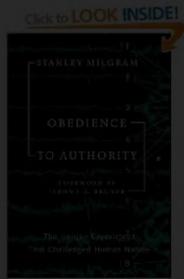


Social Recommender Systems on the Semantic Web

Jennifer Golbeck
University of Maryland, College Park

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Jason Reitman (2007)





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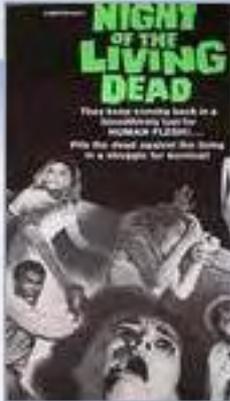


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Night of the Living Dead



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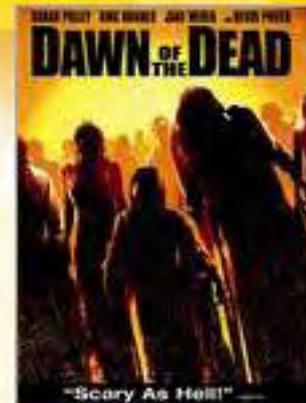
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Zack Snyder's Dawn of the Dead



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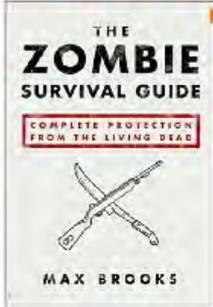
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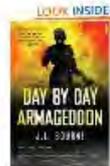
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[Day by Day Armageddon](#) by J. L. Bourne

★★★★☆ (274) \$10.20



[Zombie Survival Notes Mini Journal](#) by Max Brooks

★★★★☆ (4) \$8.00



[The Zombie Survival Guide: Recorded Attacks](#)
by Max Brooks

\$11.56

Editorial Reviews

From Publishers Weekly

In this outrageous parody of a survival guide, Saturday Night Live staff writer Brooks prepares humanity for its eventual battle with zombies. One would expect the son of Mel Brooks to have a genetic predisposition to humor, and indeed, he does, and he exhibits it relentlessly here: he outlines virtually every possible zombie-human encounter, drafts detailed plans for defense and attack and outlines past recorded attacks dating from 60,000 B.C. to 2002. In planning for that catastrophic day when "the dead rise," Brooks urges readers to get to know themselves, their bodies, their weaponry, their surroundings and, just in case, their escape routes. Some of the book's more amusing aspects are the laughable analyses Brooks proposes on all aspects of zombiehood, and the specificity with which he enumerates the necessary actions for survival-i.e., a member of an anti-zombie team must be sure to have with him at all times two emergency flares, a signaling mirror, daily rations, a personal mess kit and two pairs of socks. Comic, though unnecessarily exhaustive, this is a good bet for Halloween gag gifts and fans of Bored of the Rings-esque humor. 100 line drawings.
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Review

"So meticulous and well researched that it's more scary than funny. This book lays out everything you need to know to protect yourself from flesh-eating monsters' - Esquire 'A bloody-minded, straight laced manual for evading the grasp of the undead' - Time Out 'A tome you start reading for fun and then at page 50 you go out and buy a machete just to be on the safe side' - New York Post 'Ignorance is the undead's strongest ally, knowledge their deadliest enemy. Personal choice, the will to live, must be paramount when the dead begin to rise. The choice is up to you.' (from The Zombie Survival Guide)" --*This text refers to an out of print or unavailable edition of this title.*

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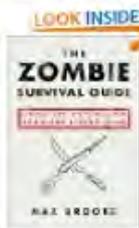


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Social Recommender Systems

- Use social networks to make recommendations
- Analyze each user's social network connections
- Rely on friends to provide information about items

Trust-Based Recommenders

- Use trust in place of similarity measures
- Trust is computed using social networks
 - Many algorithms for computing trust from social networks
 - Advogato, MoleTrust, Appleseed, TidalTrust, SUNNY, and more
- All major applications using social trust for recommendations produce Semantic Web data

Algorithms and Systems

- Advogato
- Moleskiing
- FilmTrust

Advogato

- Peer certification of users
 - **Master:** principal author or hard-working co-author of an "important" free software project
 - **Journeyer:** people who make free software happen
 - **Apprentice:** someone who has contributed in some way to a free software project, but is still striving to acquire the skills and standing in the community to make more significant contributions
- Advogato trust metric applied to determine certification

Advogato Website

- <http://www.advogato.org/>
- Certifications are used to control permissions
- Only certified users have permission to comment
- Combination of certifications and interest ratings of users' blogs are used to filter posts

16 Oct 2009 [redi](#) »

On the same topic as [dmarti's](#) [How not to write the way dumb people think smart people write](#), I have been getting annoyed with dumb people who say they will "revert back to me."

