

Mobile Social Ecosystems: A Middleware Perspective

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From Social Networks to Mobile Social Ecosystems

(Traditional) Social Networks in Literature

- Homogeneous links among people.

Social Entities Gaining Importance

- Content: Creating/Tagging/Commenting
- Events: Organizing/Attending

New Aspects due to Mobile Phones

- Location: Adding mobility to the mix

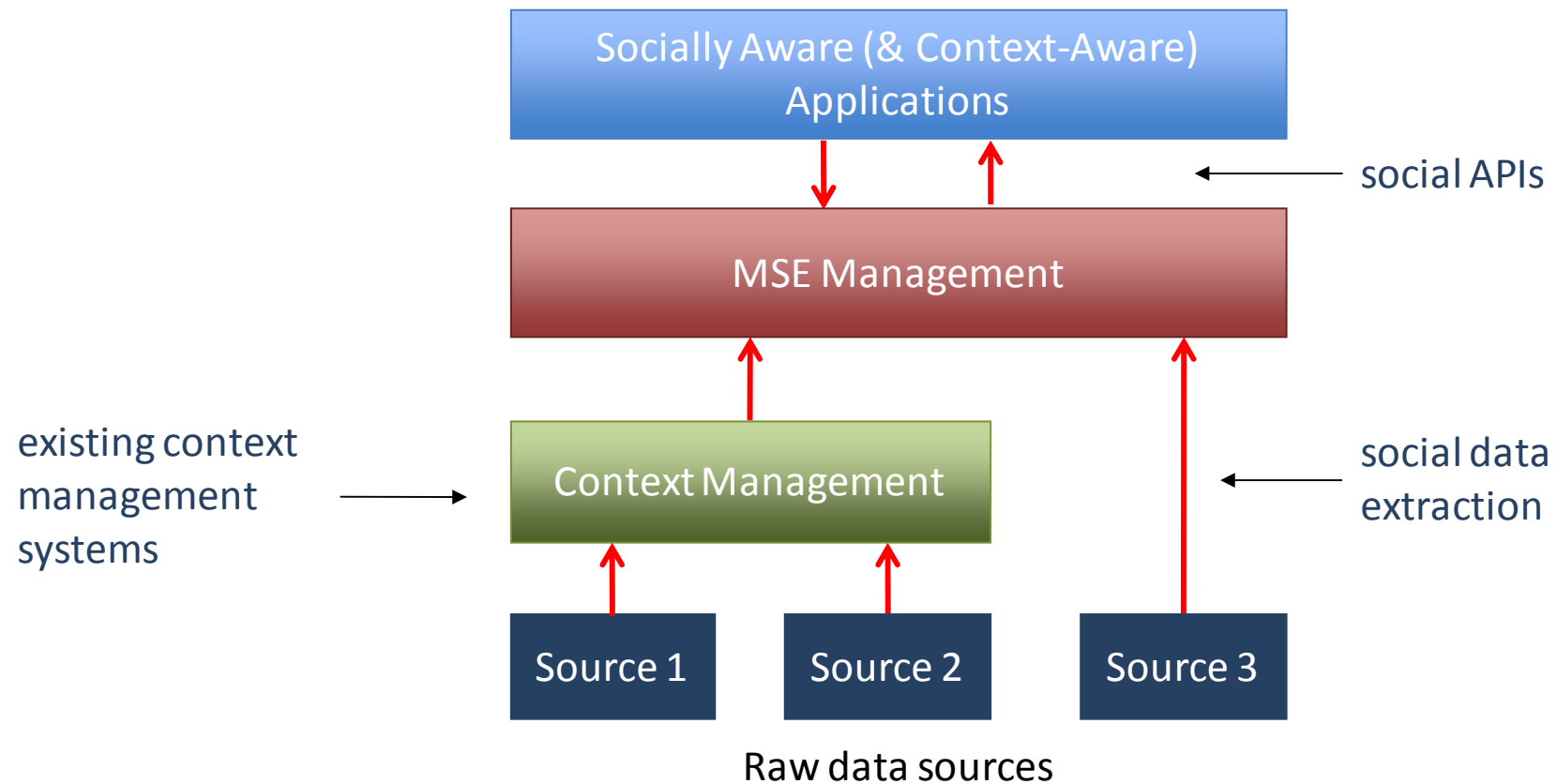
Mobile Social Ecosystems (MSEs)

