# Dig-Event: Let's Socialize around Events

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## Abstract
Traditional social networks socialize around the contents that have uploaded to these sites and discover interesting contents uploaded by others. In this demo we aim to explore the idea of activity-oriented social networks. We design a novel social networking site called Dig-Event (Do-it-together Event), where people are able to share events through calendar, while discover interesting events shared by others. Our demo has been inspired by previous research on calendaring and popular social network applications like Facebook and Google+. It allows users to share their activities to the customized social circle, conduct events by selecting activity-based gadgets. The features of event recommendation and integration with existing social networks further boost the event socialization experience.

## Keywords
Calendaring, event, social network, social web

## ACM Classification Keywords
H5.3.m Information interfaces and presentation: Miscellaneous.

## General Terms
Design, experimentation, human factors

## Introduction

Social networking sites are often thought of as places to catch up on the personal information and current activities of social ties. The players are constantly looking at ways to provide innovative features to keep users stick to their networks. Recent research on online social networking sites has shown that people have appreciated the communication channels that these sites afford to perform a variety of tasks, including socializing around and coordinating events. To explore whether activity plays a role in social networks and further which role it plays, we design Dig-Event (Do-it-together Event), an open, social space for users to share events and discover the activity among social contacts. Our system integrates ideas drawn from designs of one's social network into an open calendar tool, providing a space for users to share events, socialize around, and discover what else is going on in their network and beyond.

## Design Principles

- **Social networking among peers, not strangers.**

We believe that the activity sharing and discovery among existing contacts is always the first choice comparing to other unknown contacts. As such, Dig-Event is designed allowing users to solicit participation from known contacts like schoolmates, family, friends and colleagues.

- **Share and discover day-to-day activities, rather than official events.**

Some commercial portals support "official" event sharing/discovery and meeting like-minded people, while Dig-Event allows users to solicit participation of "day-to-day" activities like cooking, shopping, etc.

- **Event management not restrict to "4W" - *What*, *When*, *Where*, *Who*, but "H"- *How*.**

Dig-Event conducts "how" by assisting users to organize the events through mashup their own favorite gadgets. It recommends activity related gadgets to the users for selection, and mashups as ready-to-use gadgets on top of the calendar [1].

- **Open Access to customized social circle, not "all-or-none".**

Asymmetric sharing model from Google+ is applied in Dig-Event to enable sharing and discovering activities among existing contacts by customized social circles.

- **Event recommendation over event discovery.**

We anticipate that in addition to browsing list views of events, users might spend much of their time viewing individual events. Hence, related event recommendations are added in individual event pages.

- **Integration into social networks and calendars, not replacing them.**

The Dig-Event design is driven by the desire to push the limits of existing calendars and leverage the success of social web. We do not seek to replace existing calendar functionality but rather complement it. As such, Dig-Event is designed to be integrated with online calendar and further popular social networking portals of today like Facebook and twitter.

## Example citations

[1] Zhao, Z., Bhattarai, S., Liu, J. and Crespi, N. Mashup Services to Daily Activities – End-user Perspective in Designing a Consumer Mashups. In *Proc. iiWAS 2011*, ACM Press.