

## Predicting Facebook Like-score

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This project is about using python to be able to predict how many future ikes a Facebook post will get before it is posted.

Problem

## Previous work

Szabo & Huberman: early measurements of user's access

Yu, Chen, & Kwok, L: observing a post during the first 5-6 days

Lee, Moon & Salamatian: popularity of social marketing by content and media type.

Our motivation: independent on knowing early user activity and building simple algorithm

Mining from the users own previous posts

11 attributes including: post type, word analysis, use of friends names, emoticons, post time

Simple statistics

Being able to predict the number of likes before posting

Like-score algorithm

## Python

External librareis: pythonforfacebook and nltk-gae

Google api search for video/link/photo of keywords

Sentiment analysis on emoticons from "Nielsen2011Responsible\_emoticon" file

NItk tokenization and regular expressions for text search

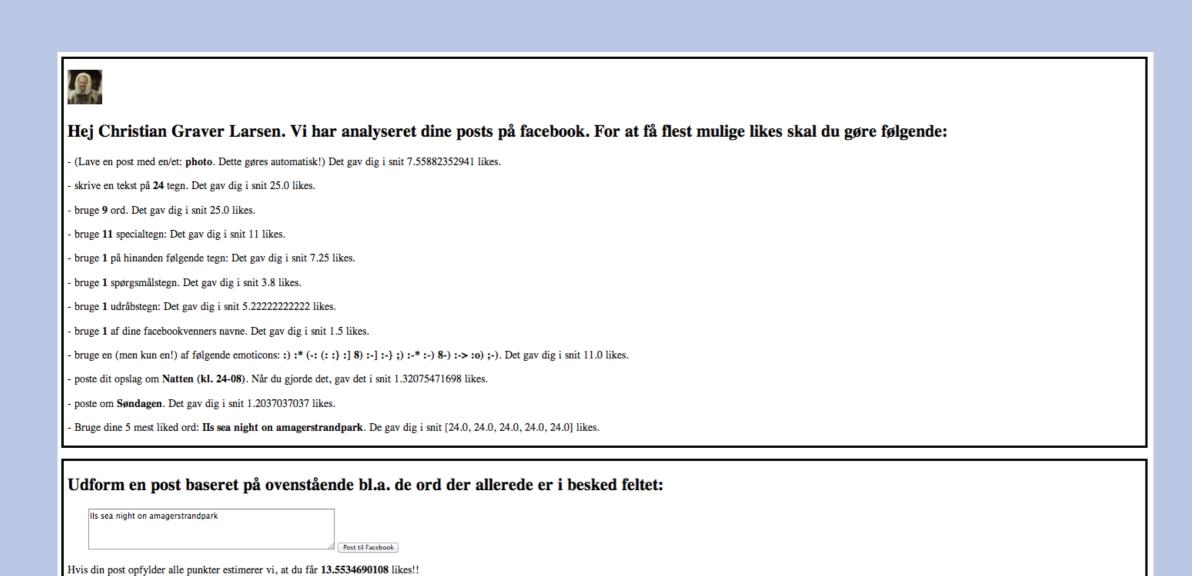
Webapp2, HTML templates

Hosted with Google App Engine

Facebook canvas app

Web

## Results





Disclaimer: Tjek venligst din facebook profil for at se om du kan leve med at have den genererede post på din væg et par dage..

The Algorithm was not performing very well and reasons seemed to be:

- Too simplified model
- Poorly created/gennerated posts

