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Twitter Data Mining Case Studies

* BuzzFeed
  + Aimed to reduce crash rates for its 150+ million users
    - Crashlytics (Part of the Fabric SDK)
      * Pinpoints state of the device when exceptions are thrown
      * Data collected regardless of whether throw/catch exists
      * Issues alerted in real time
      * Stack trace analysis
  + Wanted to make it easier to share stories on Twitter
    - Twitter Social (Also part of the Fabric SDK)
      * One tag in XML embeds a tweet
      * Made possible by the TweetUI Kit for Android and the REST APIs for iOS
  + <https://get.fabric.io/crashlytics>
  + <https://s3.amazonaws.com/cdn0-crashlytics-com/marketing/case-studies/New_BuzzFeed-caseStudy-Final.pdf>
  + <https://dev.twitter.com/twitter-kit/android/tweetui>
  + <https://dev.twitter.com/twitter-kit/ios/show-tweets>
  + <https://dev.twitter.com/products/native-social>

Data mining during exceptions was used to understand the reason behind app crashes, while data mining of tweets allowed BuzzFeed to embed tweets inside its native Play Store and App Store apps.