



Social Networking Conference: Schedule

Time	Sessions
9:30	Registration with coffee and tea
10:00	Setting the Scene: Welcome and introduction by Ellen Helsper (OII) and Robin Blake (Ofcom)
10:15	Carmen Aitken presents the results of Ofcom's research into Social Networking
	Session 1: Online Social Networks
	1. William Dutton (OII): 'Social Networks: Reconfiguring Access to People'
10:30	2. Godfried Williams and Johnnes Arreymbi (UEL): 'Cyber tribes and information warfare'
	3. Tim Davies (Practical Participation): 'Youth Work and Social Networking'
	Panellists: Denise Carter (University of Hull) and Rebekkah Willet (IoE) Chair: Ian Hargreaves (Ofcom)
11:30	Coffee break.
	Session 2: Intimate Relationships and Online Social Networks
	1. Ellen Helsper (OII) and Monica Whitty (NTU): 'Netiquette within Married Couples. Are online interactions a source of conflict in intimate relationships?'
12:00	2. Lilian Edwards (University of Southampton) 'Stalking 2.0. Social Networking and Privacy: Incompatible Ideas?'
	Panellists: Jason Stockwood (Match.com) and Ian Brown (OII) Chair: William Dutton (OII)
13:00	Lunch.
	Session 3: Businesses and Online Social Networks
	1. Richard Allan (Cisco): 'Social networking and business practice: A case study in the telecoms industry'
14:00	2. Ruth Ward (Allen & Overy): 'Social software in a hard world'
	3. Matthijs Den Besten (OeRC): 'Wikipedia: the organizational capabilities of a peer production effort'
	Panellists: Nathan Marston (McKinsey) and William Dutton (OII) Chair: Ellen Helsper (OII)
15:00	So What?: Reflection on the day's events by Meg Pickard (Guardian Online)
15:20	Wrap up: Ian Hargreaves (Ofcom) closes the conference



Session 1: Online Social Networks

William Dutton (OII)

Social networks: Reconfiguring Access to People

Outcomes from the use of the Internet in many different, overlapping and interacting arenas are shaped by everyday and strategic choices about the design and use of the technology. These are made by individuals, groups, organisations and other stakeholders as they cooperate and compete, negotiate and dispute according to a set of rules and assumptions about how to achieve particular objectives. This presentation will look at the Oxford Internet Survey (OxIS) and the 'Me, my spouse and the Internet' project data to understand whether the Internet shapes who people interact with online. Are the people we meet online the same or are they different from the people we meet offline? Do we form intimate relationships with people who we would otherwise not have met? The significance of the Internet in meeting people will be discussed comparing findings from the UK, the US and Australia. The 'Me, My Spouse, and the Internet' project was supported by a grant from eHarmony.com

Godfried Williams and Johnnes Arreympi (University of East London)

Cyber tribalism and information warfare

Cyber Tribalism is an emerging trend among Internet communities. It is a term that defines alliances between people in virtual communities with shared attributes such as interest, language, belief systems, aspirations and agenda. Communication is by virtual means and network or link. Power and dominance of community relationships is deeply entrenched within belief systems, traditions and territorial control. Example of such power and dominance could be seen in online game communities and environments. This presentation explores threats posed by Cyber Tribalism on the Internet and assesses strategies and countermeasures essential for mitigating such threats.

Tim Davies (Practical Participation)

Youth Work and Social Networking

The Youth Work and Social Networking project is seeking to explore the question '*How can youth work best support young people to navigate the risks and make the most of the opportunities of Online Social Networking?*'. Concerns about young people's use of online social networking are widespread in the media, and amongst the Youth Work workforce. In a survey of 120 youth work professionals and volunteers over 85% identified youth work to have crucial role in supporting young people's use of online social networks. Less than 45% identified themselves as equipped to provide that support. Social Network Sites also present a wide range of social and developmental opportunities for young people. Only 35% of survey respondents identified themselves as equipped to support young people in making the most of these.

Much of the safety guidance issued concerning young people's online behaviours, if successfully implemented, could potentially limit the extent to which young people can make the most of the opportunities of online social networking (and some literature covered in our literature review suggests certain safety messages may be counter productive) As part of this project we have been drawn to explore a number of key tensions in policy and practice responses to young people's use of online social networking. This short presentation will provide a snapshot of the ongoing research, and will raise a number of key questions and challenges in thinking about social networking and under 18 year olds.



Session 2: Intimate Relationships and Online Social Networks

Ellen Helsper and Monica Whitty

Netiquette with Married Couples. Is the Internet a source of conflict in intimate relationships?

