

Recent Trends in Context-Aware Systems

Andy Garron

May 8 :: Information-Centric Design of Context-aware Systems

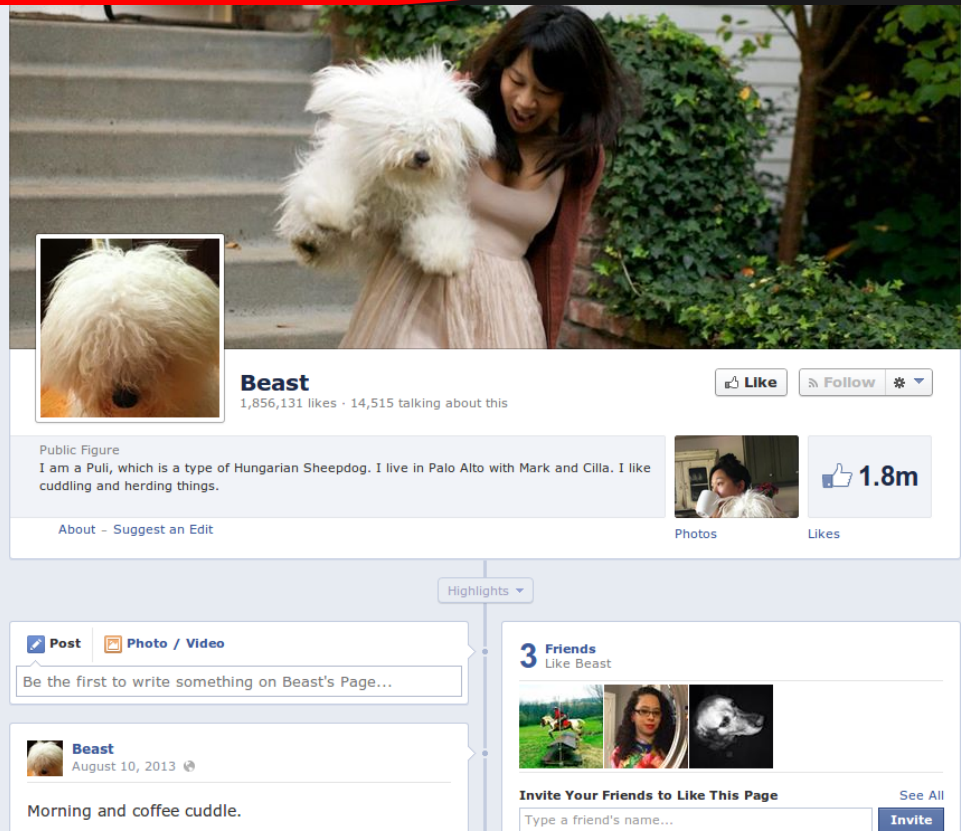
A Romantic Night In

Can sensors do it all?

Maybe!

But it's 2014...

Even peoples' dogs have Facebook!



Here's the plan.

[Hopefully not this complicated.]

- What's social context?
- How do we GET it?
- How do we USE it?



So, you want to use social context...

What defines social context?

Great ideas! (Probably.)

Endler et al. have some ideas too:

Social Context Taxonomy

Spatial

T

I

P

Spatial Dimension

S1:



S2:



S3:



Social Context Taxonomy

Spatial

T_{emporal}

I

P

Temporal Dimension

T1:



T2:



T3:



Social Context Taxonomy

Spatial

Temporal

|

People

The ~~~People Dimension~~~

P1:



P2:



P3:



Social Context Taxonomy

Spatial

Temporal

Inference

People

Inference Dimension

- I1: Decentralized
 - no central server, complex architecture
 - how could we do this?
- I2: Centralized
 - “Hey Facebook...”
- I3: No inference

