

Emotions, Experiences and Social Media

Maarten de Rijke

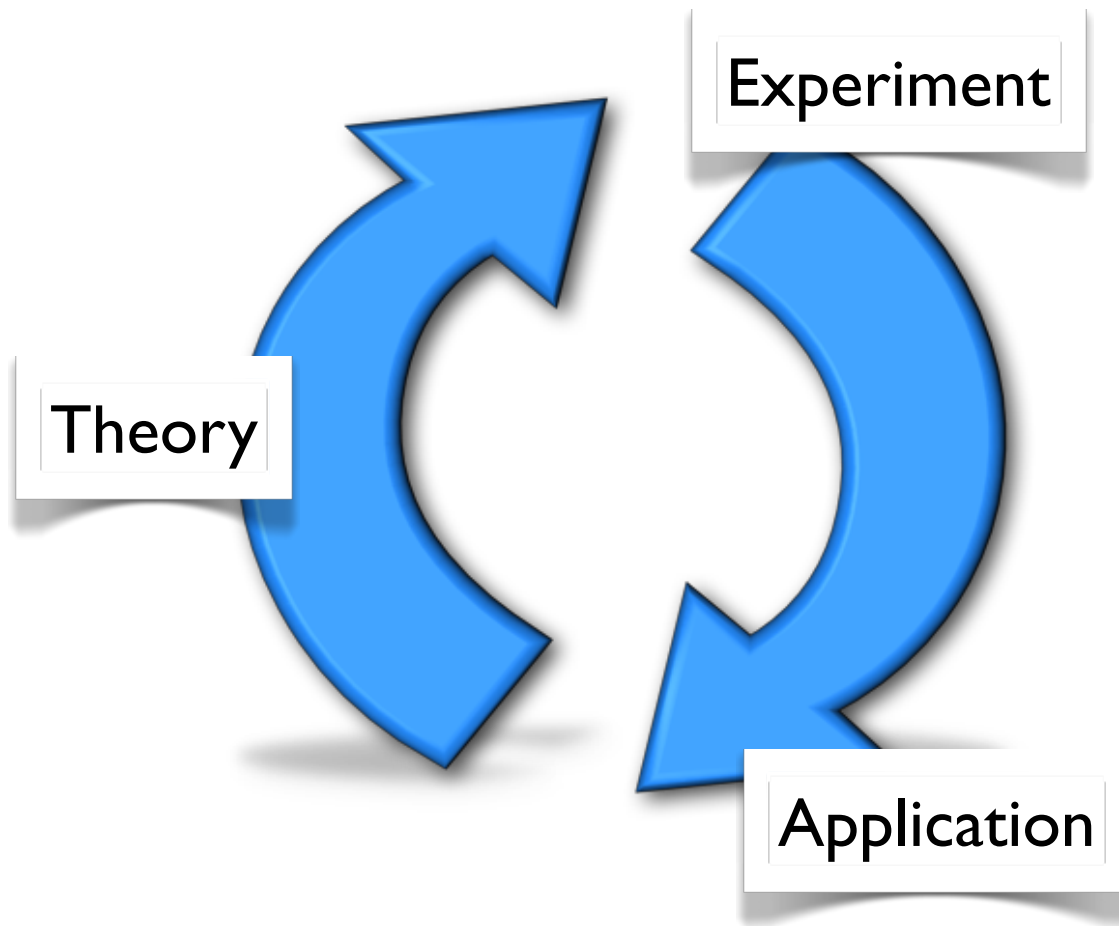
University of Amsterdam



