

DEMO TOOL FOR KINGCOM

In [1]:

```
import modules_for_demo as mylib
```

This demo Jupyter notebook allows you to test the influencer ranking system.

You can enter single query terms, such as 'macaron' or 'charcuterie'.

The output consists of an interactive bubble map. Each bubble represents one Instagram user profile, with the following attributes:

- position: the profile is projected from a high-dimensional semantic space onto the 2D plane for easier visualisation
- size : denotes social influence, the larger the more influent
- colour : the darker the red, the more related to the topic of interest That best candidate has the largest bubble of the darkest colour. The balance between darkness and bubble size is a matter of choice, and can be calibrated in the system.

Hovering with the mouse over each bubble will give extra information on a user, which is also found in the table of results.

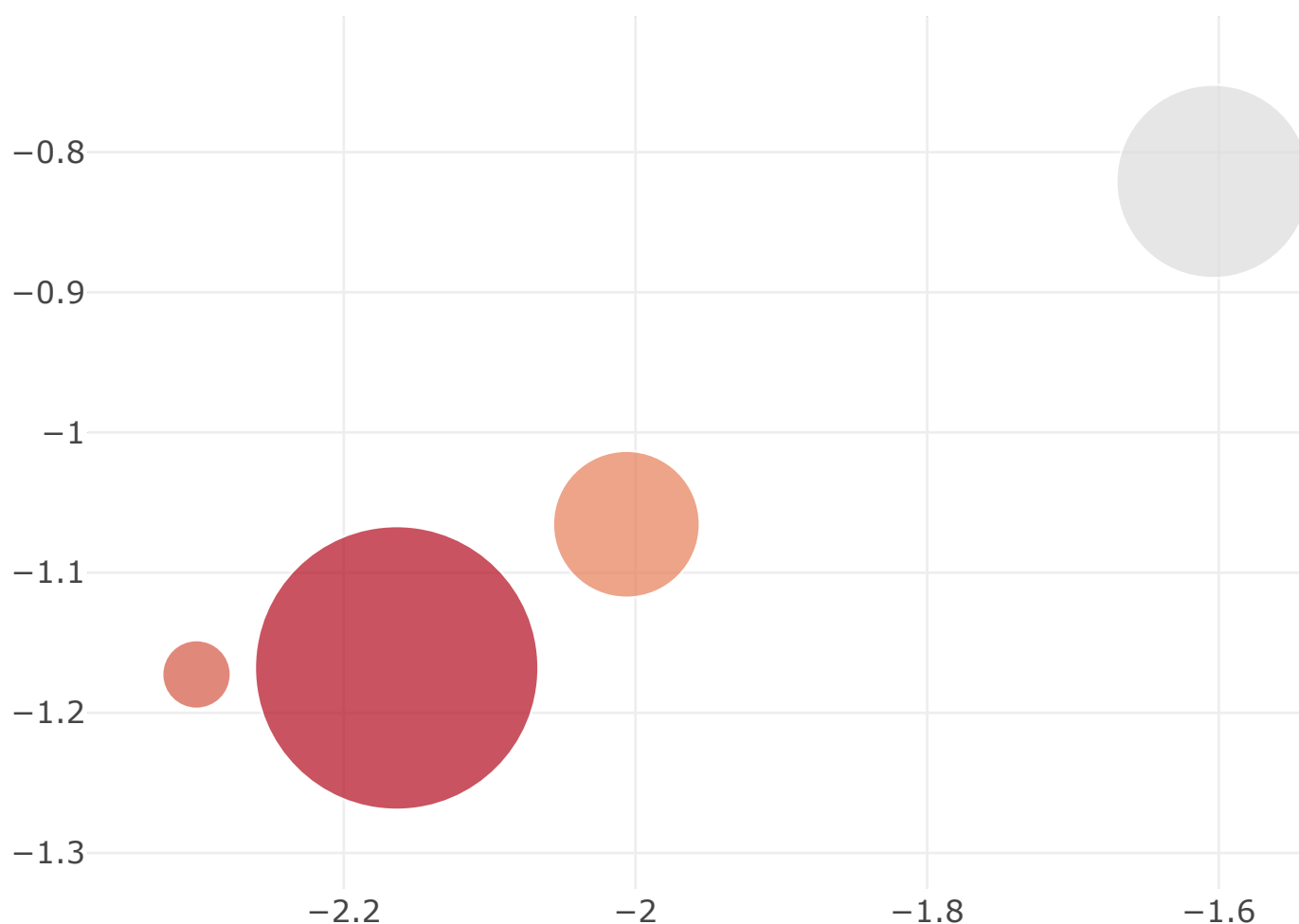
The second output is a table of results, with in order of columns