That's doubly dumb, because "revert *back*" is tautological, and because "revert" doesn't mean "reply".

Unless you're the Incredible Hulk talking to Bruce Banner in the mirror, you should not say you will revert to someone.

This misuse appears to have originated in India, but has infected the minds of several people in the UK who seem to think it's a professional-sounding way to finish emails. Thankfully there appear to be attempts to stop the misuse, e.g. [hamra.net](#) and [englishyogi.com](#).

16 Oct 2009 [kelly](#) »

Wiktionary and the USPTO

A few months back (my web reading backlog is ginormous, really) I ran across a [mention](#) that the USPTO had denied a trademark application for a Twitter-related trademark on the basis that "tweet" is "merely-descriptive" on the basis of a [Wiktionary entry defining "tweet"](#). Twitter's own application for "tweet" was (as of July) still outstanding. Now, wouldn't it be funny if one of Twitter's own marketers was behind the editing of that Wiktionary article?

Of course, brand creators always walk a fine line in trademark, lest their descriptive term become "generic". I still think it's very touchy for the USPTO to be using Wiktionary as evidence of "mere descriptiveness", however, especially since Wiktionary is just as much at risk to being edited by anyone at all as Wikipedia is, a situation which has led to Wikipedia being [essentially banned](#) from the federal courts. Not to mention the New Jersey court that held that Wikipedia's volatile nature means [it doesn't meet the evidentiary standard for judicially noticable facts](#). I don't see how the trademark examination process is so distinguishable that these precedents should not apply there as well.

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MoleSkiing

- <http://www.moleskiing.it/> (note: in Italian)
- Ski mountaineers provide information about their trips
- Users express their level of trust in other users
- The system shows only trusted information to every user
- Uses MoleTrust algorithm

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5 Giugno, 2009

Escursione a Cima della Vezzana (3192m)

[Escursione a Cima della Vezzana \(3192m\)](#) Conclusione in bellezza.

Strada aperta quasi fino a Baita Segantini, sci ai piedi da subito. Ottime condizioni sul Travignolo (anche se in alto è un po' strettino e con cornice) e poi grazie ad un canale innevato si arriva a 10 m. dalla cima con gli sci.

Sceso su neve un po' durezza, ma ottima per la val strutt (tolti gli sci per il primo salto della ferrata) fino a 2300 (il bivacco brunner è ancora quasi sommerso), risalito alle farangole dove mi attendeva la sorpresa di una fascia centrale del canale di discesa completamente priva di neve, quindi sceso il primo pendio con attenzione e poi liberamente fino alla partenza della teleferica !!! eccezionale ... poi a piedi tornato all'auto.

Sicuramente fattibile per un'altra settimana così come i Bureloni.

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FilmTrust

- Movie Recommender
- Website has a social network where users rate how much they trust their friends about movies
- Movie recommendations are made using trust
 - Recommended Rating = Weighted average of all ratings, where weight is the trust (direct or inferred) that the user has for the rater

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A Clockwork Orange (1971)

User Options

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Movie details for A Clockwork Orange (1971) from IMDB. [Click Here.](#)

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Ratings of A Clockwork Orange (1971)

| | |
|-------------------------|------|
| Number of Ratings | 610 |
| Average User Rating | ★★★★ |
| Your Recommended Rating | ★ |
| Your Rating | ★ |

I read the book before seeing the movie, and the book had a point. There was a deep social commentary there, amidst the violence and torture. The movie,

Holm-Olsen
ipman
Sneirson-Kun
ontemayor
ouche
assa
beck
beck

This movie sucked! It was probably the worst movie I have ever seen. As I left the theatre, I remember thinking, "what was that all about?"

- by [john](#)



Absolutely the worst movie ever. Very weird, hard to follow and disturbing. Perhaps if the book had been followed better it would have been more tolerable to sit through

- by [irene](#)



One of Stanley Kubrick's science fiction classics. Starring Malcolm McDowell as "Alex", a young man whose principle interests are rape, ultra-violence, and Beethoven.