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



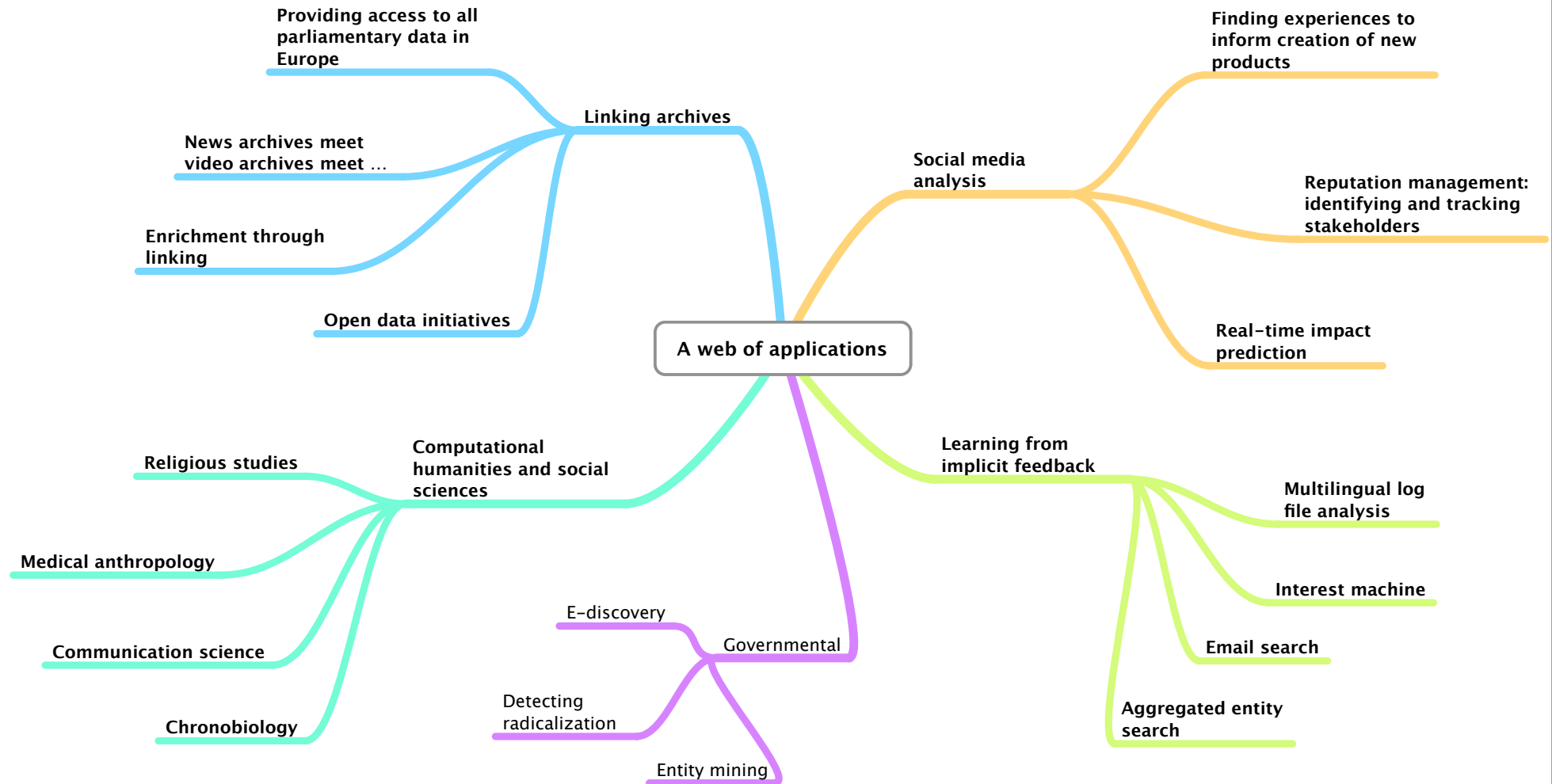
Why?



Online lives

What?

What?



