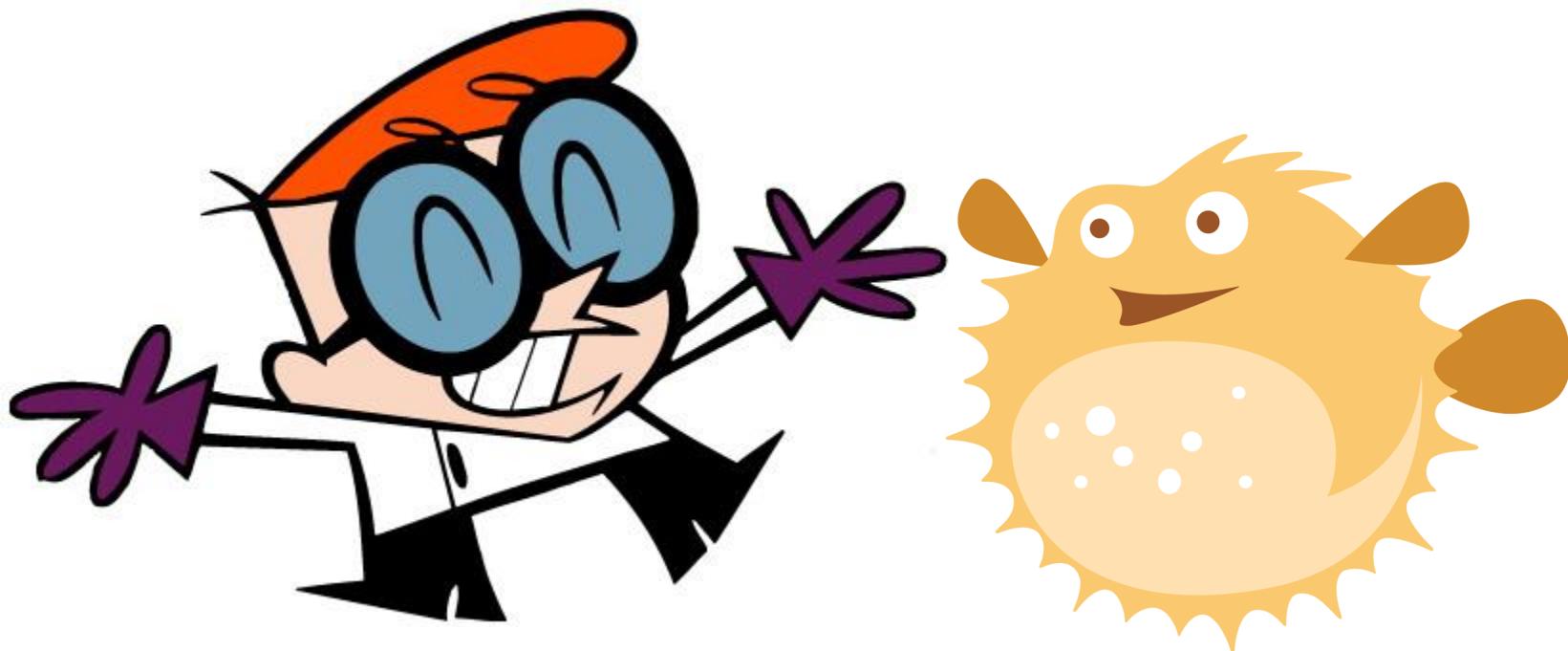


Growing Up Nerdette

Anna Smith
15 May 2013
anna@bit.ly

Data Scientist

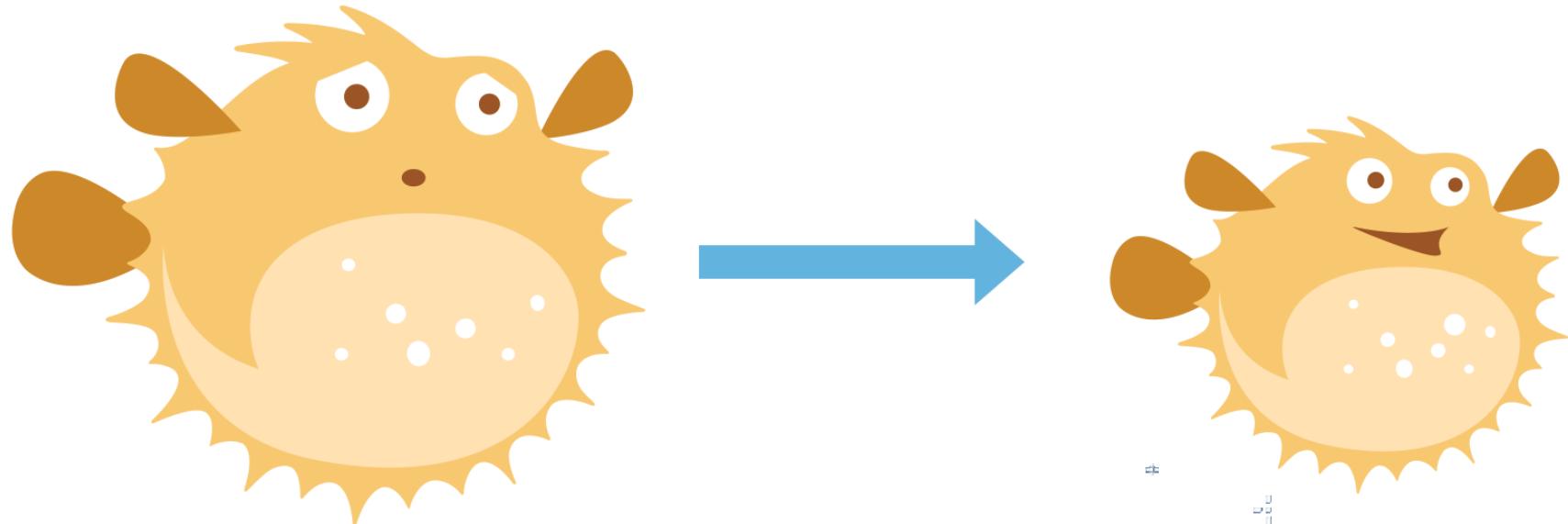
@ bitly





WAT?

bitly



<http://www.youtube.com/watch?v=QH2-TGULwu4>



<http://bit.ly/nyantime>

info page: adding a '+' to end of bitly URL

Celeb Couples That Lasted A Decade Or More |
