

Appendix: Collection of User-Generated Content Metadata

This appendix presents a full collection of metadata available for each of the evaluated categories. All measures are sorted according to the social media document view introduced in Section 3.4. Measures are listed independent of their significance for the ranking of user-generated content units. The following lists represent a collection of the measures generally available.

Measures in Blogs

Blogs
<i>Author-related measures</i>
author id
<i>Source-related measures</i>
backlinks to source URL
<i>Intrinsic measures</i>
references
words
<i>Extrinsic measures</i>
comments, # replies
views
backlinks to content URL (trackbacks)
publishing date (dd.mm.yyyy)
<i>Plug-ins from other platforms</i>
likes (Facebook)
+1 (Google+)
shares (Facebook)
shares (Twitter)
shares (LinkedIn)
shares (Tumblr.com)
pins (Pinterest.com)
flatrr (microdonations, Flatrr.com)
stumbles (Stumbleupon.com)

Data accessed: August 15, 2012

Example sources:

www.bildblog.de,

perezhilton.com,

michellemalkin.com,

www.my-diary.org

Measures in Forums

Forums
<i>Author-related measures</i>
author id
membership since
postings
recency of latest activity
location
hometown
age
contact information
number of contacts within the forum's community (if applicable)
<i>Source-related measures</i>
backlinks to source URL
(active) members
<i>Intrinsic measures</i>
references
words
<i>Extrinsic measures</i>
replies
views
threads in topic
postings in topic
recency of newest posting in topic
views of thread
publishing date (dd.mm.yyyy)

Data accessed: August 15, 2012

Example sources:

<http://www.gaiainline.com/forum/> (phpBB)

<http://www.ioff.de/> (vBulletin)

<https://discussions.apple.com/index.jspa>

<http://www.apfeltalk.de/forum/content/>

<http://forum.football.co.uk/>

<http://forums.bit-tech.net/>

Measures in Location Sharing and Annotation Platforms

Location Sharing and Annotation	
<i>Author-related measures</i>	
	author id
	real name
	# friends
	# mayorships
	# badges
	# tips
	# lists
	# check-ins
	# photos
	location
	about me sentence
<i>Source-related measures</i>	
	backlinks to source URL
<i>Intrinsic measures</i>	
	# references
	# words
<i>Extrinsic measures</i>	
	# likes
	# visitors of location
	# check-ins of location
	# likes of location
	# dislikes of location
	# mayor of location
	# number of check-ins in the last n (e.g.,n= 60) days required to become mayor of location
	# number of pictures of location
	# tips of location
	# done bys of tip
	# highlights of location
	publishing date (dd.mm.yyyy)

Data accessed: August 15, 2012

Example sources:

<https://foursquare.com/>

<http://gowalla.com> (has been shut down in 2012)

Measures in Media Sharing Platforms

Media Sharing
<i>Author-related measures</i>
author id
real name
membership since
contributions
subscribers
recency of lastest activity
channel views
testimonials
favorites by others
groups
<i>Source-related measures</i>
backlinks to source URL
memebrs
<i>Intrinsic measures</i>
resolution
<i>Extrinsic measures</i>
comments
views
likes
dislikes
favorites
honors
backlinks to content URL (trackbacks)
publishing date (dd.mm.yyyy)

Data accessed: August 15, 2012

Example sources:

<http://www.youtube.com/>

<http://www.flickr.com/>

Measures in Microblogs

Microblogs
<i>Author-related measures</i>
author id
real name
tweets
followers
followings
recency of latest tweet
<i>Source-related measures</i>
backlinks to source URL
members
<i>Intrinsic measures</i>
references
words
tags
<i>Extrinsic measures</i>
retweets
favorites
publishing date (dd.mm.yyyy)

Data accessed: August 15, 2012

Example source:

<https://twitter.com>

Measures in Question and Answer Platforms

Question and Answer Platforms	
<i>Author-related measures</i>	
	author id
	membership since
	# questions
	# answers
	# best answers
	recency of last contribution
	# trust points
	location
	hometown
	age
<i>Source-related measures</i>	
	backlinks to source URL
<i>Intrinsic measures</i>	
	# references
	# words
<i>Extrinsic measures</i>	
	# answers
	# stars, likes
	publishing date (dd.mm.yyyy)

Data accessed: August 15, 2012

Example sources:

<http://wiki.answers.com/>

<http://answers.yahoo.com/>

Measures in Rating and Review Platforms

Rating and Review Platforms	
<i>Author-related measures</i>	
	author id
	real name
	# reviews
	# of helpful reviews
	contact information
<i>Source-related measures</i>	
	backlinks to source URL
<i>Intrinsic measures</i>	
	# references
	# words
<i>Extrinsic measures</i>	
	# found the review helpful
	# comments
	# stars of reviewed object
	# reviews for reviewed object
	publishing date (dd.mm.yyyy)

Data accessed: August 15, 2012

Example sources:

<http://www.amazon.com>

<http://www.epinions.com>

<http://www.qype.com>

<http://www.yelp.co.uk/>

Measures in Social Networks

Social Networks
<i>Author-related measures</i>
author id
real name
member since
recency of last contribution
friends, followers
<i>Source-related measures</i>
members
backlinks to source URL
<i>Intrinsic measures</i>
references
words
<i>Extrinsic measures</i>
comments
likes
shares
publishing date (dd.mm.yyyy)

Data accessed: August 15, 2012

Example sources:

<https://facebook.com>

<https://plus.google.com>

<http://www.xing.com>

<http://www.linkedin.com>

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