionales como Nike, Siemens o Camper para posicionarse exitosamente.

Gómez Rosado es fundador, director y principal jefe creativo de la empresa Lobe Multimedia S.L., con asiento en Erlangen, Alemania y dedicada a los servicios de comunicación, consultoría y marketing en línea, entre otras cosas.

Ha trabajado como director creativo para Nike, HarrisDirect.com, Apogee Technologies y como oficial creativo principal para WhiteStone. Asimismo, ha ofrecido servicios de consultoría y desarrollo a firmas multinacionales como Siemens y Camper.

flickr Home Learn More Sign Up! Explore

Search Lorena & David's photos Search

About David Created by Lorena & David. [View as slideshow](#)

22 photos | [Detail View](#) | [Map](#)

Photos are from between 22 Feb 01 & 13 Aug 05.

[Lorena & David's photos](#)

[All Lorena & David's sets](#)

This set has been viewed 177 times.

Snoqualmie 9 photos

facebook

David Gómez-Rosado's Public Profile

View More Photos of David

View All of David's Friends

Send David a Message

Poke David

Add David as a Friend

If you are friend

- contac
- educ
- inter
- upco
- friend

You must have

Login Register

Facebook is a social network for the people around you

- keep
- share
- find p

Register for Facebook

Types of information duplication

malicious

innocent



↑
spam

↑
**“legal” page
duplication**

↑
**similar content “flavor”
contributed by
the same person**

Applications of Serial Shares detection

Profiling

- Personalization for creating site or **personal defaults** (e.g. layout, color choice, dictionaries, links, etc.)
- **Personalized advertising** based on cross-page content and/or readership
- **Expertise location** based on link analysis, shared content, readership, etc.
- Generating use patterns of the “**typical**” **author** in a given site (e.g. a typical author of blogger maintains another blog on typad and has 10 tagged links on del.icio.us)

Applications of Serial Shares detection

Noise reduction

- Site collapse by author for search results
- “more from this author” button
- Contributing to “Net Neutrality”
- Treating same-author pages as single entity to reflect clickthrough, inlinks, indexing, summary, etc.

Applications of Serial Shares detection

Sizing Web sites

- Determining the true size of a site's user community (how large is MySpace?)
- Comparing the uniqueness of each site in terms of authorship (blogger vs. typad - which has more truly unique users?)

claimID: Mindy McAdams

Viewing 6 links

My Online Self ▾

As far as the online world is concerned, this is who I am.

* [mindymcadams.com](#) - *Verified*

► About Me | By Me | Tagged with: personal bio biography contact links pages work

Officially, my home page.

* [macloo.com](#) - *Verified*

► About my work | By Me | Tagged with: work journalism business online teaching education resources examples

My handle online, and my primary domain for professional topics, such as online journalism.

* [Teaching Online Journalism](#) - *Verified*

► About my field | By Me | Tagged with: online journalism journalism blog resources reference tips professional practice

My blog about practices in the world of online media. Updated often!

* [University of Florida faculty bio page](#)

► About Me | From my employer | Tagged with: bio biography personal work

Evidence of my employment and position. (I try to teach students how to verify that people are who they say they are.)

* [My Flickr](#)

► Visual evidence | By Me | Tagged with: photos photographs photography travel

I get to travel a lot, and you can see some documentation of where I've been.

* [My del.icio.us](#)

► What interests me | By Me | Tagged with: reference resources tutorials examples

