

What Whatsapp tells about us

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Nov, 2018

Metis

9:41 AM

50 %

< Chats

The data
online



2013 - 2018 message history



800k+ messages

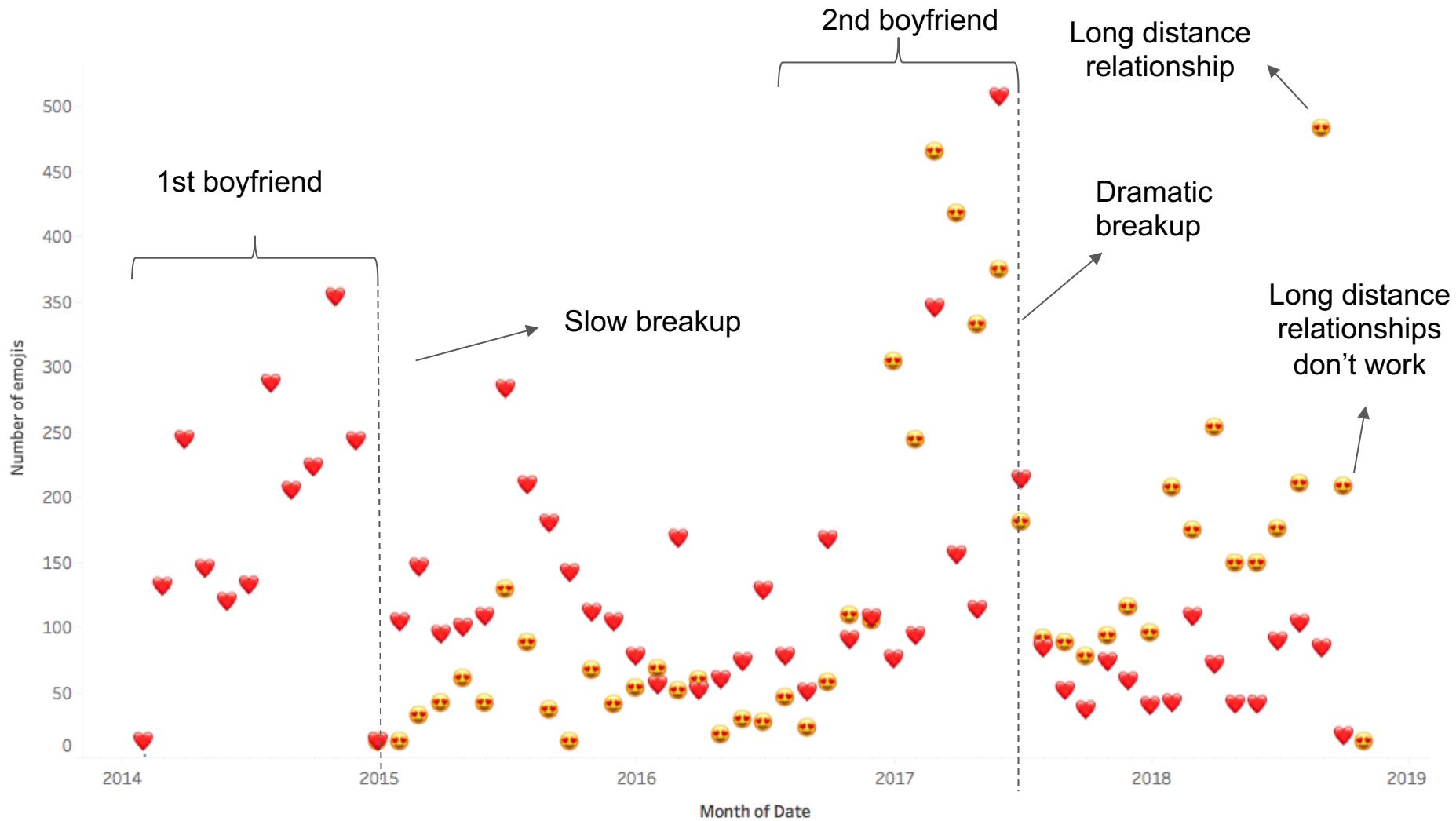


No filter!



