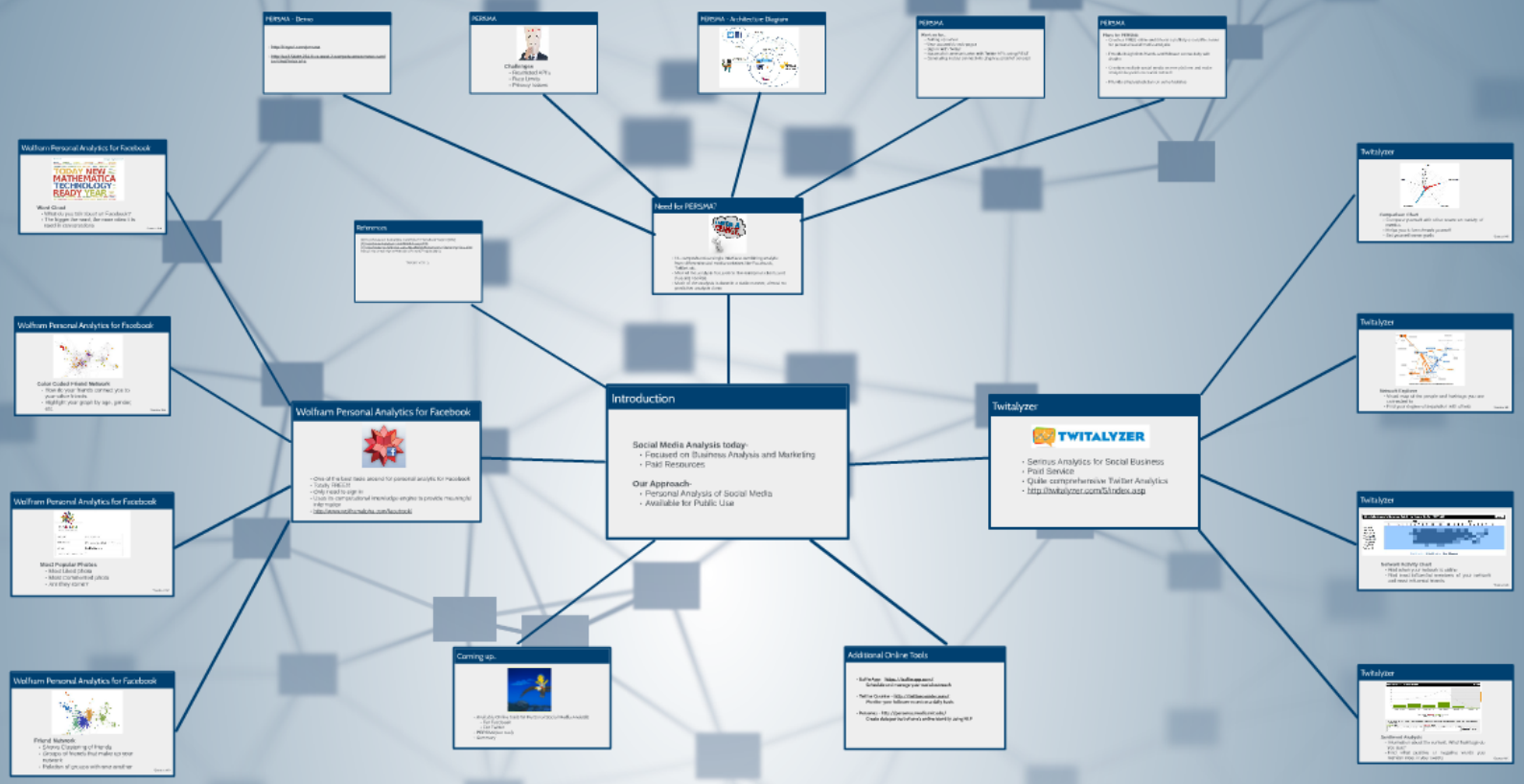

Personal Social Media Analysis Tool

Analyze yours with us today!

