

## User

ID: Unique ID of the user (automatically generated)

Name: Full name of user

Email: Email address of user

## Profile

User ID: Unique ID of a user that exists in the User table

Interests: Interests of the associated user

Age: Age of the associated user

## Location

User ID: Unique ID of a user that exists in the User table

Address: Full address of the user

## Session

User ID: Unique ID of a user that exists in the User table

Device: Mobile device that they used for this session on the application

Duration: Amount of time in minutes that this user stayed active on the application during this session

## Content

ID: Unique ID of the content that was uploaded (automatically generated)

User ID: Unique ID of a user that exists in the User table

Type: A string detailing the type of content that was uploaded

Category: A string detailing the category that this content is relevant to

URL: Link to the location where this content is stored

## Reaction

Content ID: Unique ID of a piece of content that was uploaded

User ID: Unique ID of a user that exists in the User table who reacted to this piece of content

Type: A string detailing the type of reaction this user gave

Datetime: The date and time of this reaction

## **ReactionTypes**

Type: A string detailing the type of reaction this user gave

Sentiment: A string detailing whether this type of reaction is considered as positive, negative or neutral

Score: This is a number calculated by Social Buzz that quantifies how “popular” each reaction is. A reaction type with a higher score should be considered as a more popular reaction.