The links I have not blogged about, but I expect I might



Mindy McAdams

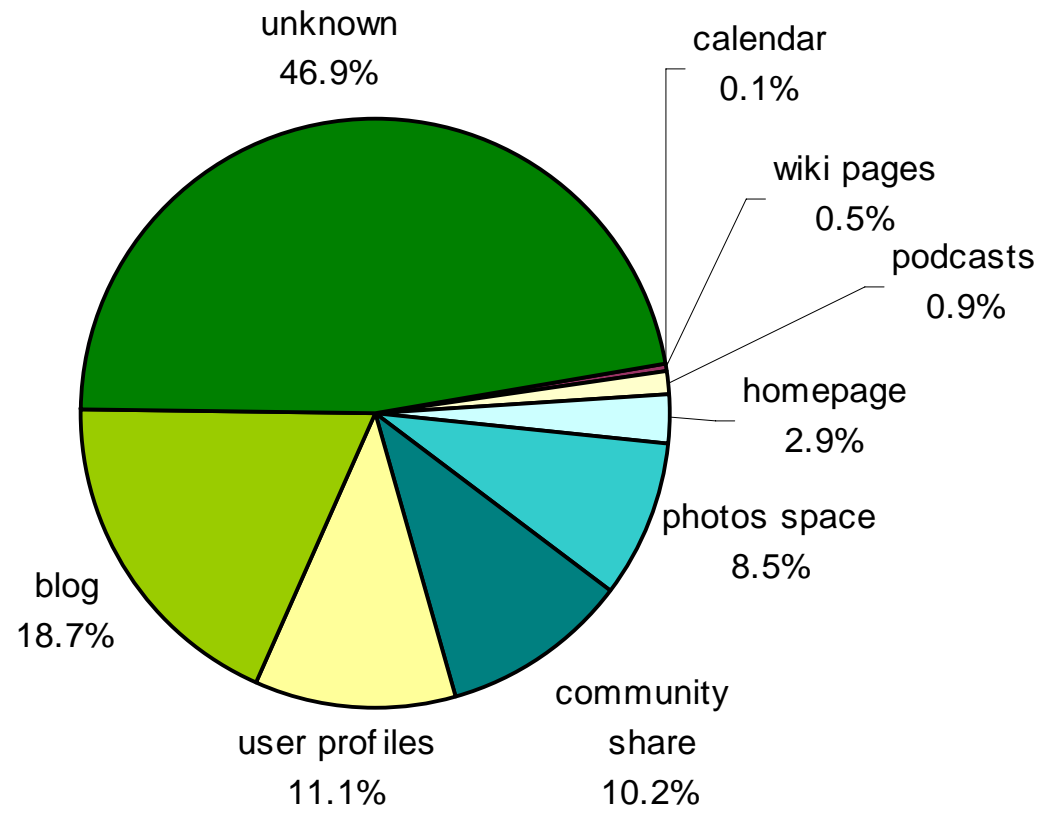
Florida, USA

In 1994 the Web took off, and soon all the world knew about the Internet. Journalism has been adapting, slowly but continuously, to the possibilities and demands of online, digital media. This is my field. This is where I work.



Mindy McAdams

9834 pages coming from 2201 different authors

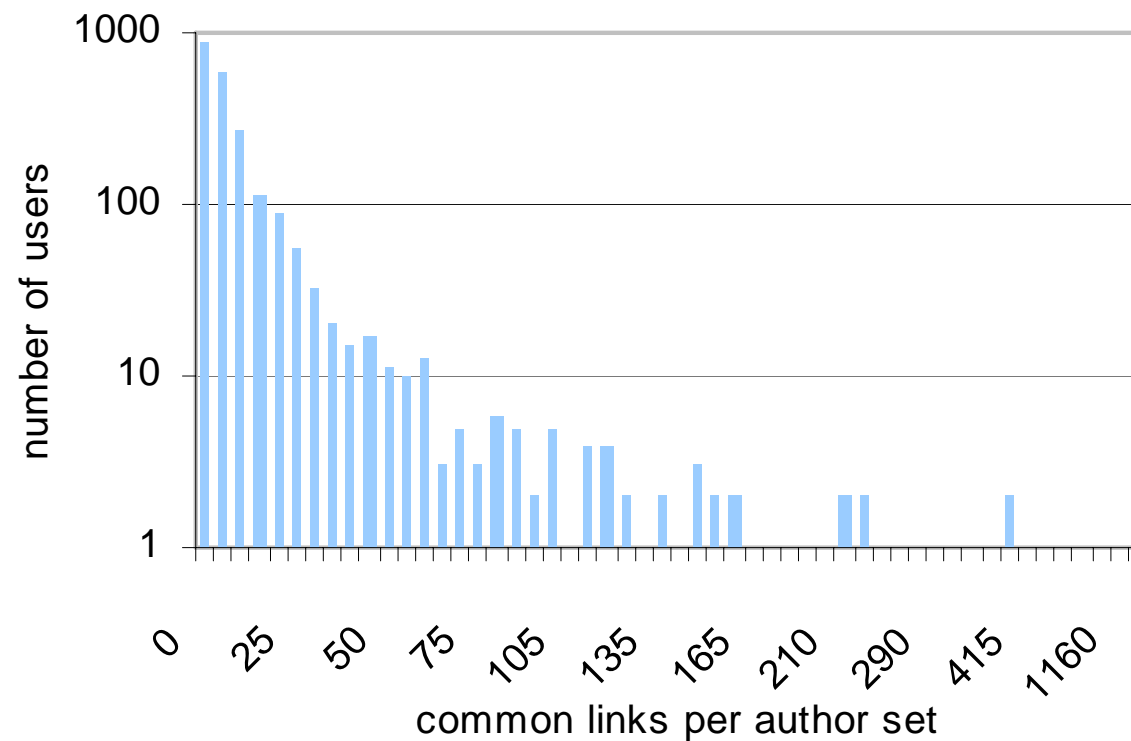


Common Authorship Characteristics

- same username
- share themes
- shared content terms
- relative URL path
- linking patterns
- page layout
- color scheme
- image filenames
- coding style