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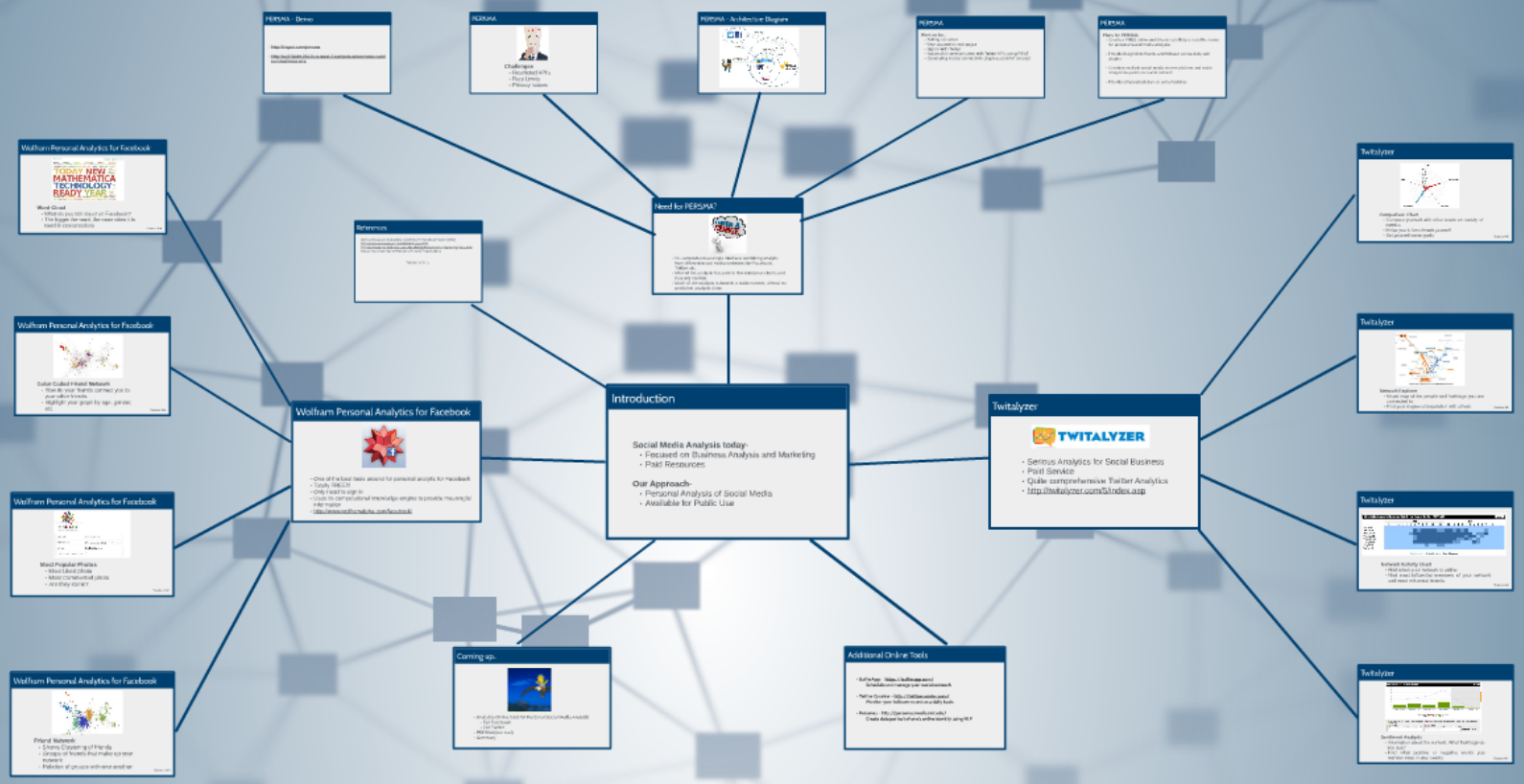

Personal Social Media Analysis Tool

Analyze yours with us today!

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Introduction

Social Media Analysis today-

- Focused on Business Analysis and Marketing
- Paid Resources

Our Approach-

- Personal Analysis of Social Media
- Available for Public Use

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Coming up..

