Tracking the Yak

Sophie Chou
@mpetitchou

Martin Saveski
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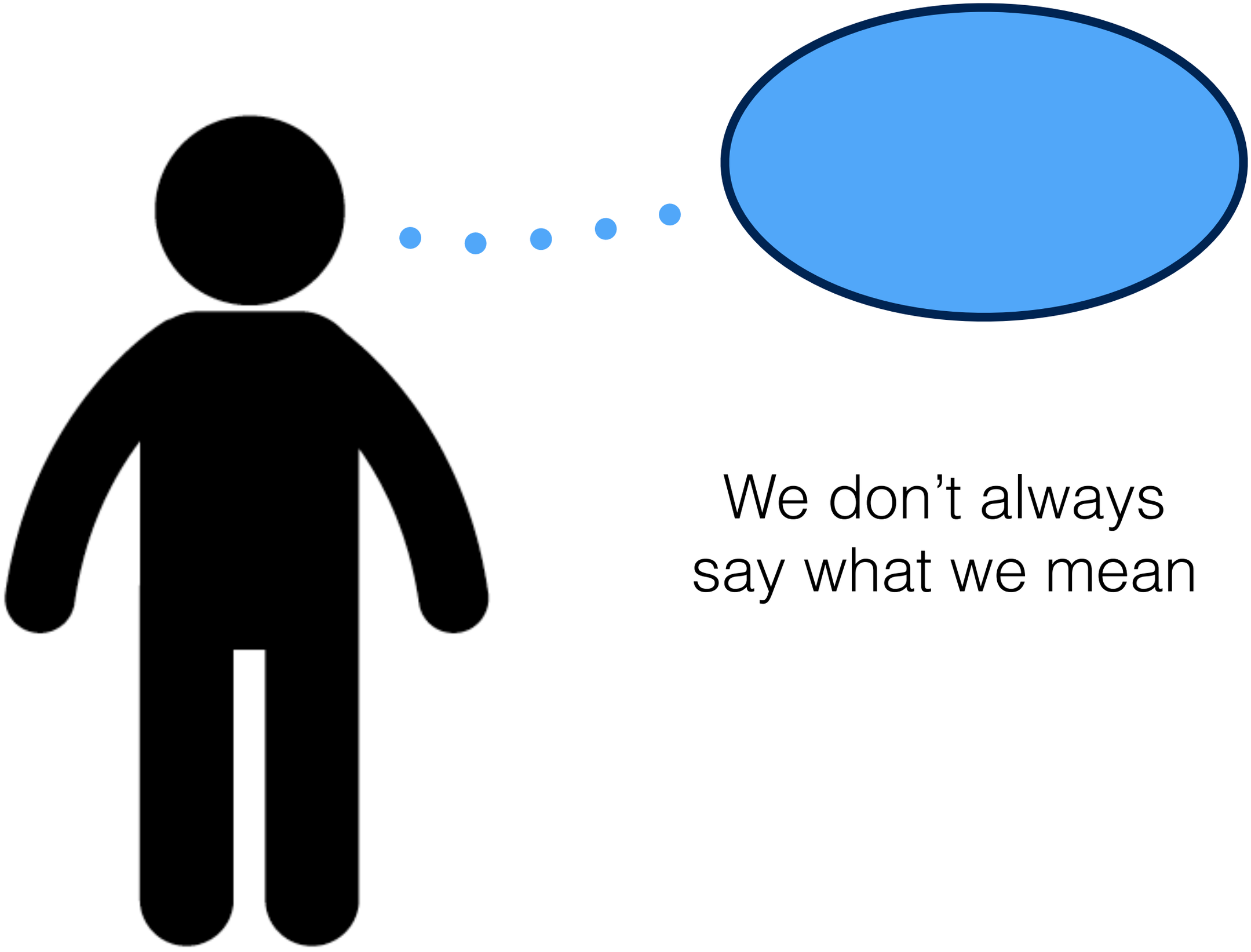
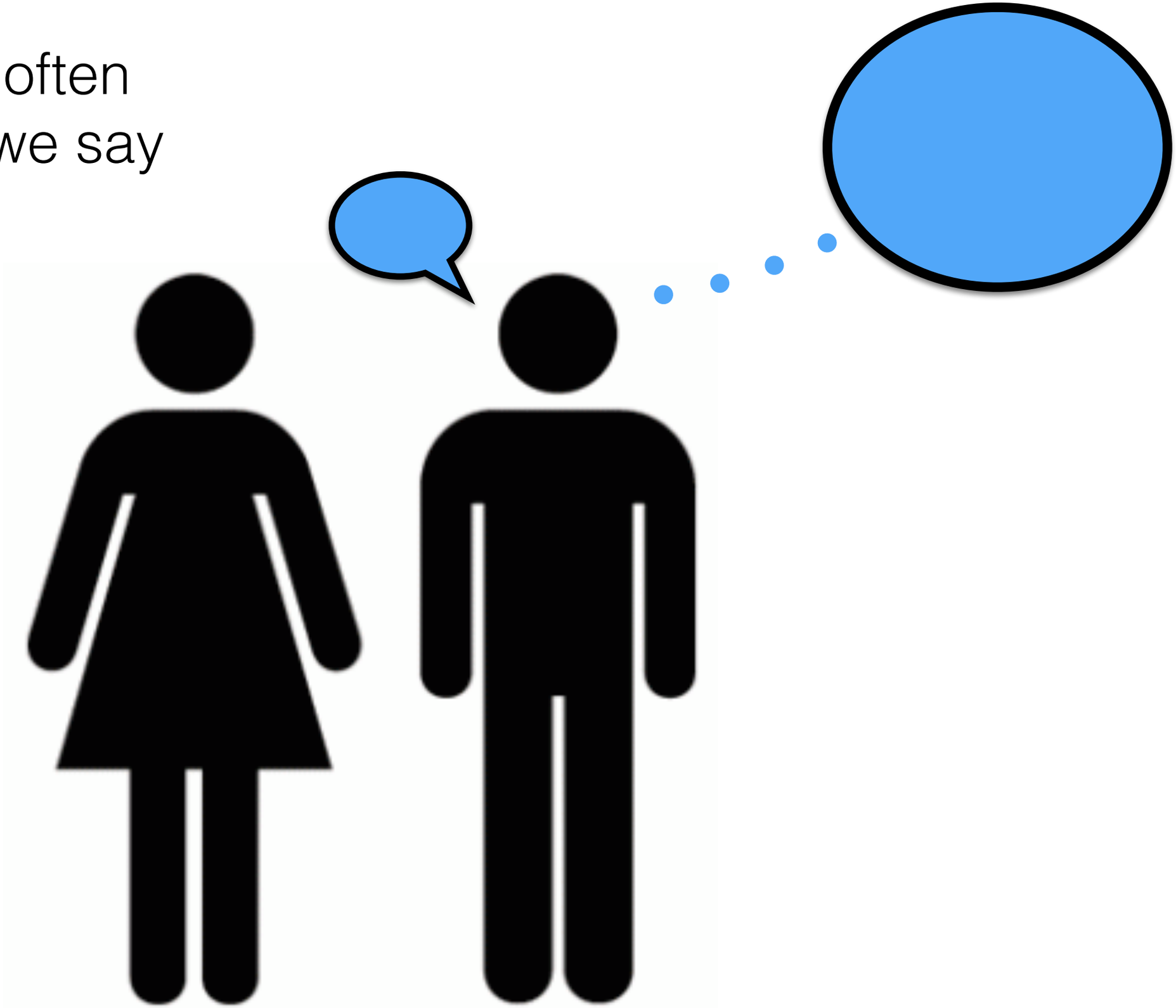


We don’t always say what we mean

Nor do we often
mean what we say



Where you are
Who you're with
Who you are

Social networks
create different
social environments

YikYak: *anonymous, hyperlocal*

Spewed That Abuse? Anonymous Yik Yak App Isn't Te

MAHLER MARCH 8, 2015

Bomb Threats Posted on App
SCHOOLS EVACUATED
MA
CA
GA
10:02 21°
abc7
#abc7chicago
LGLOBE

The Upside of Yik Yak

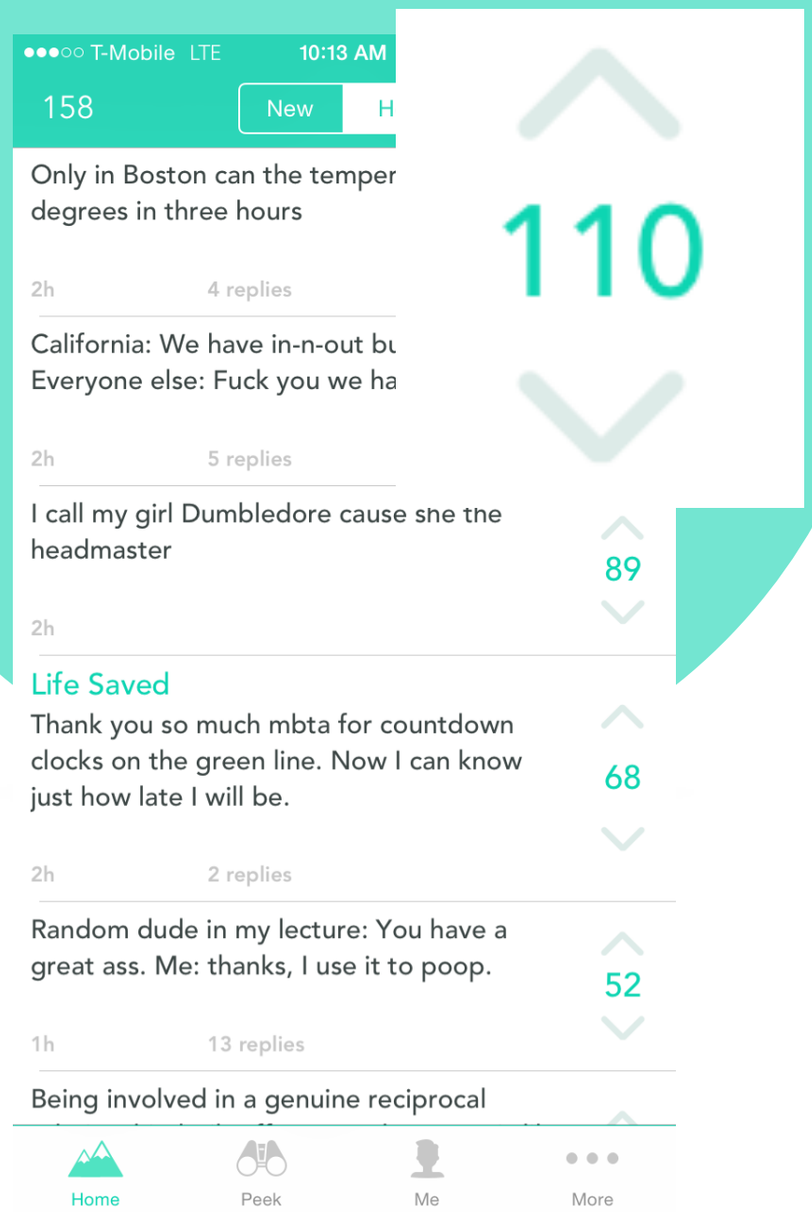
The anonymous messaging app gets a ton of bad press, but actually, it's pretty great.