Part 1

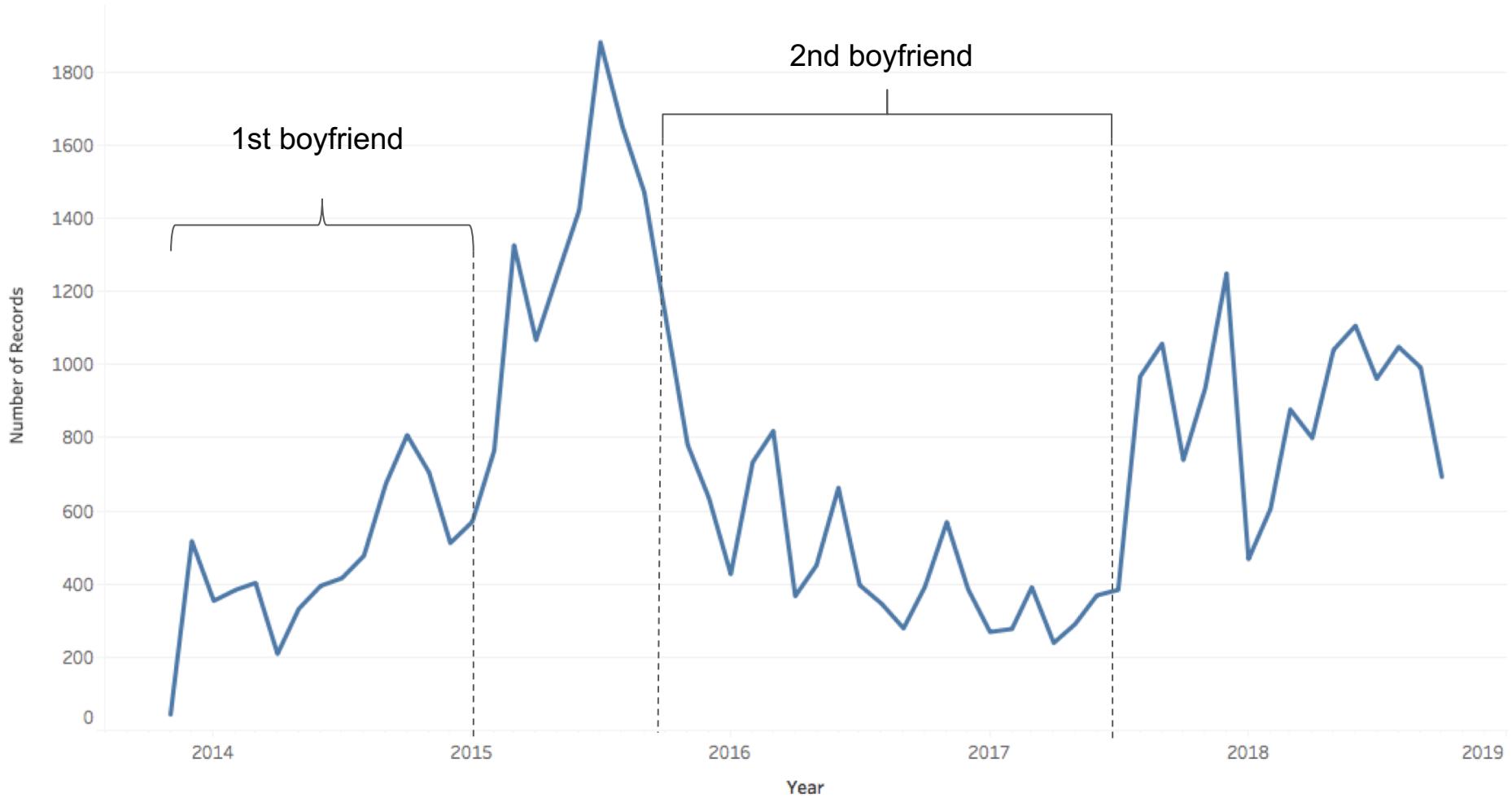
*“Tell me which **emojis** you send, and I’ll tell you your marital status”*



Part 2

*“Tell me how much you **talk to your friends**,
and I’ll tell you your marital status”*

