

Topic-specified Campaign Design through Social Media

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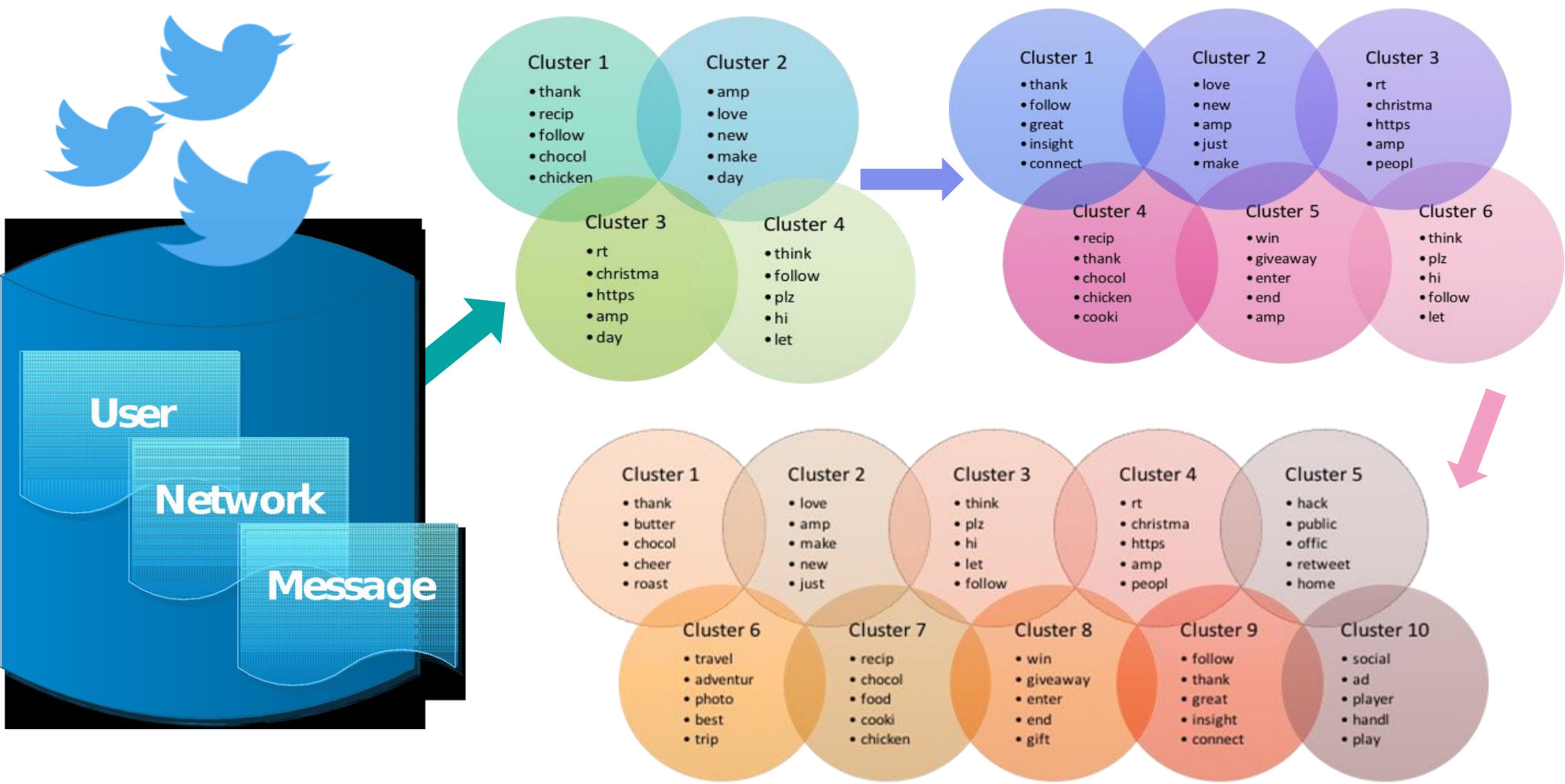
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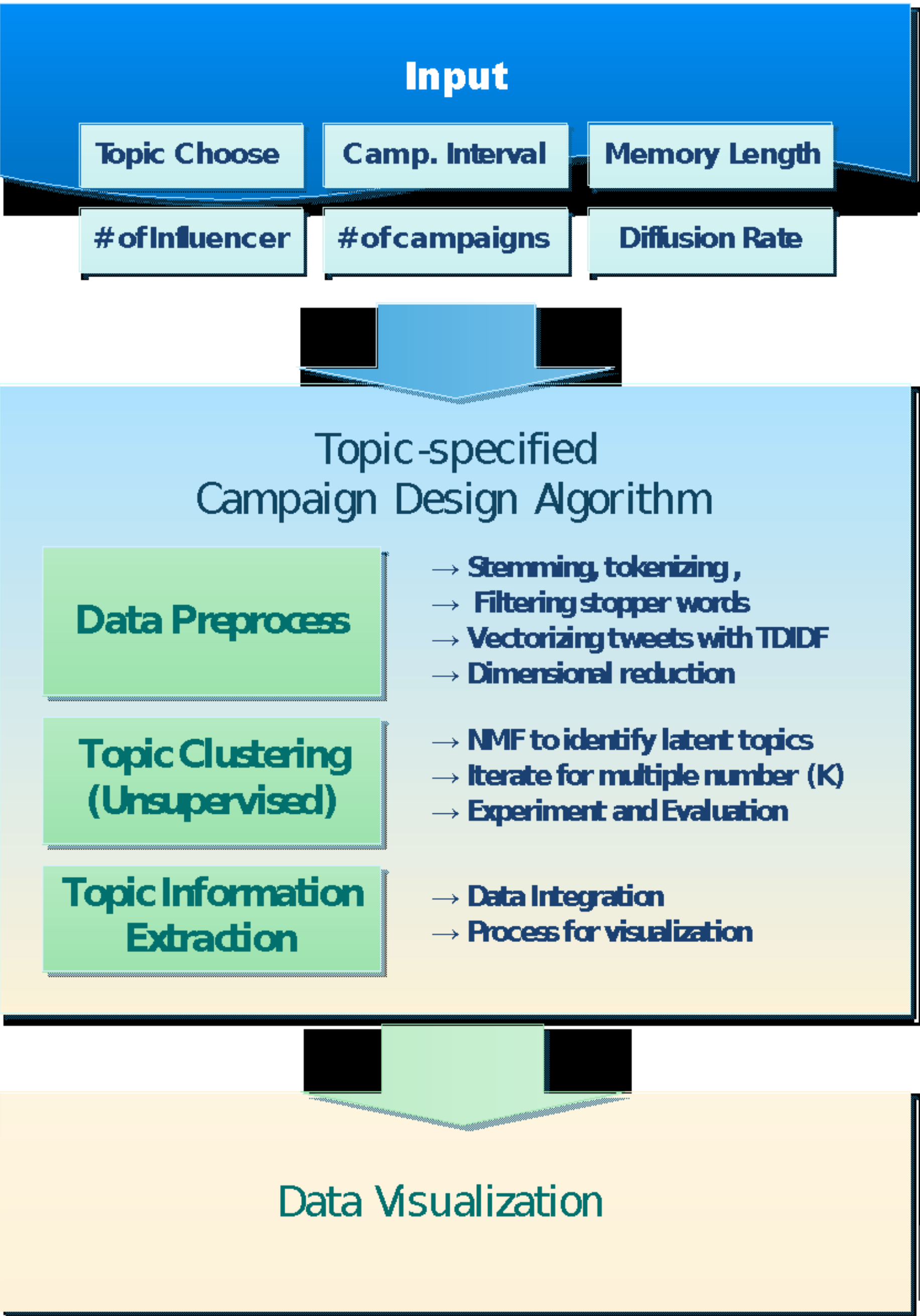
Background

