



# O Papel do Social Software no EBusiness

Mário Valente

# Agenda

- Introdução e Definições
- Exemplos e Usos de Software Social
- Impactos, Conclusões e Teoria

# Introdução

- EBusiness não é Ecommerce (Amazon, Ebay)
- EBusiness inclui, para além do Ecommerce:
  - E-Colaboration
  - E-Learning
  - E-Marketing
  - E-Banking
  - ...

# Introdução

- Essence of ebusiness and related software (like email): allow enterprises to work together more effectively.
- As businesses become more global and more connected, loose business networks are the future of all business.
- The ability to hold groups together and make them work effectively across distance holds one of the keys to the power of ebusiness in the coming years.

# Introdução

- The Napster phenomenon is less about challenging intellectual property rights and more about restructuring a new system of decentralized, distributed storage that has implications far beyond the music industry.
- The development of new kinds of software (like Groove) allows small groups to function much better than using email to suit many purposes. And new software (like Wikis) permits huge groups to collectively construct and edit massive projects

# Introdução

- This new wave of software innovation, which we will refer to as **Social Software**, will have the greatest impact on business networks.
- This new wave of social software might change that state of affairs by helping workers find who knows what, connect with them, and effectively share that knowledge.

# Definições

- Social software's purpose is dealing with groups, or interactions between people.
- "any software that supports group communications. The dynamics of social software are significantly different from traditional interactions."

# Definições (filosóficas)

*"Social software is a particular sub-class of software-prosthesis that concerns itself with the augmentation of human social and / or collaborative abilities through structured mediation by:*

# Definições

- **Removing the real-world limitations placed on social and / or collaborative behaviour** by factors such as language, geography, background, financial status, etc;
- **Compensating for human inadequacies in processing, maintaining or developing social and / or collaborative mechanisms** - in terms of information overload, generating appropriate filtering mechanisms, building in solutions to compensate for reptile-brain activity, developing structures that are immune to blame-culture, recrimination etc.
- **Creating environments or distributed tool-sets that pull useful end results out of human social and / or collaborative behaviour** - for example, generating software that facilitates human creative processes in groups, structuring the process (or having the process emerge through apparently unrelated interactions) so as to have a distinct and productive end result; "

# Espiral de Conversão do Conhecimento

	<b>Para Tácito</b>	<b>Para Explícito</b>
	<b>Socialização</b>	<b>Externalização</b>
<i>De Tácito</i>	<ul style="list-style-type: none"> <li>• Knowledge Maps</li> <li>• Groupware I</li> <li>• Expertise Location</li> <li>• Social Software</li> </ul>	<ul style="list-style-type: none"> <li>• Groupware II</li> <li>• Workflow</li> <li>• Knowledge-Based Systems</li> </ul>
	<b>Internalização</b>	<b>Combinação</b>
<i>De Explícito</i>	<ul style="list-style-type: none"> <li>• Innovation Support Tools</li> <li>• Info overload (visualization)</li> </ul>	<ul style="list-style-type: none"> <li>• Intranet</li> <li>• Electronic Document Management</li> <li>• K capture (crawlers)</li> <li>• Speech recognition</li> <li>• Text analysis (clustering&amp;classif)</li> <li>• Search &amp; visualization</li> </ul>

# Blogs

Welcome to AnitaRoddick.com by Anita Roddick, founder of The Body Shop. - Microsoft Internet Explorer


File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print


Address <http://www.anitaroddick.com/> Go Links

**AnitaRoddick.com** [email Anita](#) [about Anita Roddick](#)

HOME ISSUES VOICES BUSINESS BOOKS **ACT NOW!** **GET TH**


 ✖ Killing...

**Saving the Loggerheads**




[Go there >>](#)

**Don't Destroy Their Home**



[Go there >>](#)

**Sexism Sells?**



RECENT DISPATCHES

Search for

Internet


# Blogs

The screenshot shows a Microsoft Internet Explorer browser window displaying the Microsoft Community Blogs page. The browser's address bar shows the URL: <http://www.microsoft.com/communities/blogs/PortalHome.aspx>. The page features the Microsoft logo and a search bar. The main content area is titled "Microsoft Community Blogs" and includes a description of blogs, a "Recent Posts" section with an RSS icon, and a "Microsoft Blogs" section listing various weblogs.

**Microsoft Community Blogs**

Blogs are Web sites which share a few common characteristics. They are updated frequently, written from the point of view of an individual, written in an informal tone, and usually expose an RSS feed for syndicating the content into various forms of aggregators.

You can use the directory below to find weblogs about Microsoft technologies written by Microsoft employees. Use these blogs to get insights and opinions about using (and creating!) Microsoft technology and software.

