

# W3C Workshop on the Future of Social Networking

Call for Participation  
15-16 January 2009, Barcelona

## Social Networks: a Place for Innovation



W3C, the leading standards organization for the Web, after having consulted a broad range of actors in the industry, believes there needs to be a time and place where the various actors of the social networking industry can gather and discuss the challenges they'll need to face together to allow for healthy market expansion in the future. The goals of this workshop are to:

- **Bring together industry actors to foster discussion,**
- **Analyse risks and opportunities of social networking industry,**
- **Define plans for the future of the industry, including opportunities of creation of a W3C group to continue the discussion.**

## Topics of Discussion

The scope of this workshop includes all aspects of social network industry needs **with a special emphasis on mobile and converged (mobile/PC) community technologies, challenges and opportunities.**

Topics that might serve as appropriate discussion points for position papers include, but are not limited to:

### Who Should Attend?

All industry representatives are encouraged to attend, and more specifically:

- social networks operators,
- handset manufacturers,
- mobile network operators,
- developers and providers of social applications or services,
- experts in usability, security, privacy and accessibility as applied to social networks, and
- industry organizations working on standardization around social networking.

### TECHNICAL

- **Interoperability** of Social applications and User Generated Content.
- Approaches for **inter-social network communication** and referrals/invitations.
- Social Networks and the **User Experience**, in particular user interface similarities and differences between desktop and mobile social applications, and the challenges of making social network sites accessible to people with disabilities.
- **Identity federation, privacy, and security** - scalable and interoperable technology to communicate metadata securely and in socially responsible fashion between and in communities.
- Sharing **social network features between PC and mobile**, such as using social networks as addressbook, Location-awareness, Call-from-community.
- Mechanisms for **securely sharing location**, while preserving privacy.
- **Secure transaction/financial and recommendation tracking specifications** for commerce within social networks - how to make social networks resources for trusted relations and privacy decisions.

### BUSINESS

- Landscape of **existing social networking initiatives**, and their relevance to the mobile world.
- The **role of operators** within mobile social networks.
- **Metrics** to quantify social network size and growth (user types/profiles, community size, growth, traffic/activity).
- **Monetization practices** (advertizing, subscriptions, etc).
- Security (profile management policies, penalties), Ethics (disclosure, privacy), Moderation practices, and Accessibility.

>> More on the Web at:  
<http://www.w3.org/2008/social-networks>

## REQUIREMENTS FOR PARTICIPATION

There is no participation fee and W3C membership is not required in order to participate in the workshop. **Each participant must submit a position paper before November 20, 2008.** The total number of participants will be limited. To ensure diversity, a limit may be imposed on the maximum number of participants per organization.

A position paper is a 1 to 5 pages long document written in English, that describes in some depth a topic in scope for the workshop and for which the author can bring expertise. The workshop Program Committee will select the most salient position papers for presentation during the two days workshop. Position papers are made public after the workshop.

## Workshop organization

The workshop will be chaired by: **Christine Perey** (PEREY Research & Consulting) and **Dominique Hazaël-Massieux** (W3C Mobile Web Initiative Activity Lead).

### PROGRAM COMMITTEE

- Dan Appelquist, *Vodafone*
- John Breslin, *National University of Ireland, Galway and sioc-project.org*
- Sam Critchley, *GyPSii*
- Stephen Farrell, *NewBay*
- Axel Ferrazzini, *OMA*
- Harry Halpin, *University of Edinburgh*
- Philipp Hoschka, *W3C*
- Sean Kane, *Bebo*
- John Kemp, *Nokia*
- Vassilis Kostakos, *Carnegie Mellon University and University of Madeira*
- Marcus Ladwig, *Peperoni*
- Peter Mika, *Yahoo! Research*
- Kaushik Sethuraman, *Microsoft*

### Important Dates

- October 14, 2008:  
**Call for Participation issued.**
- November 20:  
**Deadline for position papers.**
- December 1st:  
**Acceptance notification sent.**
- December 10:  
**Program released.**
- December 20:  
**End of sponsorship opportunity.**
- January 5, 2009:  
**Deadline for Registration.**
- January 15-16:  
**Workshop.**

## Sponsor this Workshop!

This workshop offers a sponsorship program, as a marketing opportunity that enables sponsors to **showcase their organization** and to communicate to the community of participants, and to the industry at large, that their organization is a **driving force within the social networking industry.**

There are three levels of sponsorship: Platinum, Gold and Silver, offering a range of benefits. All the details of each level are available from the Sponsorship Program page on the W3C site.

For further information and expression of interest, please contact Dominique Hazaël-Massieux (dom@w3.org) and Marie-Claire Forgue (mcf@w3.org). The deadline for requesting to take part in this opportunity is 20 December 2008.