- Inter-personal connections
- Contents and Events included
- Location and Context-aware

Mobile Social Ecosystems: Data Perspective

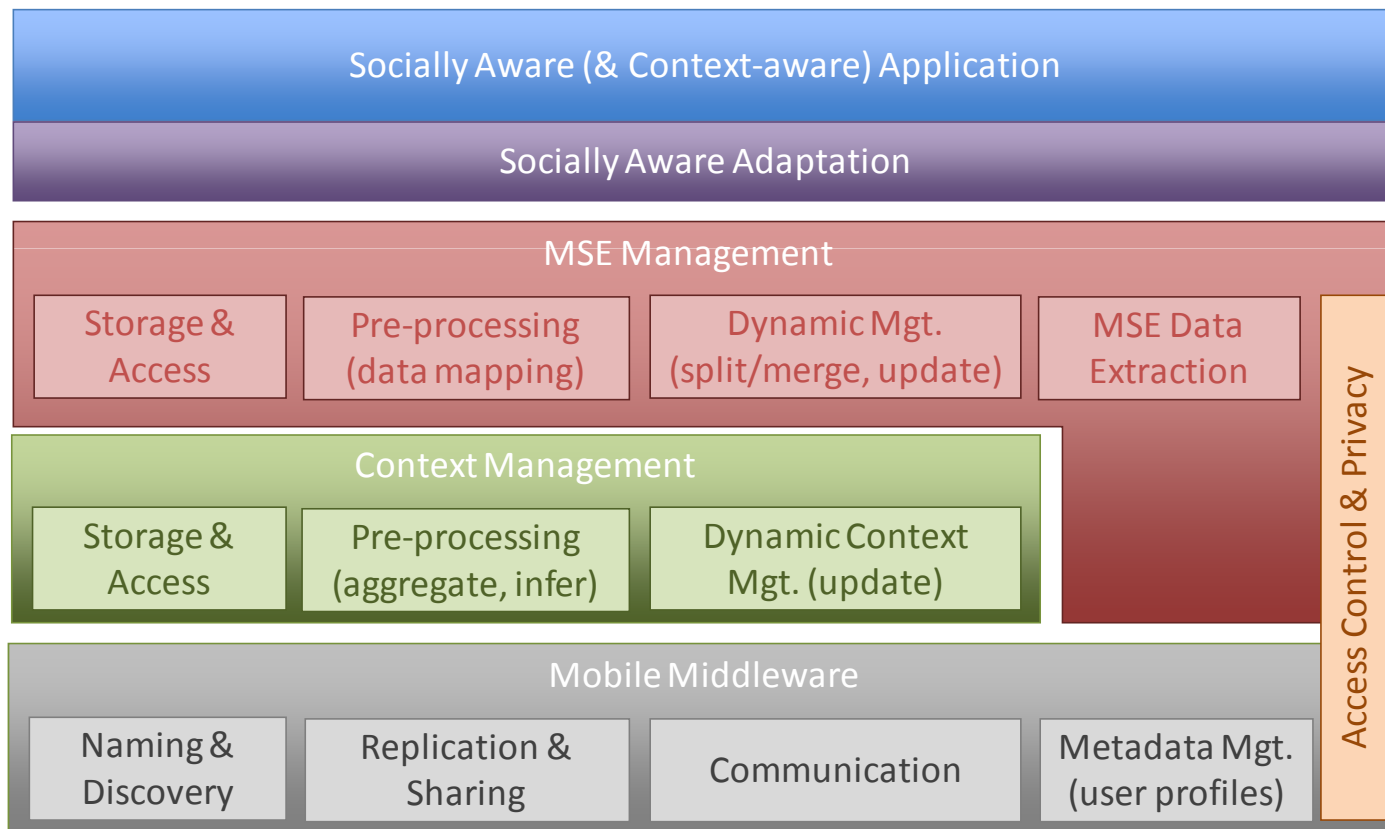


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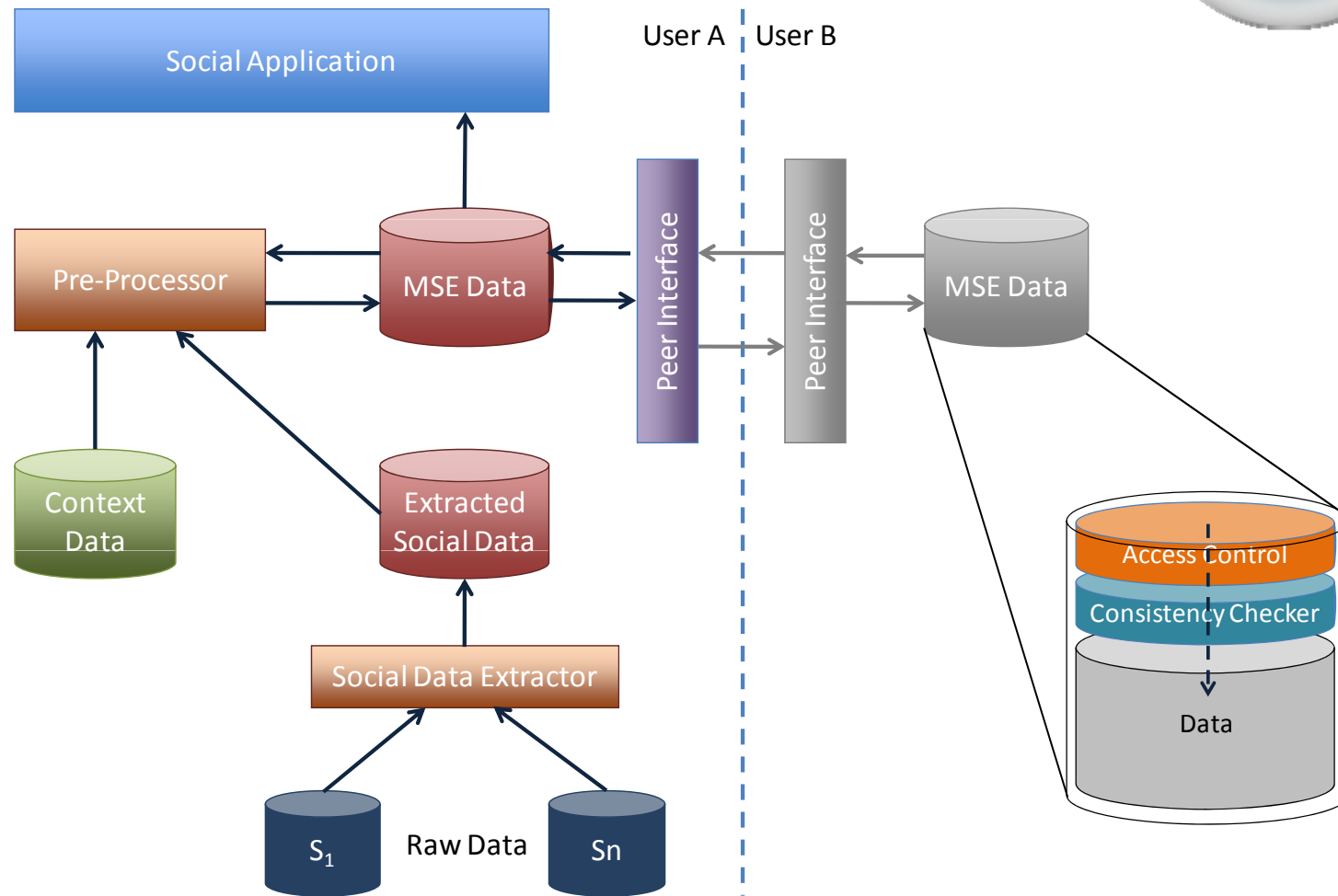


Mobile Social Ecosystems: Middleware Perspective





Mobile Social Ecosystems: Networking





Mobile Social Ecosystems: Networking Event Scenario

- Need to support mobile users in social activities
 - Look up info about attendees (subject to privacy)
 - Make notes at talks & share them with colleagues
 - Plan social activities beyond the conference schedule
 - Plan spontaneous meeting about shared interests
- Some information known at the beginning
 - Additional social data to be gathered during the meeting
 - Interactions between mobile users augment social knowledge





Mobile Social Ecosystems: Challenges Ahead

- Expressive & flexible models to represent mobile social ecosystems
- Privacy-awareness and access control
- MSE management functionalities
- Fully distributed architecture
- ...