60% of authors reproduced links more than once in two different pages

The most prolific author had 1283 links appearing repeatedly



- links are not awfully useful
- maintaining a comparison list for each term – not practical
- combining any of the features is a hard task.
- **authorship is an illusive thing!**

Cilibrasi R., Vitanyi P.M.B. (2005). Clustering by compression. IEEE Transactions on Information Theory, 51(4):1523-1545.

Detection by Compression

$$2NCD(x, y) = \frac{[C(xy) - C(x)] \cdot [C(xy) - C(y)]}{C(x) \cdot C(y)}$$

2NCD measures separately how much the compression of **each** of the documents is improved by using the information included in the other document.

Detection by Compression

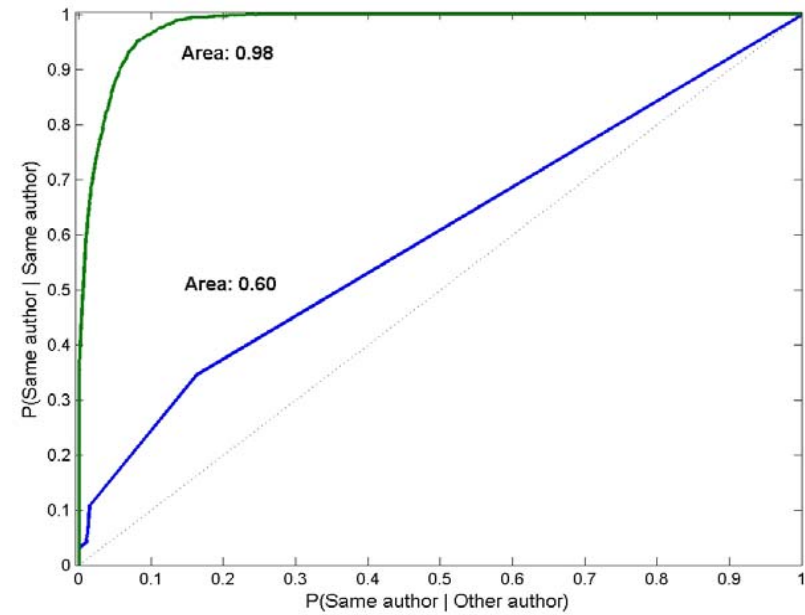
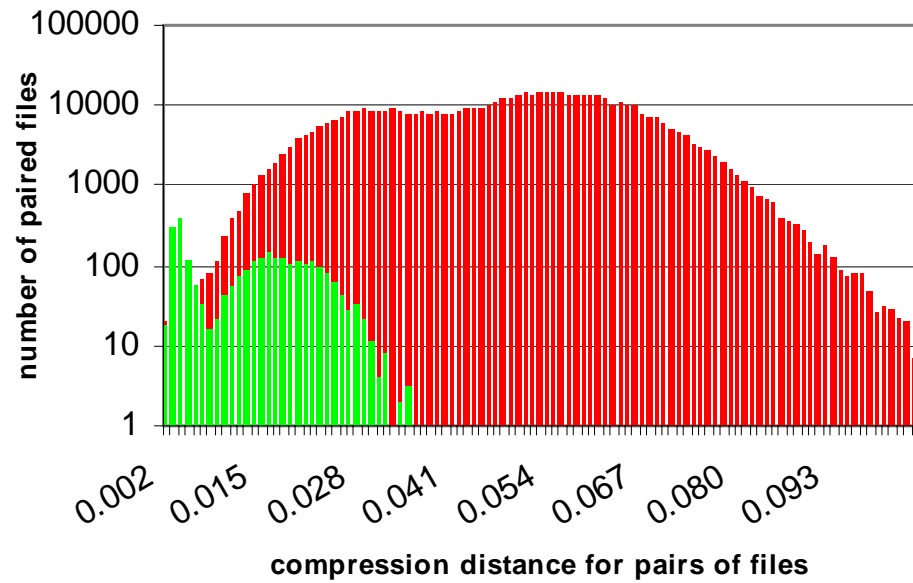
A	3
B	4
C	7
X	11
Z	9