PerezHilton.com

<http://perezhilton.com/2013-05-01-celeb-couples-that lasted-a-decade-or-more-gallery>

 global shortlink • first shortened May 01, 2013.

[+ Save](#)

984
total clicks across
[all 9 shortlinks](#)

bit.ly/18p8dit [Copy](#)

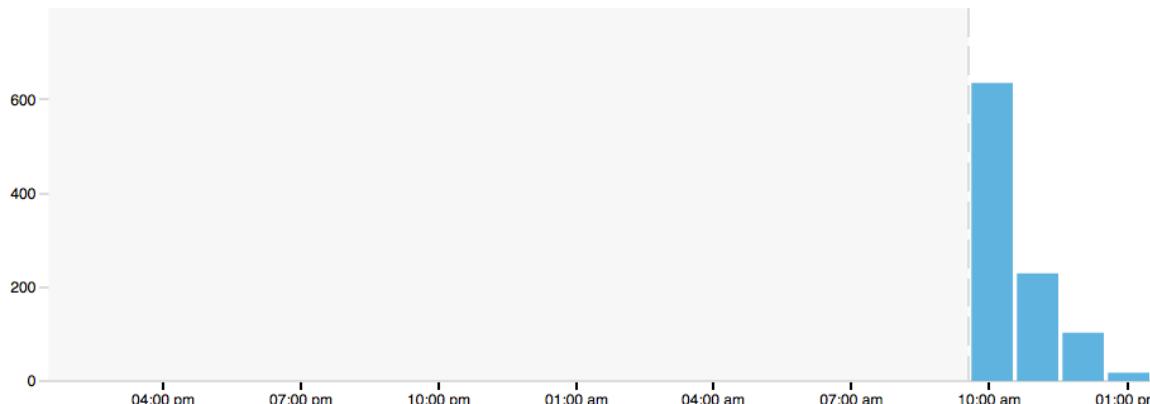
 Traffic to this link peaked at 635clicks on **Wed May 01 2013**.

