Information Retrieval Models to Find a Target Audience in Social Media

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Project title and description

Social media and social media applications are hotspots for collecting information about individuals. These websites and their component applications are an outlet for people to share their interests, details about themselves, and react to other individual’s posts. With this information we can grow the audience for businesses, artists, and public role models.

Related work

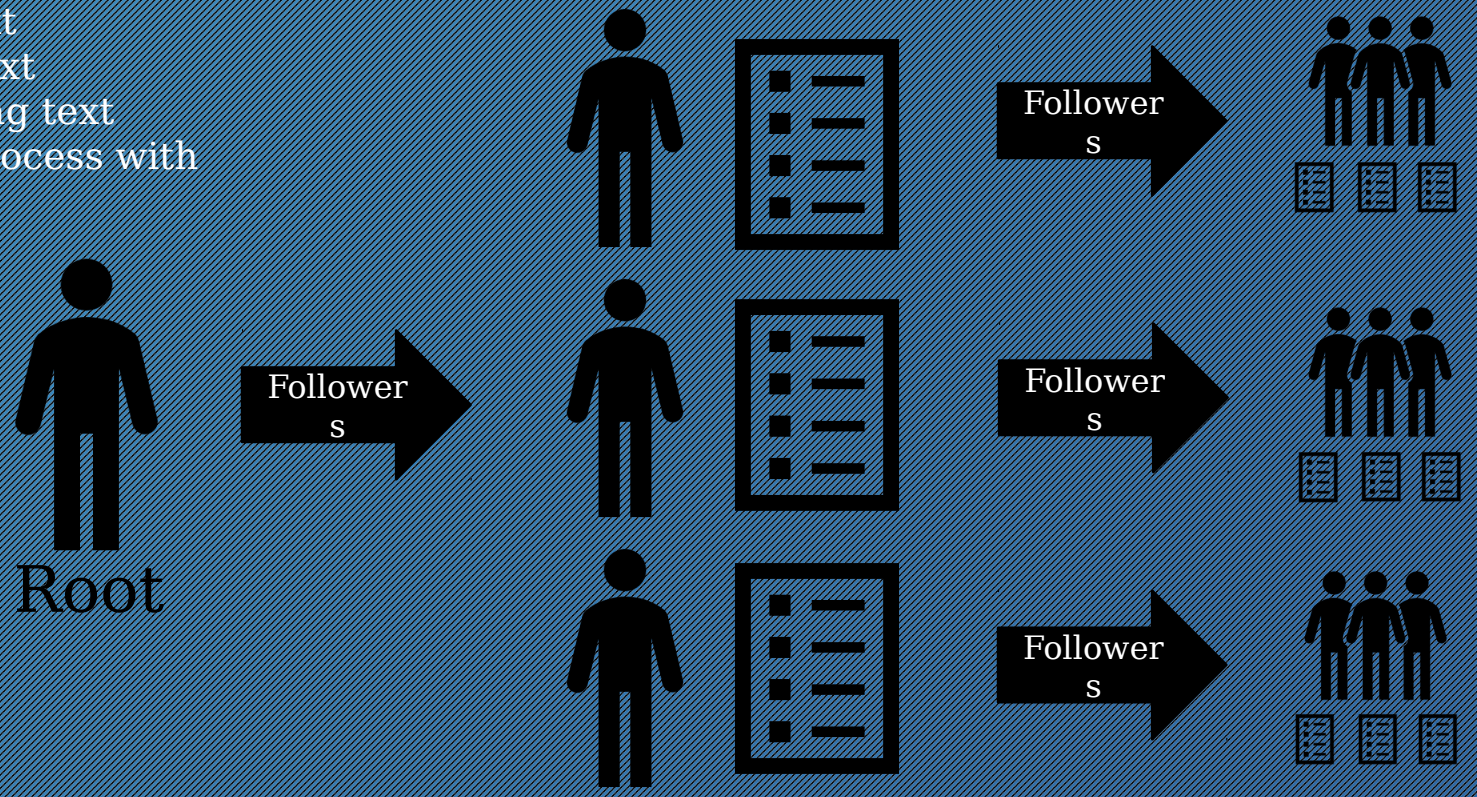
- Event promotion
- Brand recognition
- Marketing
- Exposure