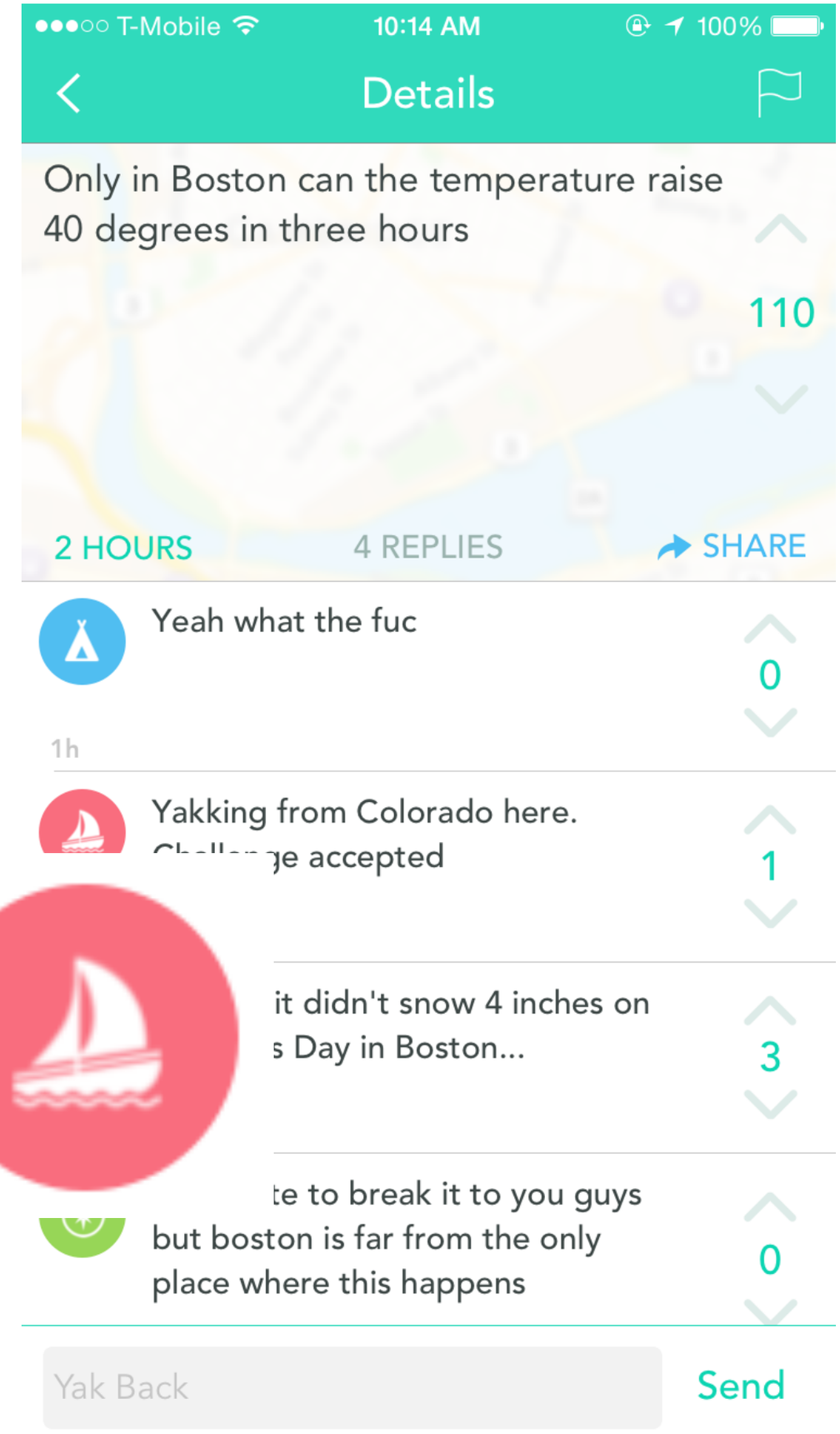
166

By Amanda Hess

Outliers in behavior?

10 miles


T-Mobile LTE 10:13 AM
158
New
H
Only in Boston can the temper
degrees in three hours
2h 4 replies
110
California: We have in-n-out bu
Everyone else: Fuck you we ha
2h 5 replies
I call my girl Dumbledore cause she the
headmaster
89
2h
Life Saved
Thank you so much mbta for countdown
clocks on the green line. Now I can know
just how late I will be.
68
2h 2 replies
Random dude in my lecture: You have a
great ass. Me: thanks, I use it to poop.
52
1h 13 replies
Being involved in a genuine reciprocal
Home
Peek
Me
More


T-Mobile 10:14 AM 100%
Details
Only in Boston can the temperature raise
40 degrees in three hours
110
2 HOURS
4 REPLIES
SHARE
Yeah what the fuc
0
1h
Yakking from Colorado here.
ge accepted
1
it didn't snow 4 inches on
s Day in Boston...
3
te to break it to you guys
but boston is far from the only
place where this happens
0
Yak Back
Send

