November 4, 2014

1.   Seed Data Collection: Use public information to identify social media accounts with a specific affiliation.

- LinkedIn public profiles have an address in the form "www.linkedin.com/in/yourname"
- LinkedIn also allows the user to create a custom profile URL in the same format where "yourname" can be replaced any any 5 to 30 character string
- Google search of LinkedIn public profiles using query such as"Old Dominion University" "site:www.linkedin.com/in/"
- From Google search, retain the title, description (headline), and URL
- Use the URL (HTTP GET) to search the public profile for the affiliation.
- Need to distinguish between academic attendance and those who work at the institution.
- Sample results

  Michael Willits | LinkedIn
  Norfolk, VirginiaÂ -Â PhD Student & Instructional Designer
  http://www.linkedin.com/in/michaelwillits
  Education: Old Dominion University

  Doug Gray | LinkedIn
  Virginia Beach, VirginiaÂ -Â Marketing & Digital Media Production Professional - Consultant, Strategist, Educator
  https://www.linkedin.com/in/douggray1
  Education: Old Dominion University

  Michael Nelson | LinkedIn
  Norfolk, Virginia AreaÂ -Â Associate Professor at Old Dominion University
  https://www.linkedin.com/in/michaellloydnelson
  Education: Old Dominion University

  Kyle Francis | LinkedIn
  Norfolk, VirginiaÂ -Â Speaker of the Senate at Old Dominion University
  https://www.linkedin.com/in/kvfrancis
  Education: Old Dominion University

  Velvet L. Grant | LinkedIn
  Norfolk, Virginia AreaÂ -Â Assistant to the President and the COO at Old Dominion University
  https://www.linkedin.com/in/velvetlgrant
  Education: Kent State University

  Jacob Maines | LinkedIn
  Norfolk, Virginia AreaÂ -Â Public Relations Associate at Webb University Center
  http://www.linkedin.com/in/jacobmaines
  Education: Old Dominion University

- **Issue: Python search does not return the same results as the Google search from a browser. Some entries are missing. Examples from first results page:**

Leanna Caplan | LinkedIn
'Shawn Smith | LinkedIn
Jose Roman | LinkedIn
Diana Marie Hurst | LinkedIn

- Other useful from the public profile which may be useful to retain these for comparison to "topics" in tweets.
  - o Causes Doug cares about:
    - Animal Welfare
    - Arts and Culture
    - Children
    - Economic Empowerment
    - Education
    - Health
    - Science and Technology
    - Veterans
    - Local & Original Music
  - o Organizations Doug supports:
    - Destination Imagination
    - **Old Dominion University**
    - Boy Scouts of America
    - WHRO
    - Public Broadcasting Service
    - Virginia Beach City Public Schools

2. Discovery of associated Twitter profile
- Primary Information for discovery of Twitter profile search
  - Full name and variations
  - Location
  - Username from LinkedIn URL – match to Twitter handle
  - Affiliation
- Secondary Information for Twitter profile search
  - **Issue: Need a scheme to semantically compare causes and organizations to tweets**
    - o Doug Gray on Twitter https://twitter.com/analogmedia
3. Scoring (Northern, LANL)
  - Name
    - o First name (2)
    - o Last name (4)
    - o Nickname or diminutive (2)
  - Keywords
    - o Location with geo range (7)
    - o Education (4)
    - o Organization (9)
    - o Professional- two-word description (4)
    - o Profession – one word description (1)

- Links to self ("me" in discovered profile (10)
- Community structure of hyper links (5)

4. **Issue: Develop a data model. Use an open source RDBMS**
- Seed data characteristics
- Neighboring cities
- Name variants
- Candidate profiles characteristics