**Recent Posts** 

- [More on CRUD...](#)  
Beat Schwegler's 2 Cents, Beat Schwegler, Jul 23, 2004
- [Lookout 1.2 download](#)  
Mark Harrison, Mark Harrison, Jul 23, 2004
- [Going to be one of \\*those\\* days](#)  
Cyrus' Blather, Cyrus Najmabadi, Jul 22, 2004
- [KB Article 312546: Managed .exe File Sporadically Fails to Run over HTTPS](#)  
Junfeng Zhang's .Net Framework Notes, Junfeng Zhang, Jul 22, 2004
- [This week's poll: Development and the emulator](#)

**Microsoft Blogs**

- [Chris Pratley's WebLog](#)  
Chris Pratley, Jun 24, 2004
- [Dave Massy's WebLog](#)  
Dave Massy, Jul 21, 2004
- [Other](#)  
Raymond Chen, Jul 15, 2004
- [Adam Nathan's Interop-Centric CLR Blog](#)  
Adam Nathan, May 6, 2004
- [Tips/Support](#)  
Raymond Chen, Jun 24, 2004
- [More blogs...](#)

# Blogs

The Seattle Times Company NWclassifieds | NWsource | seattletimes.com

**The Seattle Times** Home delivery  
Contact us  
Search archive  
seattletimes.com **BUSINESS & TECHNOLOGY**

Your account | Today's news index | Weather | Traffic | Movies | Restaurants | Today's events

NEWS / HOME  
LOCAL  
**BUSINESS/TECH**  
Microsoft  
Boeing/aerospace  
Biotech  
NW companies  
Stock market  
Personal technology  
Events calendar  
COLUMNISTS  
Stephen Dunphy  
Paul Andrews  
Working Connections  
NATION/WORLD  
POLITICS  
EDUCATION  
OBITUARIES  
SPECIAL PROJECTS  
**OPINION**  
SPORTS

Friday, June 25, 2004 - Page updated at 12:00 A.M.

**STOCK QUOTES**    [More market data...](#)

## Bill Gates could join the ranks of bloggers

By [Brier Dudley](#)  
*Seattle Times technology reporter*

Bill Gates has a reputation for coming late to the party, then making a big splash when he arrives.

That's what happened after the Microsoft chairman realized the potential of the Internet. And it may happen again if he starts his personal Web log.

Yes, the world's richest man may start his own blog, one of those online diaries that have been the rage among techies for the past three or four years.



Bill Gates

 [E-mail this article](#)  
 [Print this article](#)  
 [Search archive](#)  
 [Most read articles](#)

**BUSINESS/TECH NEWS SEARCH**  
  
 Today  Archive   
[Advanced search](#)

**ADVERTISING**

**SeattleAreaHomes.com**  
Seattle's Real Estate Experts  
*We are your Relocation Experts!*  
  
We know the area and have the experience to ease you through the buying process.

Done Internet

# Blogs

ABRUPTO - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Refresh

Address <http://abrupto.blogspot.com/> Go Links

## ABRUPTO

[Front page](#)  
[Archive](#)



...M'ESPANTO AS  
VEZES , OUTRAS  
M'AVERGONHO ...  
(Sa de Miranda)

correio para  
[ippereir@mail.telepac.pt](mailto:ippereir@mail.telepac.pt)

**23.7.04**

**08:10 (JPP)**  
[VERITAS FILIA TEMPORIS](#)

[O custo do populismo e da demagogia](#) (Fevereiro 2001)

**07:37 (JPP)**  
**TRETAS**

O **Público** [escreve](#) hoje seguinte: "O PSD exigiu a Pedro Santana Lopes que houvesse um lugar de secretário de Estado atribuído a este partido no Ministério da Defesa de Paulo Portas e foi, por isso, que à última hora a lista dos secretários de Estado foi alterada." Gostava muito de saber quem é o sujeito da frase, quem é esse "PSD" que "exige" coisas ao Primeiro-Ministro. O nosso jornalismo comprova todos os dias que há gente capaz de comer tudo o que se lhes dá.

**07:32 (JPP)**  
**EARLY MORNING BLOGS 261**

**Liberté**

*Le vent impur des étables  
Vient d'ouest, d'est, du sud, du nord*

Done Internet

# Blogs

The Hartford Financial Services Group is already finding success using blogs in one of its mobile groups. A team of 40 field technology managers, who serve as links between The Hartford's network of insurance agents and the home office, set up a blog. They use it to share information about e-commerce features and solutions to technology problems. Before, email and voice mail sufficed, but email threads would die, and there was no way to search past shared information.

# Wikis (www.wikipedia.org)

Main Page - Wikipedia, the free encyclopedia - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print View Source Add-ons

Address http://en.wikipedia.org/wiki/Main\_Page Go Links

Log in

article discussion view source history

## Main Page

From Wikipedia, the free encyclopedia.

**Welcome** to [Wikipedia](#)! We are building an [open-content encyclopedia](#) in [many languages](#).  
 In the English version, started in January 2001, we are now working on 310831 [articles](#).  
 Learn [how to edit pages](#), experiment in the [sandbox](#), and visit our [Community Portal](#) to find out how **you** can participate in the development of Wikipedia.