Data

23 Locations

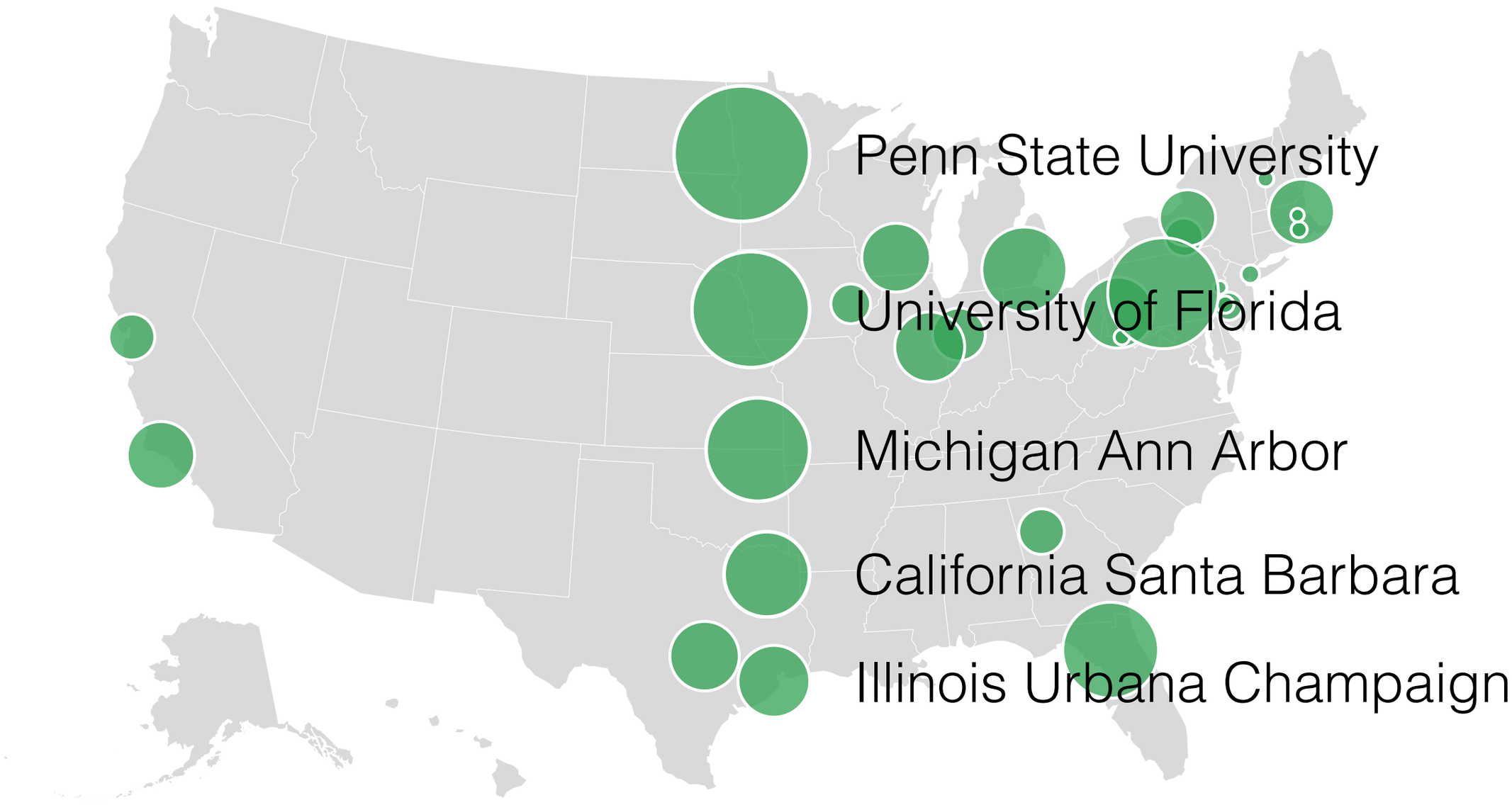
University Campuses

2 weeks

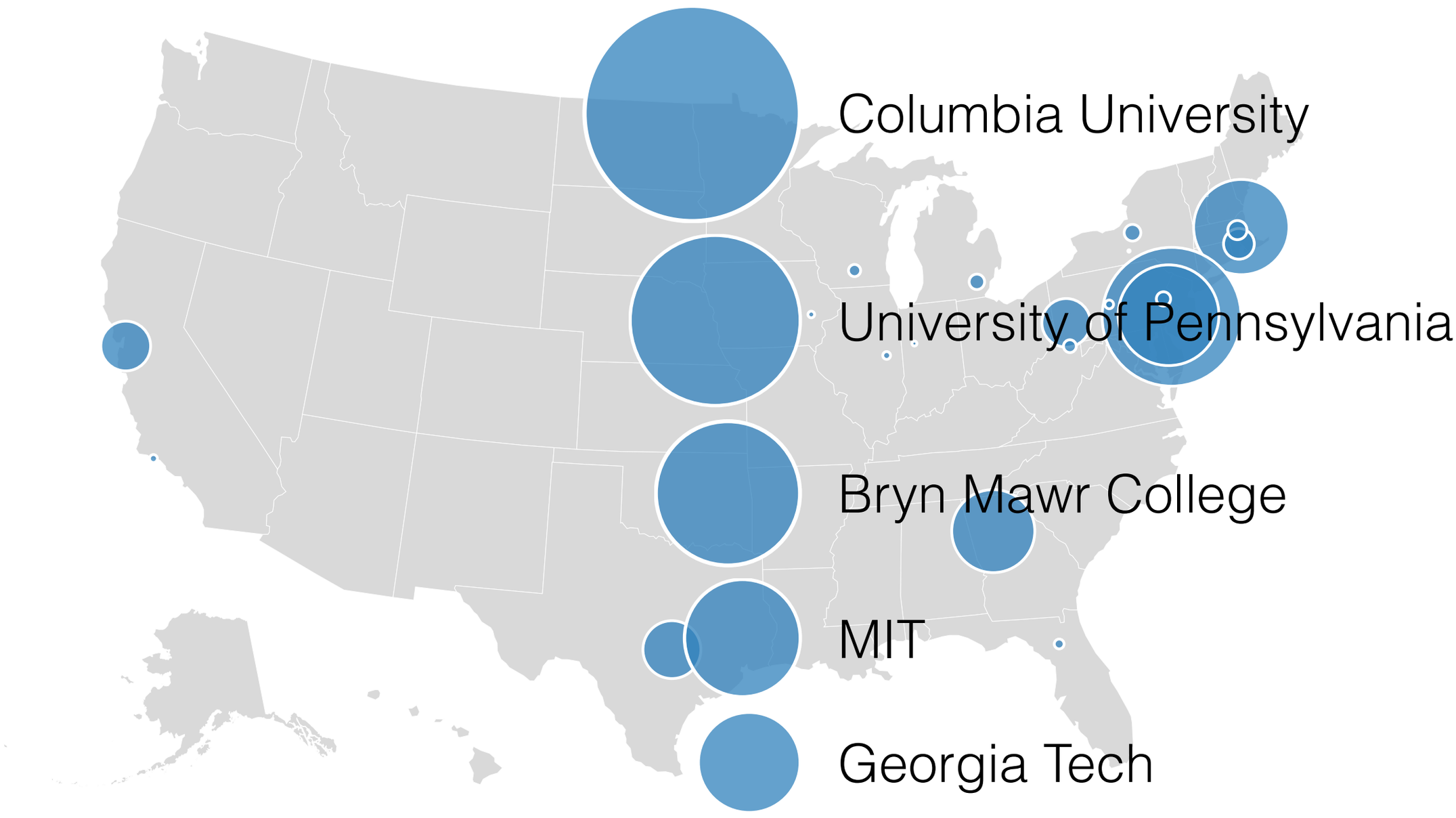
5 April — 19 April

2M Yaks **3.2M Tweets**

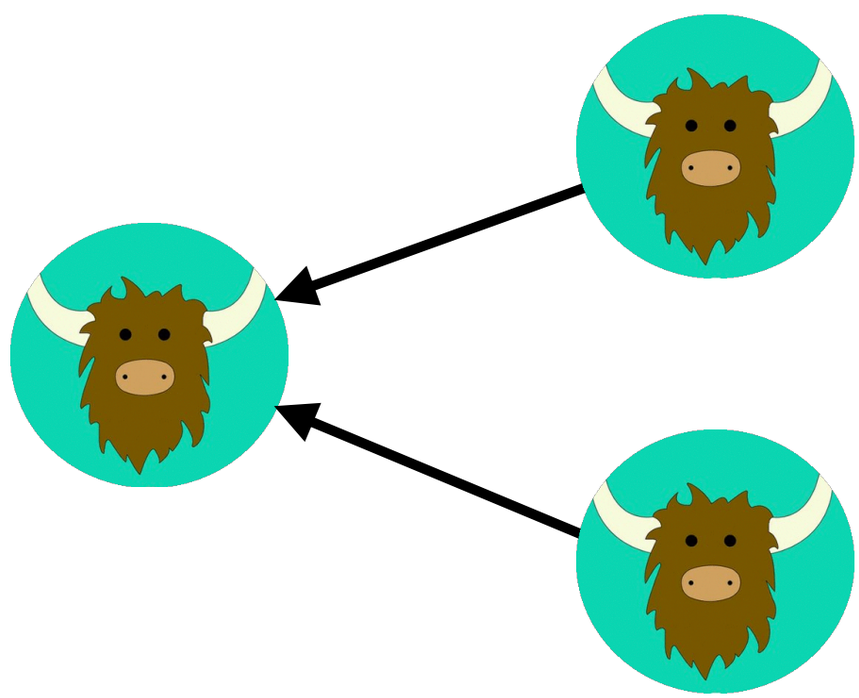
YikYak Hotspots

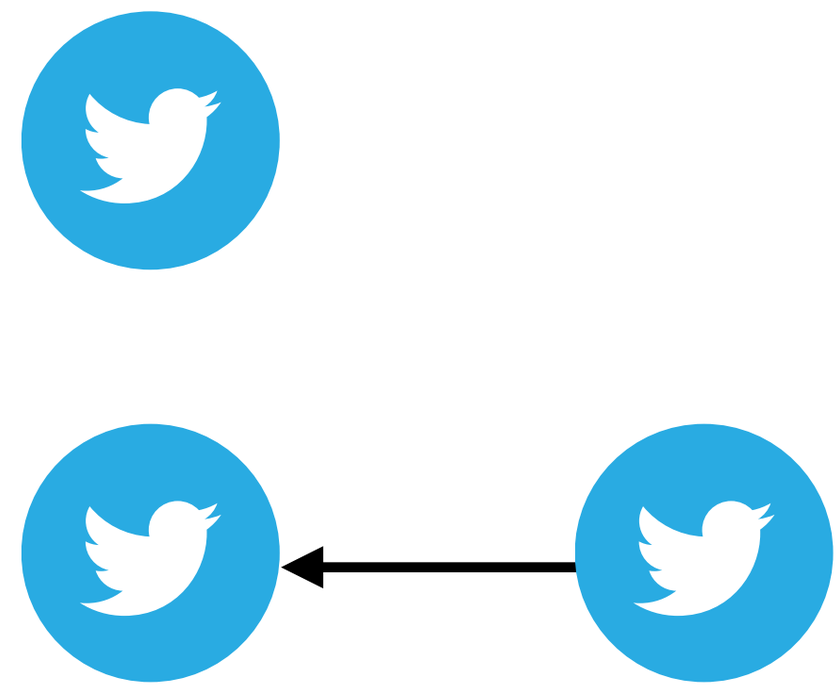


Twitter Hotspots



Social Interaction