Clicks

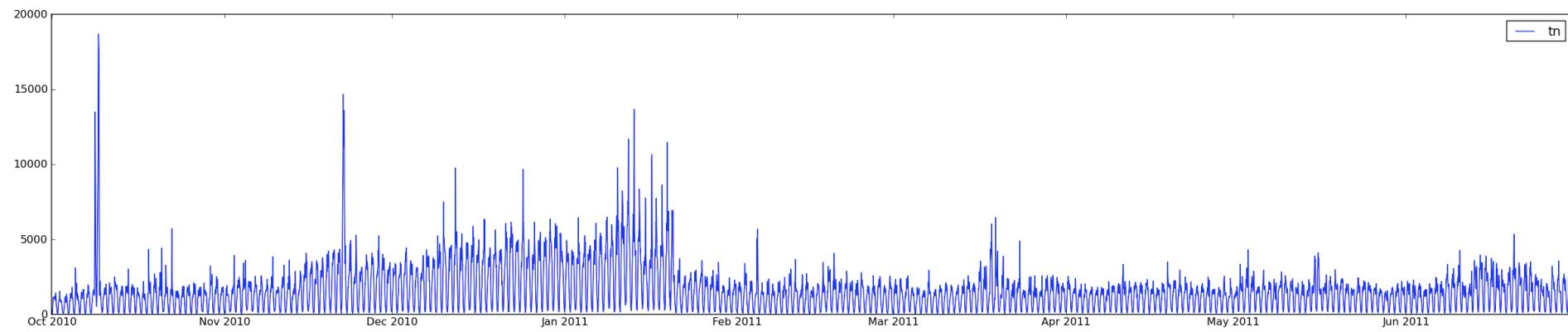
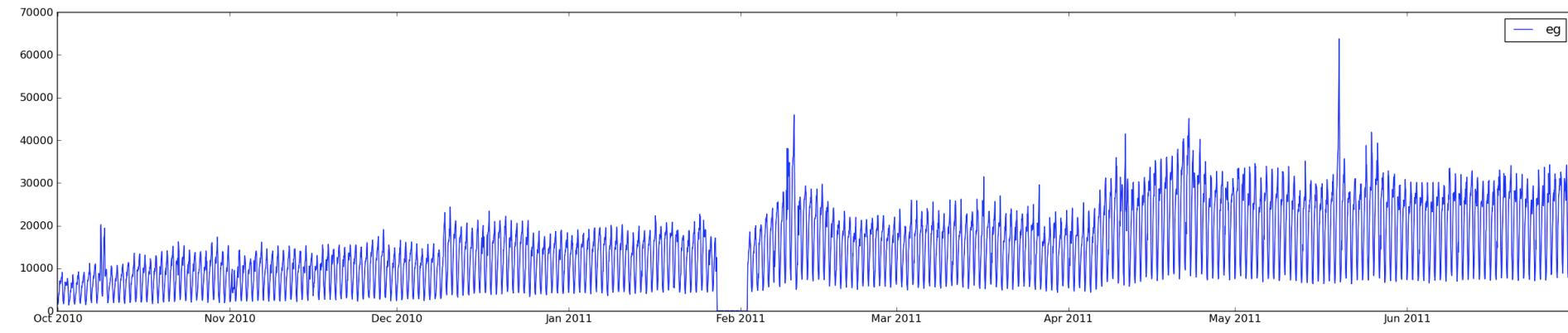
All time [hour](#) [24 hrs](#)

Your shortlink [ON](#) 

All 9 shortlinks [ON](#) 



