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A method for introducing new friends using intra-SNS to encourage intercommunication in an organization

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In recent years, as the communication tool, SNS attracted many attentions from web users, such as the biggest SNS in the world Facebook, Mixi in Japan and Renren in China. Local companies and universities also imported SNS in order to improve information diversity and communicating activation. However, there are some weaknesses to develop new interpersonal relation besides familiarities in real life. Therefore, researches aimed at constructing new interpersonal relation. Most of them introduced new friends from common friends list. However, it was actually difficult to get further interpersonal relationship by this method.

In this study, we target on Japan Advanced Institute of Science and Technology（JAIST） which involves three science schools. There are few chances for the students from three schools to communicate and share same lectures together. Therefore, it is difficult to realize new interpersonal relationship and coordinated knowledge creation. I used SNS to improve the communication and to develop new relationships. A new method was proposed in this study: recommending new friends based on finding "alike my friends" through collecting all the information from friends list.

This study proposes two methods: the first recommendation method is based on intrapersonal information, i.e. individual profile, and the other one is based on interpersonal information, i.e. comments for diaries. I used OpenPNE to construct intra-SNS named CHAOSNS in JAIST to collect five months data from June to December in 2010. In order to investigate the effectiveness of the proposed methods two evaluations were conducted. The first one is to check how many recommended friends are in the same laboratory within the top

5 recommendation friends. The second one was to investigate whether friends who are already included in a friend list are more highly recommended than people who are not included in the friend list. This estimation was carried out by eliminating one friend in order and calculating the similarity between the other friends and the eliminated one. Then, the obtained similarity was compared with the similarity between the friend list and people who are not included in the friend list. The results of these estimations displayed the effectiveness of our proposal. However, there are some limitations of the proposed method: it cannot effectively recommend friends to ones who have few friend and/or who seldom comment to the others' diary articles.