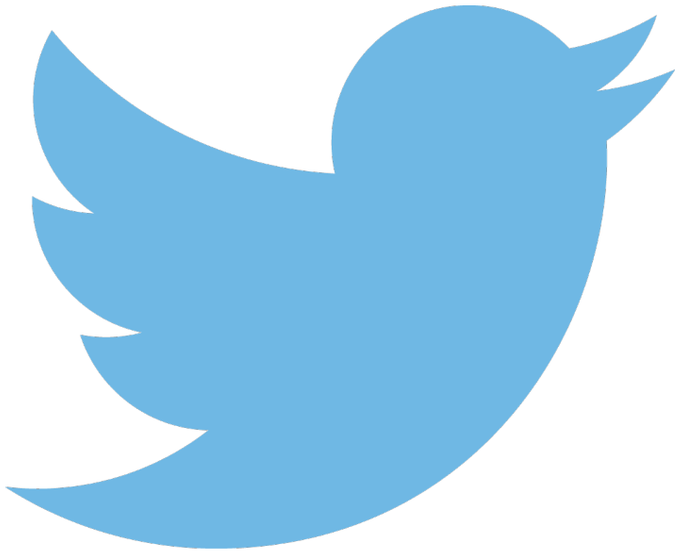


Every Yak has 2 replies

Every 2nd tweet has a reply

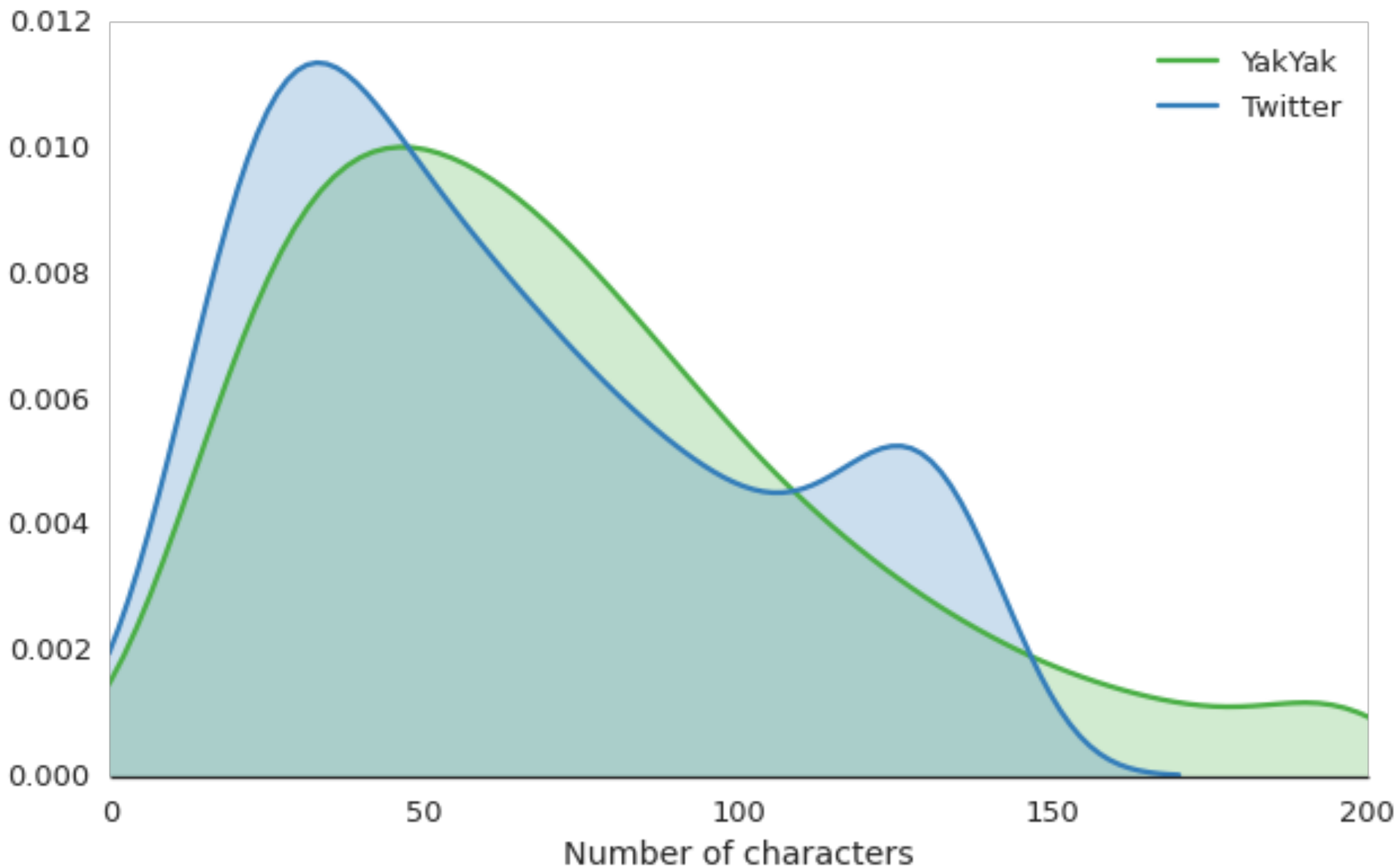
Tweeting behavior

- 30% contain links
- 44% contain @mentions
- 20% contain #hashtags

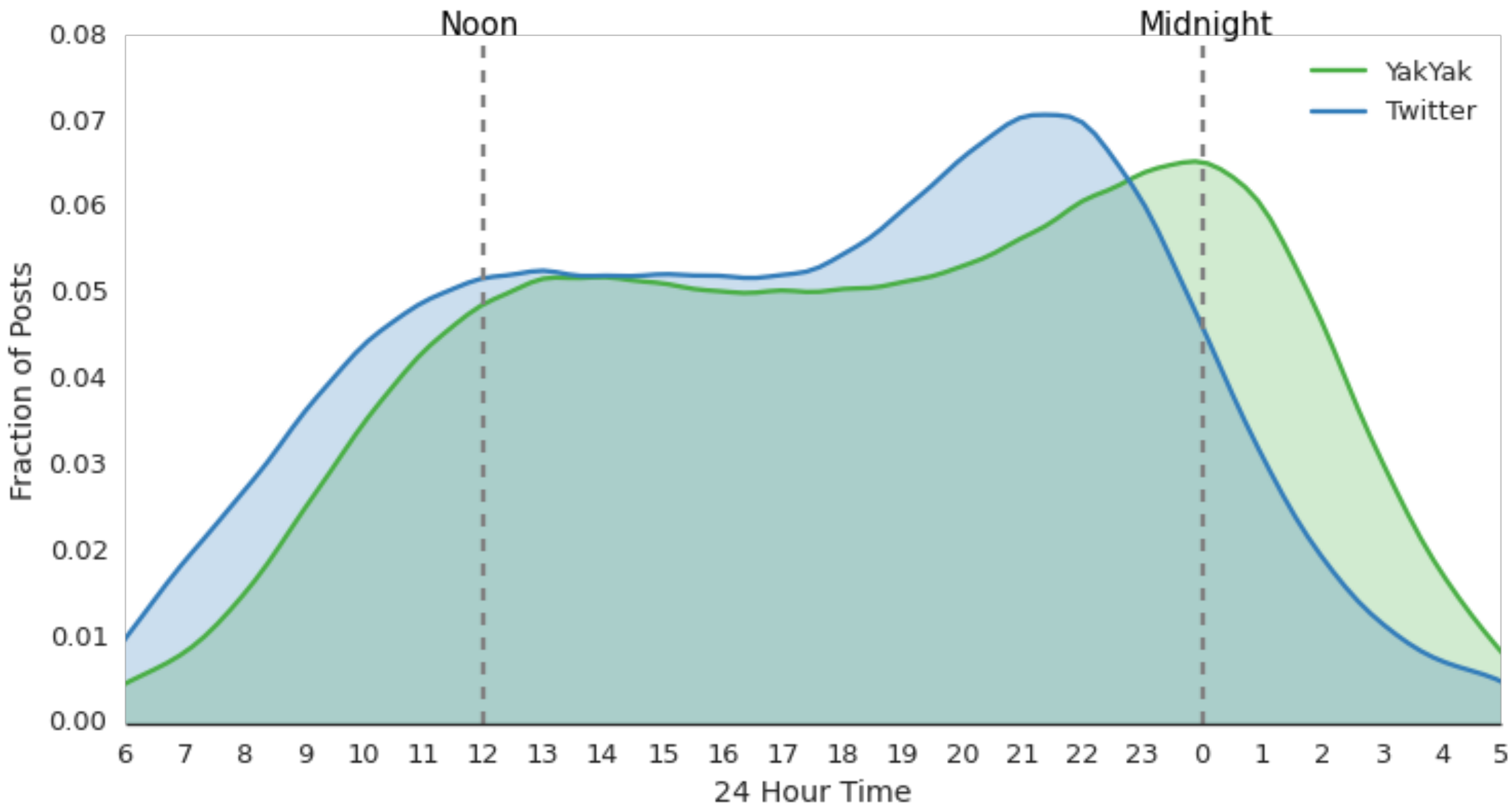


Posts Length

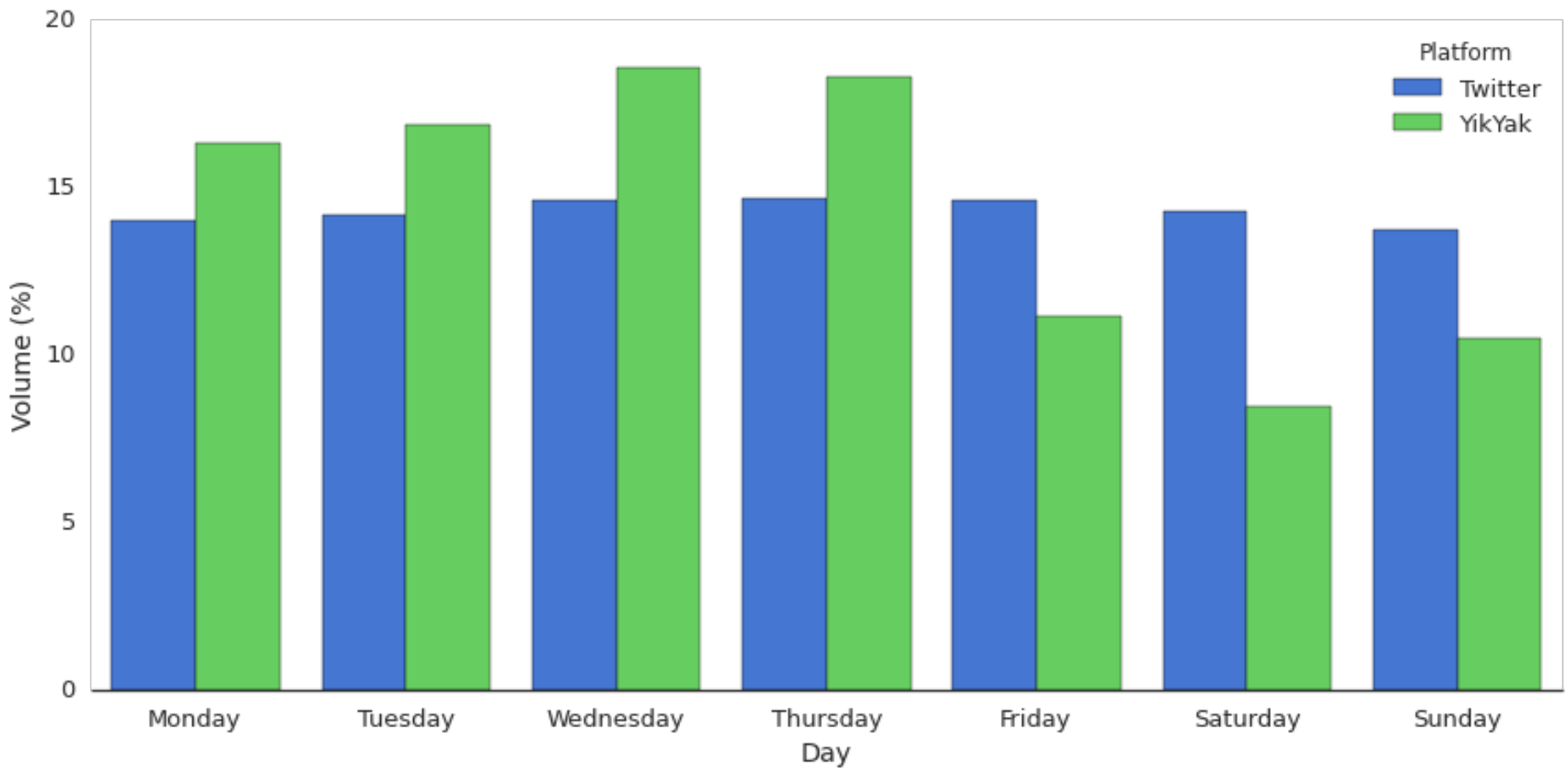