[Browse by topic](#)  
[Other languages](#)  
[Sister projects](#)  
[Text only](#) | [No tables](#)

navigation

- [Main Page](#)
- [Community portal](#)
- [Current events](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)
- [Donations](#)

search

Go Search


toolbox

- [What links here](#)
- [Related changes](#)
- [Special pages](#)

other languages

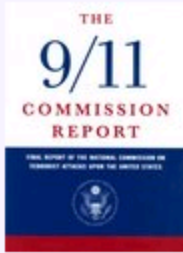
- [Dansk](#)

### Today's featured article



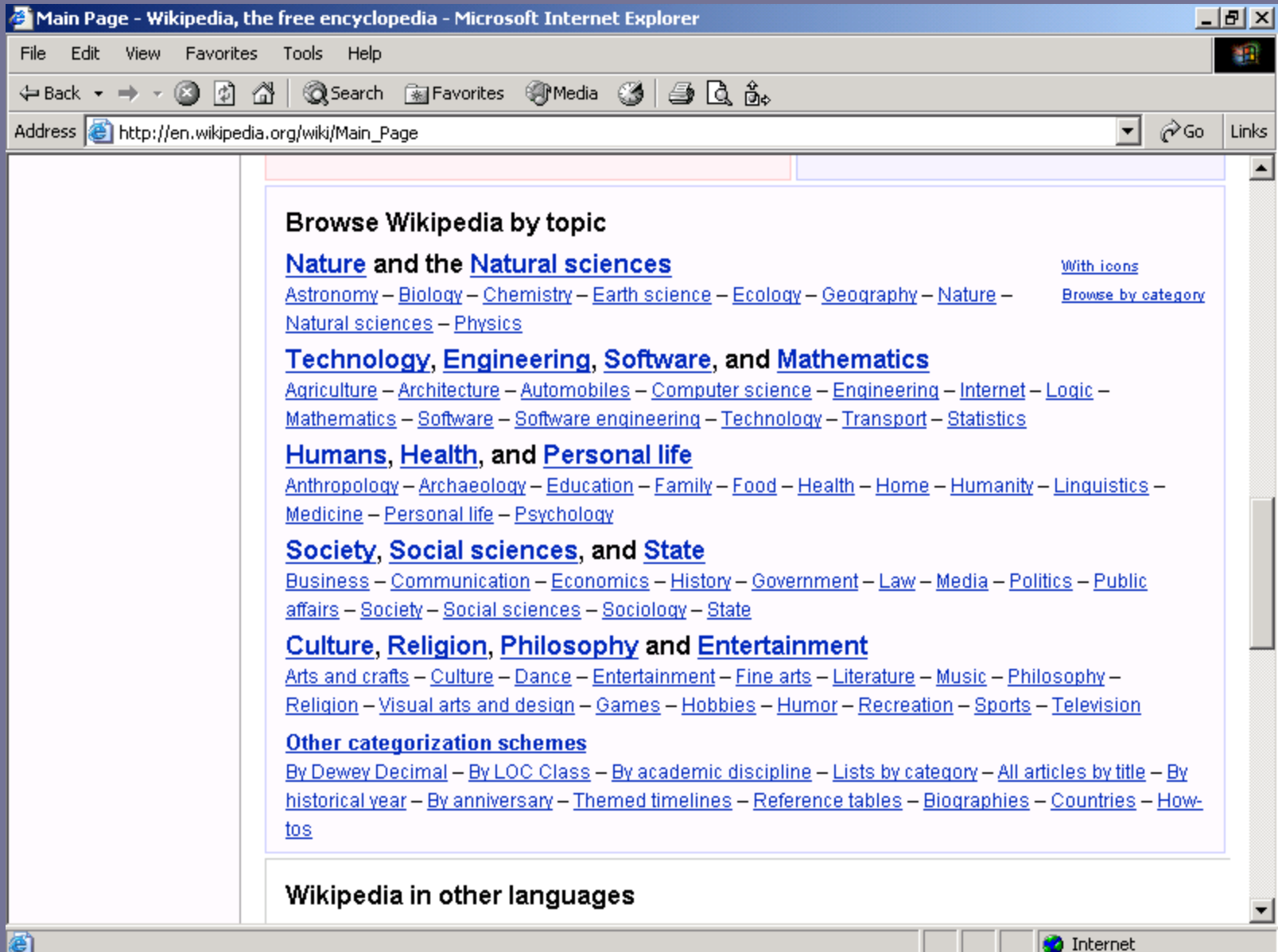
The [Russian constitutional crisis of 1993](#) began in earnest on [September 21](#), when [Russian President Boris Yeltsin](#) dissolved the country's parliament and ordered a [referendum](#) on a new constitution. The parliament then deemed Yeltsin's presidency unconstitutional and appointed its own acting president. Tensions built quickly, and the representatives barricaded themselves in the parliament building, the "[Russian White House](#)." After ten days, Yeltsin, bolstered by support from the [military](#), was able to seize the White House by force.