A	5
B	5
C	7
X	13
Z	9

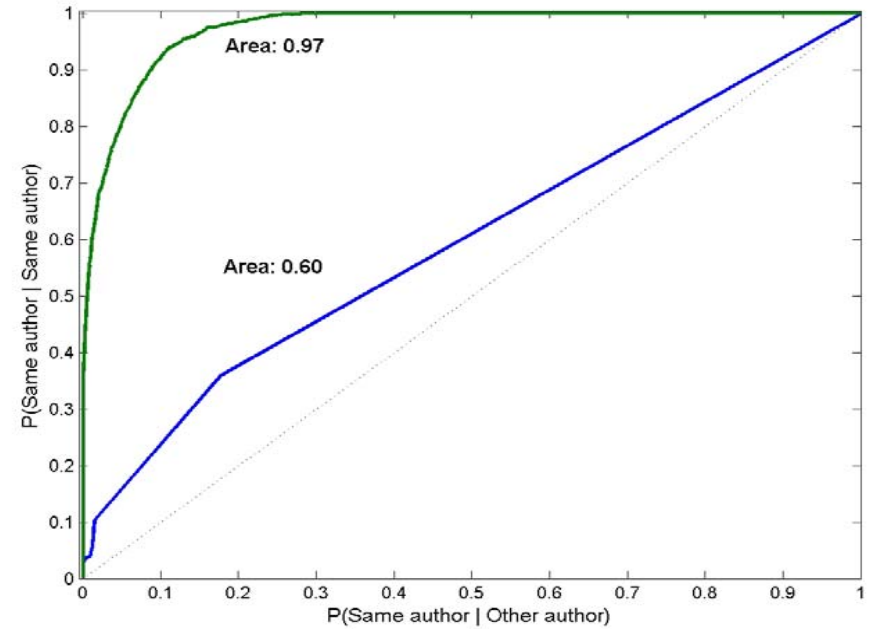
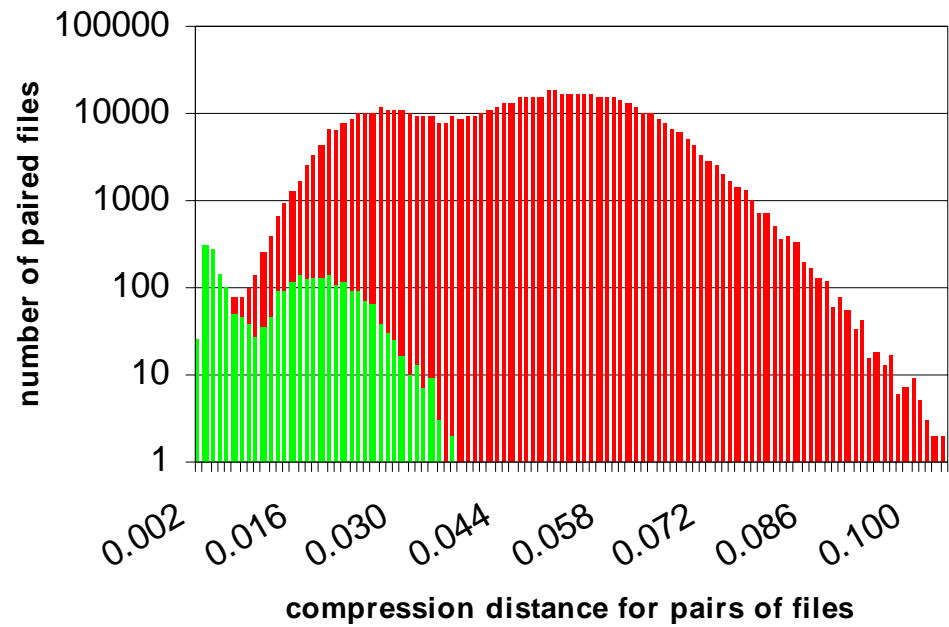
A	2
B	1
X	2

2NCD measures separately how much the compression of **each** of the documents is improved by using the information included in the other document.