Limit **YikYak**: 200 **Twitter**: 140



Daily Activity

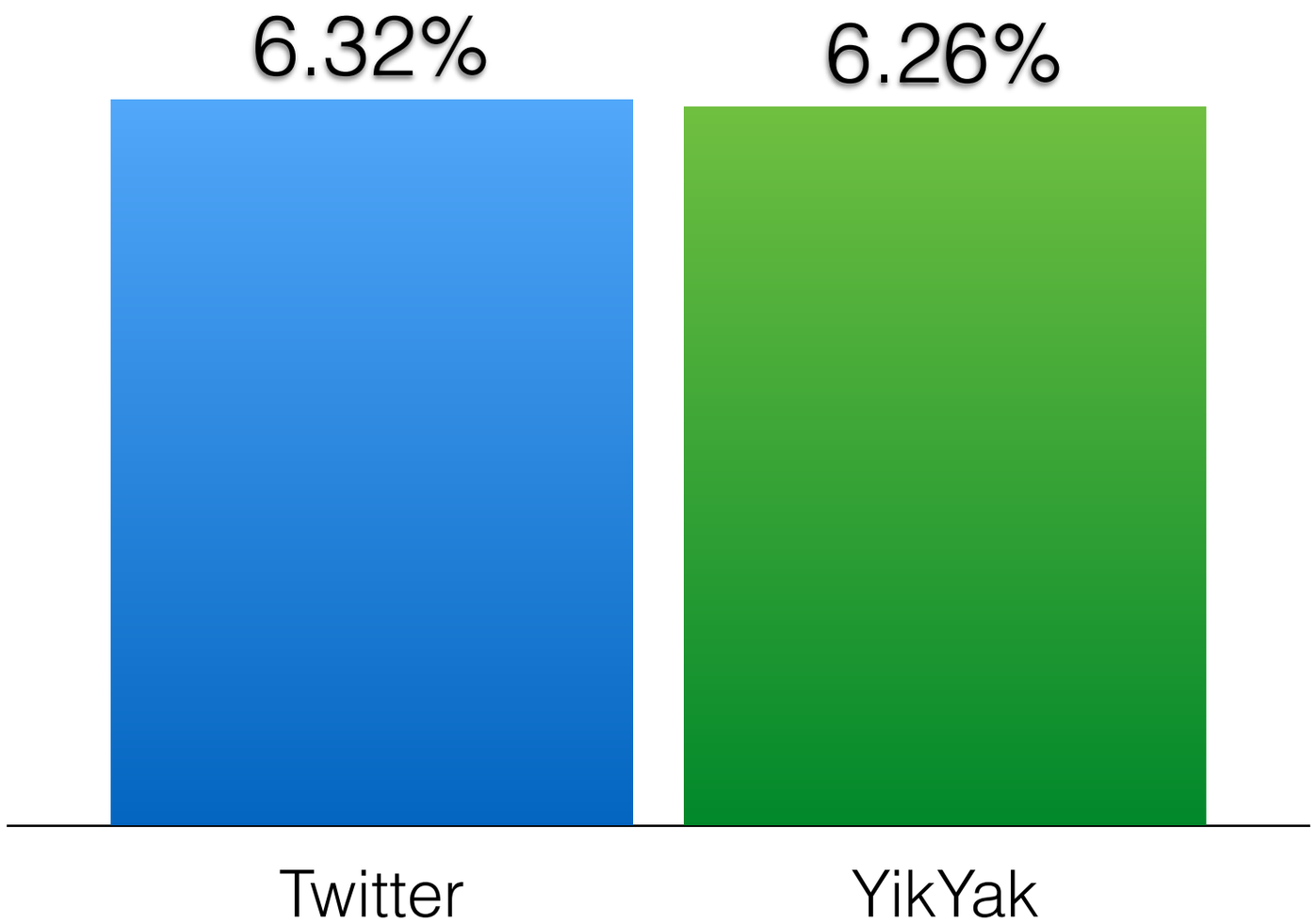


Weekly Activity



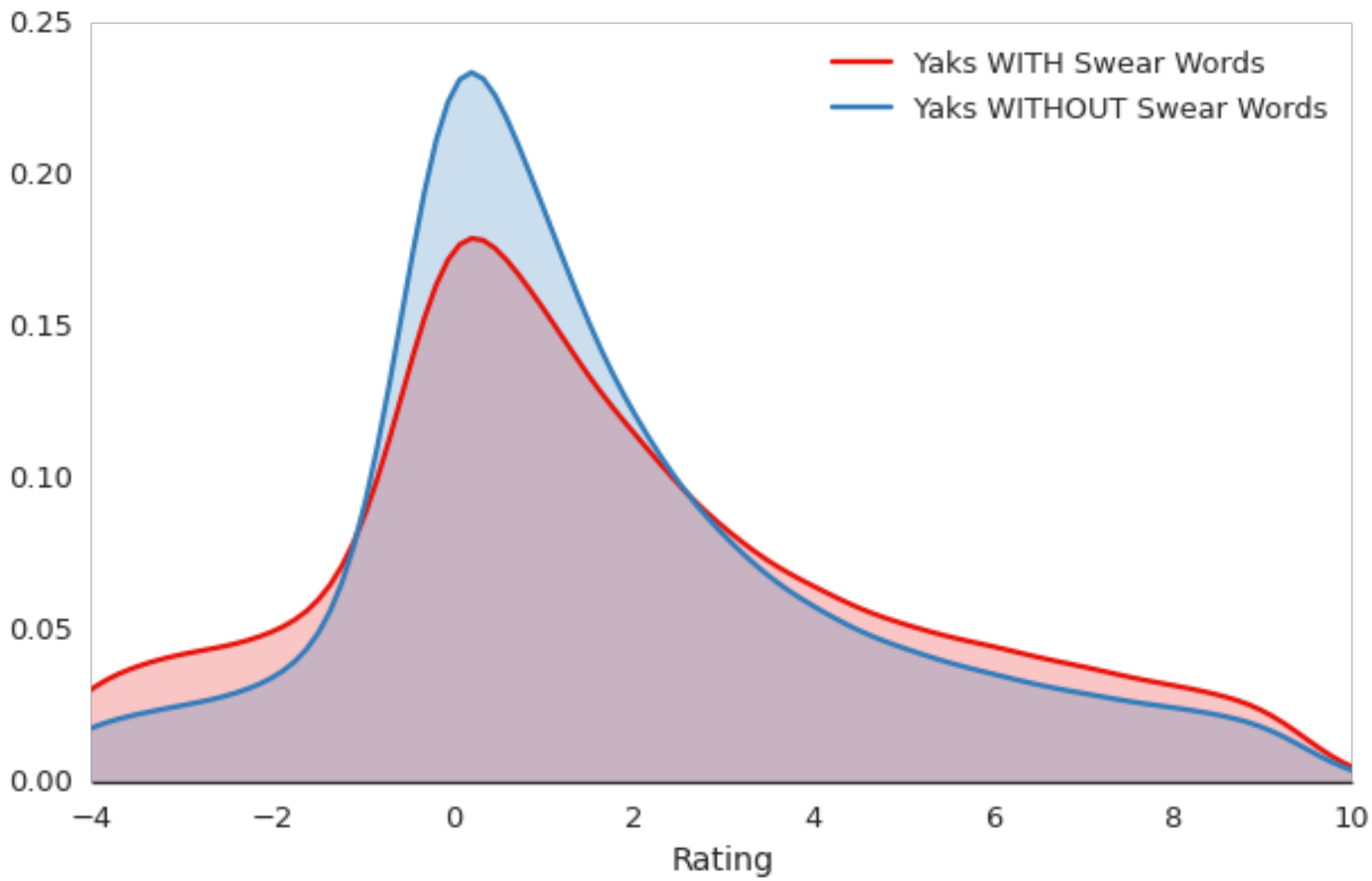
Vulgarities

Lexicon: 1400 swear words



Vulgarities: YikYak

Ratings

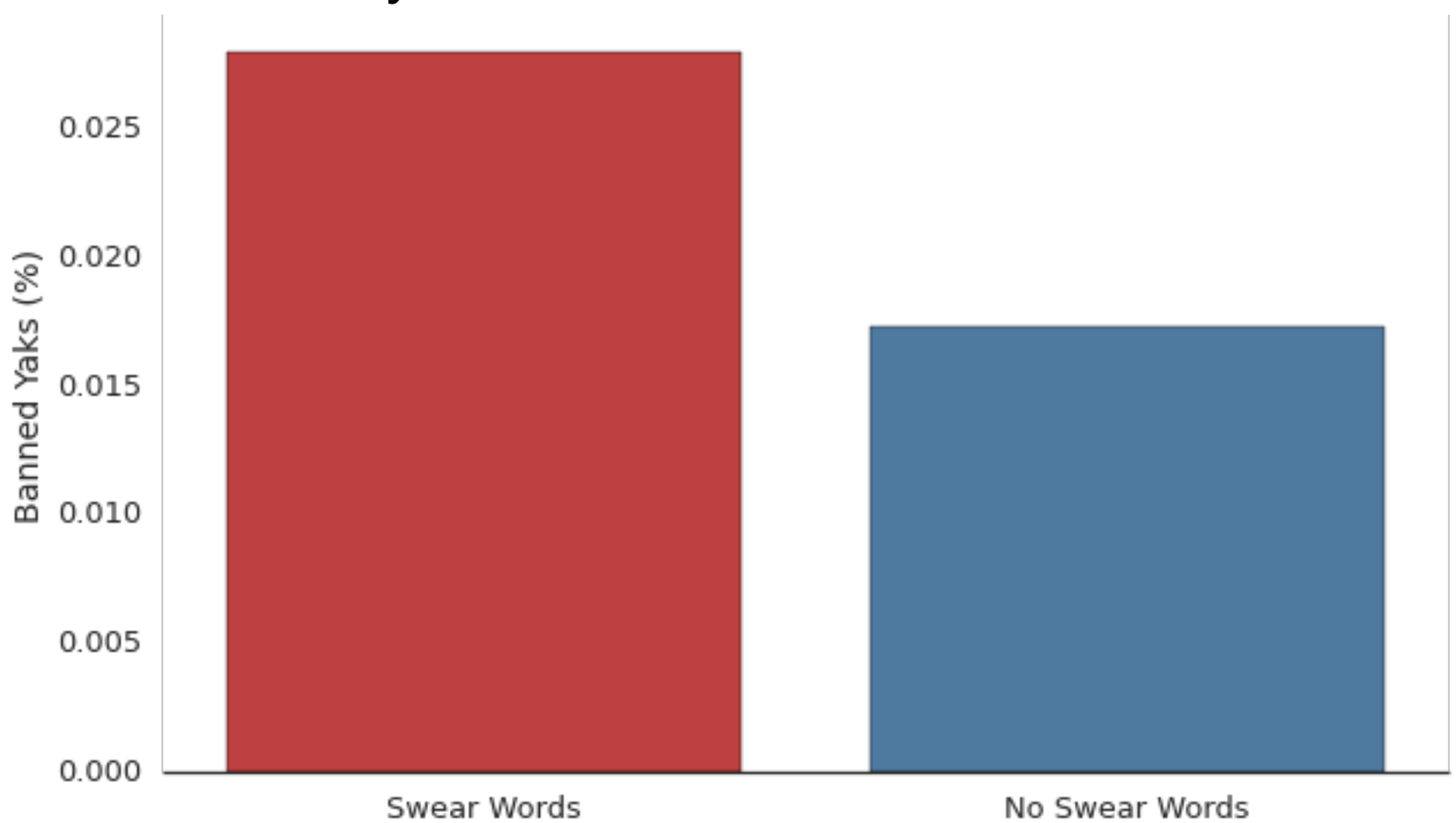


Vulgarities: YikYak

Banned Yaks (Rating < -4)