### In the news

- In the [United States](#), the [September 11th Commission](#) releases its final report, harshly criticizing American [intelligence agencies](#). 
- Famous [British physicist Stephen Hawking](#) reverses his theory on [black holes](#), agreeing with prevailing scientific consensus that [information](#) is not destroyed in a black hole and conceding his bet with [particle physicist John Preskill](#).

Done Internet

# Wikis (www.wikipedia.org)



The image shows a screenshot of the Wikipedia Main Page as it appeared in Microsoft Internet Explorer. The browser's title bar reads "Main Page - Wikipedia, the free encyclopedia - Microsoft Internet Explorer". The address bar shows the URL "http://en.wikipedia.org/wiki/Main\_Page". The main content area is titled "Browse Wikipedia by topic" and lists several categories with sub-links:

- Nature and the Natural sciences** (With icons, Browse by category)
  - [Astronomy](#) – [Biology](#) – [Chemistry](#) – [Earth science](#) – [Ecology](#) – [Geography](#) – [Nature](#) – [Natural sciences](#) – [Physics](#)
- Technology, Engineering, Software, and Mathematics**
  - [Agriculture](#) – [Architecture](#) – [Automobiles](#) – [Computer science](#) – [Engineering](#) – [Internet](#) – [Logic](#) – [Mathematics](#) – [Software](#) – [Software engineering](#) – [Technology](#) – [Transport](#) – [Statistics](#)
- Humans, Health, and Personal life**
  - [Anthropology](#) – [Archaeology](#) – [Education](#) – [Family](#) – [Food](#) – [Health](#) – [Home](#) – [Humanity](#) – [Linguistics](#) – [Medicine](#) – [Personal life](#) – [Psychology](#)
- Society, Social sciences, and State**
  - [Business](#) – [Communication](#) – [Economics](#) – [History](#) – [Government](#) – [Law](#) – [Media](#) – [Politics](#) – [Public affairs](#) – [Society](#) – [Social sciences](#) – [Sociology](#) – [State](#)
- Culture, Religion, Philosophy and Entertainment**
  - [Arts and crafts](#) – [Culture](#) – [Dance](#) – [Entertainment](#) – [Fine arts](#) – [Literature](#) – [Music](#) – [Philosophy](#) – [Religion](#) – [Visual arts and design](#) – [Games](#) – [Hobbies](#) – [Humor](#) – [Recreation](#) – [Sports](#) – [Television](#)
- Other categorization schemes**
  - [By Dewey Decimal](#) – [By LOC Class](#) – [By academic discipline](#) – [Lists by category](#) – [All articles by title](#) – [By historical year](#) – [By anniversary](#) – [Themed timelines](#) – [Reference tables](#) – [Biographies](#) – [Countries](#) – [How-tos](#)

At the bottom of the page, there is a section titled "Wikipedia in other languages". The browser's status bar at the bottom shows "Internet".

# Wikis (www.wikipedia.org)

Main Page - Wikipedia, the free encyclopedia - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print

Address [http://en.wikipedia.org/wiki/Main\\_Page](http://en.wikipedia.org/wiki/Main_Page) Go Links

**Other categorization schemes**

[By Dewey Decimal](#) - [By LOC Class](#) - [By academic discipline](#) - [Lists by category](#) - [All articles by title](#) - [By historical year](#) - [By anniversary](#) - [Themed timelines](#) - [Reference tables](#) - [Biographies](#) - [Countries](#) - [How-tos](#)

**Wikipedia in other languages**

10,000+ articles: [Dansk \(Danish\)](#) - [简体中文 \(Chinese, simplified\)](#) - [繁體中文 \(Chinese, traditional\)](#) - [Nederlands \(Dutch\)](#) - [Esperanto](#) - [Français \(French\)](#) - [Deutsch \(German\)](#) - [Italiano \(Italian\)](#) - [日本語 \(Japanese\)](#) - [Polski \(Polish\)](#) - [Português \(Portuguese\)](#) - [Español \(Spanish\)](#) - [Svenska \(Swedish\)](#)