Number of messages sent to friends

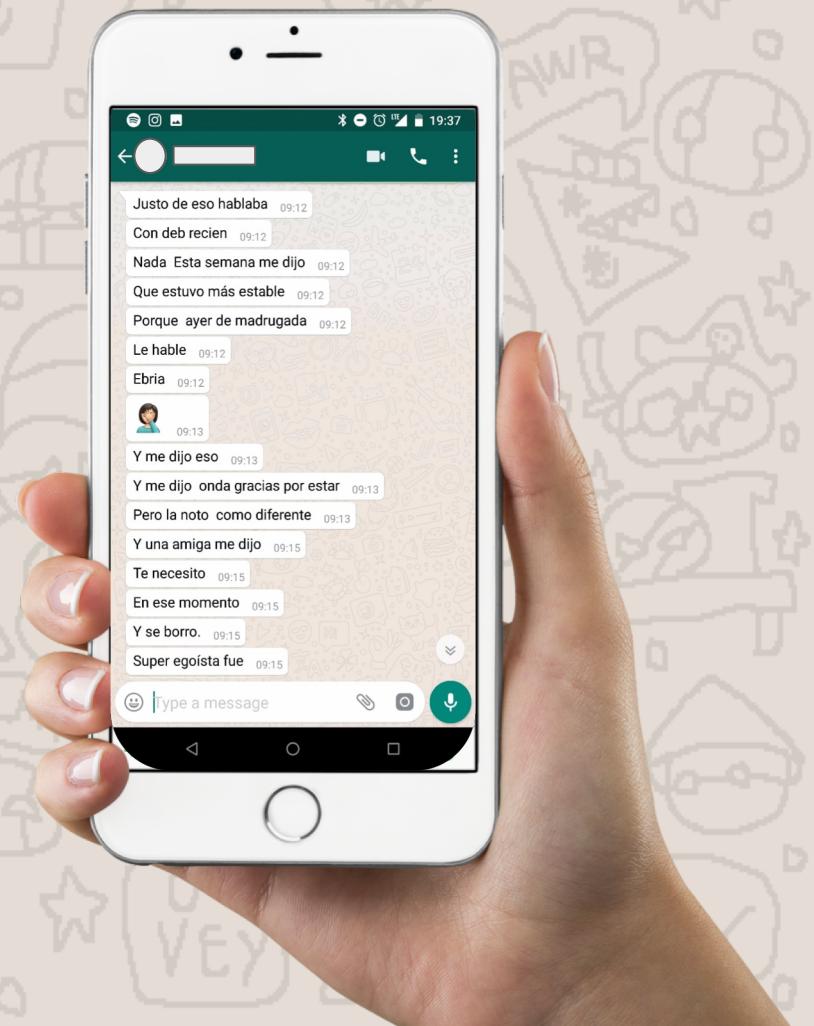


Part 3

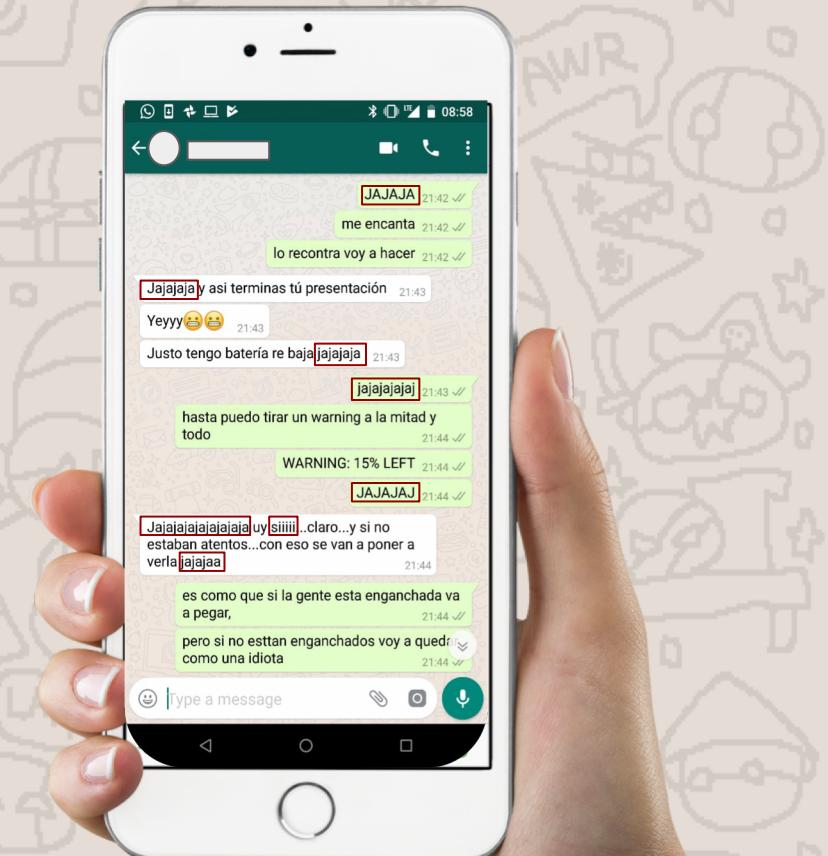
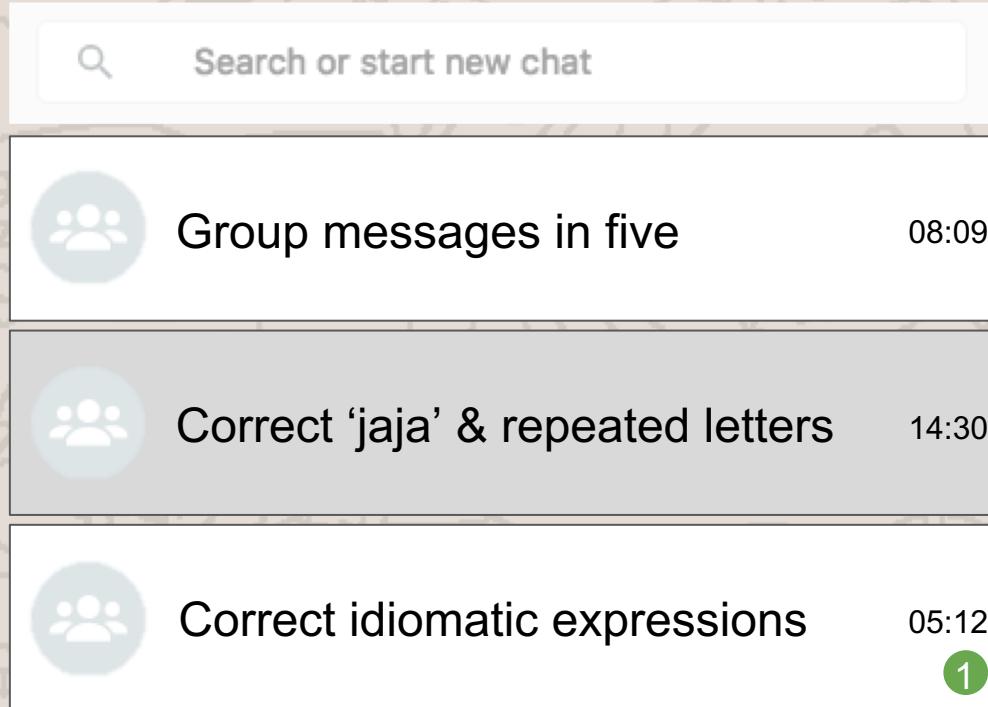
*“Tell me what you text, and I’ll describe
your virtual relationships”*

Data Cleaning

-  Search or start new chat
-  Group messages in five 08:09
-  Correct 'jaja' & repeated letters 14:30 1
-  Correct idiomatic expressions 05:12 1

