

# Passive User Integration in Social Networking Services

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The preservation and dissemination of employee knowledge is of great relevance for every organization. An important part of that knowledge is knowledge on who knows what. This meta knowledge is typically represented by the social networks employees build over time. In the Web 2.0 era, social networking services are becoming increasingly popular for managing such meta knowledge, providing an easy way of keeping information up-to-date. Enterprises already start to adopt such social networking services as a main source for finding experts, partially replacing traditional corporate directories.

Resulting from our work on knowledge management and social networking services we identified the problem of *passive users* within such a service. Represented by only a rudimentary profile, these users are of low visibility to others searching for experts. We propose tagging of single profile elements as well as ageing and rating of these tags to address this problem.

The general idea is to make user profiles extensible by others by applying a tagging mechanism. Generally, tagging of whole profiles could be achieved by combining separate social bookmarking and social networking services [FLN<sup>+</sup>07]. However, we argue that tagging of whole profiles is too ambiguous. Therefore, with our approach single elements of user profiles are extensible, that is, taggable, by others. This provides more precise information on the actual meaning of the tags and is thus of greater help to those searching the social networking service. When tagging ordinary websites their content typically does not change fundamentally over time. However, expertise and interests of an accordingly tagged employee may change over time, leading to outdated tags. Therefore, we propose a mechanism for the ageing of tags. Visually, the age of each tag is distinguishable by different shadings. At some point, different employees might disagree on the appropriateness of certain tags. To be able to express this, we introduce the concept of negative tags. That is, one is able to assign a tag with a negative weight, indicating disagreement. Positive and negative ratings are displayed separately.

The application of an online social networking service within a corporate context may give rise to different, mostly non-technical, impediments. From our work we identified employee privacy, harassment or service misuse as well as the emergence of new hierarchies and the involvement of labor unions.

[FLN<sup>+</sup>07] S. Farrell, T.A. Lau, S. Nusser, E. Wilcox, and M. Muller. Socially augmenting employee profiles with people-tagging. In *UIST '07: Proceedings of the 20th annual ACM symposium on User interface software and technology*, pages 91–100, 2007.