[Afrikaans](#) - [Shqip \(Albanian\)](#) - [العربية \(Arabic\)](#) - [Armâneashti \(Aromanian\)](#) - [Euskara \(Basque\)](#) - [Bosanski \(Bosnian\)](#) - [Български \(Bulgarian\)](#) - [Català \(Catalan\)](#) - [ᏍᏏᏍᏔᏅ \(Cherokee\)](#) - [Hrvatski \(Croatian\)](#) - [Čeština \(Czech\)](#) - [Eesti \(Estonian\)](#) - [Suomeksi \(Finnish\)](#) - [Føroyskt \(Faroese\)](#) - [Frysk \(Frisian\)](#) - [Galego \(Galician\)](#) - [Ελληνικά \(Greek\)](#) - [עברית \(Hebrew\)](#) - [हिन्दी \(Hindi\)](#) - [Magyar \(Hungarian\)](#) - [Ido](#) - [Íslenska \(Icelandic\)](#) - [Bahasa Indonesia \(Indonesian\)](#) - [Interlingua](#) - [Gaeilge \(Irish\)](#) - [Kaszëbsczi \(Kashubian\)](#) - [ខ្មែរ \(Khmer\)](#) - [한국어 \(Korean\)](#) - [Kurdî \(Kurdish\)](#) - [Latina \(Latin\)](#) - [Latviešu \(Latvian\)](#) - [Lietuvių \(Lithuanian\)](#) - [Lëtzebuergesch \(Luxembourgish\)](#) - [Bahasa Melayu \(Malay\)](#) - [മലയാളം \(Malayalam\)](#) - [Монгол \(Mongolian\)](#) - [Maori](#) - [Nahuatl](#) - [Norsk \(Norwegian\)](#) - [Occitan](#) - [فارسی \(Persian\)](#) - [Plattdüütsch](#) - [Română \(Romanian\)](#) - [Русский \(Russian\)](#) - [Simple English](#) - [Slovenčina \(Slovak\)](#) - [Slovenščina \(Slovenian\)](#) - [Српски \(Serbian\)](#) - [Kiswahili \(Swahili\)](#) - [தமிழ் \(Tamil\)](#) - [Tagalog](#) - [Tatarça \(Tatar\)](#) - [ภาษาไทย \(Thai\)](#) - [Toki Pona](#) - [Tok Pisin](#) - [Türkçe \(Turkish\)](#) - [Українська \(Ukrainian\)](#) - [اردو \(Urdu\)](#) - [Tiếng Việt \(Vietnamese\)](#) - [Volapük](#) - [Walon \(Walloon\)](#) - [Cymraeg \(Welsh\)](#)

[Complete list](#) - [Multilingual coordination](#) - [Start a Wikipedia in another language](#)

<http://chr.wikipedia.org/wiki/> Internet

# Wikis (www.wikipedia.org)

Main Page - Wikipedia, the free encyclopedia - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print View Source Add-ons





Address [http://en.wikipedia.org/wiki/Main\\_Page](http://en.wikipedia.org/wiki/Main_Page) Go Links

(Ukrainian) – [اردو \(Urdu\)](#) – [Tiếng Việt \(Vietnamese\)](#) – [Volapük](#) – [Walon \(Walloon\)](#) – [Cymraeg \(Welsh\)](#)


[Complete list](#) – [Multilingual coordination](#) – [Start a Wikipedia in another language](#)

## Wikipedia's sister projects

Wikipedia is run by the non-profit [Wikimedia](#) Foundation. Wikimedia operates several other [multilingual](#) and [open-content](#) wiki projects:


	<small>a multilingual free encyclopedia</small> <b>Wiktionary</b> [ˈwɪkʃənri] n., a wiki-based Open Content dictionary <i>Witien. P'urti leard!</i>			
<a href="#">Meta-Wiki</a>	<a href="#">Wiktionary</a>	<a href="#">Wikibooks</a>	<a href="#">Wikiquote</a>	<a href="#">Wikisource</a>
<i>Coordination of all Wikimedia projects</i>	<i>A dictionary and thesaurus</i>	<i>Free textbooks and manuals</i>	<i>A collection of quotations</i>	<i>Free source documents</i>

If you find Wikipedia or its sister projects useful, please consider making a [donation](#). Donations are used primarily for purchasing computer equipment and launching new [projects](#).

 GNU FDL  
FREE DOC  
LICENSE

This page was last modified 03:07, 21 Jul 2004. All text is available under the terms of the [GNU Free Documentation License](#) (see [Copyrights](#) for details).

[About Wikipedia](#) [Disclaimers](#)

 Powered By  
MediaWiki

Internet

# WiKis ([www.wikipedia.org](http://www.wikipedia.org))

1UP.com, the gaming division of Ziff Davis Media, one of the largest technology magazine publishers in the United States, has been a Socialtext [5] customer for one year. New General Manager Tom Jessiman sought an efficient and effective alternative to email and attachments as a way of working together. Socialtext is a recently created company that adapts wikis and weblogs for enterprise productivity and scale. Using Socialtext Workspace for group communications has reduced email volume dramatically to result in soft cost savings in excess of \$1 million per year for a 50 person team. Project communication accelerated the project cycle of a four-month project by a month.