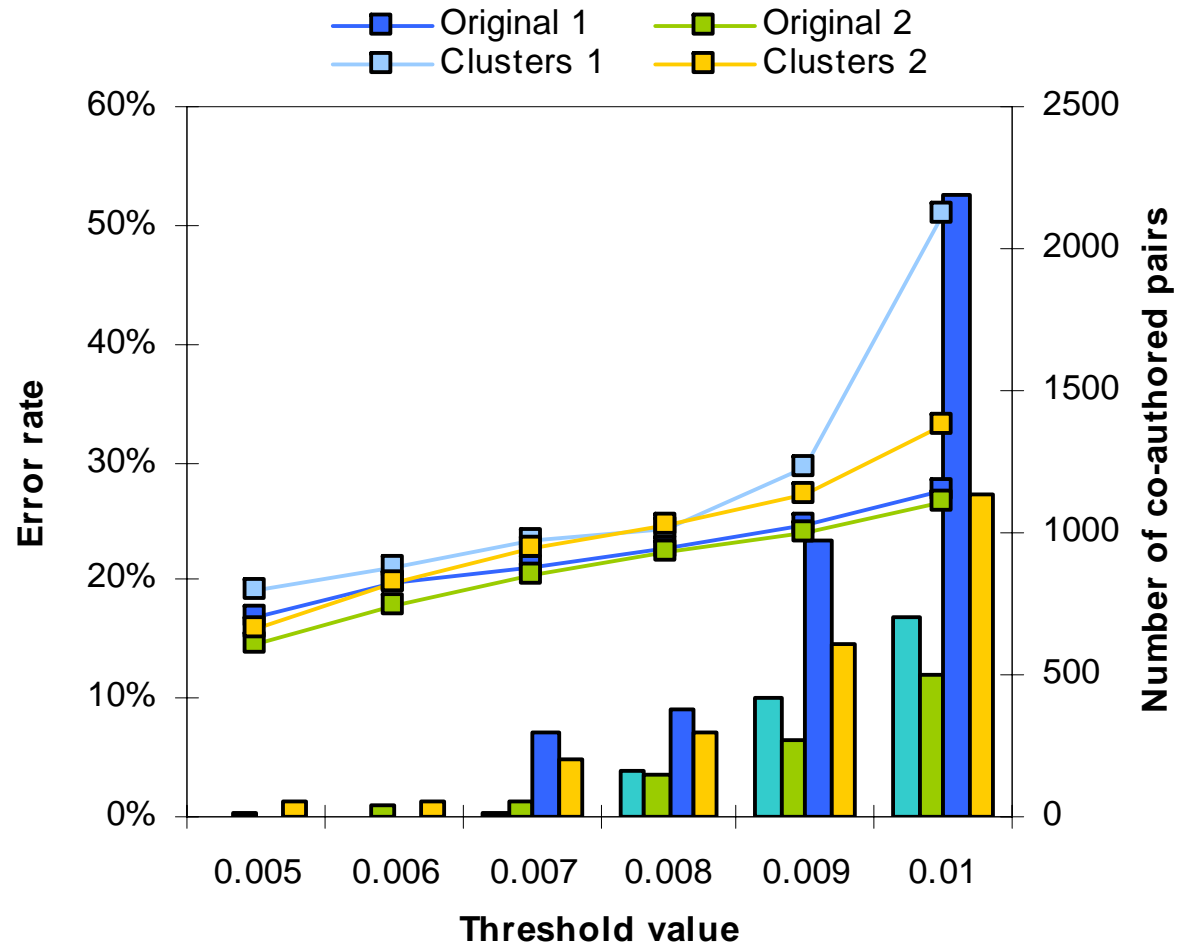
Experiment 1



Experiment 2



Clustering



THINK UPON THESE THINGS

monday, october 09, 2006

Monday Report...

Hullo everyone! Horse back riding lessons are going well, my dog isn't, and I have memorized two chapters of Philippians. My dog hurt his leg, if you are wondering what happened to him.

I want to tell you about this farm I went to on Saturday. Interesting place, it was! My parents wanted me to go with them to a meet farm in NY. They raise range fed animals: chickens, cows, pigs, and several others. It was a pretty drive up, but I felt a little sick because of all the twists and turns in the country hill roads. I am used to them, just not on a relatively empty stomach when the sun in glaring in my face at 9:30 on a Saturday morning!

We selected our chickens (that was why we were going there-- to buy more food) and then my mom wanted to show me their house. From the outside it appeared to be a science lab you would find somewhere in the Arctic. Wow, it was interesting. I walked in and instantly my glasses were steamy. A small stove was in the middle of the wall to my left. The floor was an interesting marble textured concrete, speckled green and cream. The whole place smelled of grease and bacon. Apparently there had just been a company breakfast, and the house still smelled like it. I stared at my surroundings. About 15 feet from where I stood was a stairway that lead to an entirely open second floor. The ceiling was still exposed insulation. A few sky lights provided most of the dim light.