This presentation investigates the ways in which partners negotiate interactions with and on the Internet. This presentation discusses how married couples use the Internet within their relationships. Ellen Helsper and Monica Whitty discuss couples' expectations of how their partners interact with others on the Internet and show that some online activities are seen as taboo while others are acceptable. Furthermore, this presentation demonstrates how couples use the Internet to monitor each others' online activities.

This specific study compares 929 couples in their evaluation of their own and their partner's Internet use, in the acceptability of their partners online interactions with others and in the techniques used to monitor what the other does online. A comparison is made between evaluations of the behaviour of the wife and the husband. The paper shows that in general married partners develop a netiquette in relation to online interaction behaviours. That is, couples reach an understanding of what are acceptable behaviours and develop similar patterns of monitoring each others behaviour. When there are differences within the couples it is usually the wife who has more concern about her own and her husband's online behaviour. Explanations are offered for why husbands might be less worried than their wives about what their partners do online.

Lilian Edwards

Stalking 2.0

As public growth of social networking sites like Facebook has exponentially grown, so has the risk to future privacy. What will the consequences be in ten or twenty years time of a world where disclosure of personal and often highly sensitive data has become the norm? This talk will examine the ways in which personal and societal rights to privacy are threatened by disclosure on Social Networking Sites, using Facebook, the UK's most popular SNS as a case study. Lillian Edwards will also discuss if "code" (in the Lessig sense) is a better means than law with which to attempt to promote a pro-privacy digital culture which is also compatible with the natural human desire to create social networks and intimate online relationships.



Session 3: Businesses and Online Social Networks

Richard Allan (Cisco)

Social networking and business practice: A case study in the telecoms industry

This presentation will discuss the reaction of a major technology company to the development and growth of social networking. Richard Allan will offer an insight into the ways in which Cisco is adopting social networking internally to enhance its effectiveness as an organisation. He will describe the social networking aspects of the launch of the latest router product as a case study in customer interaction. He will describe the broader context of a marketing strategy which has evolved in response to the social networking. Finally, he will explain how social networking is reflected in the company's technology development and acquisition strategy showing how the product set is being explicitly directed towards a world in which collaboration capabilities are the norm.

Ruth Ward

Social software in a hard world

Having worked at law firms in the City of London for nearly 20 years, initially as a solicitor and latterly in KM, Ruth Ward feels that lawyers largely deserve their reputation for preferring cautious and formal communication. If you ask a lawyer about blogs, their first thought is likely to be the threat of reputational damage or litigation through their use on the Internet. But introducing to Allen & Overy LLP social tools for informal communication and collaboration has proved a very positive and successful experience. In this presentation, Ruth Ward uses Allen & Overy as a case study to share her experiences of using social tools in a global professional services business, highlighting best practice and common pitfalls to avoid.

Matthijs Den Besten (OeRC)

Wikipedia: The organizational capabilities of a peer production effort

Wikipedia, the on-line encyclopedia, is a phenomenal success. It is tempting to think that Wikipedia owes its success to the special and innovative way in which it gathers and integrates content. However, it might just as well be that the contrary is the case: that, through a process of trial and error, Wikipedia has strayed from its idealistic origins and has been able to sustain itself only by adapting more and more of the features found in regular firms. In this paper, we point out some similarities between Wikipedia and project based firms and we discuss what research would be needed to determine whether these similarities matter.



Biographies

Carmen Aitken

Carmen Aitken is a senior research manager at Ofcom. She has 10 years experience in market research and has recently been involved with the Consumer Experience Report as well as ad-hoc research investigating special interest groups' relationship with communications.

Prior to working for Ofcom, Carmen worked for eight years in market research agencies, specialising in international ad-hoc quantitative research, which included consumer and private sector research.

Richard Allan

Richard Allan is Government Affairs Director for Cisco in Europe. He is responsible for a wide range of policy and regulatory issues in the UK and Ireland as well as leading Cisco's European Government Affairs team. As part of the wider Cisco Global Policy and Government Affairs team, Richard contributes to Cisco's global policy thought leadership.

Richard joined Cisco in September 2005. Immediately prior to joining Cisco, Richard was an academic visitor at the Oxford Internet Institute. Between 1997 and 2005, Richard was a member of the House of Commons representing the Sheffield Hallam constituency. During his time in Parliament Richard specialised in information technology issues. He was a leading spokesman on legislation including the Data Protection Act, Regulation of Investigatory Powers Act and Communications Act. He chaired the House of Commons Information Select Committee from 1997 to 2001. He was a member of several other Select Committees including serving on the Public Accounts Committee between 2003 and 2005.

Prior to entering Parliament Richard had worked between 1991 and 1997 as an information technology professional designing and implementing information systems within the National Health Service. This followed several positions working as a field archaeologist in the UK, France, the Netherlands and Ecuador. Richard has a degree in Archaeology and Anthropology and an MSc in Information Technology. Richard was born in Sheffield and is currently based in London.

