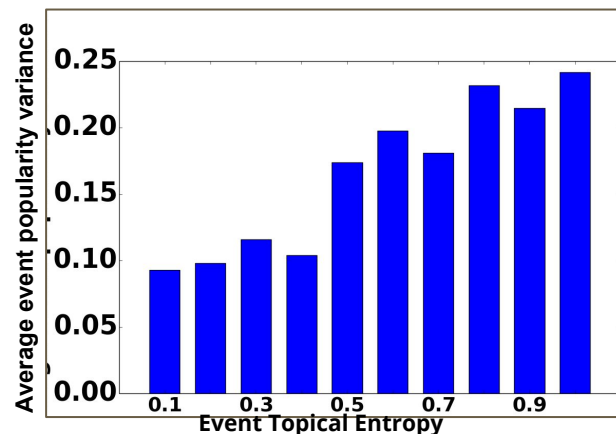


# On the Role of Micro-categories to Characterize Event Popularity in Meetup

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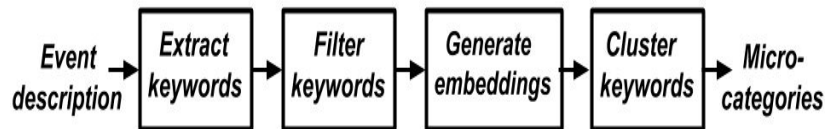
- Characterizing event popularity based on **topical characterization** of events is a less explored area in the context of **Meetup**
- Existing endeavors have overlooked the necessity of **efficient event characterization** in terms of their popularity, beyond the vanilla **Meetup group category**
- We identify a novel set of topical **micro-categories** within a group category that can **characterize popularity profile** of individual events
- Recommend a ranked list of relevant micro-categories to group organizers for hosting **future events with enhanced popularity**



**Variation in event popularity correlates with variation in event topics**

Model	NDCG@k	MAP	F1@k
Our method	0.754	0.762	0.696
LDA based baseline	0.747	0.755	0.669
Model variant baseline	0.726	0.738	0.647
Event recommendation centric	0.718	0.721	0.641

Performance of micro-category recommendation to unpopular groups



Detection of micro-categories characterizing event popularity