- Instagram profile id
- final_measure: this is the overall score obtained by combining the social influence score and the topic relatedness score
- likes: number of likes, taken directly from Instagram profile
- followers: number of followers, taken directly from Instagram profile
- likesperday: average likes per day over the last 300 Instagram posts

NB The table display the best 10 profiles, while the bubble map contains the best 100. This demo is running on 10 000 profiles.

In [2]:

```
mylib.launch_campaign_about('spaghetti')
```



Out[2]:

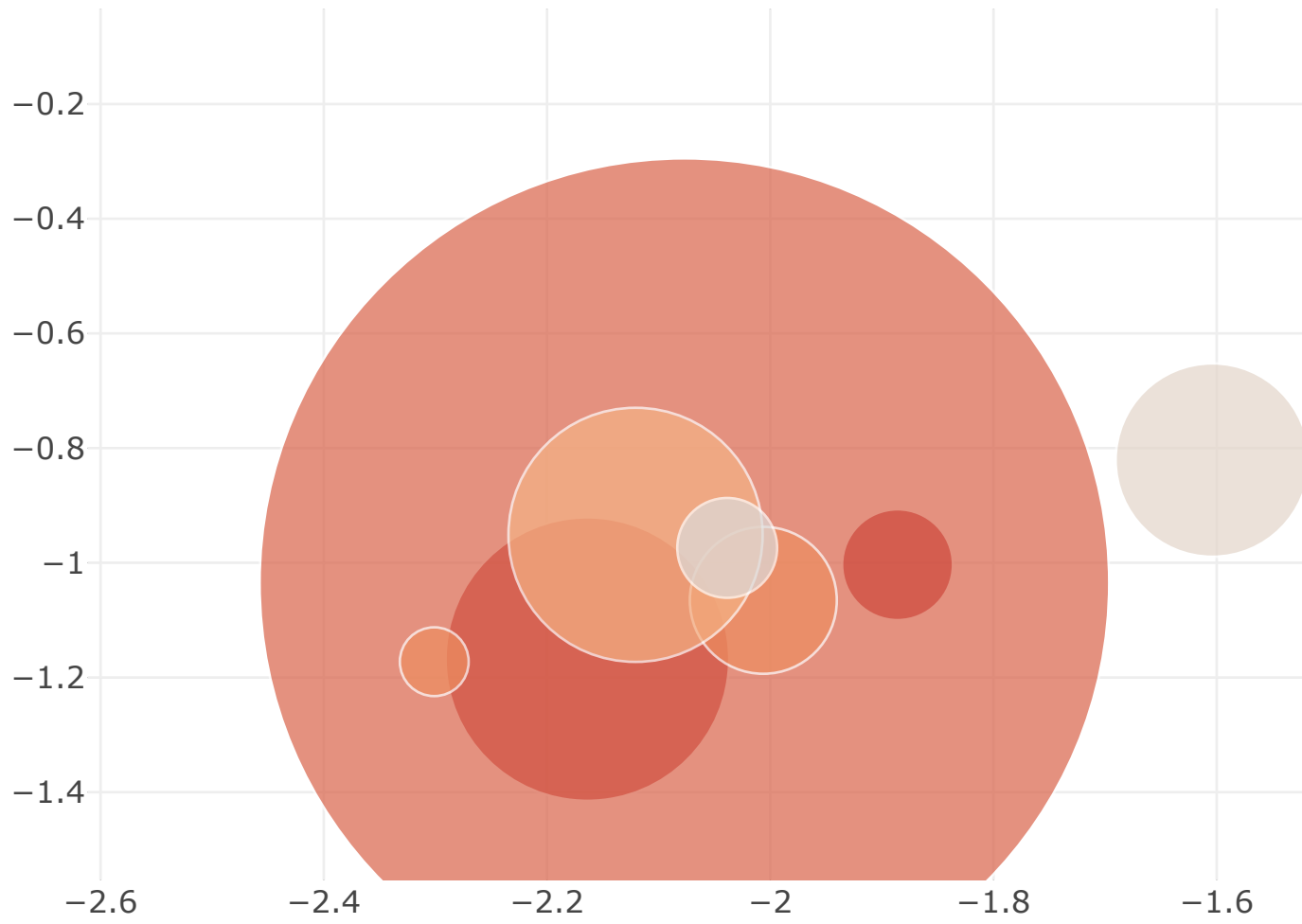
	final_measure	likes	followers	likesperday	url
270713045	0.34	473877	190294	3145	http://instagram.com/wel
550862816	0.3	479876	32049	1086	http://instagram.com/wel
2533019771	0.28	525916	62738	2309	http://instagram.com/wel
23392825	0.21	404113	224290	1456	http://instagram.com/wel

