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IEEE CIS Social Media: Have You Joined Our Online Community?

In order to serve our members in a more interactive and contemporary manner, the IEEE Computational Intelligence Society (CIS) has established the Social Media Subcommittee (SMS), under the Members Activities Committee, in 2011. The 2011 SMS is chaired by Albert Y.S. Lam and vice-chaired by Dongrui Wu. Other founding members include (in alphabetical order) Habib Kammoun, Qi Kang, Jinhua Lu, Tapio Pahikkala, Heike Sichtig, Sebastian Valencia, Manolis Wallace, Michael Watts, Shuang Wei, Peyman Yadmellat, and Haoshen Zhu. We aim to promote CIS membership and activities, to leverage our online presence, and to build up our leadership in computational intelligence in academic and industrial communities. We create and manage online platforms to facilitate the exchange of information and to interact with our members in a timely and convenient manner.

We have set up CIS presence on several popular social media sites, including Facebook, Twitter, LinkedIn, and Second Life. We have also expanded our network to other country-specific and language-specific social media. Each of them has its own unique features and we will give an overview to the major ones below. Links to the social media networks can be found in Fig. 1 and at the CIS blog: <http://ieeecis.blogspot.com>.

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Facebook

Facebook is a social networking website. Users may create their personal profiles, add others as friends, exchange messages and chat on Facebook. Facebook also includes automatic notifications when they update their profile. Everyone, even those without a Facebook account, can see the content on the CIS Facebook page. By default, it displays “Basic information”, while recent posts and comments are shown on the “Wall”. On the wall, we have information on recent CIS activities, such as conference information, calls for papers, new publications and announcements. We also have pictures from various CIS activities and conferences and links to the Facebook pages of relevant organizations, like the IEEE and IEEE CIS GOLD. However, users must be logged in to Facebook to post on the wall or to add new pictures.

To see the updates on the CIS Facebook page automatically on their own Facebook page, a user needs to “Like” the CIS Facebook page to be one of our “fans”. We encourage CIS members to “Like” us and post relevant information on the wall. We would also like this Facebook page to be a place to ask questions and have technical discussions.

Twitter

Twitter is an online social networking and micro-blogging service. It enables its users to send and read text-based posts of up to 140 characters, known as “tweets”. Everyone can view the page, even those who do not have a Twitter account. Registered Twitter users can “follow” our account to receive automatic updates of our activity. We tweet messages on conference information, new CIS publications, and job openings.

Facebook	http://www.facebook.com/IEEE.CIS
Twitter	http://www.twitter.com/ieeecis
LinkedIn	http://tinyurl.com/ieeecislinkedin
Second Life	http://tinyurl.com/cis2ndlif
CIS Blog	http://ieeecis.blogspot.com/

FIGURE 1 Links to our major social media.

LinkedIn

LinkedIn is a professional networking website. Only registered LinkedIn users can see its contents. By clicking on the “Discussion” tab, a user can view all discussions in this group, including conference information and technical discussions. The user can also click on the “Jobs” tab to post jobs or to view relevant vacancies. A nice feature about LinkedIn is that users can build their own professional profile and ask others for recommendations. Once there is a relevant job opening, one can quickly identify the shortest path to an inside person for referral.

Second Life

Second Life is an online virtual world. Users represented by “avatars” can walk around, fly over, or even be teleported to any locations in Second Life to do anything without any physical limitations. For example, a student may want to attend seminars given by prestigious professors; a scholar may want to discuss research works with colleagues; a practitioner may want to learn the state-of-the-art technology to solve real-world problems. In real life, distance poses great challenges; we may not always be able to travel around the world to do what we desire. However, in Second Life, we can have virtual meetings, lectures, conferences, exhibitions, and competitions. In each of these events, we can interact (e.g., talk with microphones/headsets, listen to presentations, ask questions, etc.) with other avatars virtually located in the same venue. In order to gather people whose interests are in computational intelligence, with the help of the IEEE Second Life Project, a building for CIS (see Fig. 2) has been built on the IEEE Island 2 located at

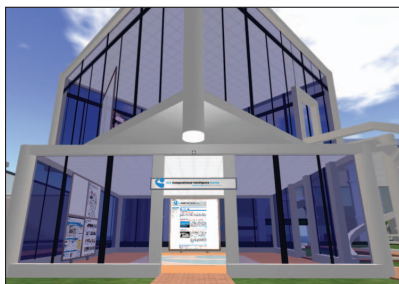


FIGURE 2 CIS building in Second Life.