60%

More likely to be banned



YikYak

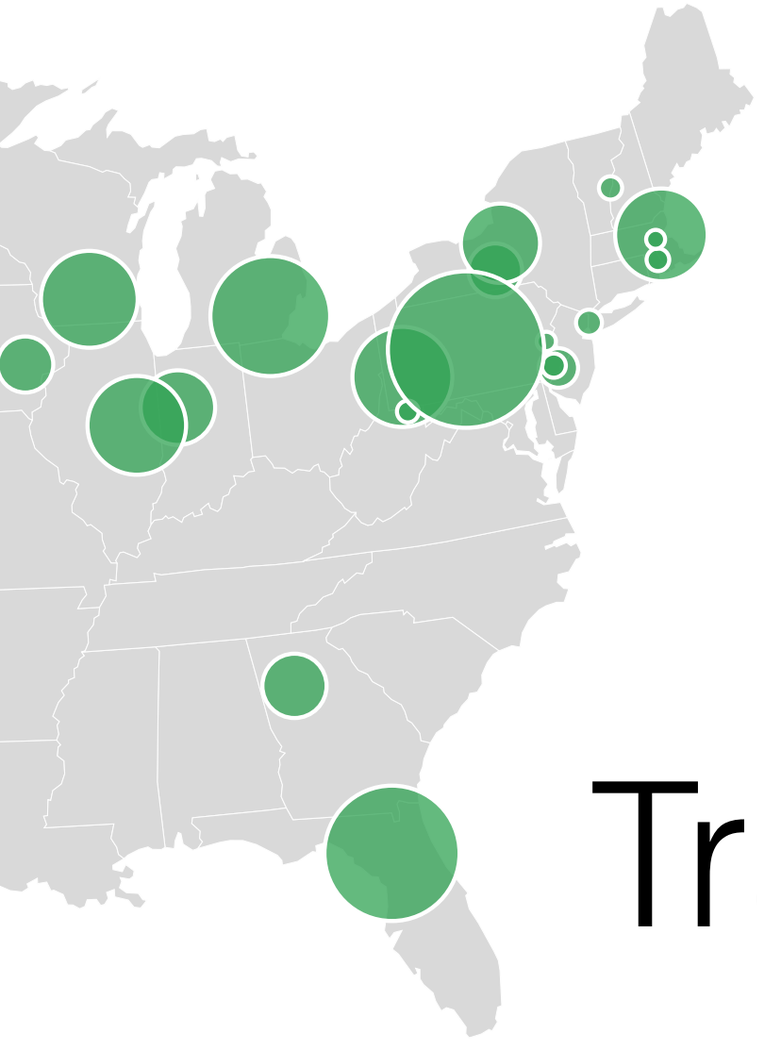
freshman
professor
comments
person
someone
pretty
compass
icon
upvote
comment
friends
gpa
roommate
exams
isn
penis
think
sexual
yikyak
actually
socks
study
guys
pink
binoculars
yik
know
girl
horny
hook
porn
shovel
maybe
asian
boot
don
girls
gay
fuck
pike
want
dick
girlfriend
mean
well
white
class
classes
yak
people
else
yakarma
h2p
college
yeah
feel
attractive
dating
sex
grades
yaks
studying
saying
yellow
hot
guy
exam
aren
acorn
major
everyone
semester
campus
mushroom
sometimes
racist
sorority
anyone
finals
frat
post
balloon
relationship
boyfriend
find
doesn
greek
student
probably
also
tinder
sailboat
roommates
engineering
purple
honestly
flashlight
friend
anchor

Twitter

baseball
ass
fenway
birthday
trending
player
francisco
via
play
providence
1st
conference
home
church
favorite
nigga
airport
tonight
tweeting
tweet
san
easter
win
new
bar
series
yall
games
video
supplemental
philadelphia
austin
album
nurse
sunday
museum
madison
hill
hotel
flight
fan
today
bit
bout
mike
oakland
aint
fans
lil
smh
show
jenner
center
niggas
logan
street
playoff
bruce
atlanta
playoffs
phillies
art
team
top20
ave
city
day
photo
trends
atl
prom
boston
report
park
game
love
ima
ain
follow
twitter
great
pittsburgh
wit
gotta
philly
house
coach
intersection
theatre
tweets
song
season
sox
event
international
cafe
ready
station
iphone