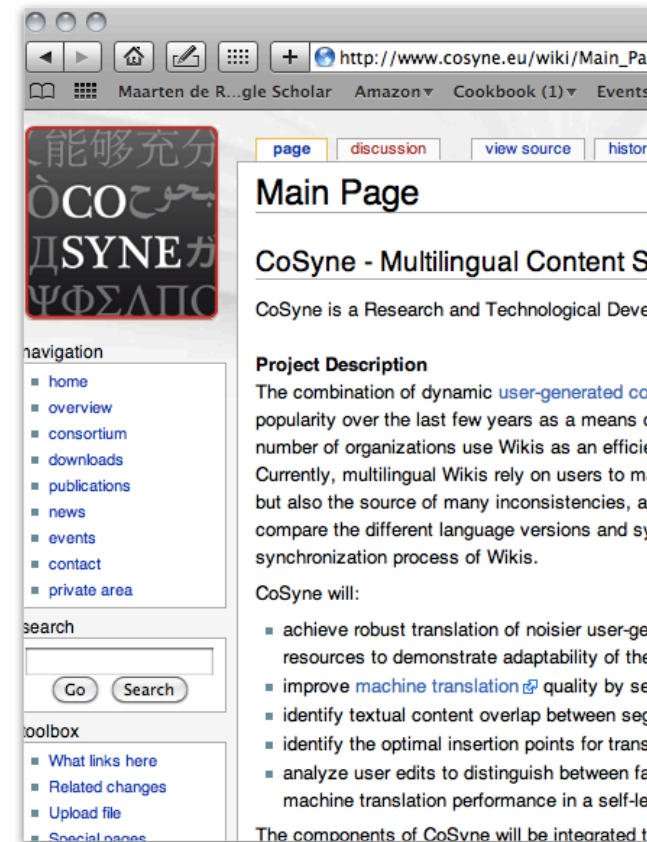
Political Mashup

- 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



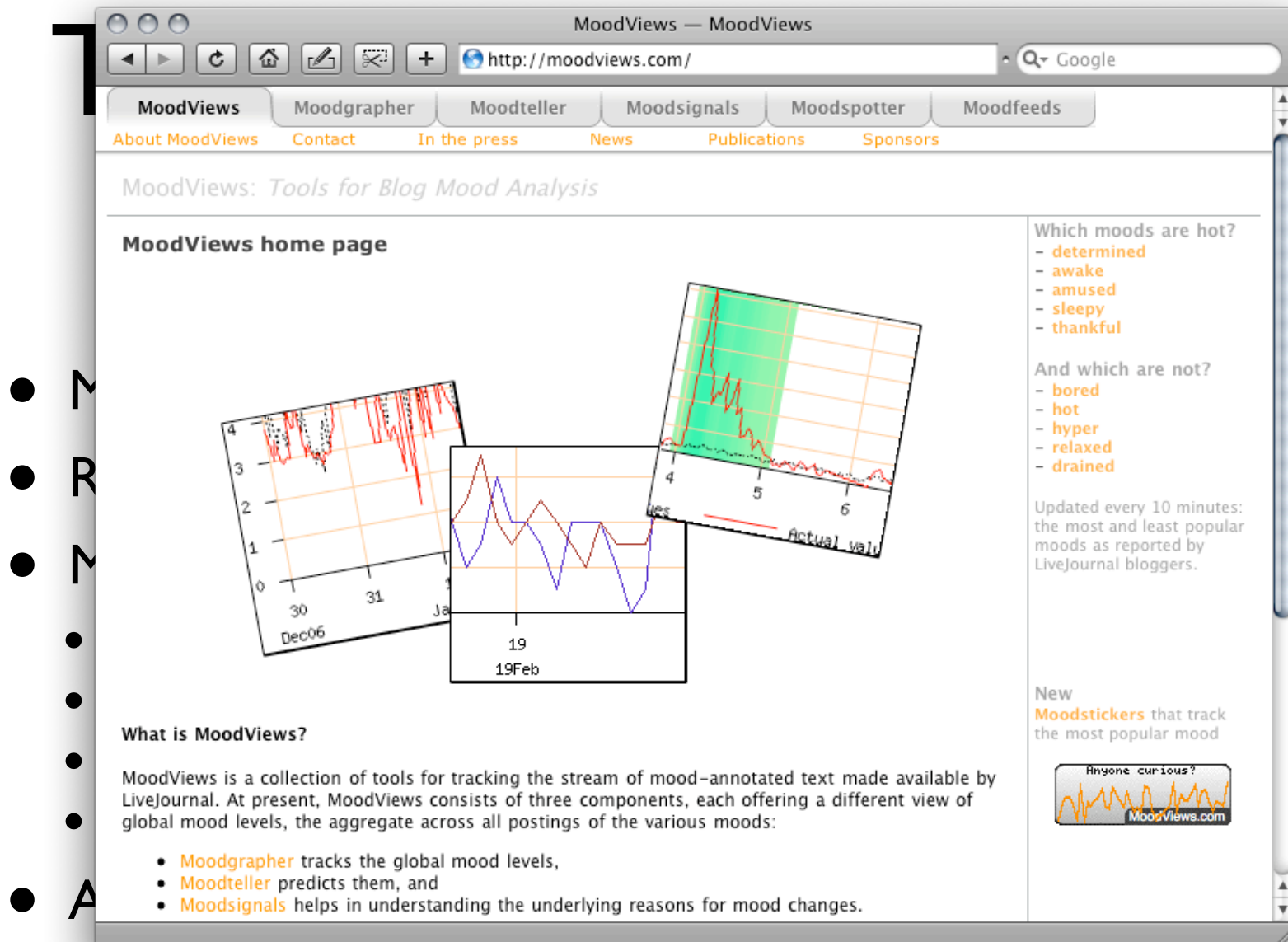
CoSyne