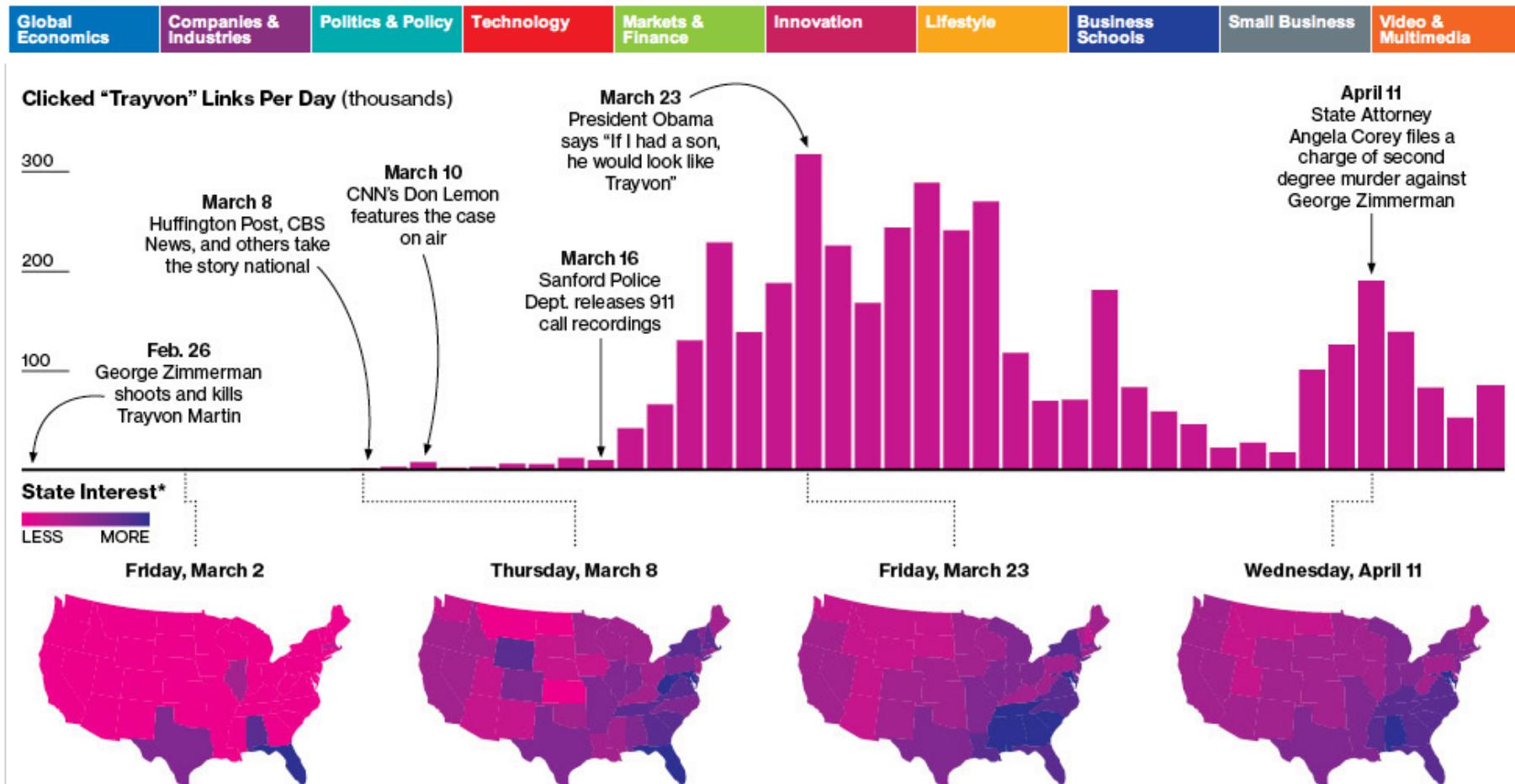
click patterns



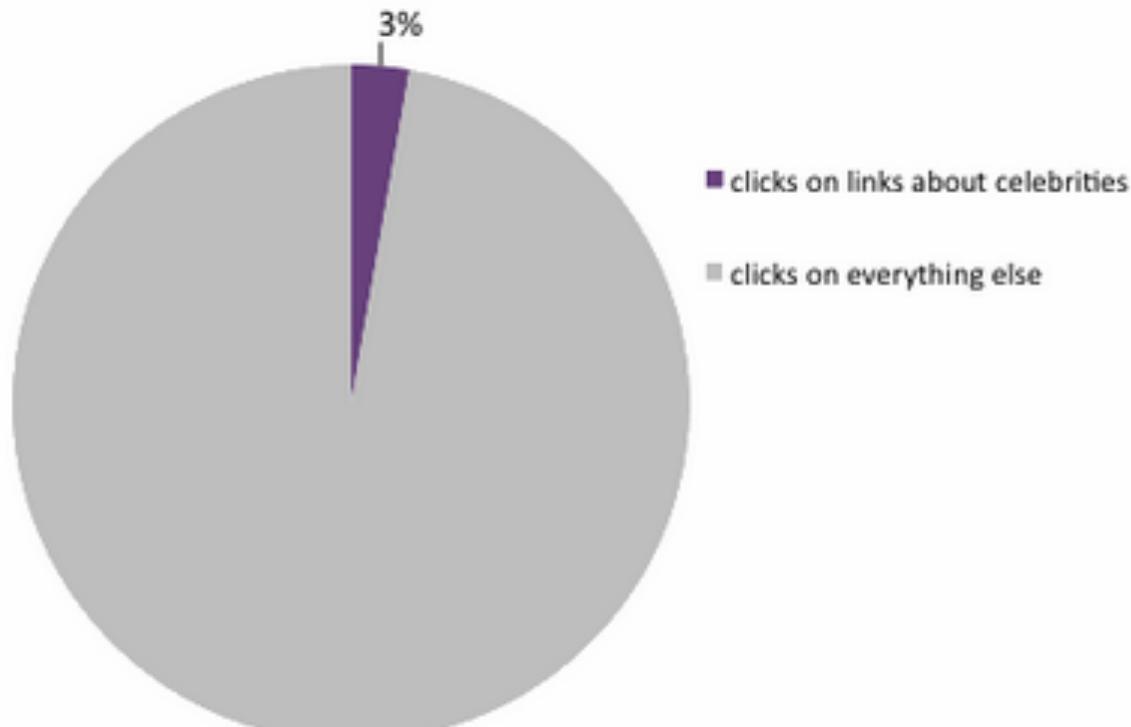
... on a specific story, over location

Bloomberg Businessweek Companies & Industries

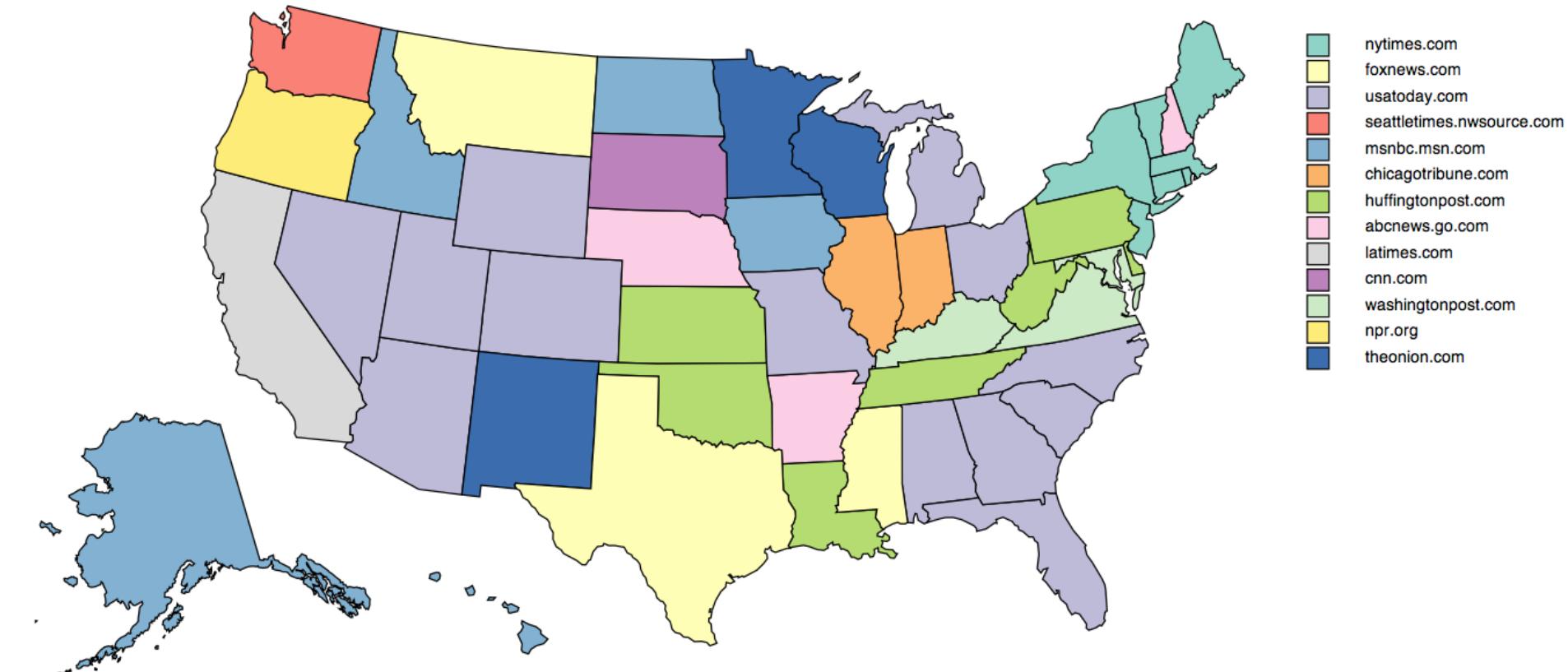
Search 



*STATE INTEREST IS THE PORTION OF CLICKED LINKS THAT RELATE TO TRAYVON MARTIN COMPARED WITH OTHER STATES IN ONE DAY;
GRAPHIC BY BLOOMBERG BUSINESSWEEK; DATA: BITLY



differences in media websites across US



Science Lovers' Web Traffic

Reset

Number of clicks between topics (Data for Aug. 23-24, 2011)
(Click on each colored step to isolate connections on the diagram)

