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## The KIT — Knowledge & Information Technology

Issue No. 50 - 15 June 2011

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### Social Networking with Sharepoint 2010

[This webinar in French](#), given during the Microsoft TechDays in Paris in August 2010, is a good overview of how social networking looks inside an enterprise -- if you have little exposure to this topic and understand French. Note, however, the following critique:

- The initial points about the socialization of knowledge are nothing new. In fact, you have seen references to this idea ("knowledge management isn't just document management") in this newsletter or in papers it mentioned.
- The subsequent demonstration is a good tour of Sharepoint 2010 social capabilities, but the user interface still seems rather bland when compared to LinkedIn or Facebook, and the functionality is not new compared with what you can do on external blog and wiki sites. There is a lot of useless bragging about WYSIWYG blog editing, for example.
- An internal social network is not enough, especially in a small organization, to satisfy people's needs to formalize their trust network, which extends to ex-colleagues and to people they know in other organizations. It forces people who are also on LinkedIn or Facebook to maintain multiple profiles and (in principle) to duplicate all their updates and non-confidential postings.
- As usual, a key value of the Microsoft solution is that the various capabilities you need are integrated, for example a user's profile page can show her OCS presence indicator, etc.

*(Thanks to Christophe Chassagnard for spotting this presentation)*



### Marrying Social Media and Mobility

A new computing lab at Stanford University, MobiSocial, is exploring ways to expand social media through better integration of mobile devices, using near-field communication (NFC) to allow such devices to communicate. The [YouTube demo](#) is a fascinating glimpse of the possibilities.



### ACM Learning Center Adds Videos

If you are a member of ACM, you should look at their latest [library catalog](#). In addition to books made available online in partnership with Safari, 83 videos were added recently. They cover a variety of topics, including the following:

- Programming: C, C#, C++, Java, Python, Perl, WPF, Cocoa
- Databases: SQL Server, MySQL, Oracle PL/SQL
- Operating systems: Linux, Windows Server
- Web development: HTML5, JavaScript, CSS/XHTML, Drupal, Joomla
- Cloud computing: Amazon Web Services
- Microsoft: Sharepoint 2010, MS Project, Visual Studio
- App development for Android
- IT certifications: PMBOK, CompTIA, CISSP, CCNA



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## ➔ The Communities Manifesto

In [the Kit No. 46](#), we mentioned Deloitte initiatives in social media. Stan Garfield of Deloitte issued in 2010 a "Communities Manifesto" you can find [here on SlideShare](#). In addition, BlogTalkRadio recorded a [15-minute interview](#) with Stan, in which he expands on principles of community leadership. He also talks about Deloitte's own adoption (about 40 communities), meaningful metrics, and guidelines for leader involvement.

## ➔ Seen Recently...

"Any one man may be inferior, but the city-state is made up of many men. Just as a meal done by many is better than a single and simple one, for this reason a mass can judge many things better than any one man. In addition, that which is many is less likely to be corrupted."

-- Aristotle, "Politics"  
An early defense of crowdsourcing?