- Available Online tools for Personal Social Media Analysis
  - For Facebook
  - For Twitter
- PERSMA(our tool)
- Summary

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Wolfram Personal Analytics for Facebook

- One of the best tools around for personal analytic for Facebook
- Totally FREE!!!
- Only need to sign in
- Uses its computational knowledge engine to provide meaningful information
- http://www.wolframalpha.com/facebook/

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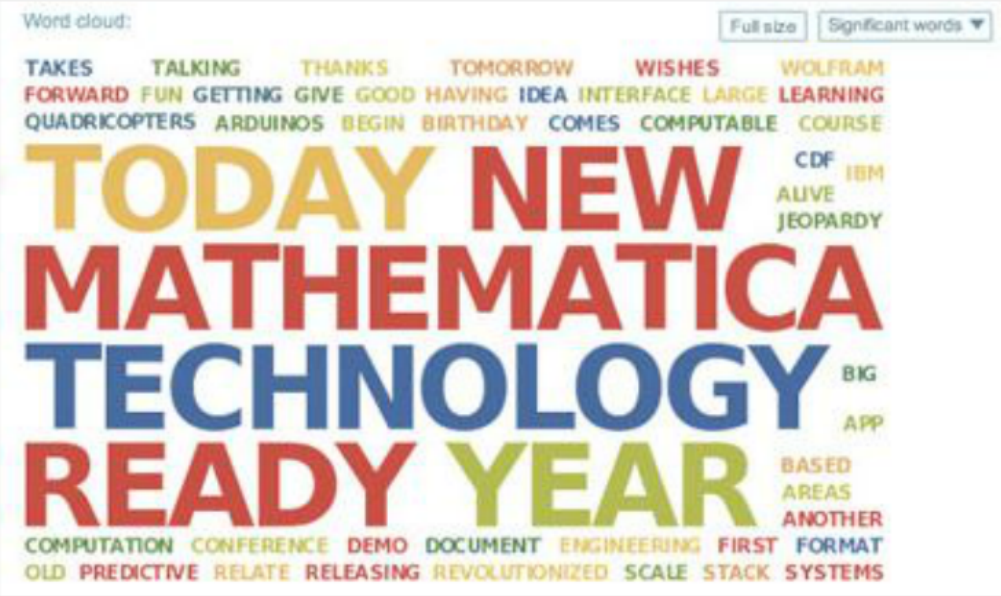
Wolfram Personal Analytics for Facebook



Word Cloud

- What do you talk about on Facebook?
- The bigger the word, the more often it is used in conversations

*Source: WA

Prezi

Wolfram Personal Analytics for Facebook

Color Coded Friend Network

- How do your friends connect you to your other friends
- Highlight your graph by age, gender, etc.

*Source: WA

Prezi

Wolfram Personal Analytics for Facebook

caption	(no caption)
date added	December 18, 2012 (~ 4 days ago)
album	Profile Pictures
number of comments	1