- 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

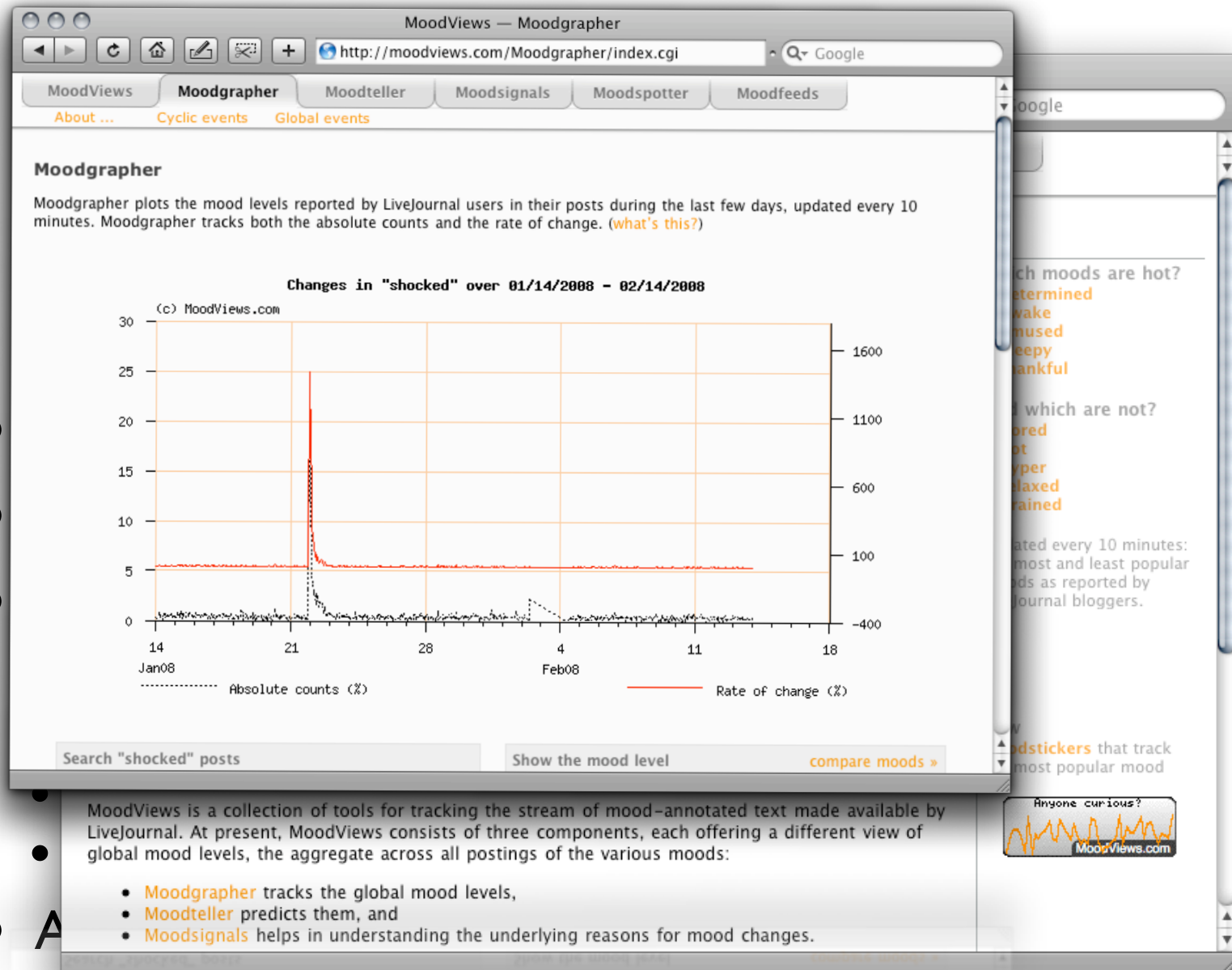


The mood of the web

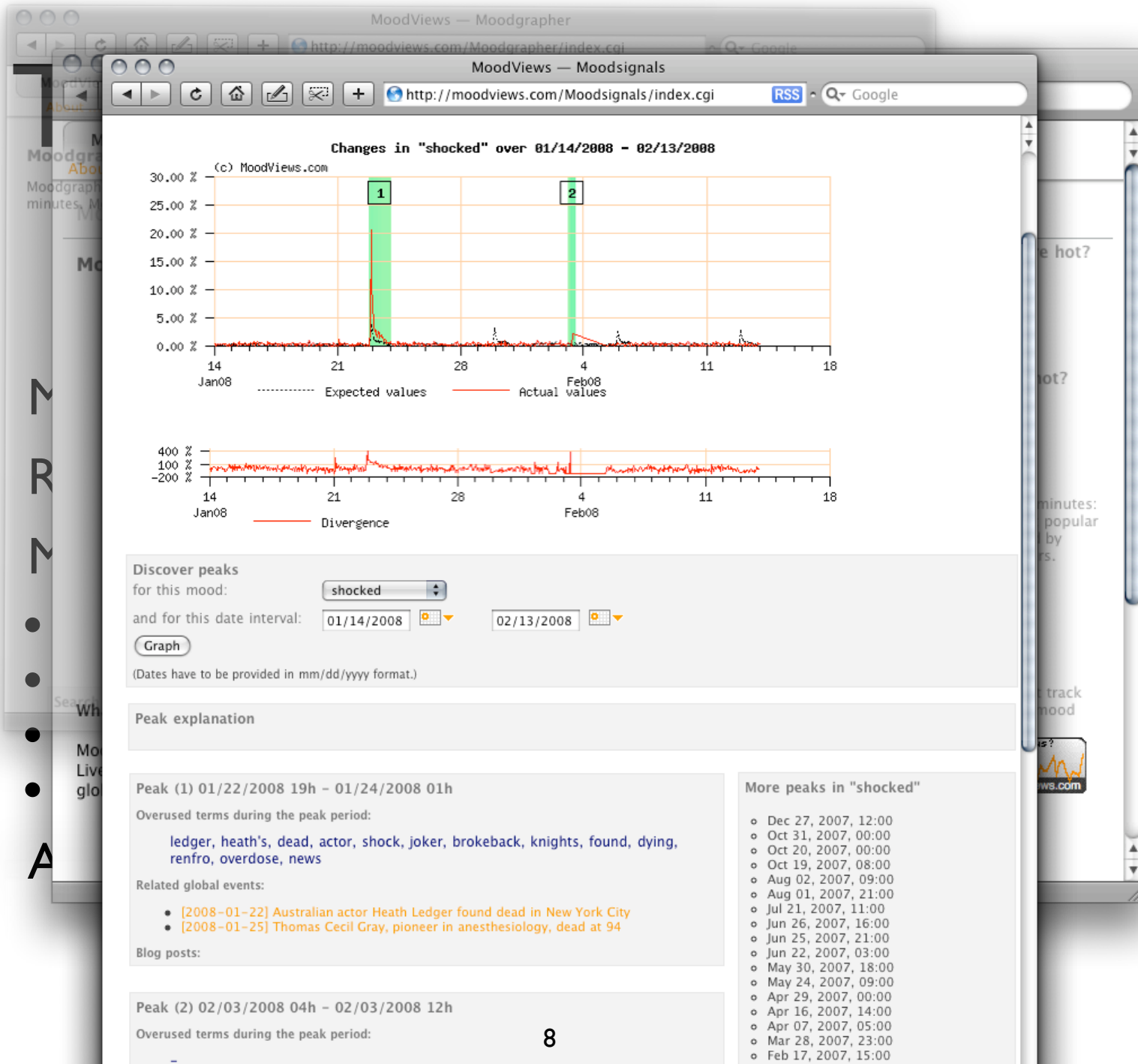
- Mood annotated blogs
- Real-time mood tracking and prediction
- MoodViews (2005-2009)
 - Moodgrapher: follow
 - Moodteller: predict
 - Moodsignals: explain
 - Moodspotter: discover associations
- Analyzing 'old' data: chronobiology

