

Twinfluence



An App by Varun Gangal, Pallavi Gudipati, Nikhil Nainani & Aritra Ghosh
2nd year CSE IIT-M

Twinfluence

PROBLEM SOLVED

- Attempt to model Twitter Data and gauge the potential influence of a person or a trend.
- Improving the efficiency of marketing, publicity and campaigning through geographical plotting of Twitter data

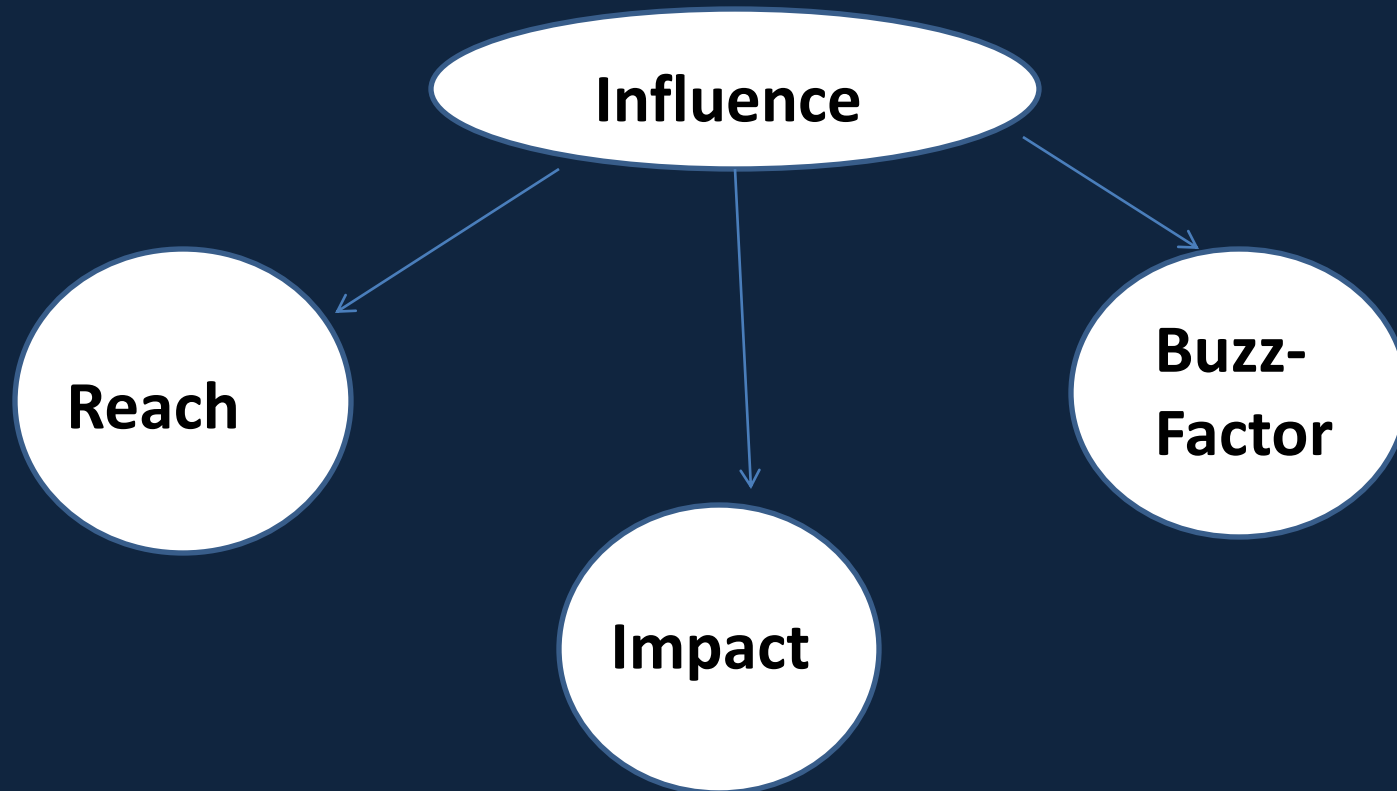
Twinfluence

APPROACH

Based on the analysis by Kwak and Cha, the influence of a user depends on his impact($\text{retweets} \times \text{depth}(\text{assumed constant})$), reach(no of followers), buzz factor($\text{number of mentions} \times K(\text{empirically determined})$).