Le premier profil pour la requête *fruits* est *juicenantes* (<https://www.instagram.com/juicenantes/>), qui ne mentionne d'ailleurs guère les fruits (mais qui en est plein !)

Ceci illustre bien l'approche: analyse sémantique du texte (pas par mots-clés), des images, des hashtags. Ce qui compte est bien le sens et le domaine lexical, pas les termes exacts employés.

In [3]:

```
mylib.launch_campaign_about('fruits')
```

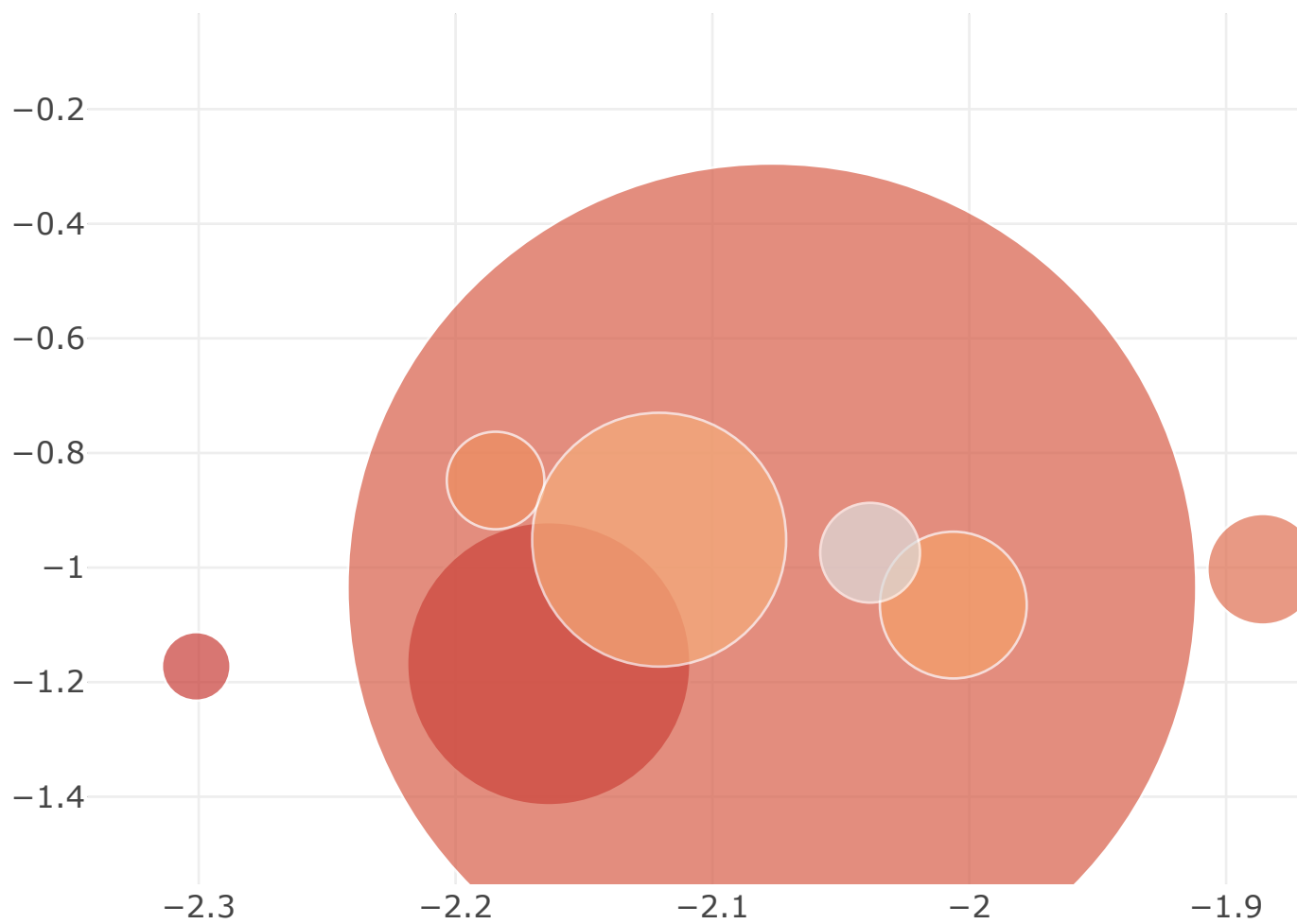


Out[3]:

	final_measure	likes	followers	likesperday	url
2212133610	0.42	381526	105412	1078	http://instagram.com/2212133610
270713045	0.4	473877	190294	3145	http://instagram.com/270713045