# FOAF/RDF

http://rdfweb.org/foafcorp/cola-corps-sample.xml - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Find Add-ons

Address http://rdfweb.org/foafcorp/cola-corps-sample.xml Go Links

```

<?xml version="1.0" ?>
- <web:RDF xmlns:web="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
  xmlns:rss="http://purl.org/rss/1.0/" xmlns="http://xmlns.com/foaf/0.1/"
  xmlns:foaf="http://xmlns.com/foaf/0.1/" xmlns:fc="http://xmlns.com/foaf/corp#"
  xmlns:dc="http://purl.org/dc/elements/1.1/">
  <!-- data transcribed from theyrule.net by danbri; need to find stocktickers, home pages etc -->
- <!--
    now to add photos etc and other fun stuff:
      eg: http://www2.coca-cola.com/about/whatwedo/bios/bio_28.html

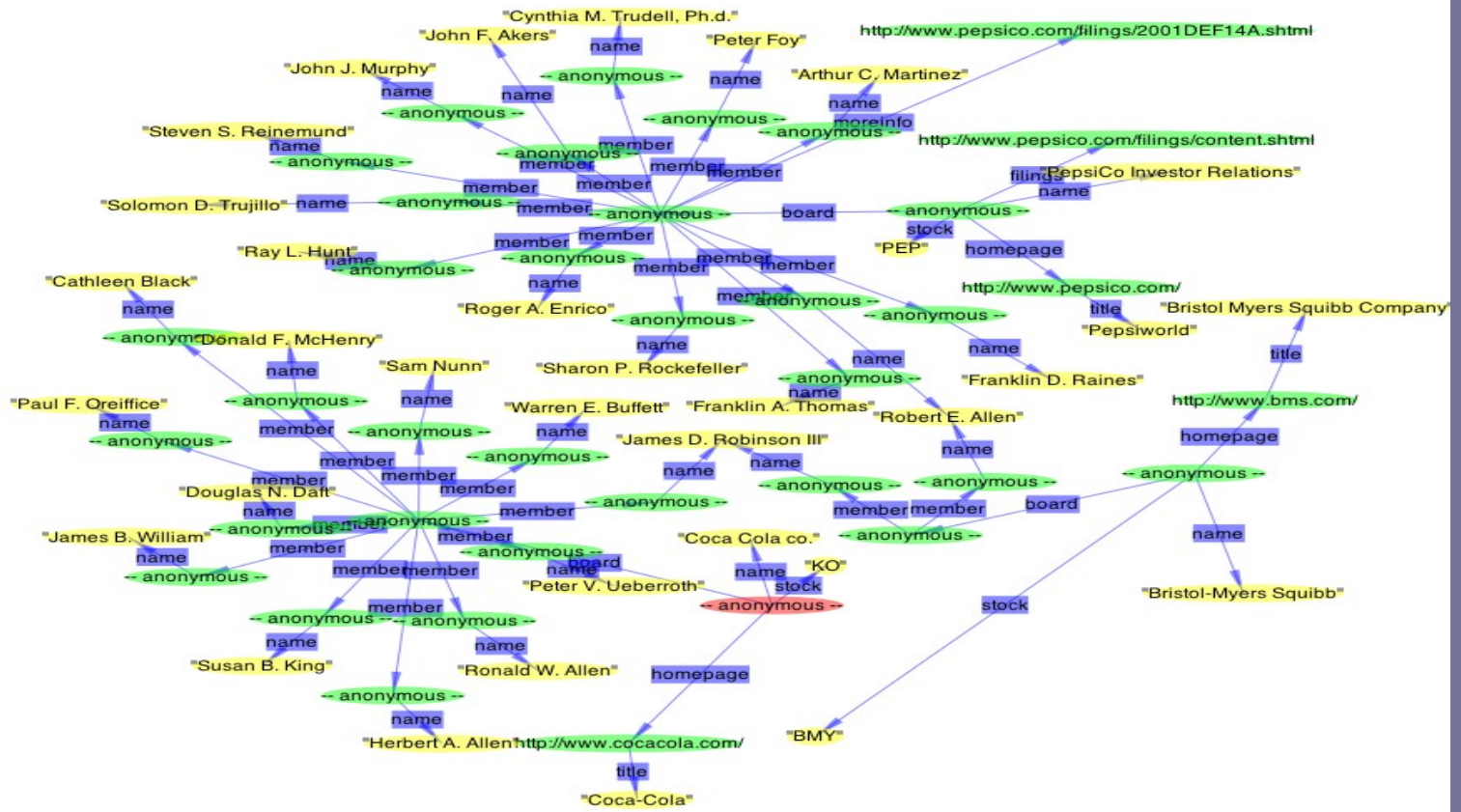
    See also Aaron's N3/cwm application that
    uses this data: http://logicerror.com/theyRuleRDFtrial

-->
- <fc:Company fc:name="PepsiCo Investor Relations">
- <homepage>
  <Document dc:title="Pepsiworld" web:about="http://www.pepsico.com/" />
</homepage>
<fc:filings web:resource="http://www.pepsico.com/filings/content.shtml" />
<fc:stock>PEP</fc:stock>
- <fc:board>
- <fc:Committee>
  <!-- this doc includes photos :) -->
  <fc:moreinfo web:resource="http://www.pepsico.com/filings/2001DEF14A.shtml" />
- <fc:member>
  <Person fc:name="Cynthia M. Trudell, Ph.d." />
</fc:member>
- <fc:member>
  <Person fc:name="Sharon P. Rockefeller" />
</fc:member>

```

Done Internet

# FOAF/RDF



# FOAF/RDF

In the same way that FOAF visualization software such as FoafNaut [6] is used to search and find new friends with similar interestes, one might imagine the use of a visual browser for companies to search for future clients or partners using the FoafCorp extension.