The living room was right in front of the door way. A TV was at the foot of the stairs, surrounded by videos and DVDs. A dog was

ABOUT ME



Ednella US

Greetings! My name is Ednella Sound-Out, but you can call be Nella. Please feel free to poke around my blogs, Think Upon These Things and Sound Out.

[View my complete profile](#)

PREVIOUS POSTS

[Monday Report...](#)

[I thought this picture was so lovely that I just h...](#)

[Paul's Prayers](#)

[Announcement](#)

[Crazy Days!](#)

[Because He Cares](#)

[Introduction to Philippians](#)

[My Crazy-Weird Yesterday](#)

[2 Corinthians](#)

[Ever](#)

a, c, d, f blogs;
b, e, h profiles;
g unknown

a



e



b



f



c



g



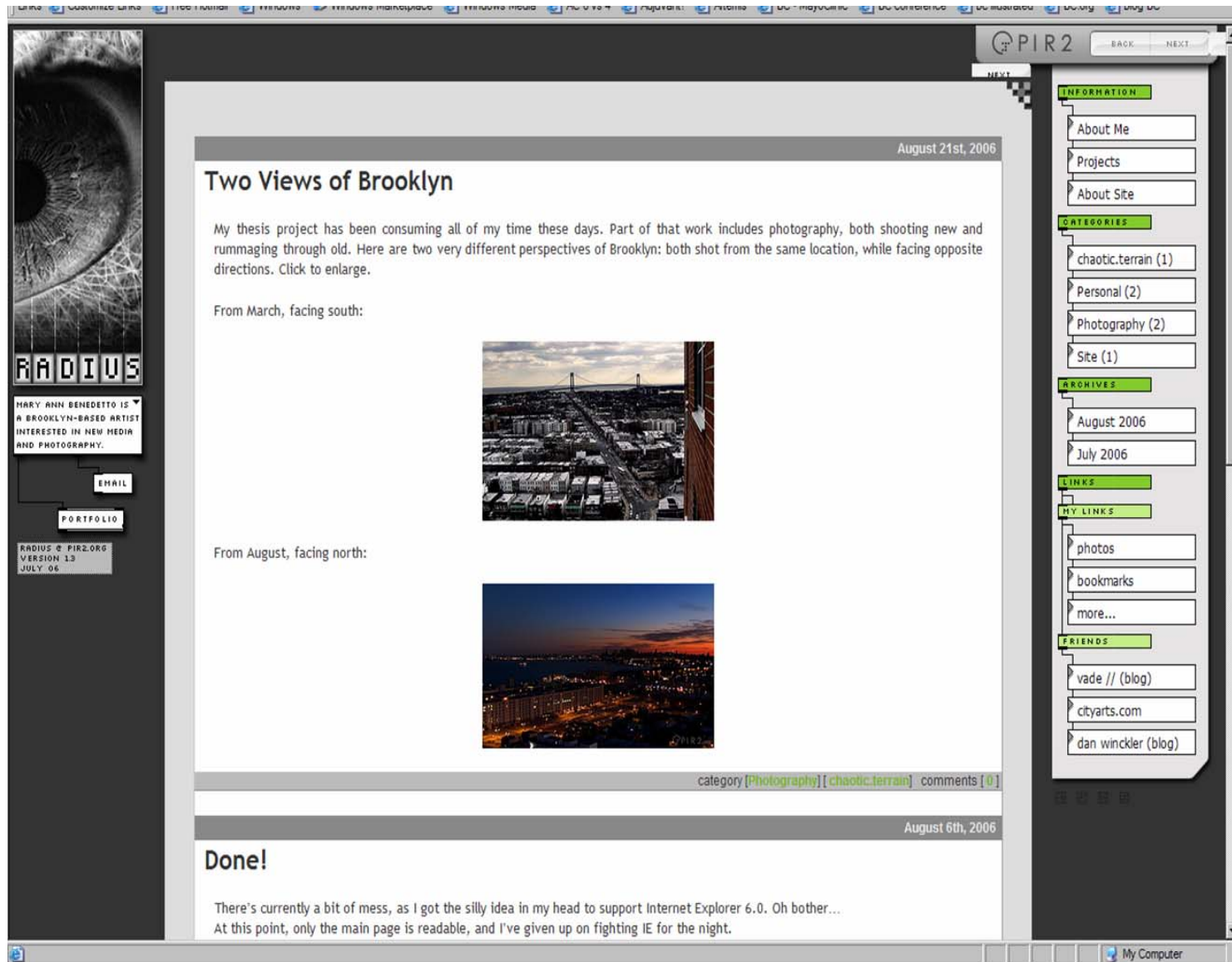
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b	0.0051		0.0033	0.0036	0.0041	0.0036	0.0036	0.0036
c	0.0048	0.0033		0.0038	0.0044	0.0038	0.0033	0.0033
d	0.0051	0.0036	0.0038		0.0041	0.0036	0.0036	0.0036
e	0.0065	0.0041	0.0044	0.0041		0.0041	0.0041	0.0041
f	0.0051	0.0036	0.0038	0.0036	0.0041		0.0036	0.0036
g	0.0028	0.0036	0.0033	0.0036	0.0041	0.0036		0.0036
h	0.0028	0.0036	0.0033	0.0036	0.0041	0.0036	0.0036	