- One of the most promising applications of today’s social media is launching cost-effective campaigns.
- Currently, for campaign designers, there is no interactive visualization tool for them to simulate their campaign designs.

Data Description



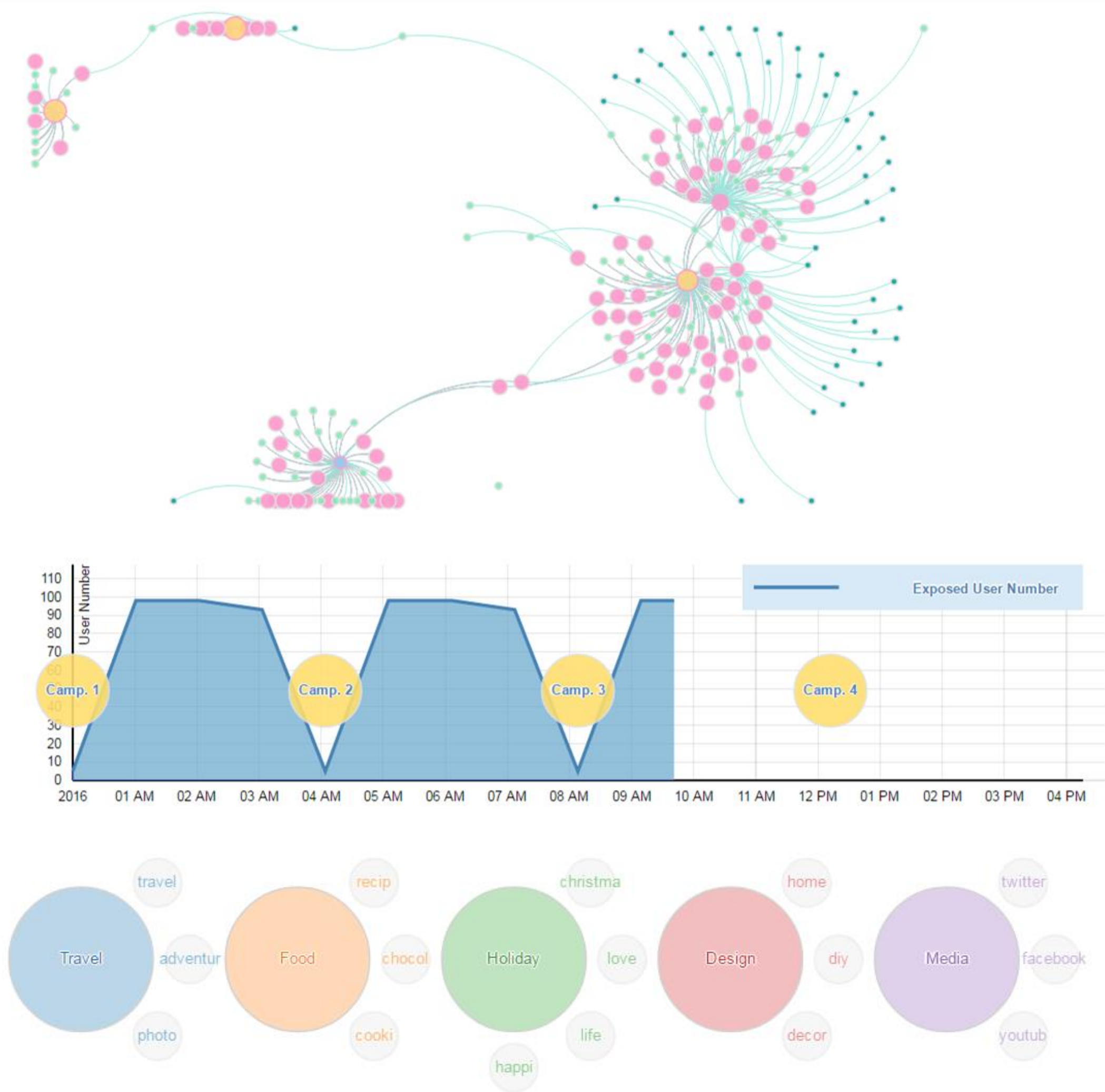
Algorithm Flow Chart



Visualization

How will the marketing influence go thorough? you may want to know...

Interested Topic? How many rounds of campaigns?
How many influencers? Time Interval between two campaign? (hr)



Contribution

The major contribution of our study is two-folded:

- We introduce a comprehensive solution for a business campaign which combines the studies from three subjects: social network users, messages, and network connectivity.
- Our campaign tool enables flexible human-computer interaction through eminent visualization. We create an user interface which allows machine as an extension of human activity and human knowledge as a guideline for machine learning.

Acknowledgements

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