# Social Networking Sites

(Orkut, Ryze, LinkedIn) – www.orkut.com

The screenshot shows a web browser window titled "orkut - friends network - Microsoft Internet Explorer". The address bar displays "http://www.orkut.com/FriendsNet.aspx?uid=11318402701692753532". The page content includes a navigation menu (Home, Friends, Messages, Communities, Search, News, Help, Logout) and a user profile for "Mário Valente" (male, married, Portugal) with interests in "friends, business networking". The main area, titled "Mário's network", displays a grid of friend profiles, each with a photo and name followed by a number in parentheses, such as "Paulo (56)", "Samuel (10)", "Luis (9)", and "David (4)".

orkut

Home | Friends | Messages | Communities | Search | News | Help | Logout

Mário Valente  
male, married  
Portugal

Interested in:  
friends, business  
networking

view profile  
view friends

Mário's network

no photo no photo Paulo (56) Samuel (10) Luis (9) David (4) Pedro

no photo ZePedro Rui (69) Mario (12) Carlos (93) Hugo (14) Pedro (65) Anaisa

Nazir (1) João (49) Ricardo (98) Henrique (52) Hugo (75) Paolo (17) Julio (1)

no photo Patrick Francisco (12) Miquel (9) Rui (7) João (82) Carla (8) Nuno

no photo Joao Joao Ricardo (3) Paulo (28) Joao (5) Lourenço Luis

in affiliation with Google

About orkut | Privacy | Terms | Contact us

Internet

# Social Networking Sites

The screenshot shows a Microsoft Internet Explorer browser window. The title bar reads "UVA Computer Science: The Oracle of Bacon at Virginia - Microsoft Internet Explorer". The address bar contains "http://www.cs.virginia.edu/oracle/". The page content includes the University of Virginia logo and "Computer Science" header. A navigation menu has links for "Research", "Teaching", "People", and "Community". A search box is present with "Submit" and "Clear" buttons. Below the search box, there is a horizontal line and text: "If you like the Kevin Bacon game you'll love this game that links any actor/actress to any other!". Further down, it says "Like baseball? Try the Oracle of Baseball from the same folks who wrote the Oracle of Bacon." and "Click here for instructions." At the bottom, under "Related Games:", there is a list: "Star Links - link any actor or actress to any other.", "Arnie Game", and "Elvis Game". The browser's status bar at the bottom shows "Internet".

UVA Computer Science: The Oracle of Bacon at Virginia - Microsoft Internet Explorer

File Edit View Favorites Tools Help


Back Forward Stop Home Search Favorites Media Print

Address <http://www.cs.virginia.edu/oracle/> Go Links

UNIVERSITY of VIRGINIA

## Computer Science

Research Teaching People Community

Search Directory Contact Us 

Of interest to: [Prospective Students](#), [Members](#)

### The Oracle of Bacon at Virginia

Enter the name of an actor or actress:  
e.g. [Elvis Presley](#) or [Robert De Niro](#) or [Sarah Jessica Parker](#)

---

If you like the Kevin Bacon game you'll **love this game** that links *any* actor/actress to *any* other!

Like baseball? Try the [Oracle of Baseball](#) from the same folks who wrote the Oracle of Bacon.

Click here for [instructions](#).

Related Games:

- [Star Links](#) - link *any* actor or actress to any other.
- [Arnie Game](#)
- [Elvis Game](#)

Internet

# Social Networking Sites

UVA Computer Science: The Oracle of Bacon at Virginia - Microsoft Internet Explorer

File Edit View Favorites Tools Help


Back Forward Stop Home Search Favorites Media Print Refresh

Address <http://oracleofbacon.org/cgi-bin/oracle/movielinks?firstname=Bacon%2C+Kevin&game=1&secondname=Robert+de+Niro> Go Links

UNIVERSITY of VIRGINIA

## Computer Science

Research Teaching People Community

Search Directory Contact Us 

Of interest to: [Prospective Students](#), [Members](#)

### The Oracle of Bacon at Virginia

The Oracle says: Robert de Niro has a Bacon number of 1.

Robert De Niro was in Sleepers (1996) with Kevin Bacon

---

Enter the name of an actor or actress:  
e.g. [Elvis Presley](#) or [Robert De Niro](#) or [Sarah Jessica Parker](#)

---

If you like the Kevin Bacon game you'll **love** [this game](#) that links *any* actor/actress to *any* other!

