

# Predicting Facebook Like-score

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This project is about using python to be able to predict how many future likes 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  
Nltk tokenization and regular expressions for text search

Webapp2, HTML templates  
Hosted with Google App Engine  
Facebook canvas app

Web

## Results



**Hej Christian Graver Larsen. Vi har analyseret dine posts på facebook. For at få flest mulige likes skal du gøre følgende:**

- (Lave en post med en/et: **photo**. Dette gøres automatisk!) Det gav dig i snit 7.55882352941 likes.
- skrive en tekst på **24** tegn. Det gav dig i snit 25.0 likes.
- bruge **9** ord. Det gav dig i snit 25.0 likes.
- bruge **11** specialtegn: Det gav dig i snit 11 likes.
- bruge **1** på hinanden følgende tegn: Det gav dig i snit 7.25 likes.
- bruge **1** spørgsmålstegn. Det gav dig i snit 3.8 likes.
- bruge **1** udbrilstegn: Det gav dig i snit 5.22222222222 likes.
- bruge **1** af dine facebookvenners navne. Det gav dig i snit 1.5 likes.
- bruge en (men kun en!) af følgende emoticons: :) :\* (-: (-: :) :) :-\* :-\* 8-) :-> :o) :-). Det gav dig i snit 11.0 likes.
- poste dit opslag om **Natten (kl. 24-08)**. Når du gjorde det, gav det i snit 1.32075471698 likes.
- poste om **Søndagen**. Det gav dig i snit 1.2037037037 likes.
- Brugte dine 5 mest liked ord: **Its sea night on amagerstrandpark**. De gav dig i snit [24.0, 24.0, 24.0, 24.0, 24.0] likes.

**Udform en post baseret på ovenstående bl.a. de ord der allerede er i besked feltet:**

Post til Facebook

Hvis din post opfylder alle punkter estimerer vi, at du får **13.5534690108** likes!!

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