d

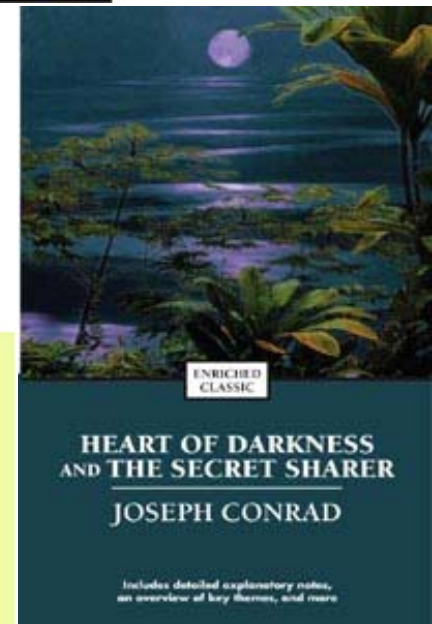
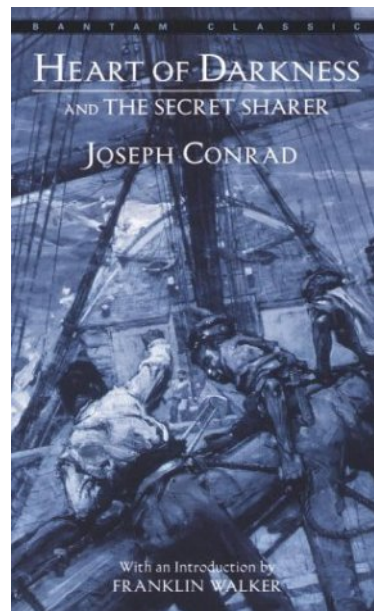
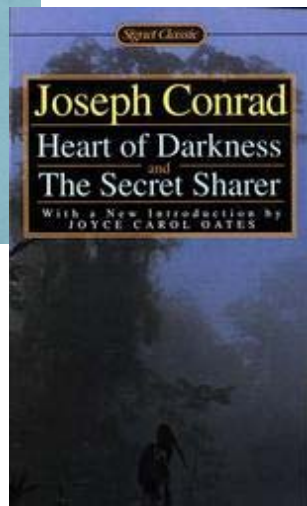
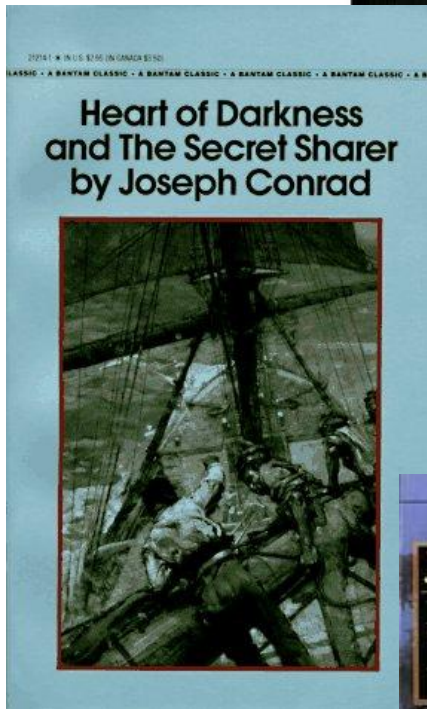
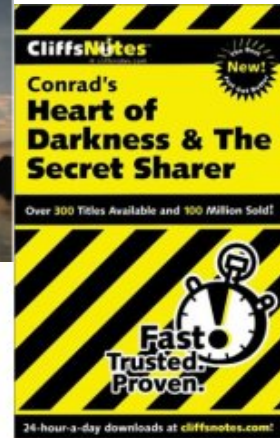
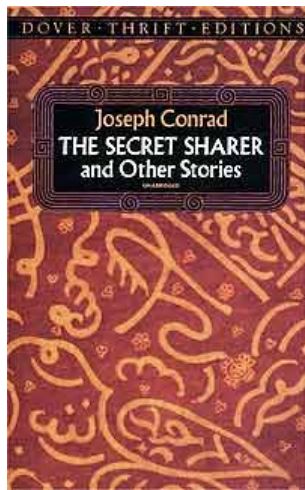
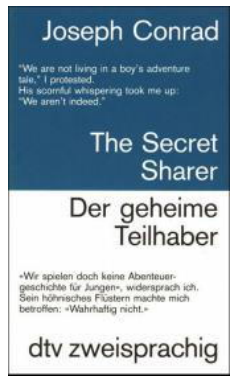