1280794066	0.36	1.32254e+06	253193	7602	http://instagram.com/1280794066
2533019771	0.33	525916	62738	2309	http://instagram.com/2533019771
550862816	0.33	479876	32049	1086	http://instagram.com/550862816
247077894	0.3	596039	109682	3485	http://instagram.com/247077894
23392825	0.26	404113	224290	1456	http://instagram.com/23392825
3962074764	0.25	565920	33484	1855	http://instagram.com/3962074764

In [4]:

```
mylib.launch_campaign_about('cupcakes')
```



Out[4] :

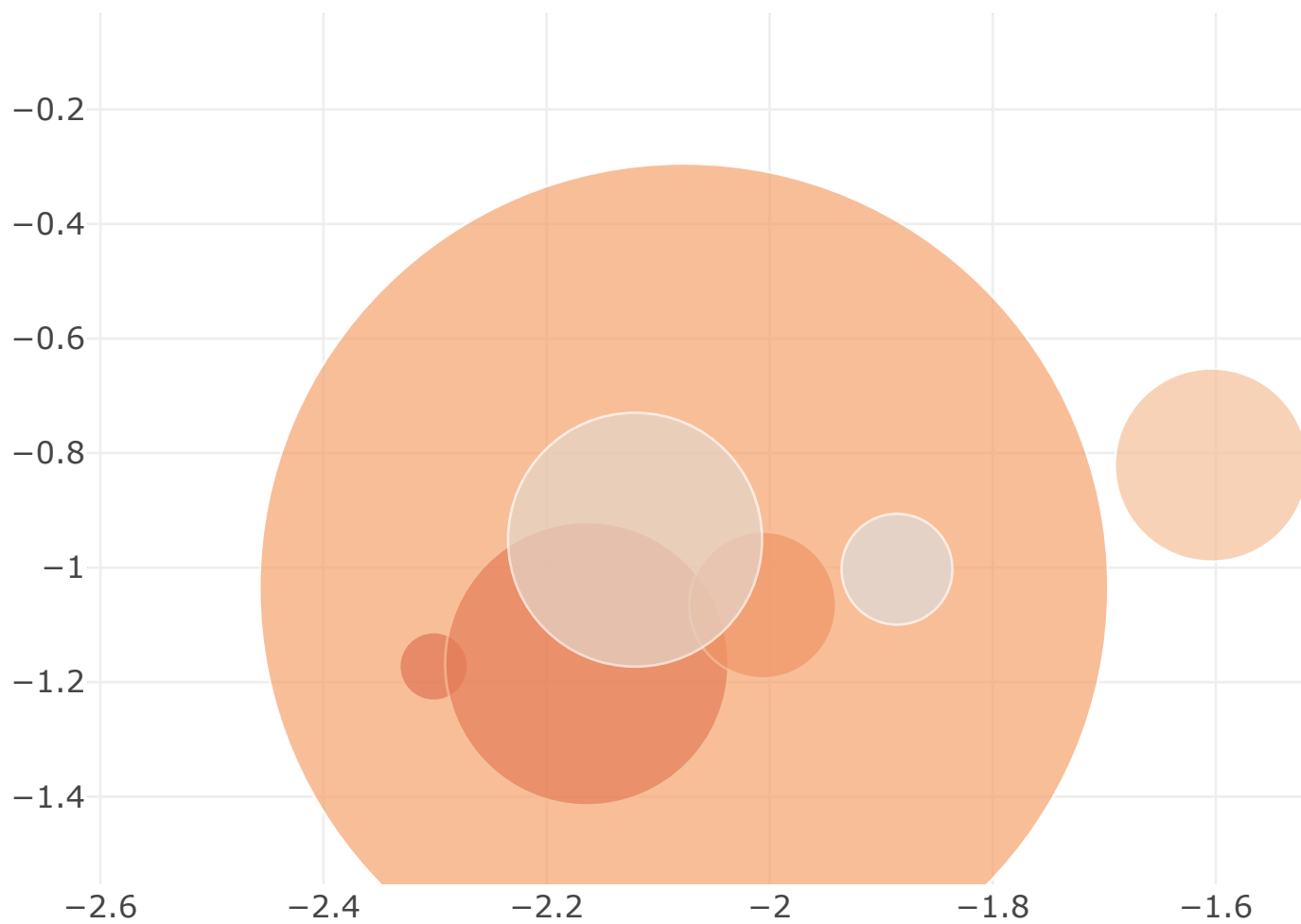
	final_measure	likes	followers	likesperday	url
270713045	0.52	473877	190294	3145	http://instagram.com/270713045 (http://instagram.com/270713045)
550862816	0.49	479876	32049	1086	http://instagram.com/550862816 (http://instagram.com/550862816)
1280794066	0.47	1.32254e+06	253193	7602	http://instagram.com/1280794066 (http://instagram.com/1280794066)
2212133610	0.46	381526	105412	1078	http://instagram.com/2212133610 (http://instagram.com/2212133610)
3064955992	0.44	367730	70633	1295	http://instagram.com/3064955992 (http://instagram.com/3064955992)
2533019771	0.43	525916	62738	2309	http://instagram.com/2533019771 (http://instagram.com/2533019771)
247077894	0.42	596039	109682	3485	http://instagram.com/247077894 (http://instagram.com/247077894)
3962074764	0.37	565920	33484	1855	http://instagram.com/3962074764 (http://instagram.com/3962074764)