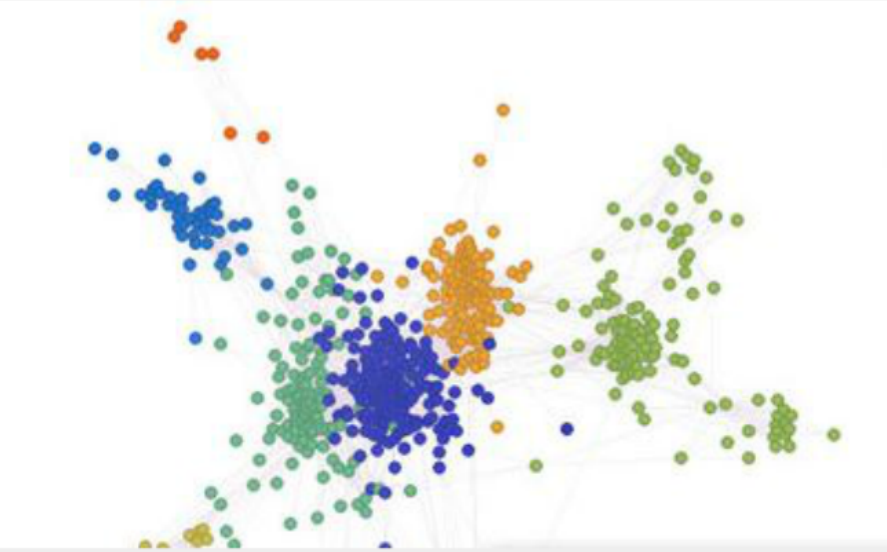
Most Popular Photos

- Most Liked photo
- Most Commented photo
- Are they same?

*Source: WA

Prezi

Wolfram Personal Analytics for Facebook



Friend Network

- Shows Clustering of friends
- Groups of friends that make up your network
- Relation of groups with one another

*Source: WA

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Twitalyzer

- Serious Analytics for Social Business
- Paid Service
- Quite comprehensive Twitter Analytics
- http://twitalyzer.com/5/index.asp

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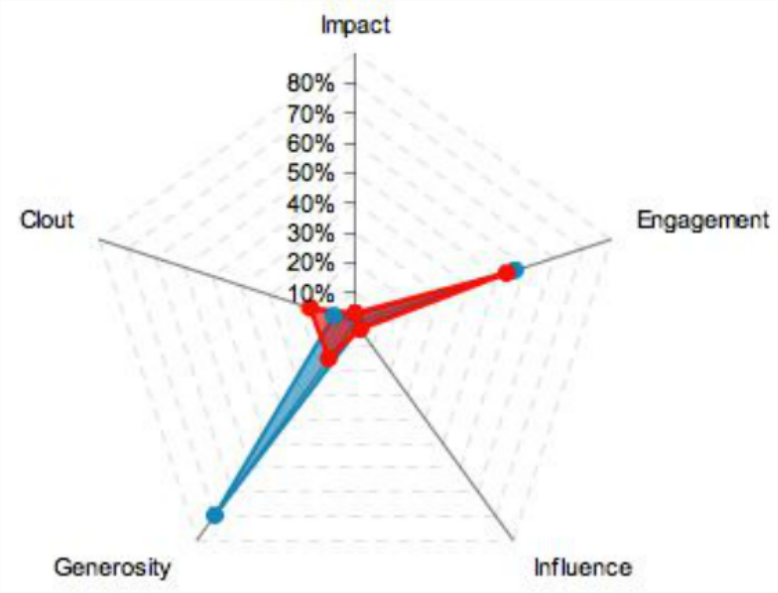
Twitalyzer



Comparison Chart

- Compare yourself with other users on variety of metrics
- Helps you to benchmark yourself
- Set yourself some goals

*Source: MK

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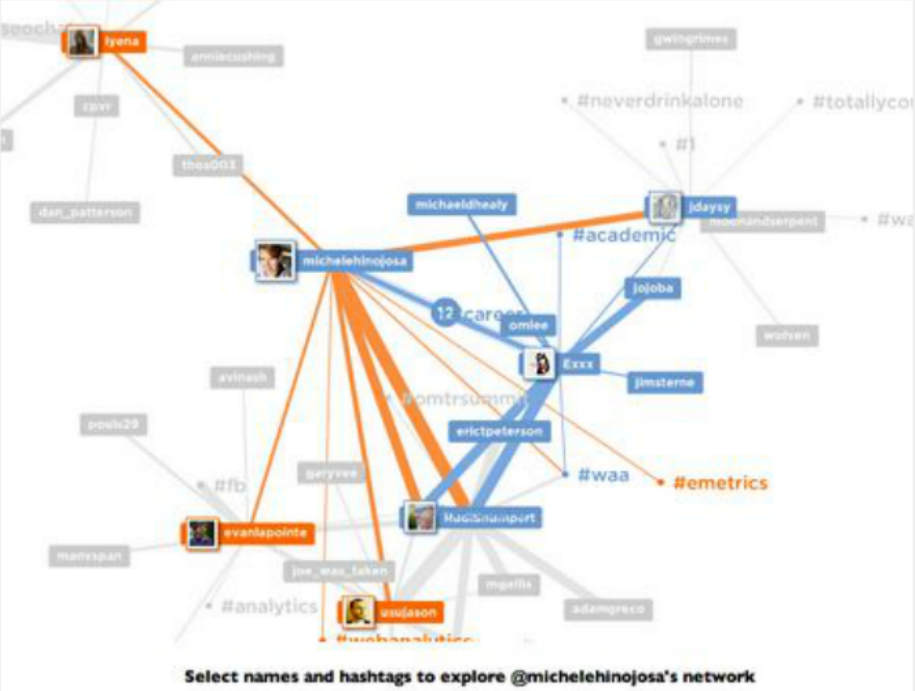
Twitalyzer