Other Analysis

- Emoji Usage
- Sentiment Analysis
- Topic Modeling



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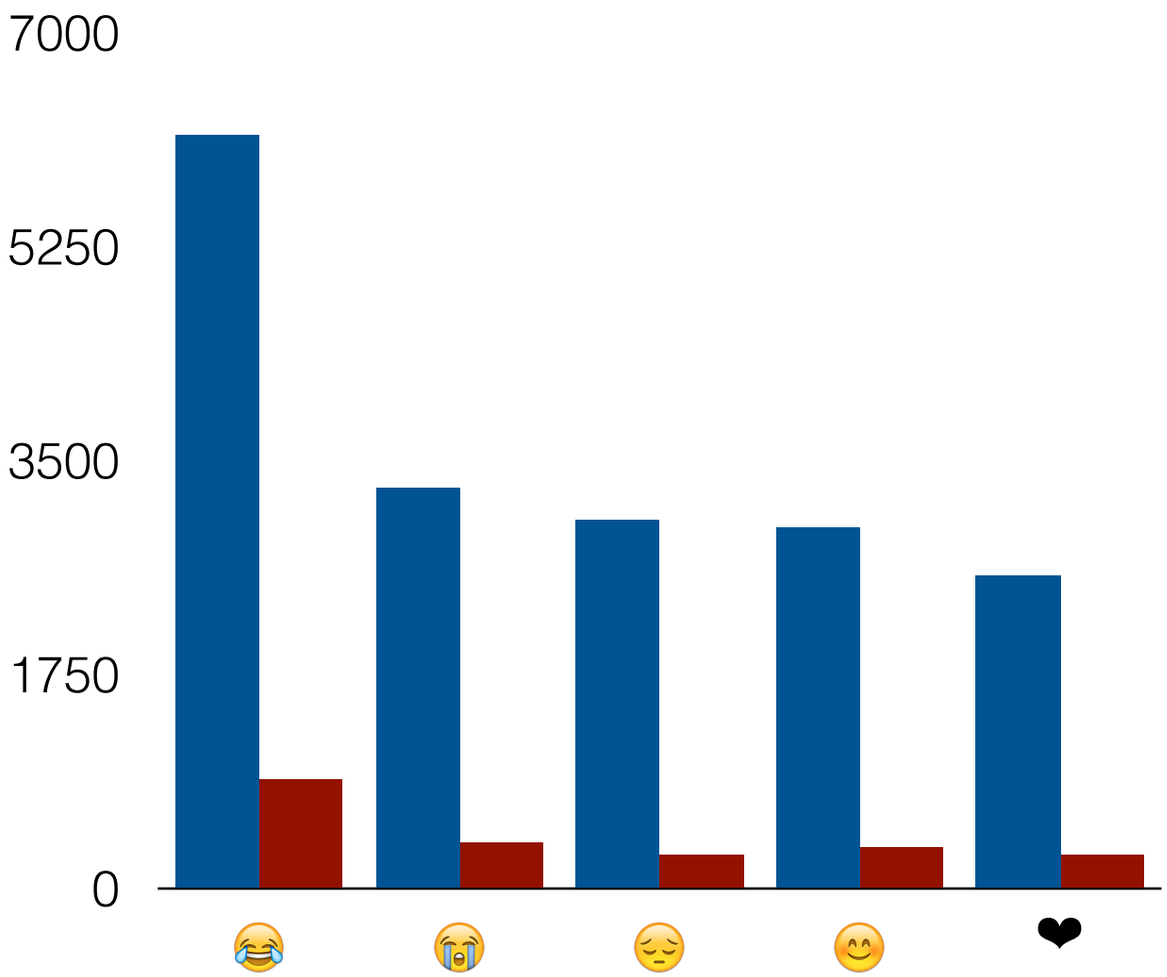
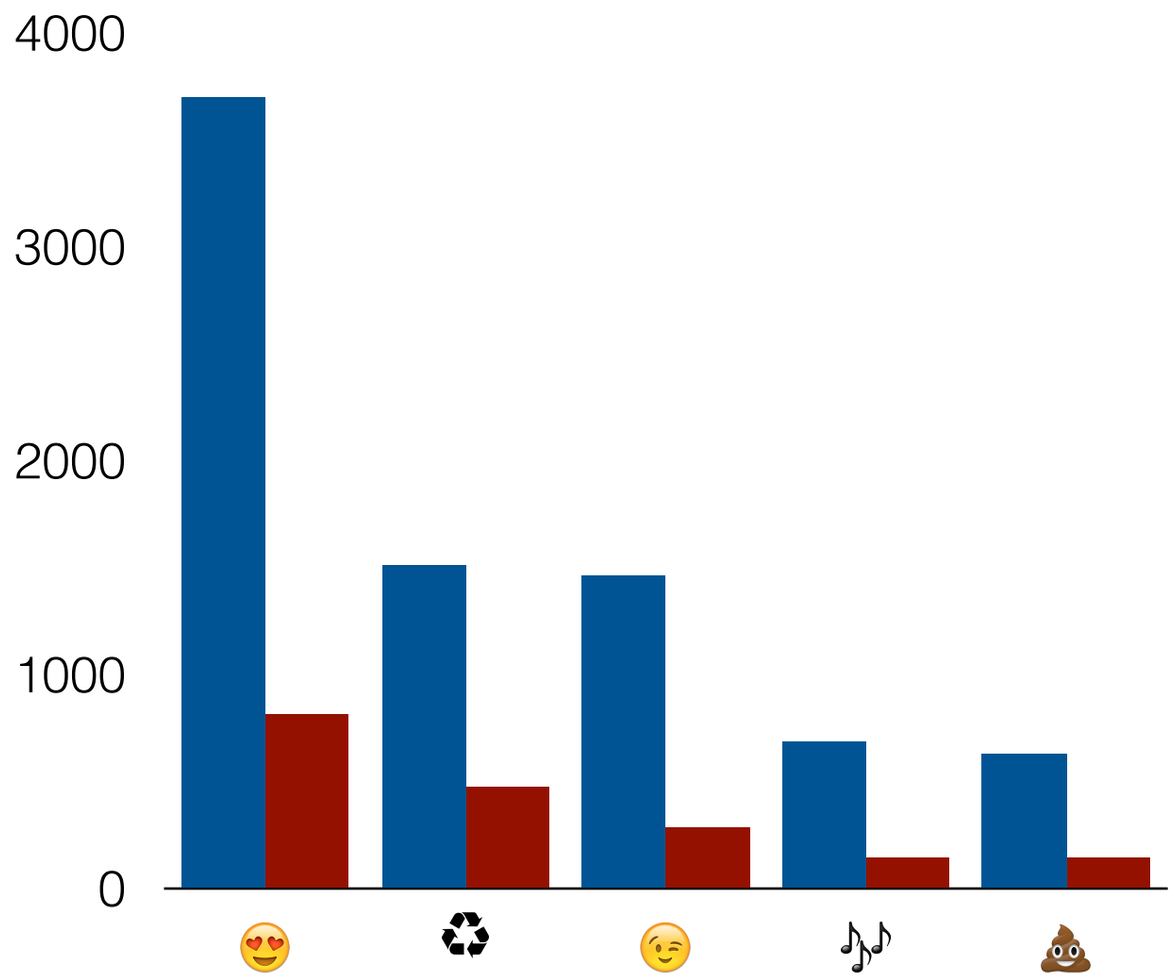
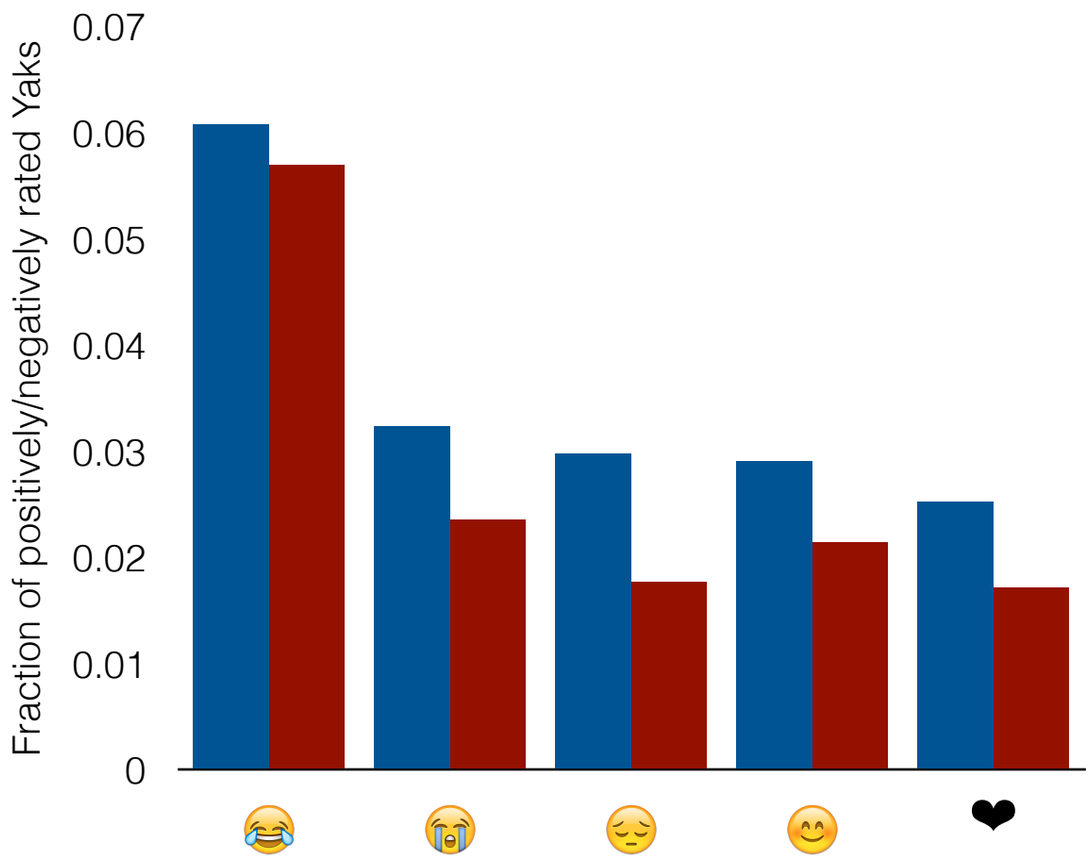
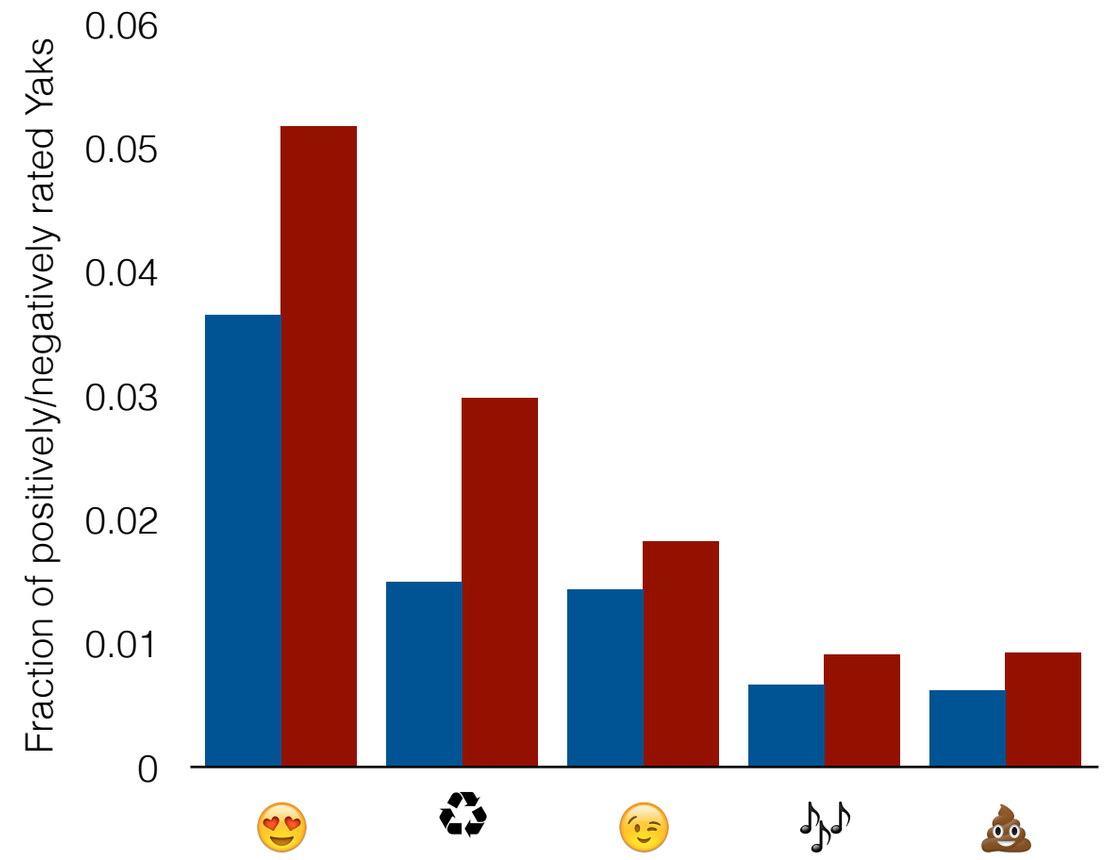
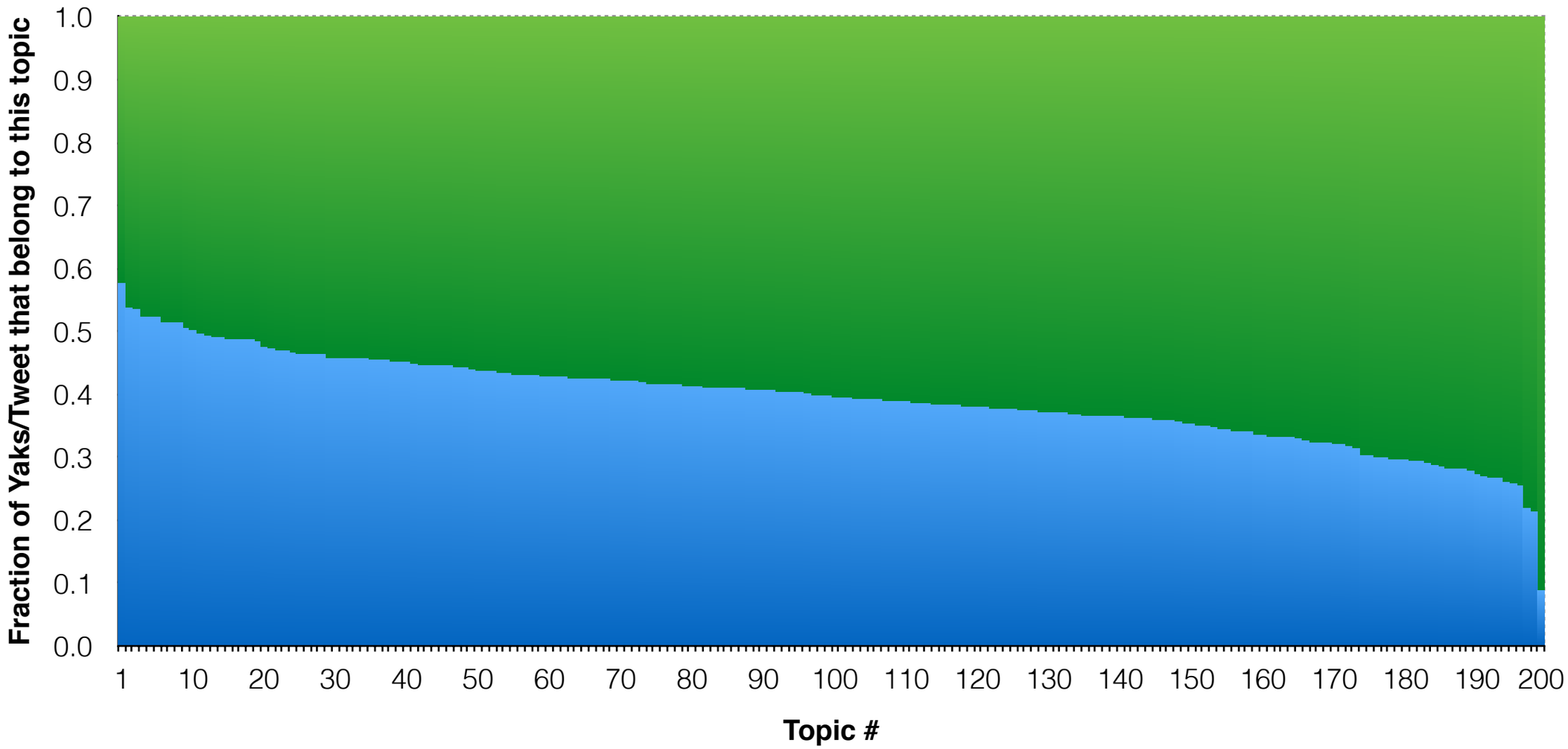