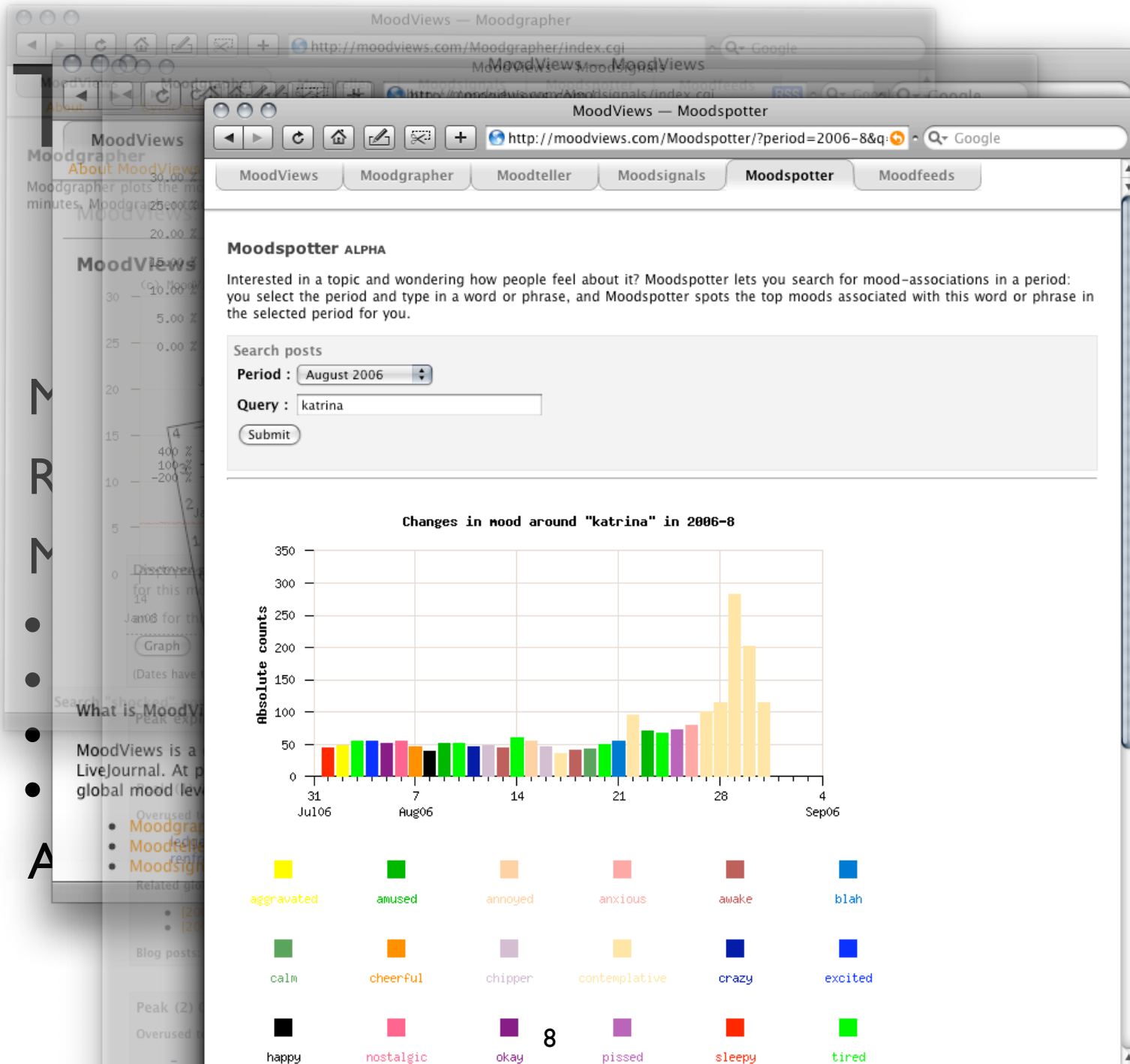


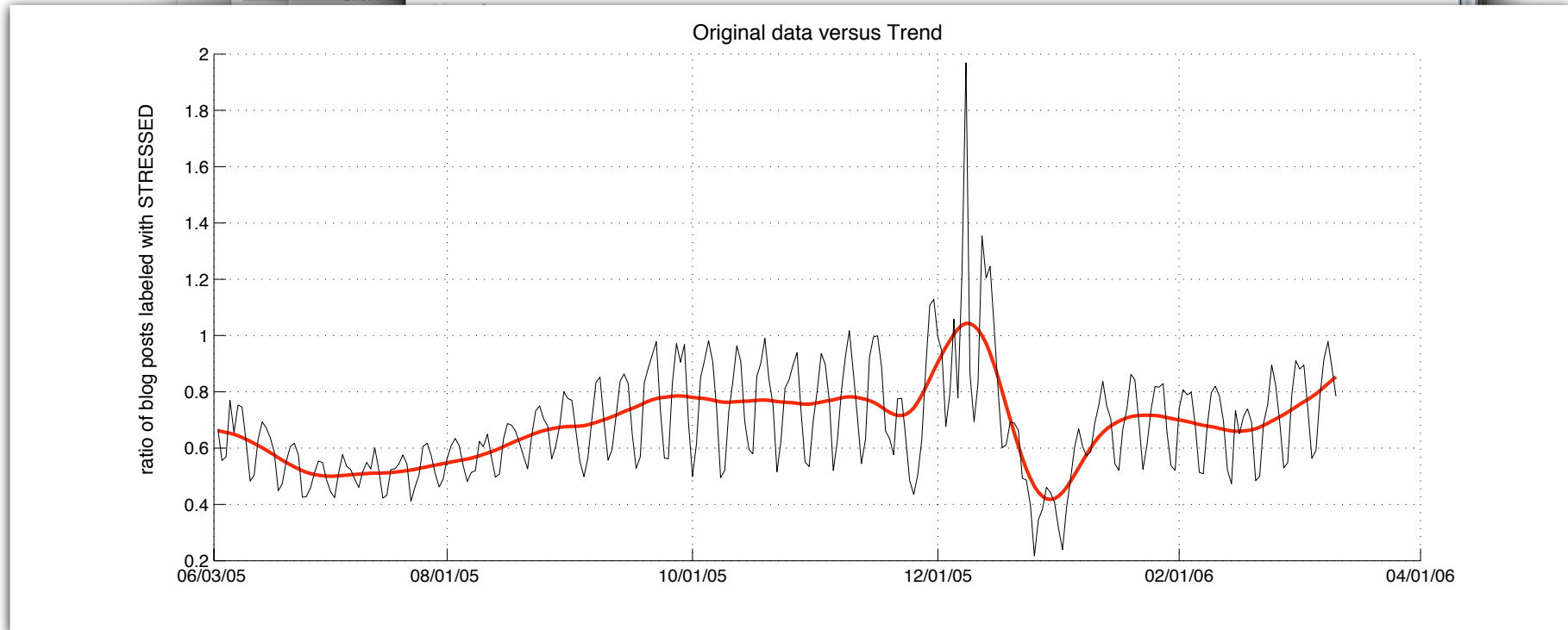
<http://www.moodviews.com>



http://www.moodviews.com







global mood lev

- Moodgrat
- Moodfene
- Moodsign

Related glo

- [20]
- [20]

Blog posts

Peak (2)

Overused t

31 Jul06	7 Aug06	14	21	28	4 Sep06
aggravated	amused	annoyed	anxious	awake	blah
calm	cheerful	chipper	contemplative	crazy	excited
happy	nostalgic	okay	pissed	sleepy	tired

8

Ingredients

- Search engine technologies
- Content extraction
- Language technologies
- Semistructured data technologies
- Scalable 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?