Network Explorer

- Visual map of the people and hashtags you are connected to
- Find your degree of separation with others

*Source: MK

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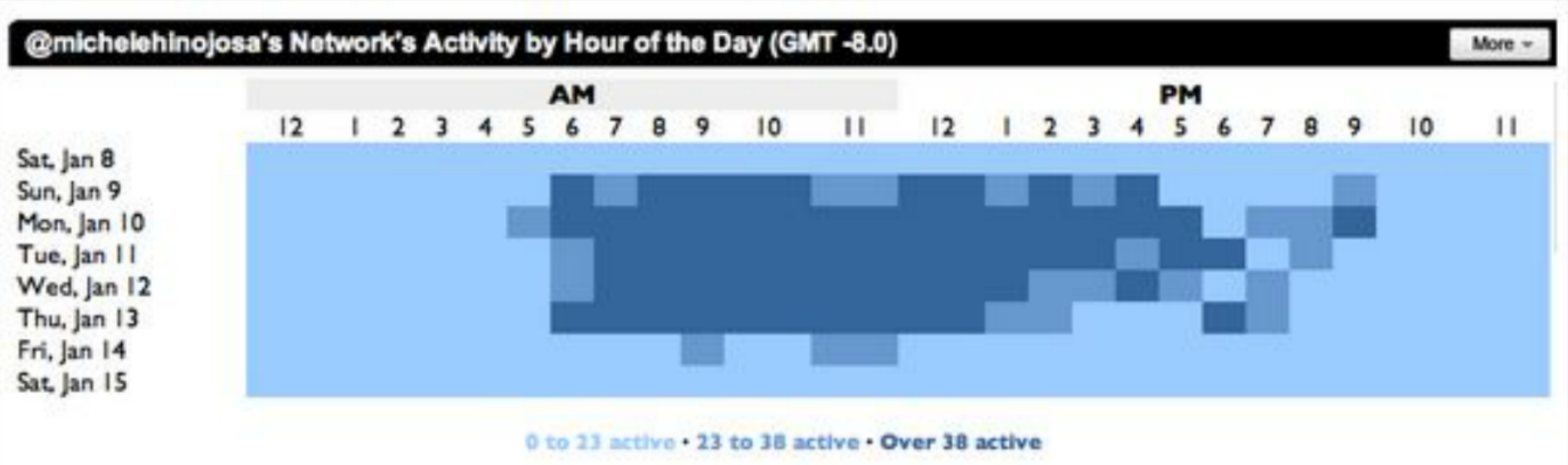
Twitalyzer



Network Activity Chart

- Find when your network is online
- Find most influential members of your network and most influential friends