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APPROACH

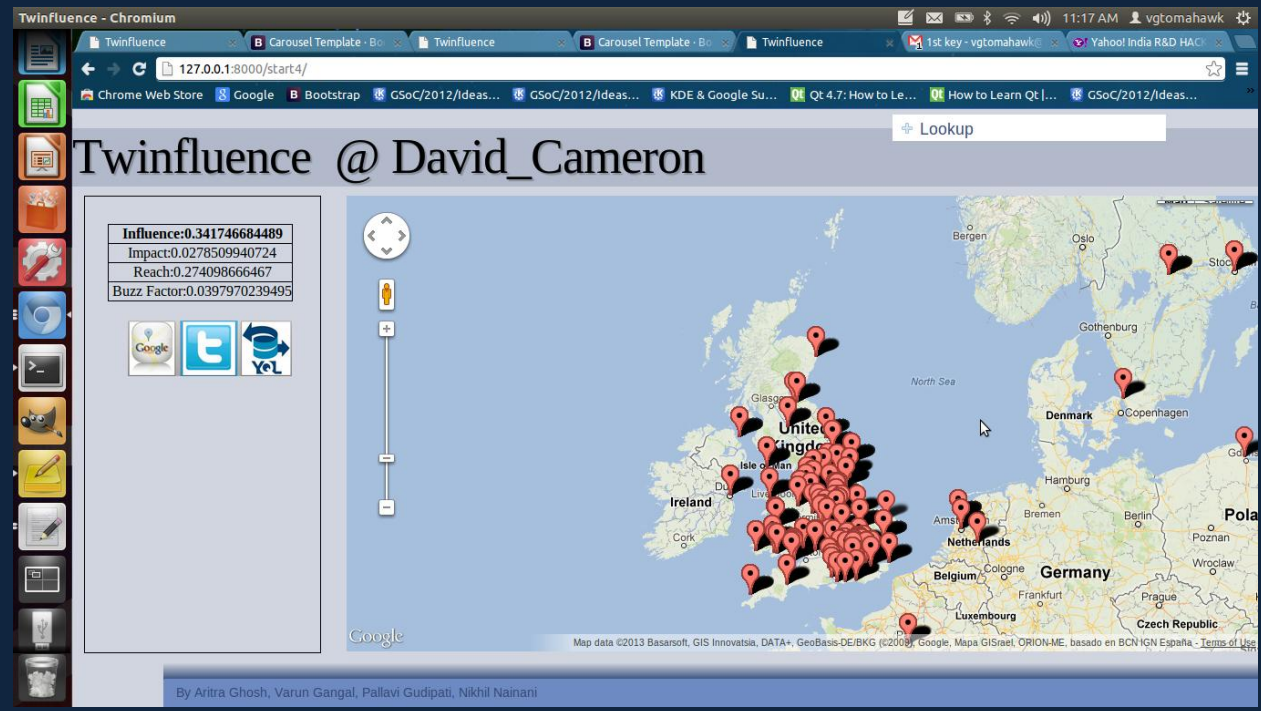


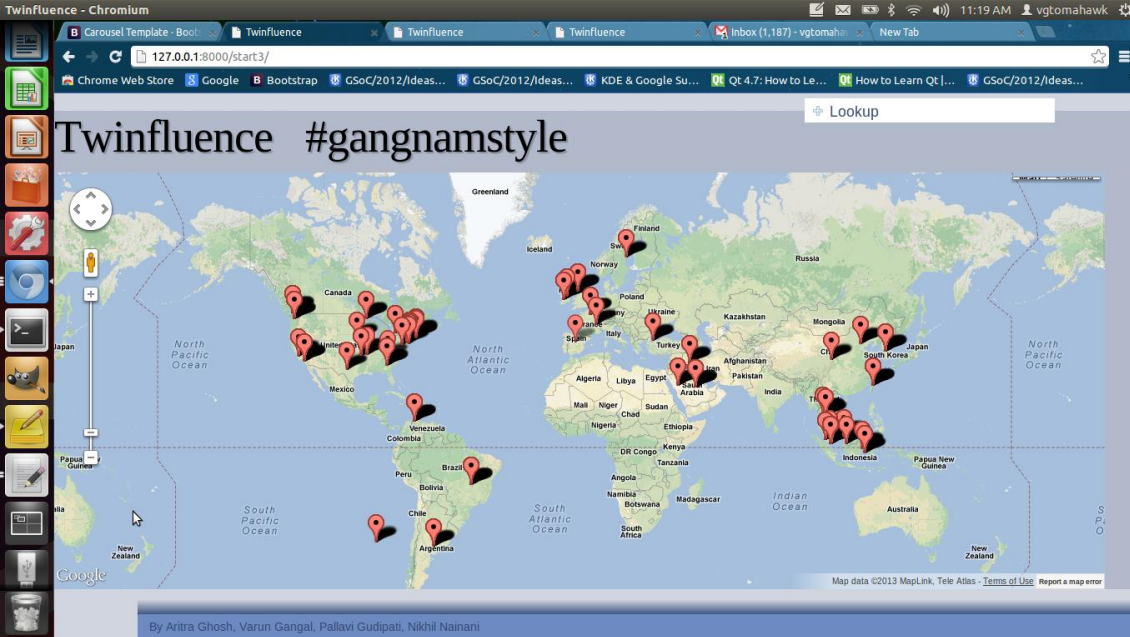
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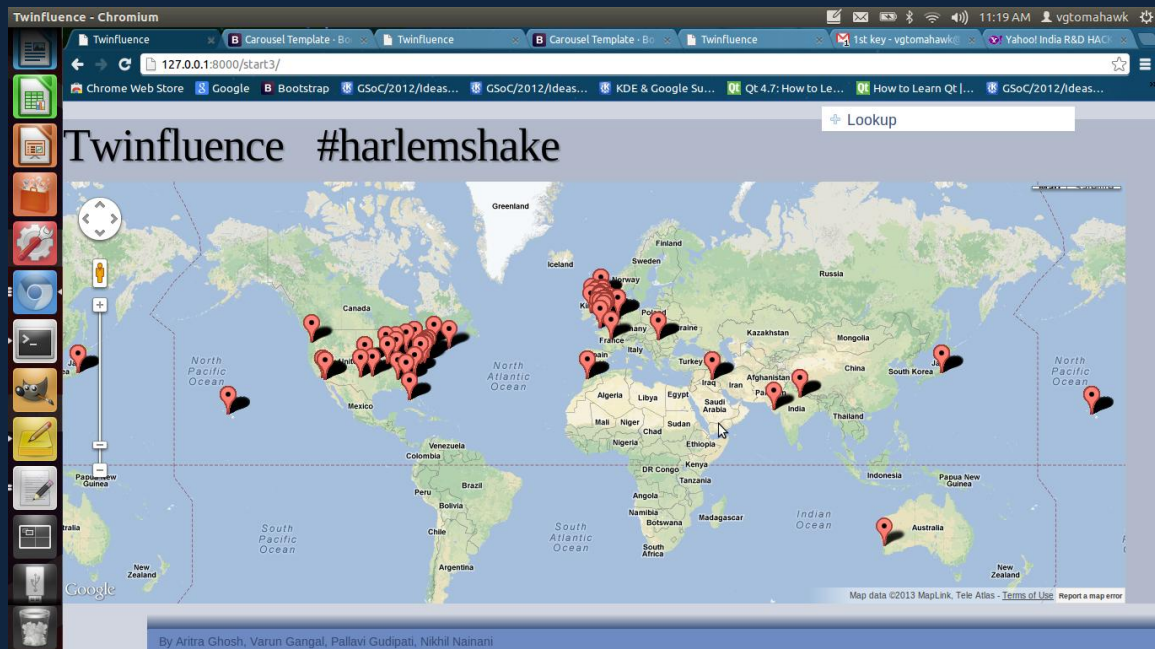
David Cameron

Analysis shows that he is more popular in Southern and Central UK





Gangnam Style vs Harlem Shake



Lookup

Twinfluence @ narendramodi

Influence:1.98833675329
Impact:0.0444289667345
Reach:1.44306836519
Buzz Factor:0.50083942137



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+ Lookup

Twinfluence @ narendramodi

Influence:1.98833675329
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Twinfluence @ rihanna

Influence:31.3572162548
Impact:0.354989654605
Reach:30.4900687738
Buzz Factor:0.512157826372



Twinfluence @ katyperry

Influence: 37.968038744
Impact: 1.55664952901
Reach: 35.6221310721
Buzz Factor: 0.78925814288

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Technical Aspects

- Queries were made to the Twitter API using Tweepy (Python Library) which returned a Json Object.
- The data received was processed for analysis as well as queried to the Yahoo API (PlaceFinder) using YQL.
- The data returned by the Yahoo API was sent to the Gmaps API which returned an instance of a map with markers.