

# Week 9-1: Paper Summaries

## *CE-510 Seminar: Social Media Mining*

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### ■ Social Media Evolution of the Egyptian Revolution

In this paper, the author took an in-depth look at the way Egyptian revolution from 3 perspectives, which are: how sentiment evolved in response to unfolding events, how the most influential tweeters and popular tweets shed light on the most influential Twitter users and what types of tweets reverberated most strongly, and how user sentiment and follower relationships relate in terms of dynamic social network characteristics and sentiment.

As a result, they found that the discussion was marked by strong negative sentiment less cohesive than for other types of Twitter topics. Moreover, a significant portion of the discussion reflected broadcast news of ongoing events, with most influential users and tweets delivering news and a large proportion of messages as a way to repost this news for others within, as well as outside, Egypt.

#### **Possible Improvement Directions:**

1. The top five most influential individuals and organizations tweeting on the Egyptian revolution are all belong to major news organizations. Do these news organizations have political leanings that can lead to reputation, which can affect the objectivity of the results

### ■ From Tweets to Wellness: Wellness Event Detection from Twitter Stream

In this paper, the author presents a novel supervised model for wellness event extraction that takes task relatedness into account to learn task-specific and task-shared features and construct a large-scale diabetes dataset by automatically extracting lifestyle and wellness related short messages and manually constructing the ground-truth labels.

To be more specific, they modeled the inter-relatedness among distinct events as a graph Laplacian which was employed as a regularization to a sparse learning framework. Thus the proposed model not only can learn task-shared and task-specific features but is also robust to noise in microblogging contents.

#### **Possible Improvement Directions:**

2. Mismatches can occur if events are matched based solely on keywords. Therefore, the global meaning should be considered in the algorithm of time detection