*Source: MK

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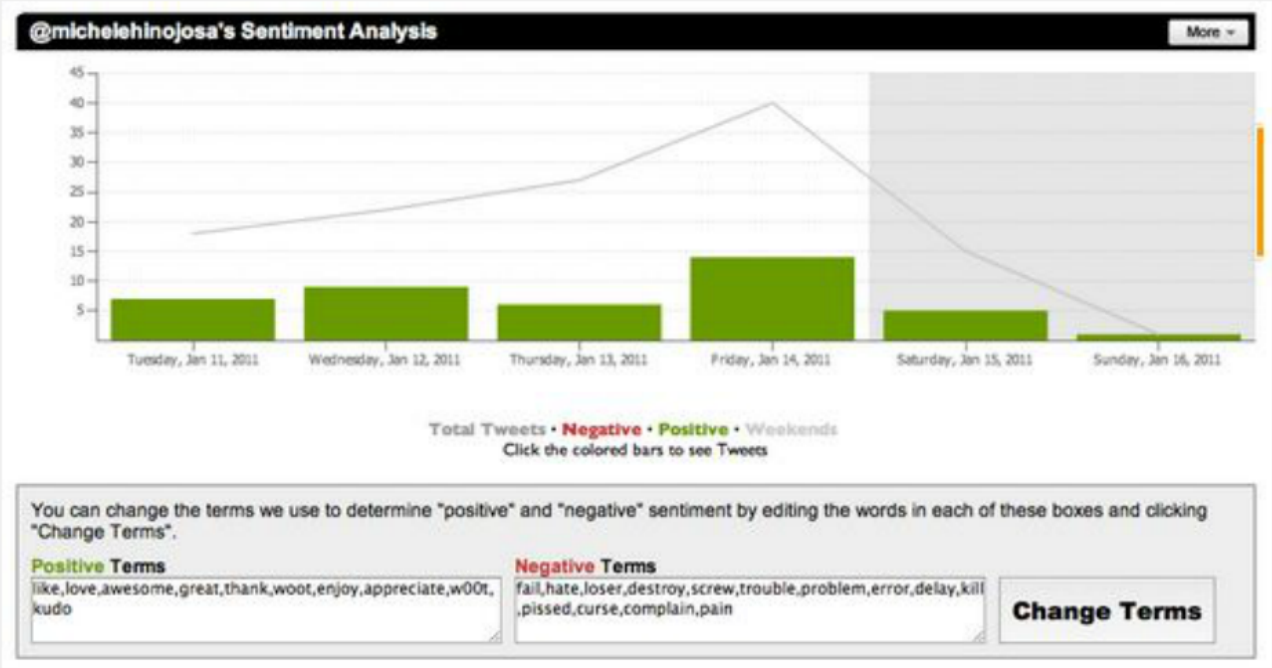
Twitalyzer



Sentiment Analysis

- Information about the content. What hashtags do you use?
- Find what positive or negative words you mention most in your tweets

*Source: MK

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Additional Online Tools

- BufferApp: https://bufferapp.com/
  Schedule and manage your social outreach

- Twitter Counter - http://twittercounter.com/
  Monitor your follower count on a daily basis

- Personas - http://personas.media.mit.edu/
  Create data portrait of one's online identity using NLP

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Need for PERSMA?

- No comprehensive single interface combining analytic from different social media websites like Facebook, Twitter, etc.
- Most of the analysis focused on the enterprise clients and thus are not free.
- Much of the analysis is done in a static manner, almost no predictive analysis done.

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PERSMA

Plans for PERSMA

- Create a FREE online website on a publicly accessible server for personal social media analysis
- Provide insight into friends and follower connectivity with graphs
- Combine multiple social media on one platform and make analysis beyond one social network
- Provide simple prediction on some features

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PERSMA

Work so far..

- Setting up server
- User accessible web-pages
- Sign in with Twitter
- Successful communication with Twitter APIs using REST
- Generating mutual connectivity graph as proof of concept