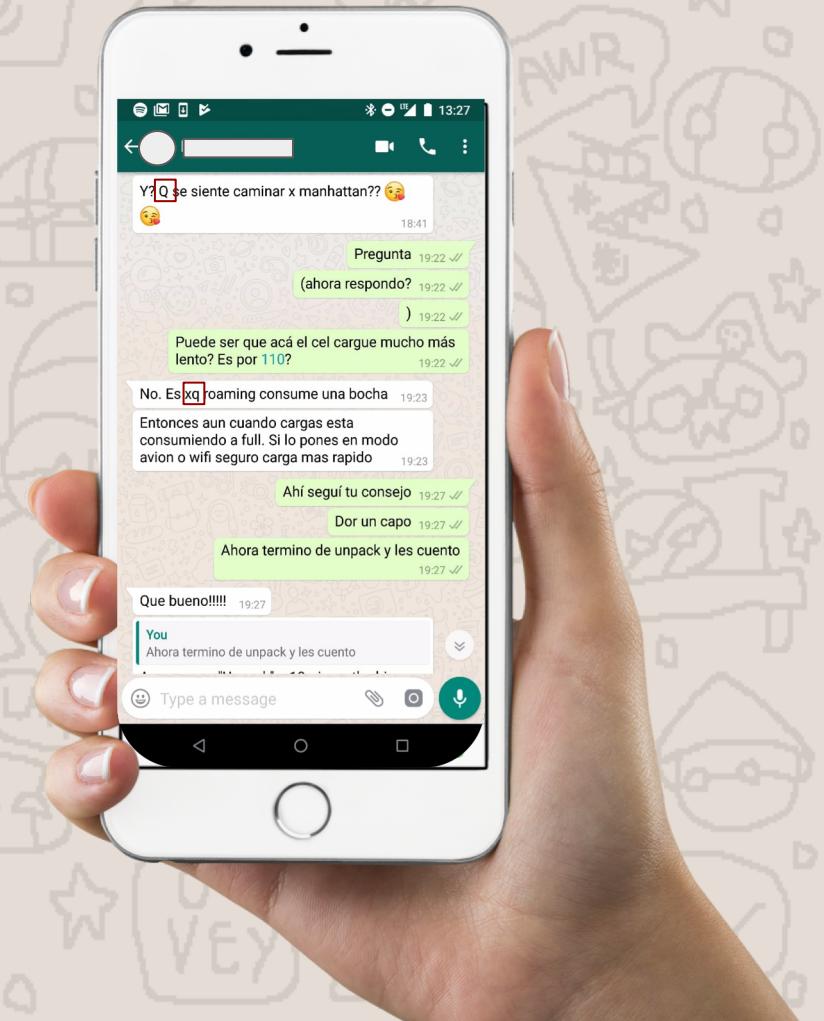


Data Cleaning



Data Cleaning

-  Group messages in five 08:09
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-  Correct idiomatic expressions 05:12



The model

NMF

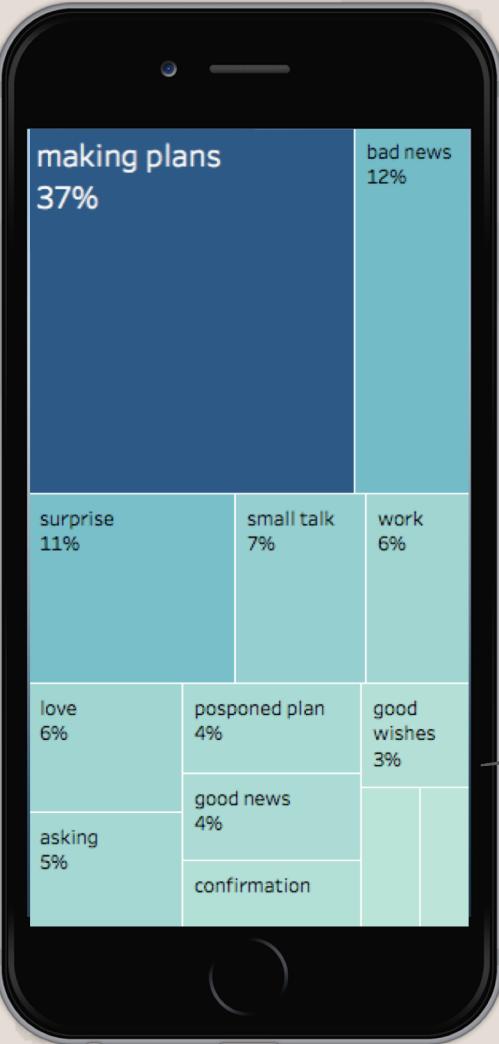
40 components

Manually grouped into
13 categories

Whatsapp usage

['puedo', 'ir', 'crer', 'viernes', 'hacer', 'sabado', 'quieres', 'jueves', 'despues', 'pasar']

['tipo', 'lego', 'hs', 'cosas', 'salgo', 'hora', 'dijo', 'tarde', 'hace', 'gente']