minimum: 1

2,500

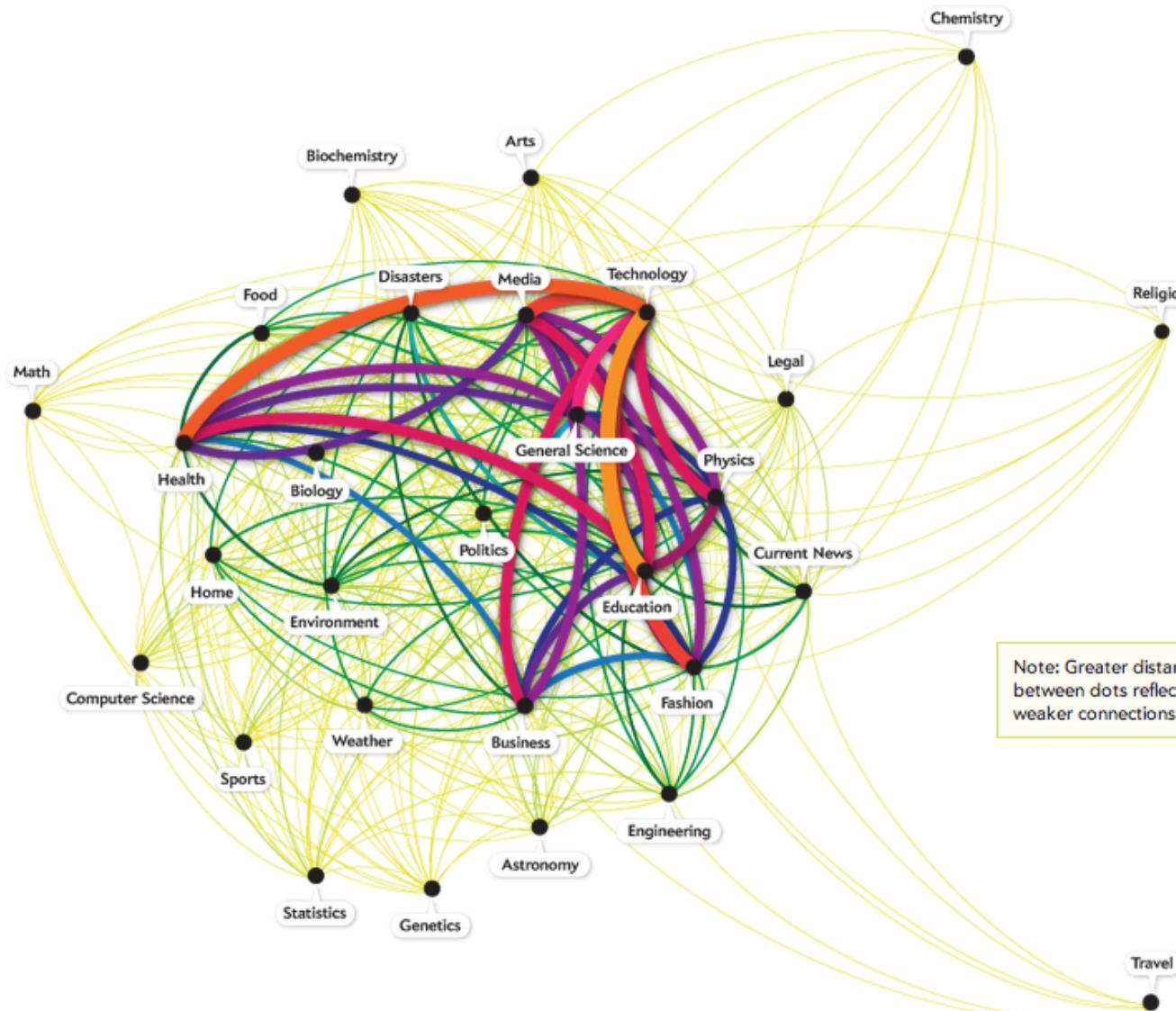
5,000

7,500

10,000

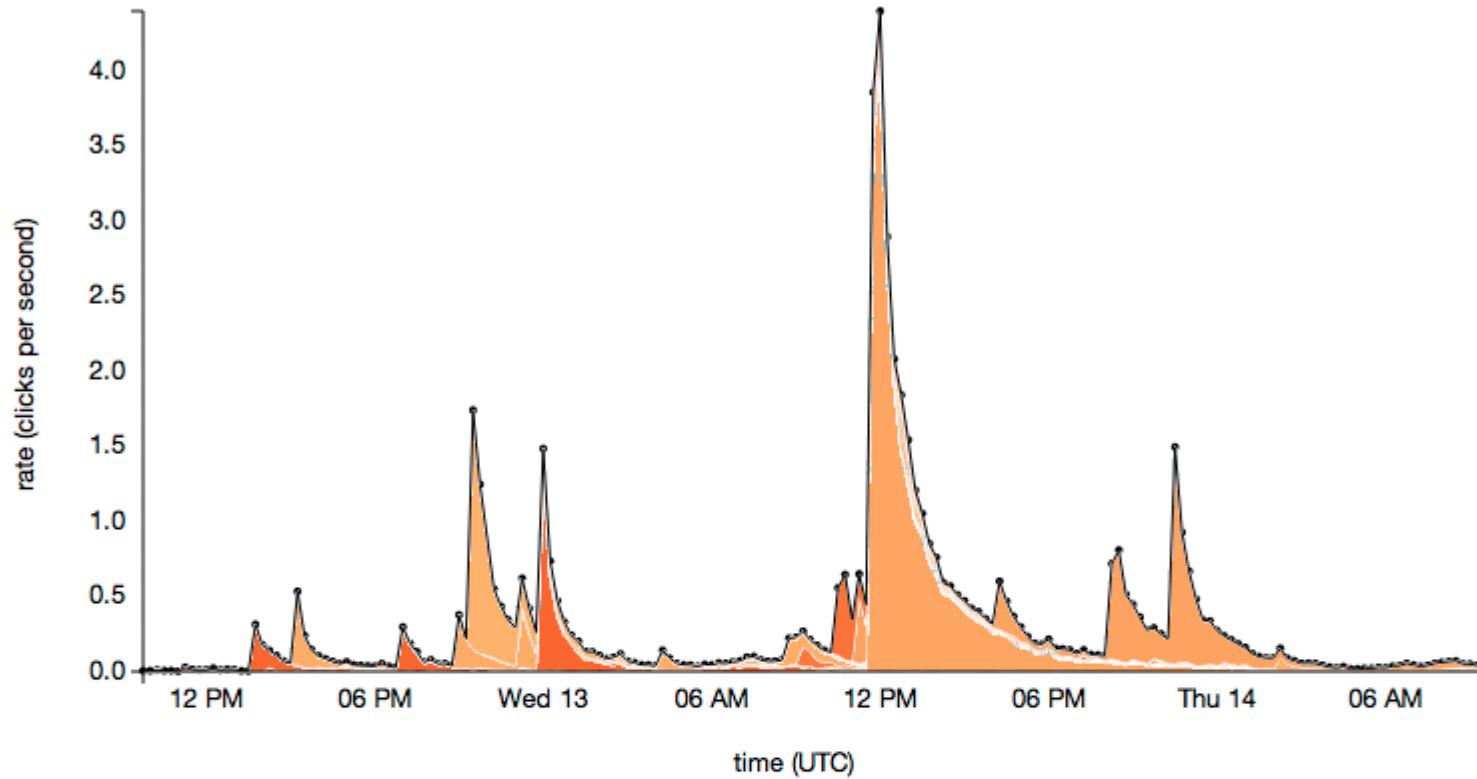
12,500

maximum: 13,385



finding important words in the page

kim kardashian current latency: 5s



dragoneye results

- Kanye West Tweets Out Naked Kim Kardashian Pic? Or Is It Arie Milne? (PHOTO) | Global Grind

search results

- Kanye West's Camp Responds to Nude Kim Kardashian Photo Rumor - E! Online

surfaces stories by unusual phrases

realtime powered by bitly

What is a story?

STORY

Jennifer Lawrence explains fall at the Oscars

currently receiving 585.3 clicks/minute on 10 links

22
SAVES

8454
CLICKS

COMPOSITIONAL AND TREND ANALYSIS

Top Links

clicks/
minute total
clicks

Jennifer Lawrence sends special gift to
childhood friend 0.2 636
www.14news.com/story/21323977/jennifer-lawrence-sends-special-gift-to-childhood-friend

Oscar Fashion 2013 reviewed 0.4 2917
