**CONCLUSION**

In this paper, we use search logs as data source to generate social event storyboards automatically. Unlike common text mining, search logs have short, sparse text queries and the data size is much bigger than some news websites or blogs. Based on these features, we do not use the query text information to do the analysis. Structure and statistic information are used to get the topics and event detection in our work, which can fit the data well. Furthermore, we add time information in our approach to SNMF to make it easier to discover social events compared with traditional NMF methods. Our work performs better than traditional works in this area, e.g. [40], because we can distinguish the topics in a way that gets the events which are most appealing to common users. The associated images were selected to make up the storyboard in a timeline to present a good representation of the mined events using the image search results features and relationships.