

The Social Internetwork

Mike Watts (mike.watts.net.nz) created 29/04/2011, updated 17/07/2011

I approach this description from the point of view of my own use of these services, which is to communicate computational intelligence issues to the public as widely as I can, with a minimum of effort.

I have accounts on the following social media sites:

- blogspot.com – this is the host of my blog, computational-intelligence.blogspot.com
- LinkedIn.com
- twitter.com
- qaiku.com
- jaiku.com
- tumblr.com
- identi.ca
- plurk.com
- shoutitout.tk

Links to my presences on each of these services are at the end of this document. I also have accounts on Facebook and Second Life. I have not included Facebook in this work, because I use Facebook to keep in touch with friends and family, and my cousin in Perth (for example) does not really care about computational intelligence. As far as Second Life is concerned, I just have not looked at it yet. From the research I have done so far, it does not seem to integrate very much with other social media services (with the exception of Twitter, which I will describe below).

The goal of my investigations into linking these sites was to be able to post to my blog, and have that post automatically posted to the other sites. The key technologies to being able to do this were the RSS feeds that all blogspot blogs have, and the feed / aggregator sites twitterfeed.com, hellotxt.com and ping.fm. The site twitterfeed.com connects RSS feeds to Twitter, that is, when an article appears on the nominated RSS feed, it is automatically posted to Twitter. Accounts on LinkedIn can be setup so that Tweets are automatically posted as updates. Qaiku can also be setup to relay Tweets. Therefore, the flow of information from the blog for Twitter, LinkedIn and Qaiku looks like this:

Blog → RSS → twitterfeed.com → twitter.com

Blog → RSS → twitterfeed.com → twitter.com → LinkedIn.com

Blog → RSS → twitterfeed.com → twitter.com → qaiku.com

The sites jaiku.com and tumblr.com can be reached through hellotxt.com. This will accept a feed from one social media site and automatically forward it onto others. In my case, it takes my Twitter feed and send it on to jaiku and tumblr. The flow of information in this case look like this:

Blog → RSS → twitterfeed.com → hellotxt.com → jaiku.com
Blog → RSS → twitterfeed.com → hellotxt.com → tumblr.com

I could set hellotxt.com up to access the RSS feed directly, but I think my current approach is more practical, even though it introduces a single-point-of-failure. If I were to operate more blogs in the future (for example, I could start blogging about ecological modelling, which is the job I am actually paid to do) I would only have to add the RSS feed to twitterfeed.com, instead of to twitterfeed and hellotxt.

According to the documentation, hellotxt.com can also post to identica and plurk, but at the moment this service seems to be broken, so I am forced to use the ping.fm service. This is similar to hellotxt.com, except it takes a RSS feed as input instead of a twitterfeed feed. The flow of information in this case is:

Blog → RSS → ping.fm → indenti.ca
Blog → RSS → ping.fm → plurk.com

When / if hellotxt.com fixes their feeds to indentica and plurk, I will probably stop using ping.fm and run everything through twitterfeed.com. Sites like hellotxt.com and ping.fm can also post directly to LinkedIn and Facebook. *This is just the way I ended up doing things, there might be better ways of combining these services, but this works for me.*

To put this in the context of the IEEE CIS, it was a fairly simple matter to connect the Twitter stream to the Facebook and LinkedIn groups. There is a system called Twitter HUD (www.sltweets.com) that connects Twitter and Second Life. This seems to be tied to Avatars, however, and it is not clear if we could set up a Twitter feed to a specific place, like a building on the IEEE island. There is also a service called Second Life Link that provides limited connections between Second Life and Facebook. I have not looked at connecting Twitter feeds to LinkedIn groups yet. In terms of sources of information, it should also be quite simple to connect the RSS feeds for the CIS publications (Transactions on Neural Networks, Evolutionary Computation and so on) to twitterfeed, and from there on to Facebook, LinkedIn and Second Life (and any other micro-blogging sites we move on to, like jaiku and plurk). It would be nice if the CIS website also had a RSS feed, as the dissemination of information (announcements, webinars, conferences etc) could then be completely automated. **Update:** feeds for the IEEE CIS now all come from the CIS blog: <http://ieee-cis.blogspot.com/>. Presences have also been set up on other social media sites. A list of addresses are at the end of this document.

I also have a number of accounts on academic networking sites, many of which support groups and have blogs or micro-blogs (status updates). I have connected Twitter to ResearchGATE and used ping.fm to connect to the Research Cooperative (cooperative.ning.com).

I have included a schematic at the end of this document of what I call the Social Internetwork (someone else has probably already invented that term) that groups the various sites (excluding blogging sites) by function, and shows the ways in which information can flow between them.

Links to the social media presences that I have:

Blog: <http://computational-intelligence.blogspot.com/>

Twitter: <https://twitter.com/#%21/DrMikeWatts>

Identi.ca: <https://identi.ca/drmikewatts>

Plurk: <http://www.plurk.com/DrMikeWatts>

Qaiku: <https://www.qaiku.com/home/DrMikeWatts/qaikus/>

Tumblr: <http://drmikewatts.tumblr.com/>

Jaiku: <http://drmikewatts.jaiku.com/>

Shoutitout: <http://shoutitout.shoutem.com/DrMikeWatts>

For the IEEE-CIS:

Blog: <http://ieee-cis.blogspot.com/>

Twitter: <http://twitter.com/#!/ieeecis>

Facebook: <http://www.facebook.com/IEEE.CIS>

LinkedIn: <http://www.linkedin.com/groups?mostPopular=&gid=75152>

Identica: <http://identi.ca/ieeecis>

Plurk: <http://www.plurk.com/ieeecis>

Qaiku: <http://www.qaiku.com/home/ieeecis/>

Jaiku: <http://ieeecis.jaiku.com/>

Tumblr: <http://ieeecis.tumblr.com/>

Shoutitout: <http://shoutitout.shoutem.com/ieeecis>