La première réponse pour "charcuterie" est l'utilisateur *lyon_gastronomie*.

Un des profils les plus sémantiquement proches (bulle très foncée) est *so_food_toulouse* (<http://instagram.com/web/friendships/2226115366/follow/>).

In [5] :

```
mylib.launch_campaign_about('charcuterie')
```



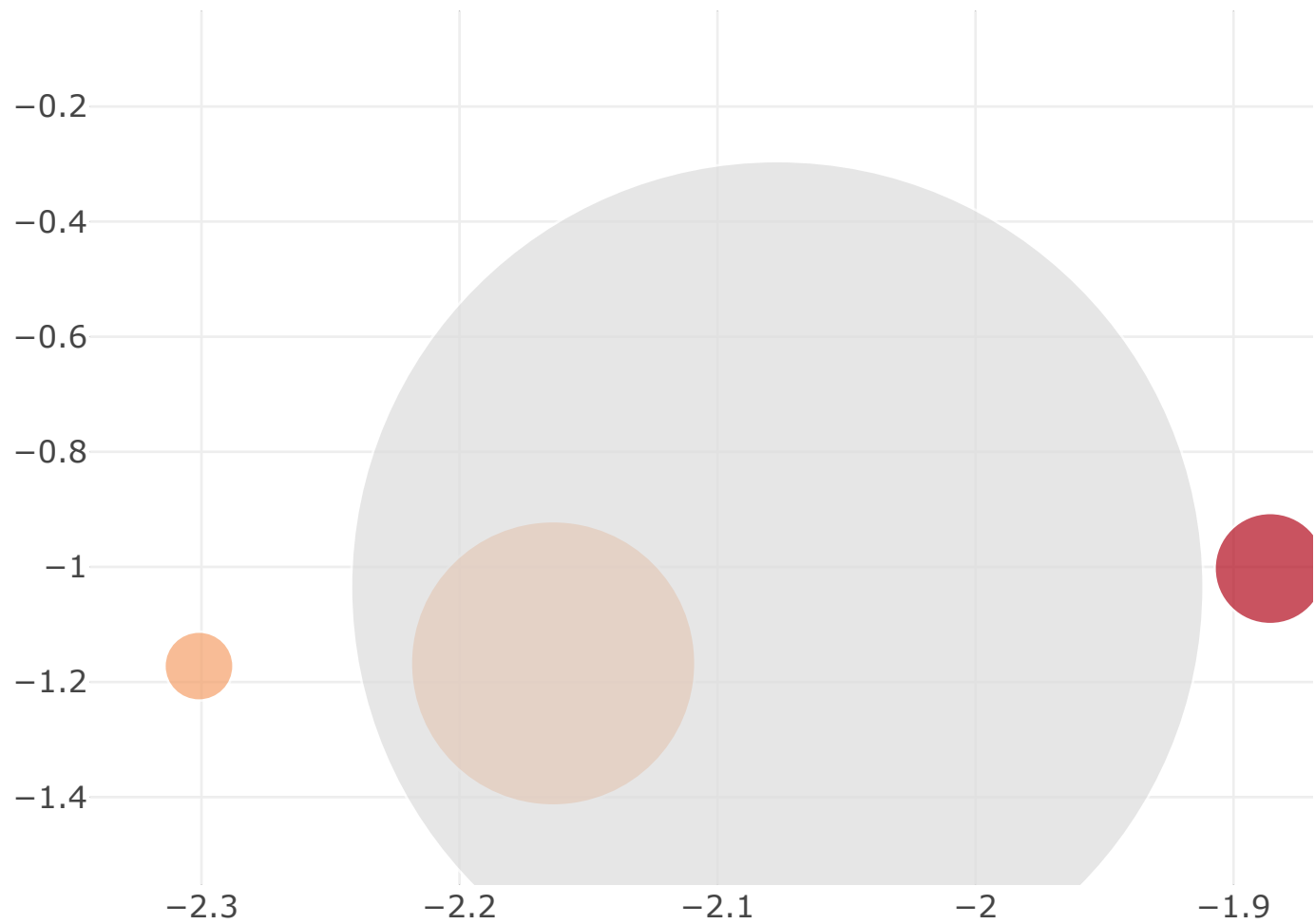
Out[5]:

	final_measure	likes	followers	likesperday	url
550862816	0.44	479876	32049	1086	http://instagram.com/550862816
270713045	0.42	473877	190294	3145	http://instagram.com/270713045
2533019771	0.36	525916	62738	2309	http://instagram.com/2533019771
1280794066	0.33	1.32254e+06	253193	7602	http://instagram.com/1280794066
23392825	0.3	404113	224290	1456	http://instagram.com/23392825
247077894	0.27	596039	109682	3485	http://instagram.com/247077894
2212133610	0.26	381526	105412	1078	http://instagram.com/2212133610

La requête "vin" donne le même profil *lyon_gastronomie* en tête (cf "jury de vins" dans la description de son profil), surtout en raison de ses likes. Le 2è profil listé possède plus de followers, et il est également très proche en termes sémantiques.