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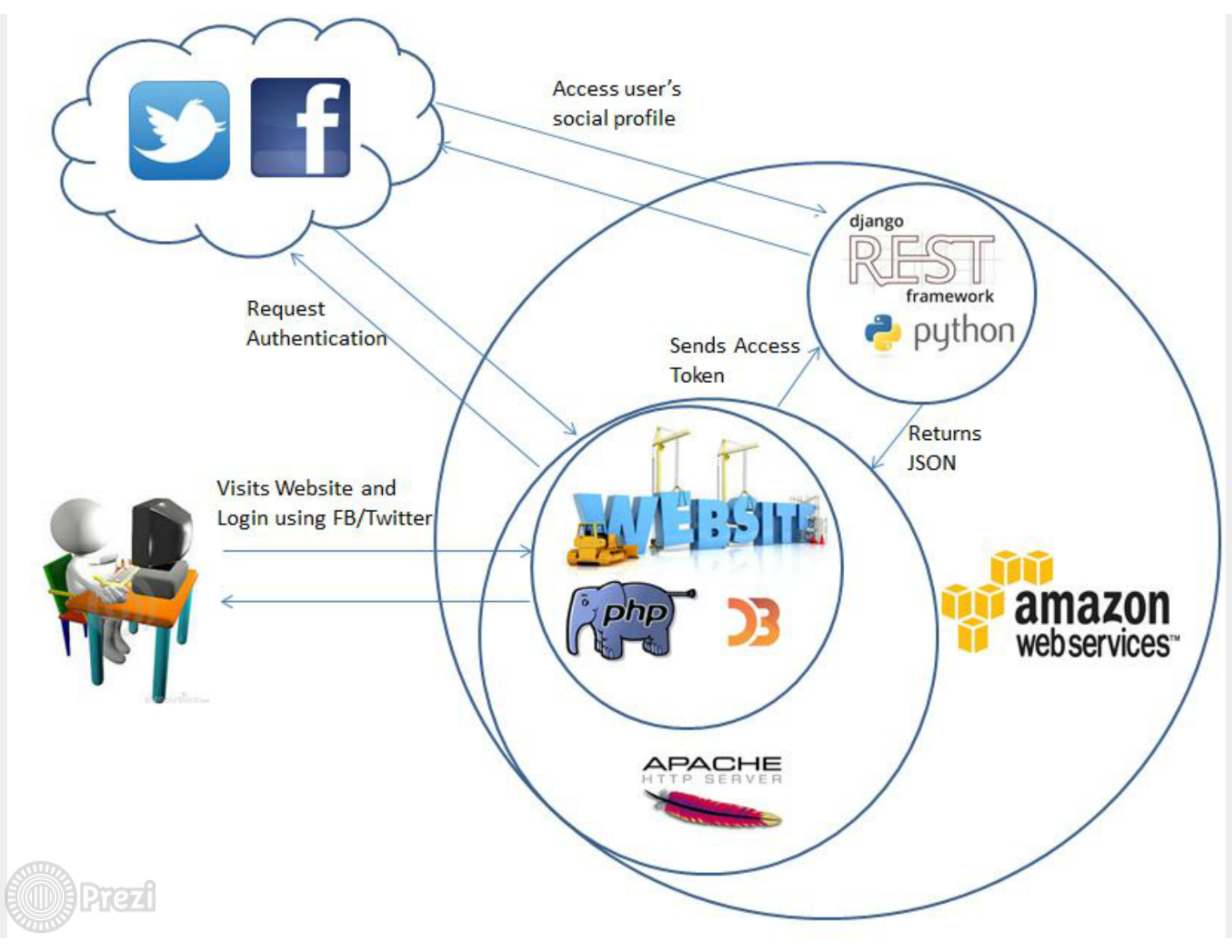
Access user's
social profile
Request
Authentication
Sends Access
Token
Returns
JSON
Visits Website and
Login using FB/Twitter
django
REST
framework
python
WEBSITE
php
D3
amazon
webservices
APACHE
HTTP SERVER
Prezi

PERSMA

Challenges

- Restricted API's
- Rate Limits
- Privacy Issues

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PERSMA - Demo

- http://tinyurl.com/persma
- http://ec2-54-69-234-8.us-west-2.compute.amazonaws.com/persma/index.php

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[1] http://www.wolframalpha.com/input/?i=facebook+report (WA)
[2] http://www.twitalyzer.com/5/index.asp (TT)
[3] http://www.michelekiss.com/2011/01/16/these-are-a-few-of-my-favourite-things-about-twitalyzer/#sthash.wPC02bZP.dpbs (MK)

THANK YOU :)

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