Johnnes Arreymbi

Johnnes Arreymbi is currently Senior Lecturer in Business Information Systems at the School of Computing and Technology, University of East London. He has taught Information Systems Management, Multimedia, Networking, Web technologies and Project Management at London South Bank University and University of Greenwich, London. He has worked as system Analysts in industry and consulted for Government of Cameroon on ICT issues and delivered many guest lectures internationally. He has written and published many papers and book chapters in ICT and related issues. His interests are in e/m-Commerce Development, Security Management and Cybercrime, Multimedia, Mobile and Web Communication and Technologies, Computer Games, Biometrics and Human Factors and Usability Engineering, Web and IT Accessibility and Ethical Issues of Computing; Information Systems Development and Management; and Economics of Security; Virtual Environment; VLE and Educational Technologies, and ICT for Sustainability issues. He is a committee member of many industry and government bodies - BSI on Biometrics and Security IST/44, WG4 and WG6; KTN/DTI on Security, Trusted Computing and Human Factors SIGs and others.



He is also reviewer/associate editor for many international conference and journal publications. Presently, he is the leader for many modules including but not limited to Usability Engineering, Web System Development and Multimedia Technologies and Skills for Computing in Higher Education in the School of Computing and Technology.

Robin Blake

Robin is Head of Media Literacy at Ofcom. Ofcom has a duty to promote media literacy and Robin has responsibility for the development of Ofcom's policy, strategy and priorities in this area. Robin is a member of the EU Media Literacy Expert Group. He is a former lecturer and has a Masters degree in television and education from Southampton University.

Tim Davies

Since graduating in Politics, Philosophy and Economics from Oriel College, Oxford in 2006 Tim has been an independent consultant, web developer, researcher and trainer focusing on projects that link with one or more of: young people's participation in decision making, youth policy, social media and social action.

Tim can often be found blogging at <http://www.timdavies.org.uk>

Matthijs den Besten

Matthijs den Besten is a James Martin Research Fellow at the Oxford e-Research Centre of the University of Oxford. His research focuses on the future of computing in general and on the use of ICT for collaborative problem solving in particular.

Recent work includes studies of the use the Grid as advanced technology in the Life Sciences, the use of the Bugzilla issue tracker as a means to handle bug reports in Firefox, and the use of Wikis to comment and annotate literary works online. The common thread throughout is the identification of management structures, intended or otherwise, that emerge in productive social networks.

William Dutton

William H. Dutton is Director of the Oxford Internet Institute, Professor of Internet Studies, University of Oxford, and Fellow of Balliol College, Oxford. He was previously a Professor in the Annenberg School for Communication at the University of Southern California, which he joined in 1980, where he was elected President of the Faculty. In the UK, he was a Fulbright Scholar 1986-87, and was National Director of the UK's Programme on Information and Communication Technologies (PICT) from 1993 to 1996.

Among his recent publications on the social aspects of information and communication technologies are *Society on the Line* (Oxford University Press, 1999), *Digital Academe*, edited with Brian D. Loader (Routledge, 2003), and *Transforming Enterprise*, edited by Dutton, Brian Kahin, Ramon O'Callaghan and Andrew W. Wyckoff (MIT Press, 2005).

Bill is also Co-Director of the e-Horizons Institute, and Director and Principal Investigator of the Oxford e-Social Science Project, a node within the UK's National Centre for E-Social Science.



Lilian Edwards

Professor Lilian Edwards is a Senior Lecturer at the University of Southampton School of Law. Since the dawn of the commercial Internet in 1996, her principal research interest has been in the law relating to the Internet, the Web and new technologies, with a European and comparative focus.

She has co-edited two bestselling collections on Law and the Internet (Hart Publishing, 1997 and 2000 – 3rd edn due 2007) with Charlotte Waelde, and her third collection of essays *The New Legal Framework for E-Commerce in Europe* was published by Hart in December 2005. Her work in on-line consumer privacy won the Barbara Wellbery Memorial Prize in 2004 for the best solution to the problem of privacy and transglobal data flows.

She worked at Strathclyde University from 1986-1988 and Edinburgh University from 1989 to 2006 before moving to become Chair of Internet Law at Southampton. She is Associate Director, and was co-founder, of the Arts and Humanities Research Council (AHRC) Centre for IP and Technology Law, funded from 2002-2012. She has taught IT, e-commerce and Internet law at undergraduate and postgraduate level since 1996 and been involved with law and artificial intelligence (AI) since 1985. She has been a visiting scholar and invited lecturer to universities in the USA, Canada, Australia, Mexico, and Latin America.

Lilian also retains an interest in Scottish child law, and private law generally, and has co-authored two editions of *Edwards and Griffiths Family Law* (W.Green, 2000, 2006).

