<table>
<thead>
<tr>
<th>Title</th>
<th>A glimpse into social web ecosystem with IFTTT: data collections and observations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Cui, Yan</td>
</tr>
<tr>
<td>Citation</td>
<td>Cui, Y. (2012, March). A glimpse into social web ecosystem with IFTTT: data collections and observations. Presented at Discover URECA @ NTU poster exhibition and competition, Nanyang Technological University, Singapore.</td>
</tr>
<tr>
<td>Date</td>
<td>2012</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://hdl.handle.net/10220/9040">http://hdl.handle.net/10220/9040</a></td>
</tr>
<tr>
<td>Rights</td>
<td>© 2012 The Author(s).</td>
</tr>
</tbody>
</table>
INTRODUCTION
What is Social Web Ecosystem?
• Massive interest in social networks in recent years
• Facebook, Twitter, Dropbox, LinkedIn, etc.
• Information flows from one social web site to others
• Social Web Ecosystem has been formed

What is IFTTT?
IFTTT(https://ifttt.com/) is a web service where people create tasks to enable information flow between various social networks.

Example Task:
If user post a status on Facebook, it will be automatically posted on Twitter.

METHODOLOGY AND FINDINGS
• 11,366 recipes published by IFTTT are downloaded.
• 125,362 tasks were created from these recipes.
• Programs are developed to process the information.

Every time you are tagged in a photo on Facebook, it will be sent to Dropbox.

Top-5 Most Popular Recipes
Source Channel [Trigger] → Target Channel [Action] #Tasks
1. Facebook [You are tagged in a photo] → Dropbox [Add file from URL] 11,887
3. Weather [Current condition changes to] → Sms [Send me a text message] 4,601
4. Weather [Tomorrow’s forecast calls for] → Email [Send me an email] 4,480
5. Twitter [New tweet from search] → Email [Send me an email] 3,609

Top-10 Most Popular Triggers and Actions
Rank Source Channel Trigger #Tasks
1. Feed New feed item 14,141
2. Facebook You are tagged in a photo 12,731
3. Google_reader New starred item 10,852
4. Weather Tomorrow’s forecast calls for weather 9,404
5. Instagram Any new photo by you 6,847
6. Twitter New follower 6,398
7. Twitter New favorite tweet 5,646
8. Weather Current condition changes to weather 4,966
9. Twitter New tweet from search 4,954
10. Twitter New tweet by you 3,149

Power Law Distribution of Recipe Usage

Information Flow in the Network of Channels
Remark: Number on the edge indicates number of tasks created from the source channel to the target channel.