



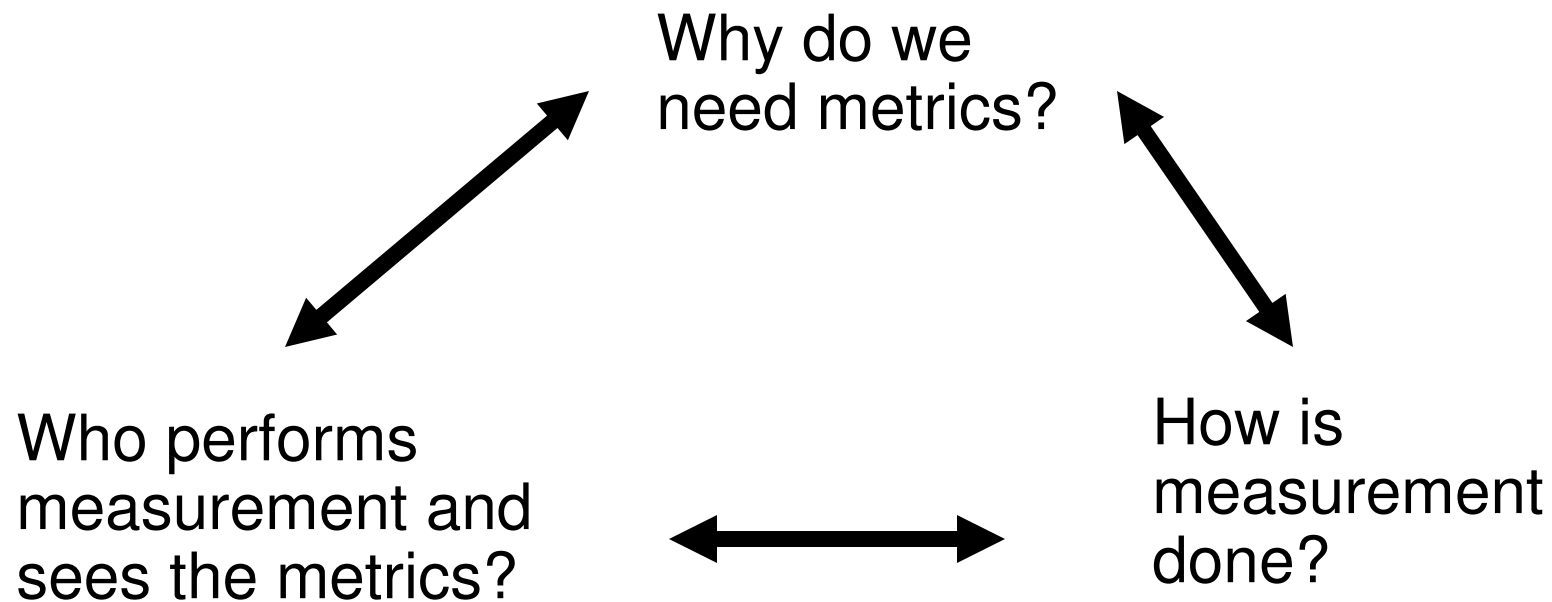
# The search for *appropriate* community (service) metrics

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# In a nutshell

- Social networks are not “Web sites”
  - Eyeballs (page impressions) are not the appropriate metric
- Social networks are communities
- Social network services give life to and support communities

# Why, Who and How



I'm leaving out "When" because we may assume that metrics can be obtained "as needed" or time is part of the units of the metric

# Metrics today

## Physical community

- The number of people who, when passing through, have ever stopped at an information desk or parked their automobile for more than 5 minutes in your town
- Number of steps taken (or paths crossed with another person) by all the people or one person in your town in one month

## Social Networks

- The number of people who have ever created an account is called the “registered users”
- Number of page impressions per month

# Meaningful Metrics

- Demographics
- User Profile Metrics
  - Behaviors of people within profile groups
- Community Metrics
  - Engagement metrics
  - Growth metrics

See [http://www.w3.org/2008/09/msnws/papers/Social\\_Networking\\_Metrics\\_1.0.pdf](http://www.w3.org/2008/09/msnws/papers/Social_Networking_Metrics_1.0.pdf)

# Example Engagement Metrics

- How many links to a node?
- How much utilization?
  - How many minutes?
  - How many messages sent/received?
  - How many places/objects shared?

# What is the role of W3C?

- Methodology
  - How to measure
  - Verification of measurement methods
- Best practices/education