Ian Hargreaves

Ian Hargreaves was appointed to the Board of Ofcom in December 2002. In March 2007 he was appointed as Senior Partner in a new executive role on the Board with responsibility for leadership of Ofcom's engagement with European and international bodies. He also has oversight of Ofcom's Secretariat function, corporate governance and engagement with stakeholders in the Nations and Regions.

Prior to taking up his current role, Ian was Group Director of Corporate and Regulatory Affairs at BAA plc. He is also a Professor of Journalism at Cardiff University. He has been a regular contributor to Radio 4, Channel 4, the Financial Times and other papers. He is a former chairman of Demos, and was a member of the Chancellor's Social Investment Task Force. He is also a former director of Greenpeace UK and of the South London and Maudsley NHS Trust.

His most recent book is: *Journalism: A Very Short Introduction* (Oxford University Press, 2005). His previous appointments include Editor of *The Independent* newspaper, Editor of the *New Statesman* magazine, Deputy Editor of the *Financial Times* and Director of BBC News and Current Affairs.

Ellen J. Helsper

Ellen Helsper is a Research Fellow at the OII responsible for the design, analysis and coordination of the Oxford Internet Surveys (OxIS), the World Internet Project (WIP) and the 'Me, My Spouse and the Internet' Surveys. Previously she was a Tutorial Fellow and PhD student at the London School of Economics and Political Science (LSE). Projects that she has recently been involved in include a PhD about Internet use by disadvantaged teenagers, the UK Children Go Online project about Internet use by 9 to 19 year olds for the LSE, a survey about the use of Open Source Software in Higher Educational Institutions for Oxford University, research about the effect of food advertising and R18 (sexual) material on young people for the Office of Communications (UK government) and evaluations of journalism training programs for the BBC.



Continuing projects in which she is involved are a consultancy project for international NGOs into the use of ICTs in developing countries to promote child development and rights and a reanalysis of government and academic databases related to media literacy in vulnerable groups in cooperation with the Office of Communications.

Meg Pickard

Meg Pickard is Head of Communities and User Experience for guardian.co.uk, responsible for developing and managing existing and new social web strategy and experiences for The Guardian. She originally trained as an anthropologist, conducting ethnographic research into cultural identity with communities first in Bolivia and subsequently online, and eventually succumbed to the Internet industry's bright lights over a decade ago. While at AOL Europe between 1998 and 2007, she conceived and developed editorial and commercial projects and innovations and was responsible for a range of Social Media products & initiatives. Meg is also one of the longest-running bloggers in the UK, as well as being a passionate photographer, writer and creative geek.

Ruth Ward

Ruth Ward is Allen & Overy's Head of Knowledge Systems and Development. Ruth qualified as a banking lawyer in 1992 and worked in private practice before moving into legal knowledge management in 2000. Ruth is a senior member of A&O's global know-how and training function and has responsibility for developing and co-ordinating knowledge systems and resources internationally in line with A&O's knowledge strategy. Ruth also supports a number of clients in their KM activities.

Ruth's team has led A&O's development of social software since 2005. A&O is widely regarded as having led the legal sector's use of social tools to support knowledge sharing and collaboration and this has been recognised with a number of recent awards.

Ruth is a regular speaker at KM conferences and has contributed articles to a number of legal, business and KM journals. She is a member of the KM advisory group of the Society for Computers and Law.

Monica Whitty

Dr Monica Whitty is Senior lecturer in the Division of Psychology at Nottingham Trent University in the UK. She is the first author of 'Cyberspace Romance: The Psychology of Online Relationships' (2006, Palgrave) with Adrian Carr, and 'Truth, Lies and Trust on the Internet' (2008, Routledge) with Adam Joinson. She has published widely on the following topics: online dating, cyber-relationships, Internet infidelity, online identity, possible selves, misrepresentation of self online, cyberstalking, cyberethics, and Internet surveillance in the workplace.

Godfried Williams

Dr Godfried Williams is currently Senior Academic at the School of Computing & Technology, University of East London, UK. Fellow of the British Computer Society (BCS), A Visiting Professor at the National Security Agency's Centre of Excellence for Security & Information Assurance University of Louisville Kentucky, USA. He has obtained Awards, and Citations from Institute of Management and Information Systems (IMIS - GOLD Medal), Cambridge (Blue Book citation). He is also a past graduate of Johnson School of Management Cornell University USA.



He has 20 years professional service in industry and academia, having worked with the International Development Association (IDA) of the World Bank as Senior Systems Analyst. He has assisted in the Planning and Management Information Systems Unit in handling the World Bank Highway Sector Investment Credit (IDA Credit 2858-GH) on behalf of Government of Ghana.

The Organisers:

This conference is organised by the Oxford Internet Institute (University of Oxford) and the Office of Communications (Ofcom)

