



# IDENTIFYING THE INTENSITY OF USERS INTERESTS ON SOCIAL NETWORKS



Fabio Daio, IDEA Lab

## INTRODUCTION

Social Networks have become a **platform for business**. It is no longer only used for social interaction, but also for recommendations and advertisements.

## MOTIVATION

To **better attract the users** and consequently **maximize profit**, it is necessary to know what the users are interested in and the **intensity (strength)** of those interests so that services such as advertisements featuring the strongest interests are shown first.

## OBJECTIVES

### What?

- ❖ Extract user interests from short texts.
- ❖ Determine intensity of each interest.

### How?

- ❖ Utilizing the time and frequency of each interest; and the emotion associated to the posts.

## EXPECTED RESULT

List of interests for a specific user, ranked from the most intense interest to the weakest interest.

## FRAMEWORK

