Emotions, Experiences and Social Media

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Another perspective

- Standards, infrastructure as seen by an academic research group

- **Intelligent information access**
  - Content-based matching
  - Additional features (recency, authoritativeness, novelty, opinionatedness, …)
  - Combine content-based and additional features
  - Presentation
Research strategy
Why?

Online lives
What?
What?

A web of applications

- Linking archives
  - News archives meet video archives meet ...
  - Enrichment through linking
- Open data initiatives
- Social media analysis
  - Finding experiences to inform creation of new products
  - Reputation management: identifying and tracking stakeholders
  - Real-time impact prediction
- Learning from implicit feedback
- Multilingual log file analysis
- Interest machine
- Email search
- Aggregated entity search
- E-discovery
- Governmental
- Detecting radicalization
- Entity mining
- Computational humanities and social sciences
  - Religious studies
  - Medical anthropology
  - Communication science
  - Chronobiology
- Governmental
Political Mashup

- Aggregating parliamentary data
- Debates, debate structure
- “Semantification”
- Linking to video broadcasts, twitter, blogs, party programs
- Tracking topic ownership from parliament to social media and back
CoSyne

- Translate between wiki pages
- Identify changes in one page
- Find gaps in other target pages
- Translate material to be inserted in gaps
- Insert translated material in gaps
The mood of the web

- Mood annotated blogs
- Real-time mood tracking and prediction
- MoodViews (2005-2009)
  - Moodgrapher: follow
  - Moodteller: predict
  - Moodsignals: explain
  - Moodspotter: discover associations
- Analyzing ‘old’ data: chronobiology
MoodViews is a collection of tools for tracking the stream of mood-annotated text made available by LiveJournal. At present, MoodViews consists of three components, each offering a different view of global mood levels, the aggregate across all postings of the various moods:

- **Moodgrapher** tracks the global mood levels,
- **Moodteller** predicts them, and
- **Moodsignals** helps in understanding the underlying reasons for mood changes.

When you look at the MoodViews home page, you should see the following:

- Which moods are hot?
  - determined
  - awake
  - amused
  - sleepy
  - thankful

- And which are not?
  - bored
  - hot
  - hyper
  - relaxed
  - drained

The data is updated every 10 minutes and reflects the most and least popular moods as reported by LiveJournal bloggers.

Mood annotated blogs

Real-time mood tracking and prediction

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http://www.moodviews.com
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Original data versus Trend
ratio of blog posts labeled with STRESSED

[Graph showing trend and original data with dates from June 2005 to April 2006]
Ingredients

• Search engine technologies
• Content extraction
• Language technologies
• Semistructured data technologies
• Scaleable distributed processing
Development strategy

- We are **scientists, developers, users** at the same time and we have **external partners**
- Agile vs standards?
- Let a 1000 flowers bloom?
Fietstas

Text analysis service (NL, EN)
• A look from the lab

• Social media as a “societal thermometer”

• Many opportunities for public-private collaborations

• Infrastructure for supporting these collaborations
• Based on joint work with

• Krisztian Balog, Wouter Bolsterlee, Breyten Ernsting, Valentin Jijkoun, Fons Laan, Maarten Marx, Gilad Mishne, Christof Monz, Daan Odijk, Ork de Rooij, Manos Tsagkias, Andrei Vishneuski