

The Summer Institute at  
**WALLENBERG HALL**

presented by  
**media X**  
at Stanford University

## New Metrics for New Media: Analytics for Social Media and Virtual Worlds

### Agenda WEDNESDAY, August 5: #124 Wallenberg Hall

08:00 – 08:30		Registration & Continental Breakfast
08.30 - 09.00	<b>Martha Russell</b> Media X at Stanford University	<b>Welcome, Introductions &amp; Overview</b>
09.00 - 10.00	<b>Don E. Schultz</b> Northwestern University Agora-IMC, Inc, BigResearch	<b>The <i>ME</i>dia Generation (and others): Trends in Media Multitasking in the US and China</b>
10:00 – 10:30		Break and Networking
10.30 – 11:30	Moderator: <b>Martha Russell</b> Media X at Stanford University	<b>Panel: Metrics for Management Decisions</b> Richard Rommel, Senior VP Emerging Business, Best Buy Blaine Baggett, Executive Manager, Communication and Education, Jet Propulsion Laboratory, NASA Louis-David Mangin, GrinShot Maury Giles, Founder, Pursuit
11:30 – 12:00	<b>David A. Shamma</b> Yahoo Research	<b>Synergies Between Search and Social Metrics</b>
12:00 – 13:00		Lunch
13:00 – 14:00	<b>Michael Wu</b> Chief Scientist, Lithium	<b>Measuring Social Media &amp; Digital WOM</b>
14:00 – 15:00	Moderator: <b>Carrie Armel</b> Stanford University	<b>Panel: Metrics for Moderating and Managing Communities</b> Sameer Patel, Pretzel Logic Scott Moore, Online Community Consultant Gail Ann Williams, Director of Communities, Salon.com
15:00 – 15:15		Break and Networking
15:15 – 17:00	<b>Marc Smith</b> Chief Social Scientist Telligent	Social Network Analysis Tutorial: Part 1 <b>Concepts, Data, &amp; Tools for Producing the Social Graph</b>
17.00 – 17.30	Moderator: <b>Don Schultz</b>	Discussion: <b>Navigating the Terms in Social Media Metrics</b>
17:30 – 18:00		Reception and Networking



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### Agenda THURSDAY, August 6: #124 Wallenberg Hall

08:30 - 09:30	<b>Chunlin Duan</b> South China University of Technology Profit	<b>Patterns of Mobile Media Advertising--Taking 3G Portals as an Example</b>
09:00 - 09:30	<b>Neil Rubens</b> Univ of Electro- Communications, Tokyo	<b>Cell Phone Usage in Japan for Social Networking and Advertising</b>
09:30 - 10:30	Moderator: <b>Greg Nuyens</b> Qwaq Forums	<b>Panel: Emerging Metrics for Virtual Worlds &amp; Immersive Environments</b> Gene Yoon, Former CFO, Second Life Parvati Dev, Innovations in Learning
10:30 - 11:00		Break and Networking
11:00 - 12:00	<b>Gary Wolf</b> Sr. Editor, WIRED	<b>Trends in Metrics for Self Monitoring</b>
12:00 - 13:00		Lunch
13:00 - 15:30	<b>Marc Smith</b> Chief Social Scientist Telligent	Social Network Analysis Tutorial: Part 2 <b>Concepts, Data, &amp; Tools for Filtering and Decorating the Social Graph</b>
15:30 - 16:00		Break and Networking
16:00 - 16:30	Moderator: <b>Martha Russell</b>	Discussion and WrapUp: <b>Gleaning Meaning from Measurements</b>
16:30 - 17:30		Reception and Networking