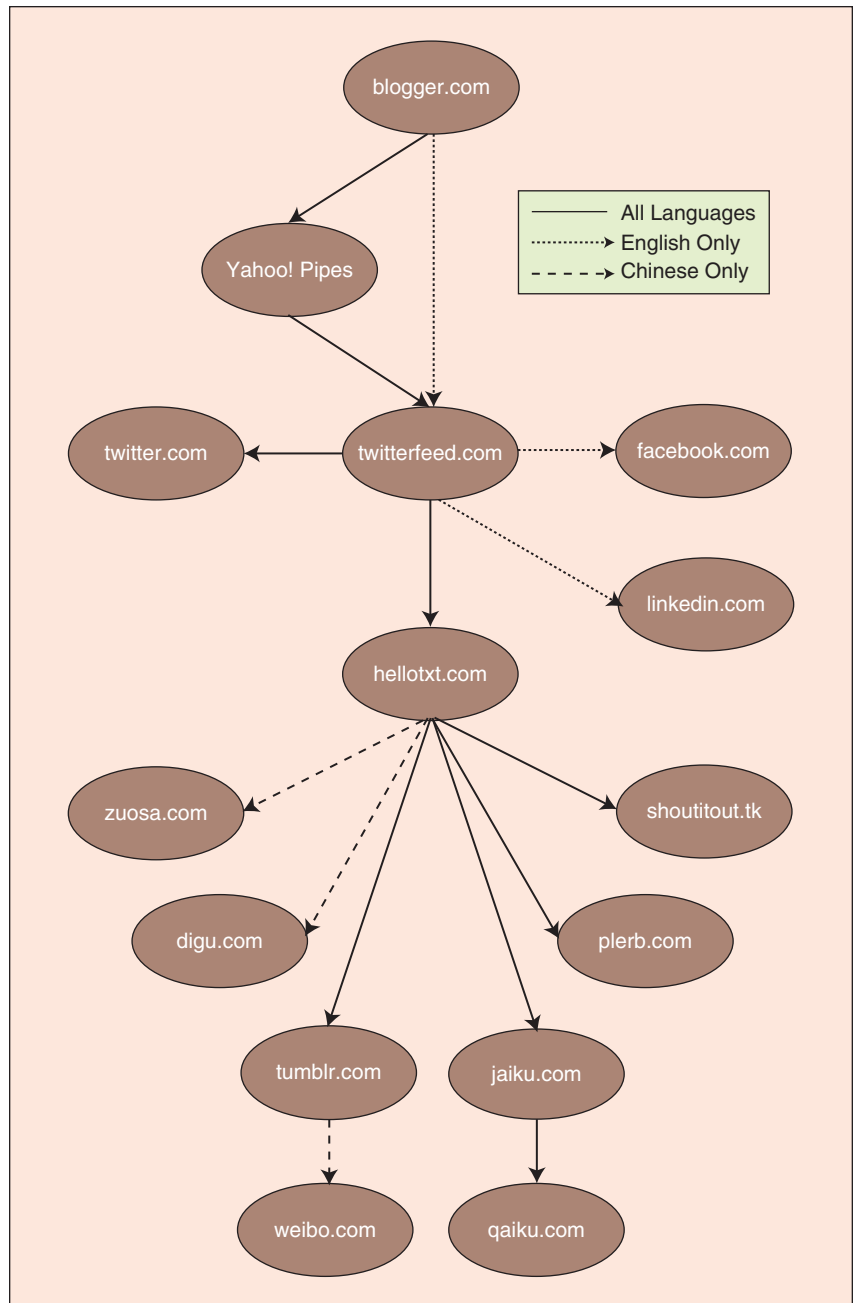


FIGURE 3 Information flow and automated translation from blog to social media sites.

(99, 125, 27) next to the IEEE Public Sandbox. You need to download a Second Life Viewer (<http://secondlife.com/support/downloads/>) to find the building in Second Life. Members and chapters are free to use our facilities to have meetings and conduct social activities.

