

Social Information Matters!

Current PIM systems have very limited notions of people: "Have I added them to my buddy list?"

Future PIM systems should have a richer idea of who a person is, and how they have been tagged / mentioned.

People should be first-class objects in PIM

People are a logical grouping

Social history is a valuable tool for PIM:

Use the social history of my correspondents

Make social history visible

Good for TRIAGE: is a message from this person likely to be important?

Good for AWARENESS: is a message from this person a good reason to interrupt myself?

Coming soon:

NICK, a database collector, collects social metadata from email and provides an API to get social history:

Have I seen this person before?

How have I interacted with them before?

the SNARF prototype uses social history to prioritize email: unread messages from that person, to me, sorted by messages I've sent them