h

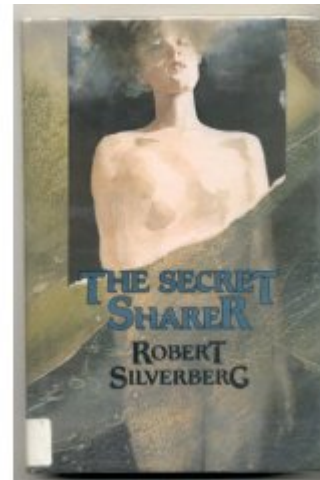
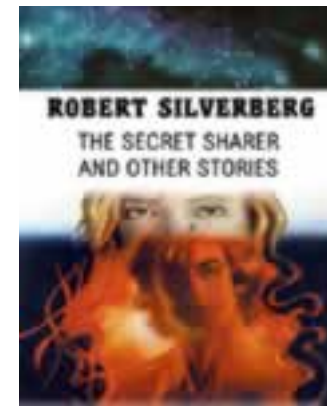
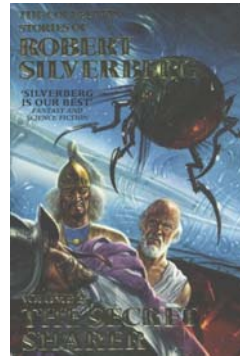
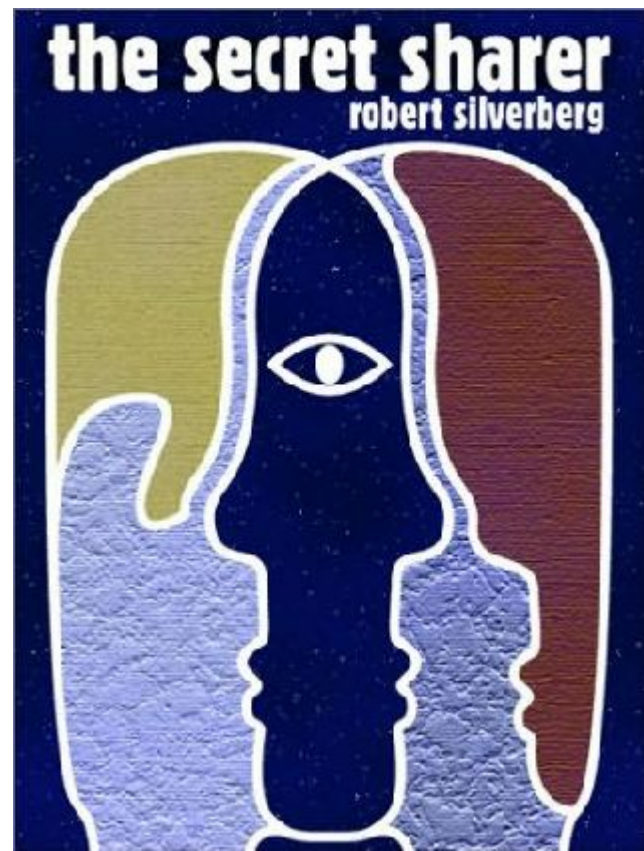




falsely paired document with g (0.016), d (0.018), f (0.018), and h (0.018).
(pay attention to color choice and layout!)



remember this?



The last slide