In [6]:

```
mylib.launch_campaign_about('vin')
```



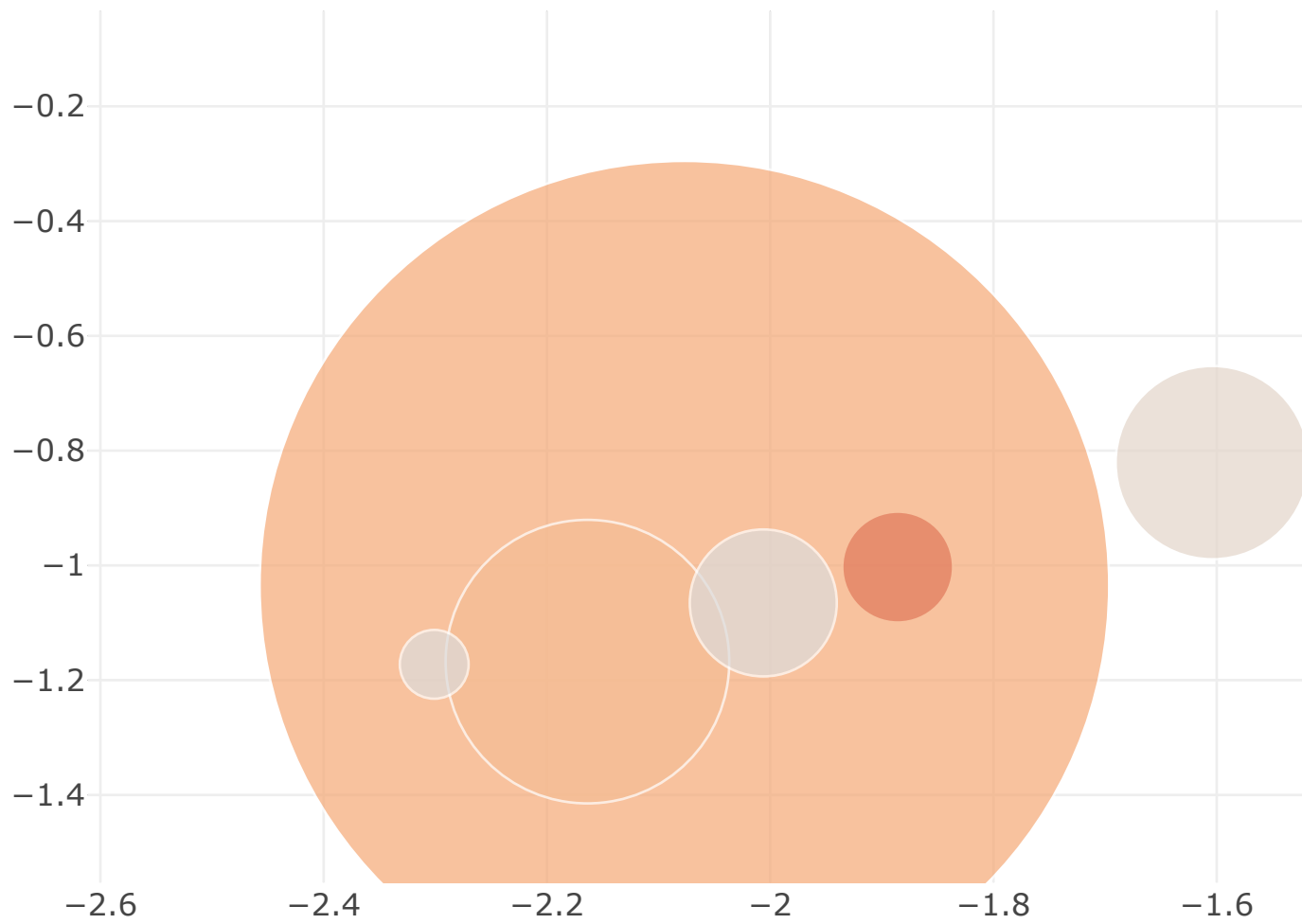
Out[6]:

	final_measure	likes	followers	likesperday	url
2212133610	0.21	381526	105412	1078	http://instagram.com/2212133610 (http://instagram.com/2212133610)
270713045	0.18	473877	190294	3145	http://instagram.com/270713045 (http://instagram.com/270713045)
550862816	0.18	479876	32049	1086	http://instagram.com/550862816 (http://instagram.com/550862816)
1280794066	0.16	1.32254e+06	253193	7602	http://instagram.com/1280794066 (http://instagram.com/1280794066)

La cellule suivante permet une entrée interactive au clavier:

