

Abstract

Twine.com -- Collective Intelligence for Horizon Scanning **Nova Spivack, CEO & Founder, Radar Networks**

Twine (<http://www.twine.com>) is a new service for keeping up with content related to your interests that is powered by the Semantic Web. The service is currently being beta tested by over 40,000 users.

Twine is focused on "interest networking" -- a form of horizon scanning where the goal is to collaboratively discover and track content about key interests. In Twine, horizon scanning is facilitated by artificial intelligence and collective intelligence, working together.

Twine applies artificial intelligence techniques to learn about individual interests and make recommendations to help users discover new content, people and twines (groups) they might find interesting. It uses natural language processing to automatically read and tag content with semantic tags for relevant people, organizations, places and other concepts. We are currently working on topic detection and trend detection to help facilitate even better discovery in the future.

Twine applies collective intelligence to help find, organize and distribute interesting content. The users of Twine collectively scour the Web to find the most valuable content about various interests they have. They then share those items with various relevant twines (interest groups) they belong to, as well as with individuals that have relevant interests. Members discuss, filter, and further propagate the content. The collective intelligence aspects of Twine are equally, if not more, important than the artificial intelligence.

All of the capabilities of Twine are powered by the Semantic Web. On a technical level, Twine is a large and growing knowledge base comprised of a semantic graph. The graph in Twine runs on a custom-designed software platform that is fundamentally based on RDF and OWL, the open-standard languages of the Semantic Web.

There are many reasons why we chose to use the Semantic Web to build Twine. First, we want it to be easy to create and change data types and relationships in our data set. Eventually, we want to make it easy for others to do that as well. In addition, we want to make it easy to add other data from outside of Twine. This vision for a Web of data was an important factor in our decision to use the Semantic Web rather than more traditional data models.

It is important to point out that the underlying semantic platform, and the semantic graph behind Twine has only barely been exposed in the present version of the product. There is a lot more potential there, and we are planning to deliver on that in 2009.

Our strategy has been to get the basics right first, and then to start to surface more of the advanced semantics and capabilities of the product in future releases.