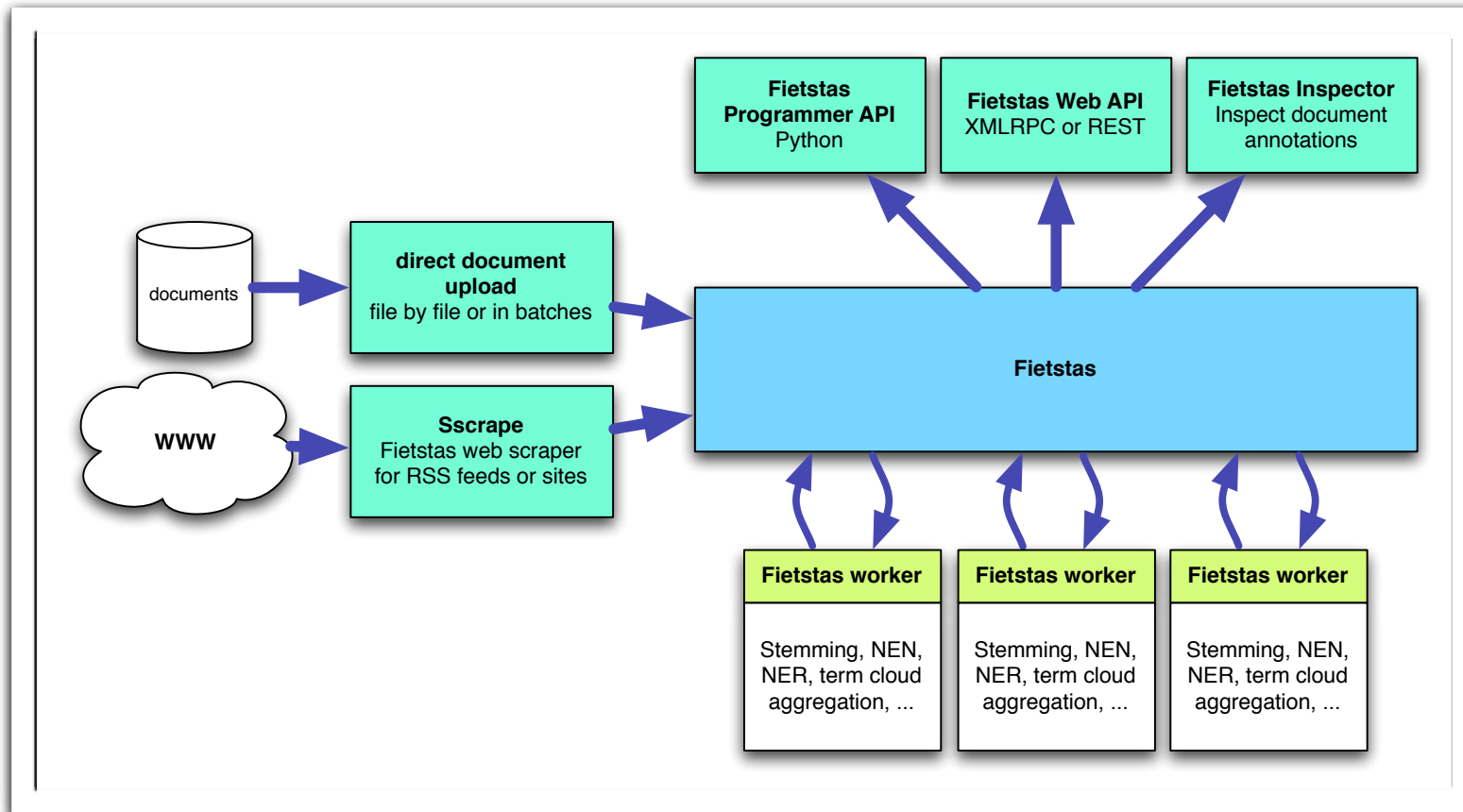


VS.



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