www.newyorker.com/online/blogs/culture/2013/02/oscars-fashion-2013-reviewed.html

Video: Jennifer Lawrence cae en la
entrega del Oscar - LosGrillos.com 2.4 125
losgrillos.com/notas/farandula/video_jennifer_lawrence-cae-en-la-entrega-del-oscar

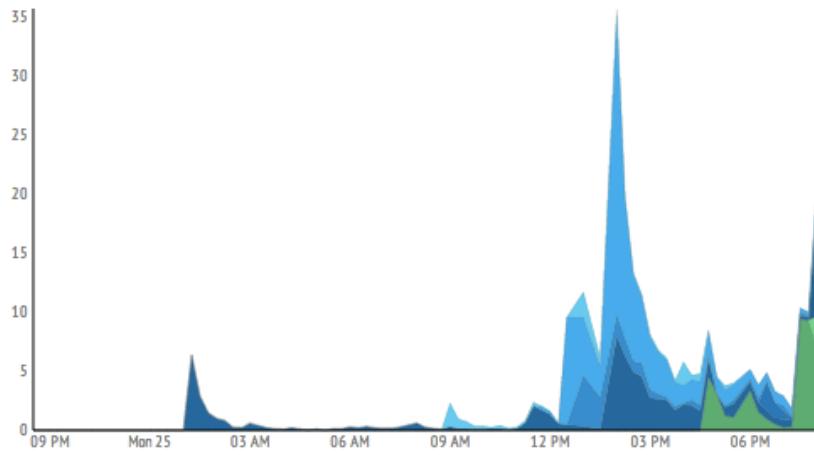
La caída de Jennifer Lawrence en los
Oscar | RCN Radio 2.6 214
www.rcnradio.com/videos/la-caida-de-jennifer-lawrence-en-los-oscar

+ More

» Create a bundle from these links

Click Rate Over 48 Hours

clicks/minute, displayed as stacked sum of links





**INTERNET.
SERIOUS BUSINESS.**

[science] problems on the internet

who is human?

crawlers, bots, spammers

[classification]

what are humans doing on the internet?

websites visited, topics, traffic patterns

[network graphs]

what content is important?

human, timely, news, personalized

[recommendations]

A dark, moody photograph of a person's face, partially obscured by shadows and red light, looking slightly upwards.