In [7]:

```
mylib.launch_campaign_about('anis')
```

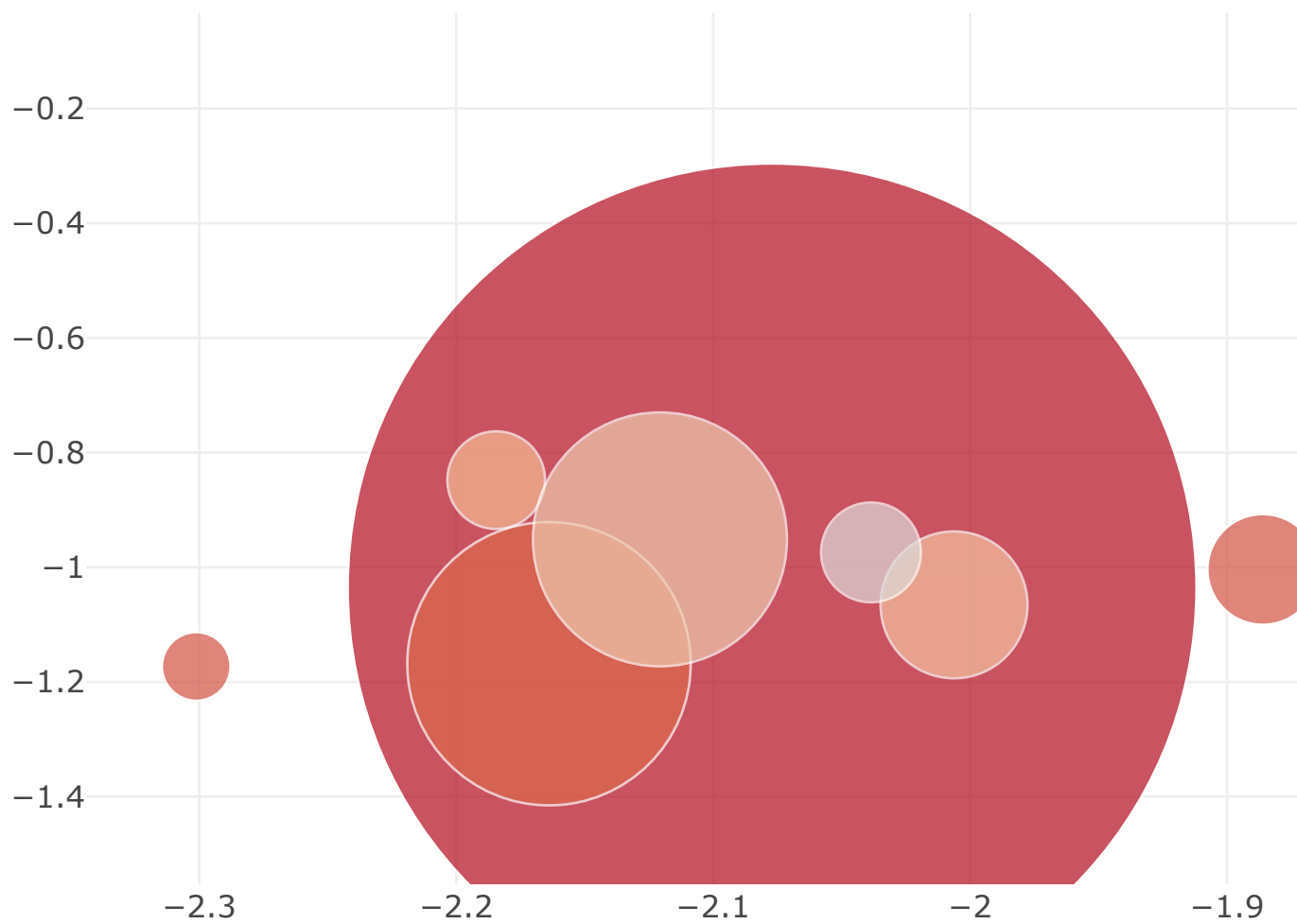


Out[7]:

	final_measure	likes	followers	likesperday	url
2212133610	0.42	381526	105412	1078	http://instagram.com/2212133610
1280794066	0.31	1.32254e+06	253193	7602	http://instagram.com/1280794066
270713045	0.29	473877	190294	3145	http://instagram.com/270713045
23392825	0.26	404113	224290	1456	http://instagram.com/23392825
550862816	0.25	479876	32049	1086	http://instagram.com/550862816
2533019771	0.25	525916	62738	2309	http://instagram.com/2533019771

In [8]:

```
mylib.launch_campaign_about('patisserie')
```



Out[8]:

	final_measure	likes	followers	likesperday	url
1280794066	0.53	1.32254e+06	253193	7602	http://instagram.com/1280794066
550862816	0.47	479876	32049	1086	http://instagram.com/550862816
2212133610	0.47	381526	105412	1078	http://instagram.com/2212133610
270713045	0.45	473877	190294	3145	http://instagram.com/270713045
3064955992	0.37	367730	70633	1295	http://instagram.com/3064955992
2533019771	0.36	525916	62738	2309	http://instagram.com/2533019771
247077894	0.35	596039	109682	3485	http://instagram.com/247077894
3962074764	0.32	565920	33484	1855	http://instagram.com/3962074764