How to GET social context

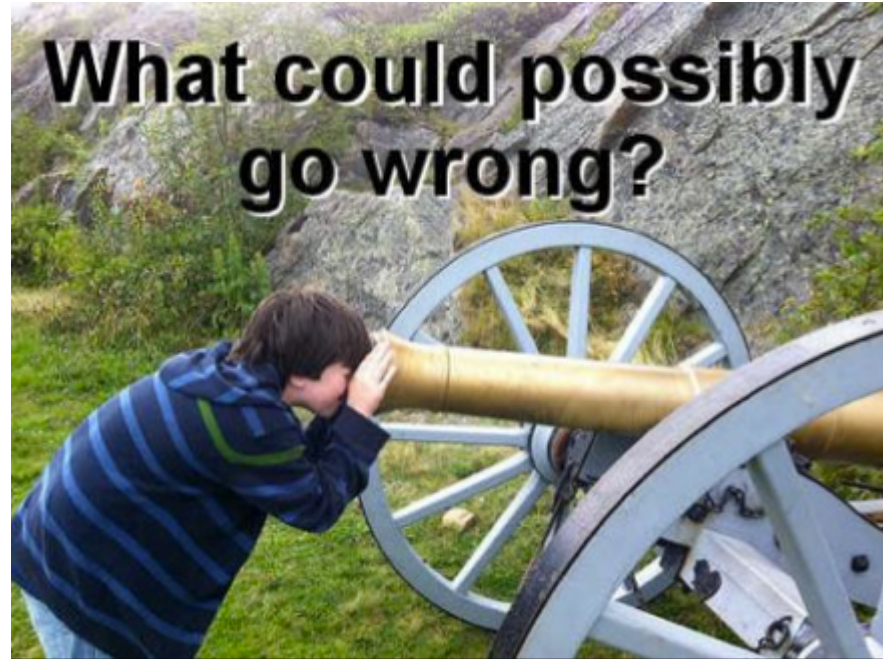
- Sensor + Rule-based (learning)
- External data (social media)

Both coincide with Inference Dimension!

Current Issues?

- Uncertainty
 - How do we handle our mistakes?
- Lack of standards
 - “Hey Facebook...”
 - “dkasdifyuisfisf”
 - “Uh, okay thanks I guess”
- Efficient Social Data Mining
 - Data has expiration date
- Privacy

Issues!!



Yik Yak

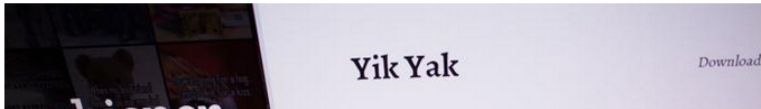
Hyper-Local Social Messaging App Yik Yak Raises \$1.5 Million in Funding

Founders Plan to Capitalize on Rapid Growth by Expanding User-Base, Focusing on App Development and Scalability

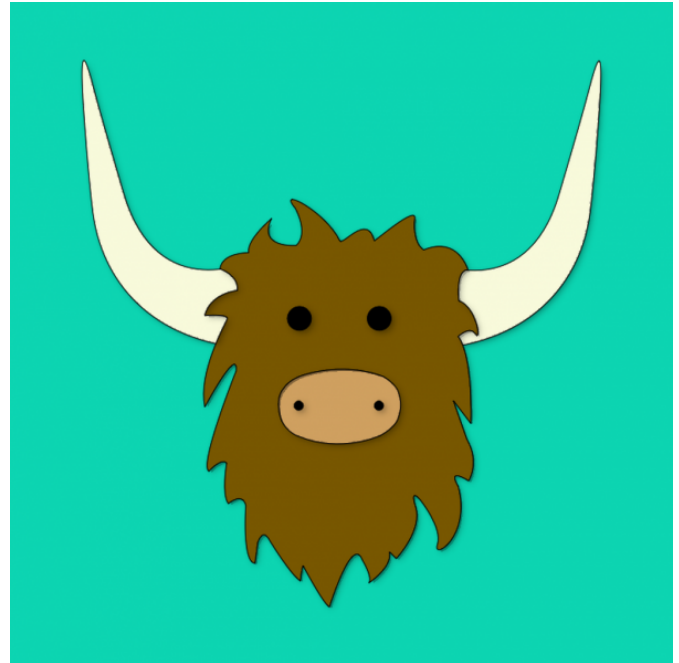
 MARKET WIRE Yik Yak
April 22, 2014 8:00 AM



Yik Yak: The Bullying App Tearing Through America's High Schools



By Doug Saffir
Boston.com Staff
MAY 5, 2014 2:07 PM



Social Future

- Two biggest issues: Standards and Privacy