Like baseball? Try the [Oracle of Baseball](#) from the same folks who wrote the Oracle of Bacon.

Click here for [instructions](#).

Internet

# Social Networking Sites

UVA Computer Science: The Oracle of Bacon at Virginia - Microsoft Internet Explorer

File Edit View Favorites Tools Help


Back Forward Stop Home Search Favorites Media Print Find

Address <http://oracleofbacon.org/cgi-bin/oracle/movielinks?firstname=Bacon%2C+Kevin&game=1&secondname=joaquim+de+almeida> Go Links

UNIVERSITY of VIRGINIA

## Computer Science

Research Teaching People Community

Search Directory Contact Us 

Of interest to: [Prospective Students](#), [Members](#)

### The Oracle of Bacon at Virginia

The Oracle says: joaquim de almeida has a Bacon number of 2.

Joaquim de Almeida was in Sun and the Moon, The (1987) with Kevin (1) Conway  
Kevin (1) Conway was in Mystic River (2003) with Kevin Bacon

---

Enter the name of an actor or actress:  
e.g. [Elvis Presley](#) or [Robert De Niro](#) or [Sarah Jessica Parker](#)

---

If you like the Kevin Bacon game you'll **love** [this game](#) that links *any* actor/actress to *any* other!

Like baseball? Try the [Oracle of Baseball](#) from the same folks who wrote the Oracle of Bacon.

Internet

# Social Networking Sites

UVA Computer Science: The Oracle of Bacon at Virginia - Microsoft Internet Explorer

File Edit View Favorites Tools Help


Back Forward Stop Home Search Favorites Media Print Refresh

Address <http://oracleofbacon.org/cgi-bin/oracle/center-cgi?who=Kevin+Bacon> Go Links

UNIVERSITY of VIRGINIA

## Computer Science

Research Teaching People Community

Search Directory Contact Us 

Of interest to: [Prospective Students](#), [Members](#)

### The Oracle of Bacon at Virginia

Bacon Number	# of People
0	1
1	1806
2	145024
3	395126
4	95497
5	7451
6	933
7	106
8	13

Total number of linkable actors: 645957  
Weighted total of linkable actors: 1902919  
Average Bacon number: 2.946

Done Internet

# Social Networking Sites

UVA Computer Science: The Oracle of Bacon at Virginia - Microsoft Internet Explorer

File Edit View Favorites Tools Help


Back Forward Stop Home Search Favorites Media Print Find

Address <http://oracleofbacon.org/cgi-bin/oracle/movielinks?firstname=Bacon%2C+Kevin&game=1&secondname=elvis+presley> Go Links

UNIVERSITY of VIRGINIA

## Computer Science

Research Teaching People Community

Search Directory Contact Us 

Of interest to: [Prospective Students](#), [Members](#)

### The Oracle of Bacon at Virginia

The Oracle says: elvis presley has a Bacon number of 2.

Elvis Presley was in Live a Little, Love a Little (1968) with John (I) Wheeler  
John (I) Wheeler was in Apollo 13 (1995) with Kevin Bacon

---

Enter the name of an actor or actress:  
e.g. [Elvis Presley](#) or [Robert De Niro](#) or [Sarah Jessica Parker](#)

If you like the Kevin Bacon game you'll **love** [this game](#) that links any actor/actress to any other!

Like baseball? Try the [Oracle of Baseball](#) from the same folks who wrote the Oracle of Bacon.

# Social Networking Sites

Antony Brydon, CEO and president of Visible Path Corp. in New York, claims that people using his software have reduced the sales cycle by 27% and increased the close rate by 22%, while the average deal size has gone up 10%.

Curtis Estes, founding principal at Strategy Benefits Group LLC, a financial planning practice in Los Angeles, tried over and over again to meet a certain wealthy individual, without success. Then he went on Spoke, a social networking service from Spoke Software Inc. in Palo Alto, Calif., where he found 10 people on the network with connections to this person.

Within days, Estes had an introduction. "I expect Spoke will increase our revenues by 25% this year,"

# Conclusões e Teoria

- Reflexividade & Alteração do contexto
  - Metaconhecimento da rede
  - Alteração da forma de interacção com a rede
  - Alteração do alcance social
- Redefinição estrutura & Redesenho de processos
  - Its not what you know, its who you know
  - Metaconhecimento da rede
  - Estrutura Informal vs Formal (aproximação)
- Gestão do conhecimento & Poder
  - Who knows what, who know who
  - Who really knows what, who really knows who

# Conclusões e Teoria

Fundamentally we are talking about a new and better way of doing the business cluster. The traditional business cluster is a geographic concentration of interconnected companies and institutions in a particular field.

Social software enabled value networks should have clear advantages with respect to productivity, access to resources (talent in particular), and time to competitive advantage.

In a way, one could think of the business cluster as being a mid-way construct between the firm and the market. **Social software** enabled value networks fulfill the same role in the techno-economical context of tomorrow.

FIM