ABOUT A SEVEN

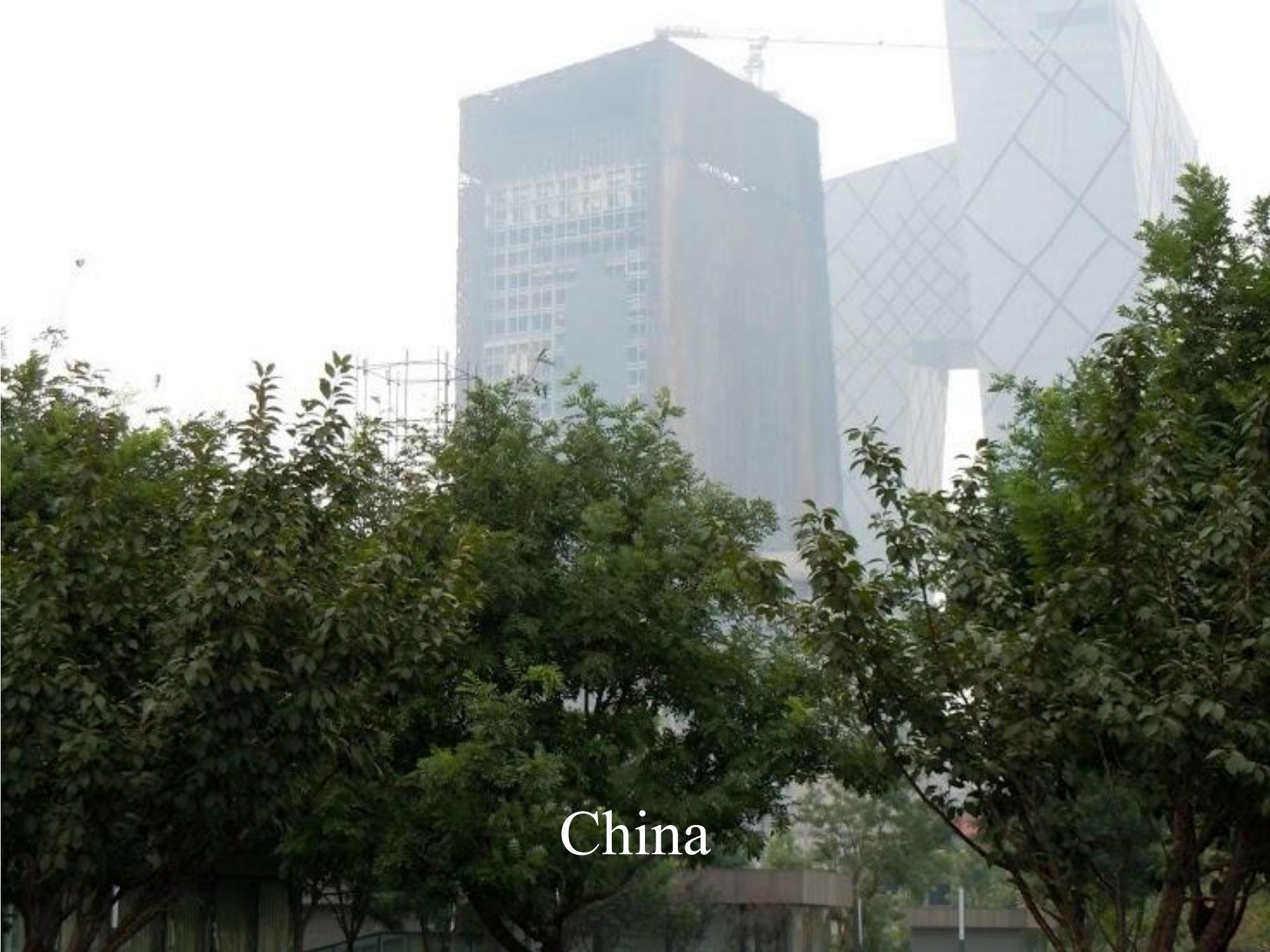
There's no earthly way of knowing
which direction we are going.



Research Experience for Undergraduates



DAAD RISE
German Academic Exchange Service



China





me on most days...

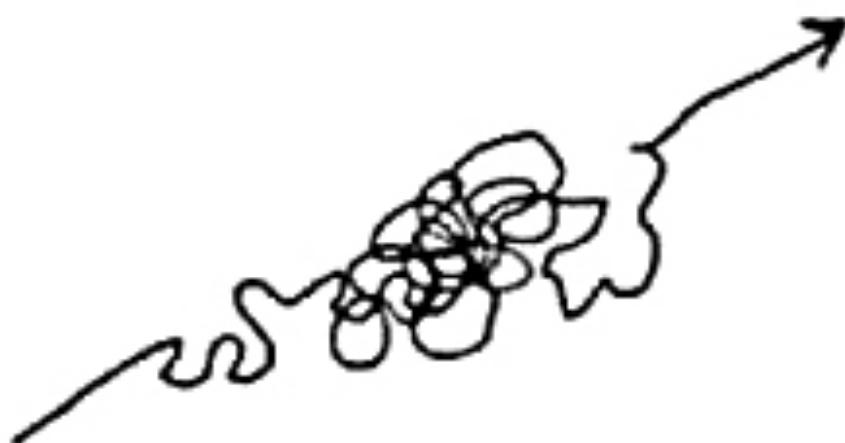


Success



what people think
it looks like

Success



what it really
looks like



TO START
PRESS ANY KEY

"To start, press any key."
Where's the "any" key?

internships - places to look

- * published lists,
- * people you hardly know that inspire you,
- * family and friends.

INFORMATIONAL INTERVIEWS!

- * is there a place you are interested in?
- * is there someone you want to talk ask advice of?

When people come to me (surprising)

- * find a data set you are interested in
- * ask a question
- * start googling/find other solutions
- * ask other people questions
- * play around
- * put it up on github or write a blog post about it



I REGRET NOTHING



YOU MAKE ME A
SANDWICH

"You are braver than you
believe, stronger than
you seem, and smarter
than you think."

- A.A.Milne