SEVENTH FRAMEWORK PROGRAMME

THEME ICT-2009.1.2

"Internet of Services, Software and Virtualization"

D3.4.1
Social Dynamics Services

Project acronym: SocIoS

Project full title: *Exploiting Social Networks for Building the Future Internet of Services*

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SOCIOS CONSORTIUM

Beneficiary Number	Beneficiary name	Beneficiary short name	Country	Date enter project	Date exit project
1(coordinator)	Institute of Communication and Computer Systems/National Technical University of Athens	ICCS/NTUA	Greece	Month 1	Month 30
2	IBM Haifa Research Lab	IBM	Istrael	Month 1	Month 30
3	Athens Technology Center	ATC	Greece	Month 1	Month 30
4	Google Ireland Limited	Google	Ireland	Month 1	Month 30
5	Cognium Systems	Cognium	France	Month 1	Month 30
6	Center for the Study of the Information Society, University of Haifa	HU	Israel	Month 1	Month 30
7	Deutsche Welle	DW	Germany	Month 1	Month 30
8	Stefi Productions S.A.	Stefi	Greece	Month 1	Month 30
9	Katholieke Universiteit Leuven (K.U.Leuven) – Interdisciplinary Centre for Law and ICT	KULeuven	Belgium	Month 1	Month 30

DOCUMENT HISTORY

Version	Date	Changes	Author/Affiliation
v.0.5	1-06-2011	Initial testing	D. Geifman / UH
v.0.8	3-07-2011	Final testing	D. Geifman / UH
v.0.9	12-07-2011	1st Review	D. Raban / UH
v.1.0	31-08-2011	Final version	D. Geifman / UH

Executive Summary

For deliverable D3.4.1, Social Dynamics Services, the SocIoS partner University of Haifa developed a software service called FlexiPrice. FlexiPrice reflects the outcome of the research on the dynamics of information exchange in social networks and derived business models which is performed by the University of Haifa.   The uniqueness of this research and the resulting deliverable is that it focuses on the interplay between social and economic influences in information exchange environments.

FlexiPrice is a price negotiation software service which supports business models that are based on a combination of dynamic pricing, incentive compatible bidding and voluntary payments. The service supports a two-party negotiation process, i.e .one buyer and one seller, and lets each side submit their true subjective value of an information item. In this way it allows social and psychological factors influence the economic negotiation and should lead to a good rate of transaction completion. FlexiPrice provides for a variety of negotiation schemes as well as dynamic pricing subject to the value of the content and the social context .

The FlexiPrice service is one of the auxiliary services that will be integrated into SocIoS platform as part of the first pilot. The source code and README file which contains installation instructions can be downloaded from:

http://gforge.grid.ece.ntua.gr/gf/project/socios/scmsvn/?action=browse&path=%2Ftrunk%2FWP3+Services%2FFlexiPrice%2F