A Tweet Consumer's Look At Twitter Through Linked Data Goggles Via Google Analytics

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Abstract.

1 Introduction

1.1 Google Chrome Extensions

Google Chrome extensions[1] are small software programs that can be installed to enrich the browsing experience with the Google Chrome browser. They are written using a combination of standard Web technologies, such as HTML, JavaScript, and CSS. Chrome extensions bundle all their files into a single file that gets usually (but not necessarily) distributed through the Chrome Web Store. There are several types of extensions, for this paper we focus on extensions based on so-called content scripts. Content scripts are JavaScript programs that run in the context of Web pages, similar to the Firefox Greasemonkey extension[2]. By using the standard Document Object Model (DOM), they can read or modify details of the Web pages a user visits. Examples of such modifications are, e.g., changing hyperlinks to remove potential @target="_blank" attributes, or increasing the font size.

1.2 Google Analytics

2 Twitter Swarm NLP Extension

With our Twitter Swarm NLP extension[3], we inject JavaScript code via a content script into the Twitter.com homepage. The extension first checks if the user is logged in, and if so, retrieves the tweets of the logged-in user's timeline one-by-one, and performs NLP analysis via a remote NLP Web service on each of the tweets. The extracted entities are then displayed on the righthand-pane of the Twitter.com homepage, and sent to Google Analytics for further processing.

[1] Google Chrome Extensions: http://code.google.com/chrome/extensions/index.html. Text adapted from the description to be found there.
[2] Firefox Greasemonkey extension: http://www.greasespot.net/
[3] https://chrome.google.com/webstore/detail/dpbphenfafkflfmdlanimlemacankjol

2.1 Twitter Swarm NLP Web Service

2.2 Dealing With Extracted Entites On the Client Side

2.3 Dealing With Extracted Entites On the Google Analytics Side

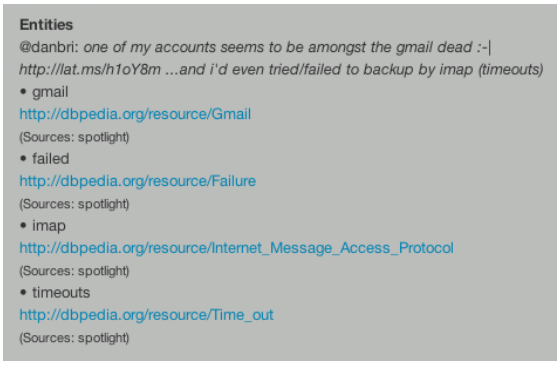

Fig. 1. Screenshot of the extracted entites of a particular tweet as displayed by the Twitter Swarm NLP Extension.

3 Related Work

3.1 Linked Open Social Signals (TWARQL)

@ToDo Arnaud `http://knoesis.wright.edu/library/download/paper-wi10-MPKS.pdf` `http://wiki.knoesis.org/index.php/Twarql`

3.2 Twopular

@ToDo Arnaud `http://twopular.com/tag#about`

4 Conclusion

References