Methodology

1. Retrieve user public information.
2. Processing retrieved text
3. Ranking results by relevance
4. Querying user public information

Retrieve User Public Information

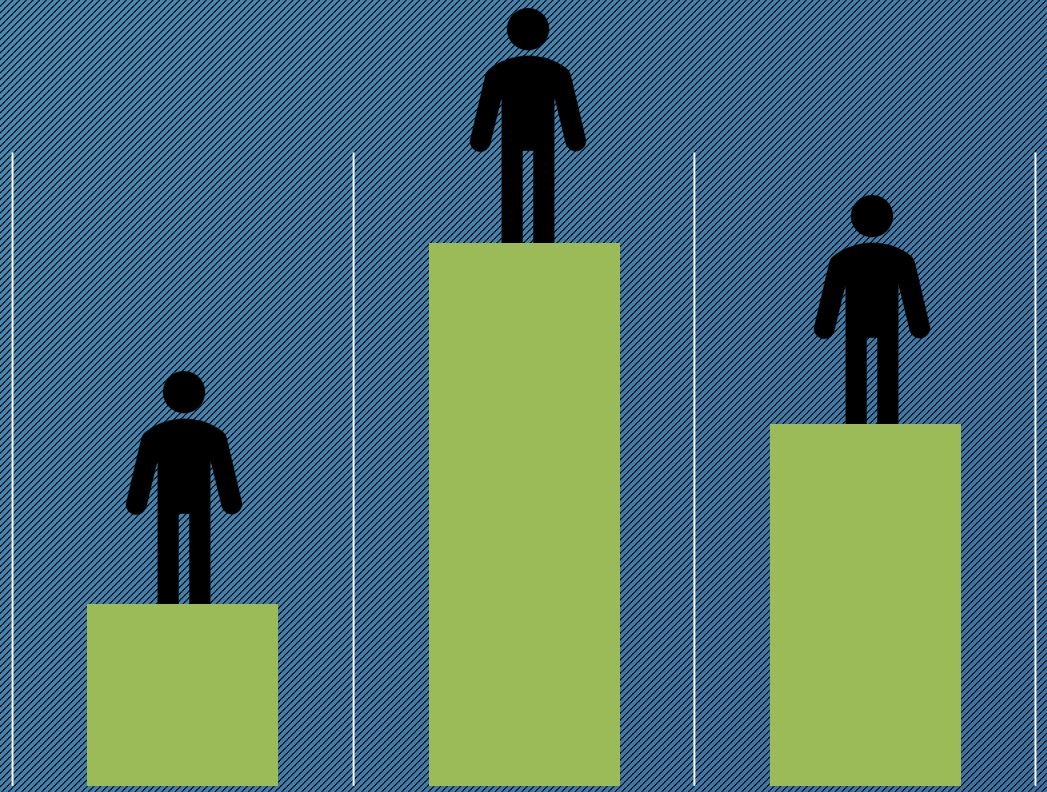
- Retrieve user information
  - Bio text
  - Post text
  - Hashtag text
- Continue process with followers



Processing Retrieved Text

- Identify bio text
- Identify post text
- Ability to identify hashtags
- Tokenize text
- Identify stop words

Ranking Results By Relevance



Relevant users will interact with your account more often.

Querying User Public Information

- Add spell checking abilities to the user’s search
- Use synonyms and related words
- Give ability for AND / OR searches

Milestone

- Retrieve user public information.
  1. Create UI
  2. Robots.txt guidelines
  3. Ability to navigate to followers list
  4. Determine freshness of user profiles
- Processing retrieved text
  1. Tokenization of text
  2. Stop words, normalization, stemming, lemmatization
  3. Indexing results
  4. Compress stored results
- Ranking results by relevance
  1. Rank results
  2. Relevance feedback
- Querying user public information
  1. Spelling correction
  2. Query Expansion

Role (task distribution)

- Jake Lasley
  - Retrieve user public information.
- Alan Motta
  - Processing retrieved text
- Valentin Becerra
  - Ranking results by relevance
  - Querying user public information

Questions?