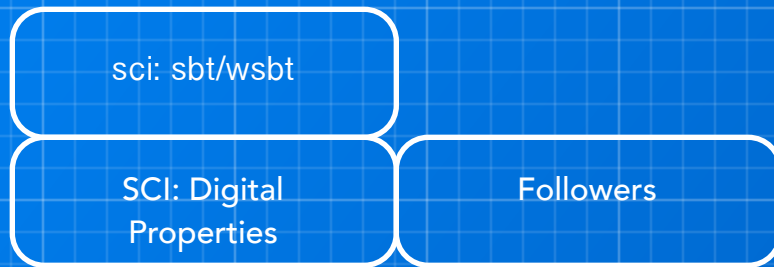




What are they talking about?

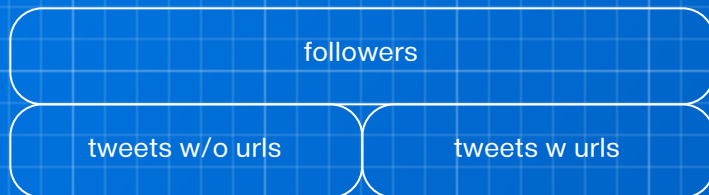


tweets

ts, usr, text, rt\_cnt, #s, url\_cnt, mentions\_cnt

↓  
!urls, organize  
by {text,  
mentions}

↓  
if >0 : fetch  
URL & decode

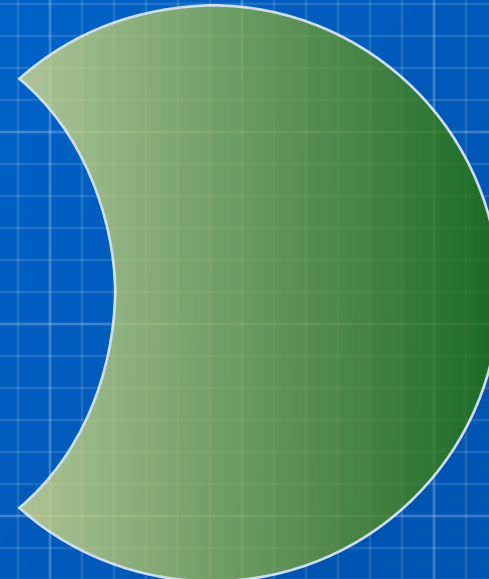
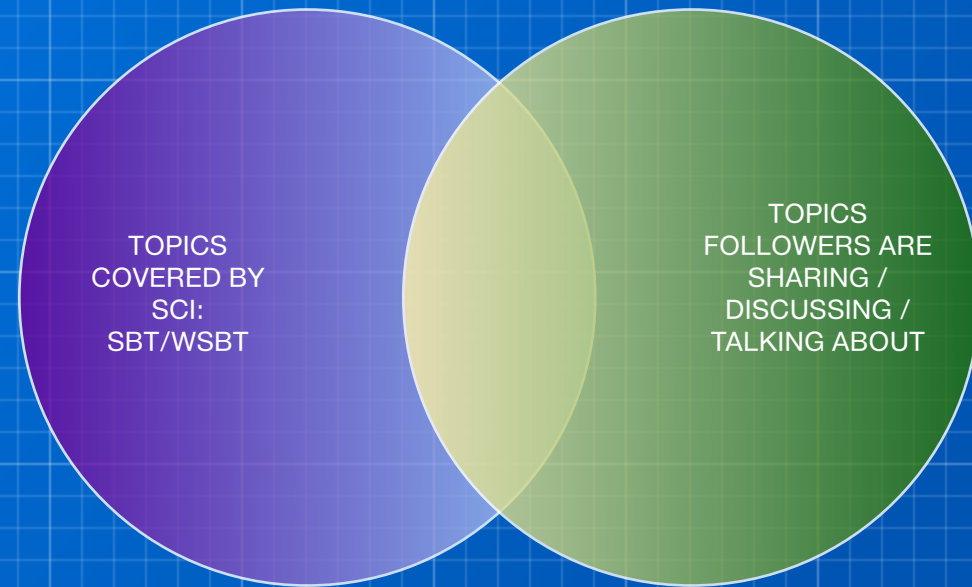


topic modeling

WSBT/GBT

< compare >

followers



Use this data set to engage current followers and drive potential interest by new users/followers