

# **Workshop**

## **Digital Social Networks**

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Social relations and the resulting social networks are an important basis for social and technological development. With the technologies and concepts of Web 2.0, new digital forms of support become available for a participatory development of social networks. Social Software as new form of cooperation systems enables new modes of collaboration inside and outside of an enterprise. The economic success of portals such as XING / OpenBC, LinkedIn, Friendster, Orkut, StudiVZ or Facebook illustrates the demand for such solutions as well as the difficulty of a proper economic evaluation. From the point of view of the user, questions of privacy, data protection and identity theft are getting more important. Users of several systems want interoperability and data exchange. Besides purely technological questions also topics of media presence in open and semi open forums and sociological phenomena are becoming relevant. With ubiquitous access to human communication acts on these platforms new possibilities for analyzing social networks become possible – up to the prognosis of social trends.

The workshop on digital social networks will analyze these issues from theoretical and practical points of view.