7000
5250
3500
1750
0
😂
😭
😔
😊
❤


4000
3000
2000
1000
0
😍
♻
😉
🎶
💩

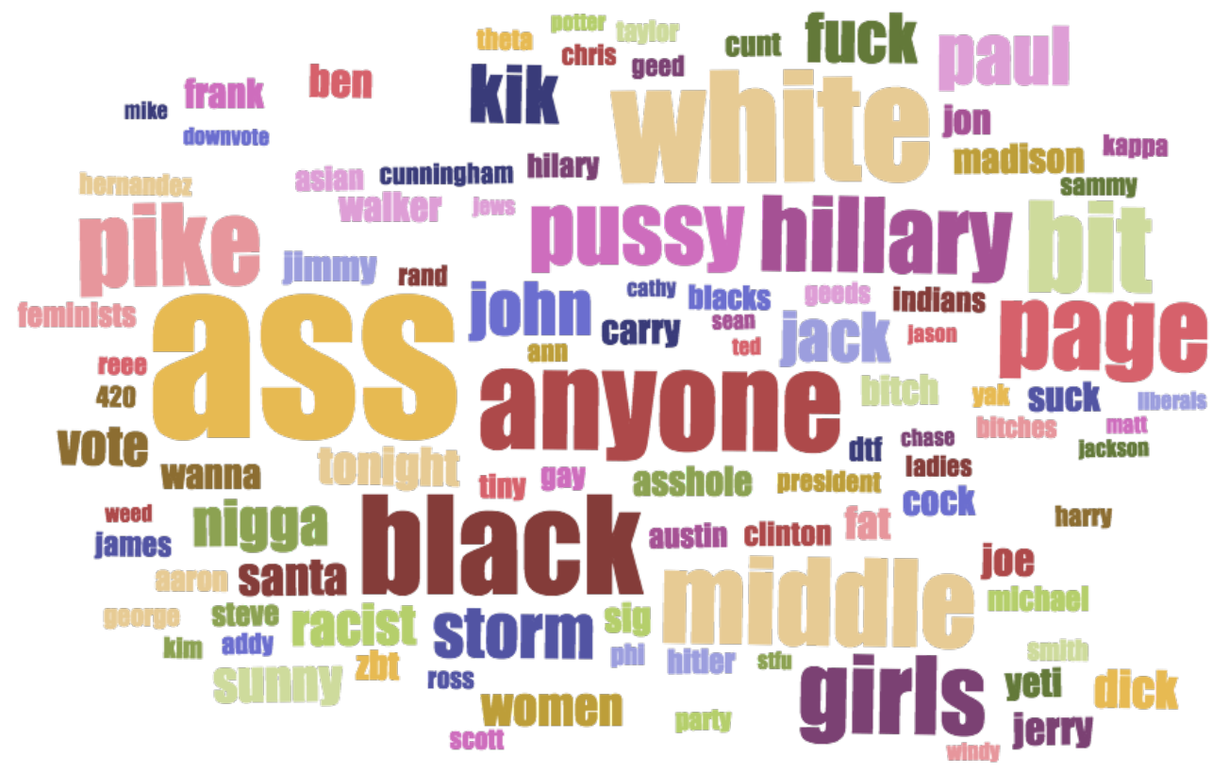

Fraction of positively/negatively rated Yaks
0.07
0.06
0.05
0.04
0.03
0.02
0.01
0
😂
😭
😔
😊
❤

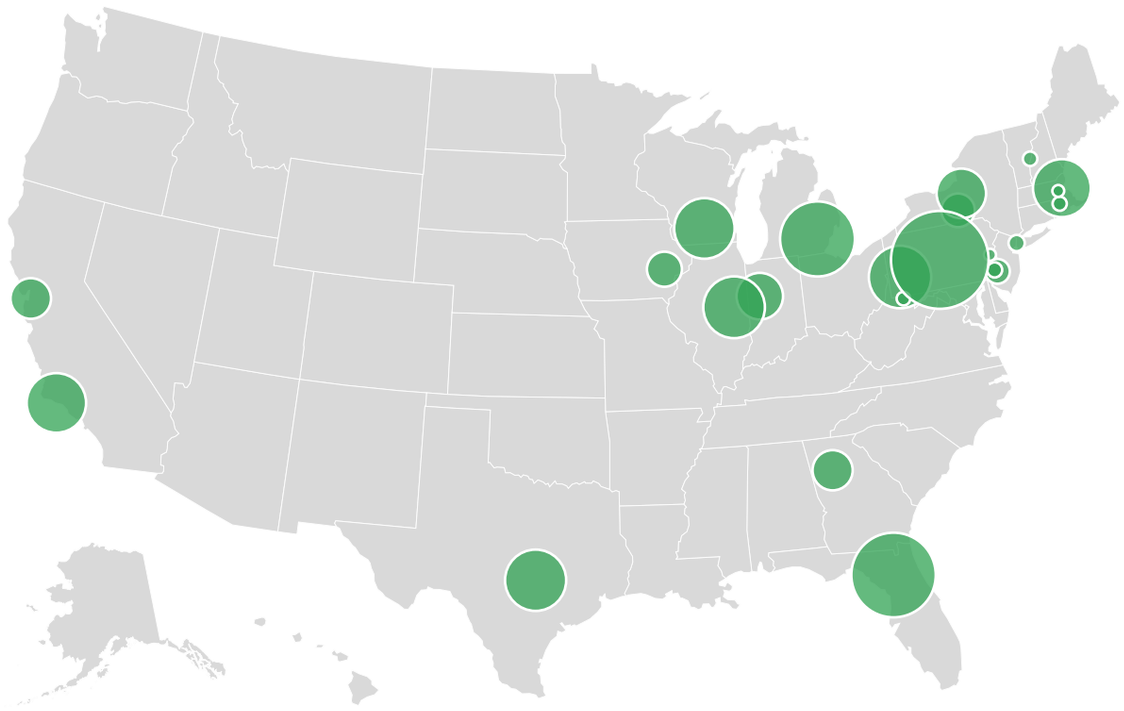

Fraction of positively/negatively rated Yaks
0.06
0.05
0.04
0.03
0.02
0.01
0
😍
♻
😉
🎶
💩

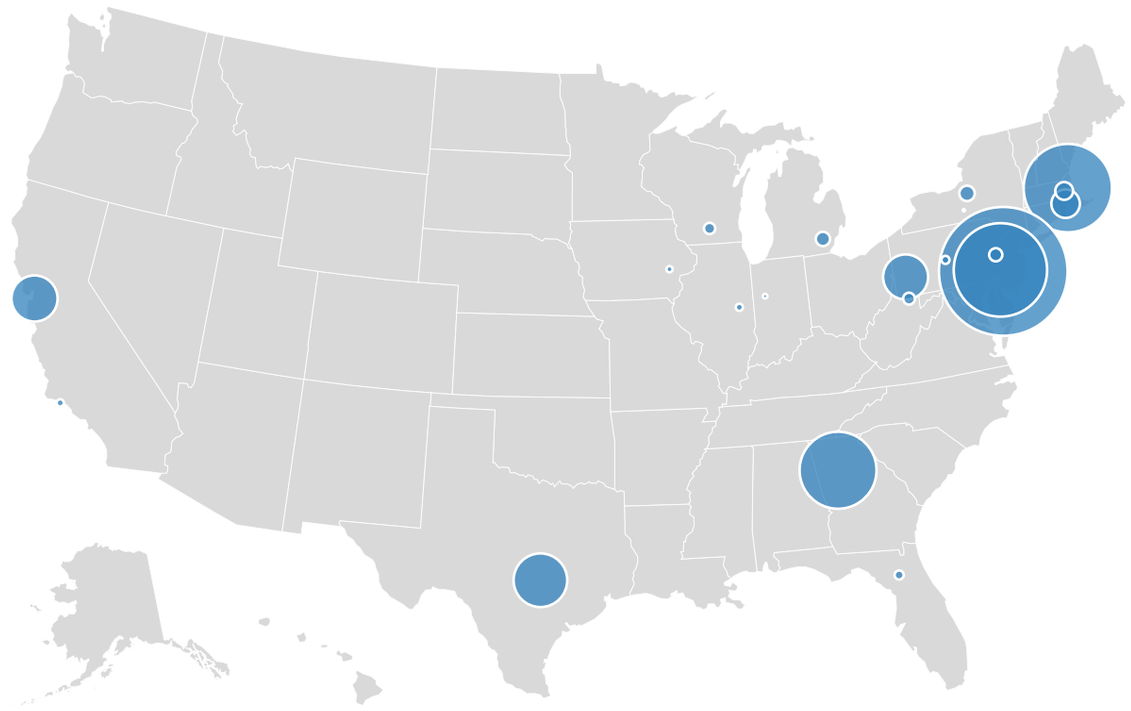

Fraction of Yaks/Tweet that belong to this topic
1.0
0.9
0.8
0.7
0.6
0.5
0.4
0.3
0.2
0.1
0.0
1
10
20
30
40
50
60
70
80
90
100
110
120
130
140
150
160
170
180
190
200
Topic #

YikYak vs Twitter

Up-voted vs Down-voted Yaks







😃, 😄, 😊, 😸, 😻, 😎

😬, 😒, 😖, 😞, 😠, 😡, 😢, 😩, 😪, 😫