The first half of this film is a disturbing no-holds-barred look at the life of Alex. Kubrick seems to want to make the audience dislike the principle character, with little sympathy for what will ultimately happen to him.

When Alex goes to jail, he appears unrepentant and determined to subvert the system. Instead, he is subjected to a treatment to "cure" him of his ways. After his cure and subsequent release, his past revisits him, causing the audience to question the attitudes they have formed about this character.

This is a dark and cynical film about the way society treats its fringe elements. It contains numerous dichotomies, including an incredibly funny sex scene, as well as the most disturbing rape scene I've ever witnessed. The violence is stylized rather than authentic, but Kubrick makes great use of psychological elements with a much greater effect than the highly explicit elements used in more modern films.

- by [Paul Gearon](#)



Notwithstanding the movie's poor showing in the Golbeck demographic, this is actually an interesting --- if at times difficult to watch --- film. Kubrick does a pretty amazing job of making the audience feel compassion for a sociopath. That said, the film is not 100% faithful to the book. Most notably, the final (redemptive) chapter is omitted. But Kubrick never seemed all that much into redemption anyway, and so the ending is not necessarily what we'd hope for, but since when have Kubrick's films been described as 'life-affirming'? Worth watching, even through hands over your eyes in parts...

- by [Brian Shields](#)



Current State

- These sites generate Semantic Web data
- Do not utilize data from outside sources

- Are there sites using distributed Semantic Web information?

Random Imagery



Chris Lawrence



Jonathan Bowen



Edward Yoxall



kuroda kazuhiko

I currently know 12,971 unique names.

Search for a name:

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PLINK gets all its user data from 'FOAF' ([Friend-of-a-Friend](#)) files which anyone can add to their web site.

Warning: This site is still buggy. I know about that. It's just an experiment. You don't have to tell me. :)

FOAF files are machine readable (XML) text files that you can use to describe basic information about yourself and the people you know. Anyone can create a FOAF file quite simply by using tools like the excellent [Foaf-a-matic](#). Some community based sites such as [TypePad](#) and [Ecademy](#) will also generate FOAF files automatically from your profile.

Once you've created your FOAF, all you need to do is upload it to your web site, click on the 'Add Your FOAF' link at the top of this page, then enter the URL of the file. PLINK will then remember your details and your friends, and you can see if anybody else knows you!

NOTE:

This site is just an experimental piece of coding at the moment. There are a number of issues that need to be addressed, and I'm fully aware of (most of) them. If you want to be removed from the site, the best way to go about it is to edit your FOAF file or ask the person who owns the FOAF file to remove your name, then 're-ping' it using the 'Add Your Foaf' tool. In the future, I'll be dealing with better ways to handle permanent self removal from the system, and fixing other issues that arise.

Who am I?

I'm [Dom Ramsey](#). Feel free to contact me if you have any questions or comments regarding this site (or if you're cute and female and just want to say hi :)), at dom@dynamite.co.uk, or via ICQ (details in my profile).

FOAF

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[Neil Sullivan](#) (204)
[Fiona Hall](#) (164)
[Andrew Widgey](#) (158)
[Lee Wilkins](#) (131)
[Max Blumberg](#) (126)
[Dave Food](#) (125)
[zephyr teachout](#) (105)
[Tim Stafford-Taylor](#) (104)

Newest Names

The latest names added to the database.

[Adam Engst](#)
[Chiara Fox](#)
[Adam Greenfield](#)
[Gunnar Langemark](#)
[Enila Marie](#)
[Jeff Lash](#)
[Jess McMullin](#)
[Peter Morville](#)
[Peter Merholz](#)
[Lou Rosenfeld](#)

Further Reading

Useful links if you want to find out more about FOAF:

[FOAF Project](#)
[FOAF-a-matic](#)
[FOAF documentation](#)
[An example FOAF file](#)

Challenges

- Privacy
- Ontology mapping
- Data overlap

Benefits

- Expanded data sets (one of the major challenges)
 - More social connections
 - More item ratings
- Ability for data to be integrated into new applications not yet known
- Existing work has shown through social recommenders that leveraging social connections can be beneficial for information systems

Questions?

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- <http://www.cs.umd.edu/~golbeck/>