Others

Some members of our Society are unable to access popular social networking sites like Twitter and Facebook in

their countries. To deal with this situation, we have expanded our networking presence into other social media, such as Plerb, Tumblr, and Jaiku. However, updating and synchronizing these social media sites becomes a challenge. Rather than doing that manually, we set up an automated updating network using social media aggregation sites. How we do this is shown in Fig. 3. The CIS SMS

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*** 2012 IEEE Computational Intelligence for Measurement Systems (IEEE CIMSA 2012)**

September 19–21, 2012
Place: Tianjin, China
General Chairs: Leonid Perlovsky and Fabio Scotti
<http://cimsa2012.ieee-ims.org/>

Δ 19th International Conference on Neural Information Processing (ICONIP 2012)

November 26–29, 2012
Place: Doha, Qatar
<http://www.iconip2012.org>

*** 2013 IEEE Symposium Series on Computational Intelligence (IEEE SSCI 2013)**

April 16–19, 2013
Place: Singapore
General Chair: P.N. Suganthan
<http://iee-ssci.org/>

*** 2013 IEEE Congress on Evolutionary Computation (IEEE CEC 2013)**

July 3–6, 2013
Place: Cancun, Mexico
General Chair: Carlos Coello Coello
Website: TBD

*** 2013 IEEE International Conference on Fuzzy Systems (FUZZ-IEEE 2013)**

July 7–10, 2013
Place: Hyderabad, India
General Chair: Nik Pal
Website: TBD

*** 2014 IEEE Conference on Computational Intelligence in Financial Engineering and Economics**

March 27–28, 2014
Place: London, United Kingdom
General Chair: Antoaneta Serguieva
Website: TBD



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blog is at the heart of the network: we post everything here and only here. Social media aggregator sites Twitterfeed and Helotxt then automatically post to Twitter, Facebook, LinkedIn and the additional sites that we have set up on Plerb, Tumblr, Jaiku and Qaiku. As these sites are more widely available than Twitter and Facebook, this allows more people to see the news and announcements from CIS. It also allows us to propagate our news widely, without extra effort.

We use the same approach to propagate updates in languages other than English. This is particularly useful for those languages that have specific social networking sites for them. There are, for example, several social networking sites in Chinese, including the hugely popular Weibo. The Yahoo! Pipes step in Fig. 3 is used to translate the English language feed from the blog to several other languages, including Chinese. The translated feed then propagates through the network of sites, just as the English language feed does. If readers want to read the blog itself in another language, they only have to select the Google Translate gadget displayed prominently on the blog. Apart from Chinese, we have also set up sites in French, Portuguese, Spanish, Korean, Greek, and German. While the machine translations

can be idiosyncratic, this method widens the reach of the CIS social media. Links to these sites are available on the CIS blog.

There are many benefits from participating in our social media sites. It is an easy way of getting the most up-to-date news from the Society, as once news is posted to the blog it is automatically propagated to all other sites. Participating in the social media sites is a convenient way of being included in discussions related to our society, as each of the sites has discussion boards associated with it. Job and scholarship opportunities are posted to LinkedIn. However, the most important benefit for participation is in networking: both Facebook and LinkedIn are built on the concept of networking with your peers. While conferences are a great way of networking in real life, our social media sites let you network with anyone at any time. And, it is free. Do you want to keep in touch with someone you met at a conference? Look them up on LinkedIn or Facebook. The posting of conference photos and the photo-tagging feature on Facebook enhances this networking. Moreover, we are actively working towards virtual meetings in Second Life, so that even if you cannot make it to a conference, you can still interact in real-time with other profes-

sionals in the Computational Intelligence Society. Finally, with appropriate “apps”, you can access our social networks via a smartphone.

Social media are the timeliest way to gather information, communicate with people, and distribute ideas to the public. We created these sites on various social media to facilitate the interaction of people sharing similar interests in computational intelligence. Different social media have different characteristics and we have setup platforms in the major social media. Our social media should be able to satisfy most of our members’ needs. Have you joined our online community yet? Whether you are a CIS member or not, you are welcome to meet us online. To maximize your benefit, you are also encouraged to invite your friends to join us, express your thought freely, ask questions, and learn from others. Should you have any suggestions and comments, please email us at cis.socialmedia@gmail.com or leave a comment on one of our sites. If you have experience in managing social media and want to contribute to the Society, you are also welcome to drop us a line.

We would like invite you to follow us on Facebook, LinkedIn, Twitter, Second Life, and other social media, NOW!

