

Why is Twitter all the Rage ?

As humans, what are some things that we want that technology might help us to get?

- * We want to be heard.
- * We want to satisfy our curiosity.
- * We want it easy.
- * We want it now.

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Why is Twitter all the Rage ?

- * We have a deeply rooted need to share our ideas and experiences, which gives us the ability to connect with other people, to be heard, and to feel a sense of worth and importance.
- * We are curious about the world around us and how to organize and manipulate it, and we use communication to share our observations, ask questions, and engage with other people in meaningful conversations.

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Why is Twitter all the Rage ?

- * How would you define Twitter?
- * One way to describe Twitter is as a microblogging service that allows people to communicate with short, 140-character messages that roughly correspond to thoughts or ideas.
- * Since November 2018, the character limit has been increased to 280 characters.

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Why is Twitter all the Rage ?

- * Generally, some social websites like Facebook and LinkedIn require the mutual acceptance of a connection between users (which usually implies a real-world connection of some kind), but Twitter's relationship model allows you to keep up with the latest happenings of *any* other user, even though that other user may not choose to follow you back or even know that you exist. Twitter's *following* model is simple but exploits a fundamental aspect of what makes us human: our curiosity.

And cats.

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Why is Twitter all the Rage ?

- * Think of an *interest graph* as a way of modeling connections between people and their arbitrary interests. Interest graphs provide a profound number of possibilities in the data mining realm that primarily involve measuring correlations between things for the objective of making intelligent recommendations and other applications in machine learning.
- * When you realize that Twitter enables you to create, connect, and explore a community of interest for an arbitrary topic of interest, the power of Twitter and the insights you can gain from mining its data become much more obvious.

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Exploring Twitter's API

- * Fundamental Twitter Terminology
- * Creating a Twitter API Connection
- * Exploring Trending Topics
- * Searching for Tweets

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Fundamental Twitter Terminology

- * Tweets are the essence of Twitter, and while they are notionally thought of as the 140 characters of text content associated with a user's status update, there's really quite a bit more metadata there than meets the eye.
- * In addition to the textual content of a tweet itself, tweets come bundled with two additional pieces of metadata that are of particular note: *entities* and *places*.
- * Tweet entities are essentially the user mentions, hashtags, URLs, and media that may be associated with a tweet, and places are locations in the real world that may be attached to a tweet.

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Fundamental Twitter Terminology

- * Consider a sample tweet with the following text:
- * @ptwobrussell is writing @SocialWebMining, 2nd Ed. from his home office in Franklin,TN. Be #social: <http://on.fb.me/16WJAf9>
- * The tweet is 124 characters long.
- * Contains four tweet entities: the user mentions @ptwobrussell and @SocialWebMining, the hashtag #social, and the URL <http://on.fb.me/16WJAf9>.
- * Although there is a place called Franklin, Tennessee that's explicitly mentioned in the tweet, the *places* metadata associated with the tweet might include the location in which the tweet was authored, which may or may not be Franklin, Tennessee.

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Fundamental Twitter Terminology

- * *Timelines* are the chronologically sorted collections of tweets.
- * The *home timeline* is the view that you see when you log into your account and look at all of the tweets from users that you are following.
- * A particular *user timeline* is a collection of tweets only from a certain user.

Fundamental Twitter Terminology

- * *Streams* are samples of public tweets flowing through Twitter in realtime.
- * The *public firehose* of all tweets has been known to peak at hundreds of thousands of tweets per minute during events with particularly wide interest, such as presidential debates.