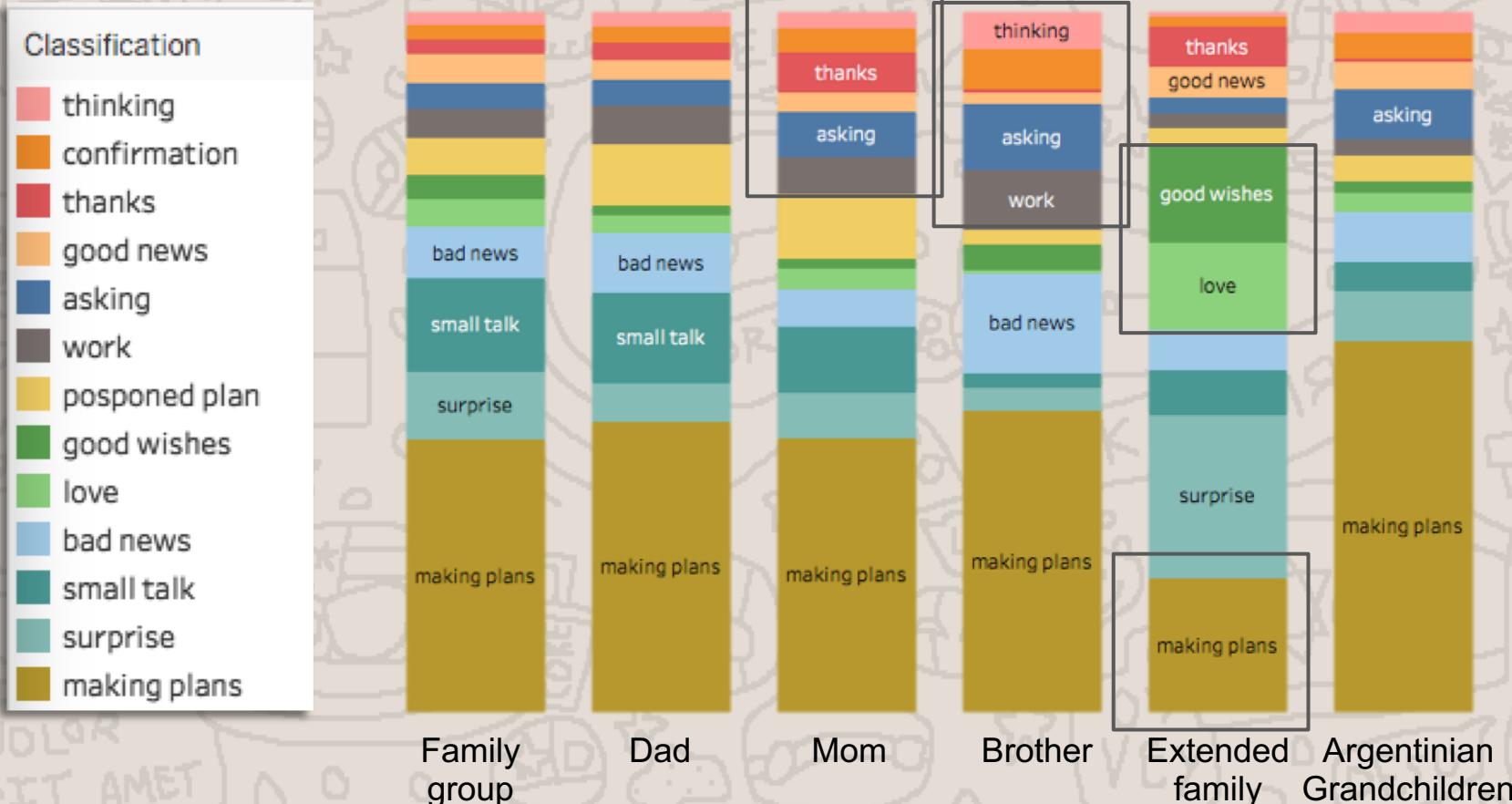
['mal', 'menos', 'tan', 'siento', 'uh', 'posta', 'boluda', 'encima', 'hice', 'medio']

['claro', 'entiendo', 'solo', 'obvio', 'paja', 'digo', 'tenes', 'da', 'entonces', 'hacer']

['feliz', 'cumple', 'ano', 'tio', 'tia', 'lindo', 'dani', 'pases', 'cumpleanos', 'mica']

['dia', 'buen', 'viaje', 'algun', 'lindo', 'feliz', 'semana', 'laburo', 'viene', 'ayer']

Conversation topics within my family



Thanks!