

Pervasive sociality : advanced social objects recommendation

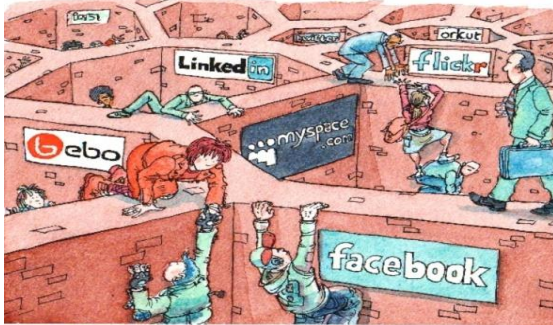
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Motivating context

The success of social networking mobile applications and location-based social networks shows that social networks are becoming pervasive allowing interactions about anything, anywhere, at anytime. In this context, we focus on social objects which trigger and support many interactions. We propose to review social objects challenges and describe our corresponding solutions.

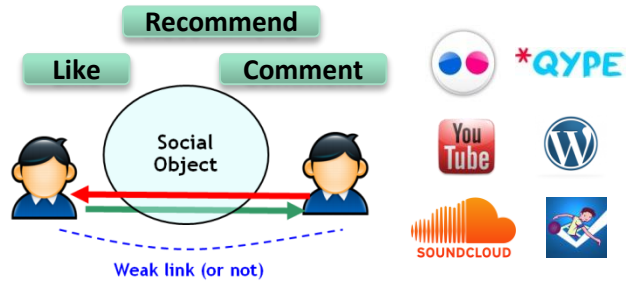
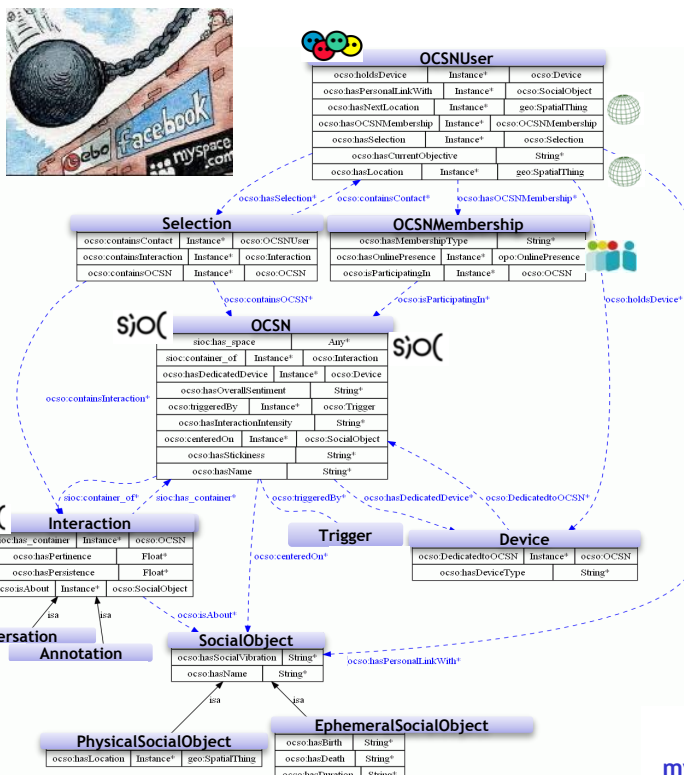
1a. Defragmenting user experience

Due to business reasons, social applications and their respective social objects are often isolated in data silos. The resulting fragmented experience limits a lot user experience regarding access and interactions.



1b. OCSO ontology

OCSO ontology enables representing social objects through semantic web formalisms : <http://ns.inria.fr/ocso>



2a. Building context sensitive and mutidimensional sociality

Communication is more and more situated in time and space and interaction goals can be driven by many interests on many dimensions (eg. conceptual, temporal, physical, social).



2b. Perspective : Spreading activation algorithm

Spreading activation polycentric queries on typed graphs (several concepts activated at the same time) should allow us to combine dimensions and to integrate the context "on the fly" through new customizable activation propagation functions.

