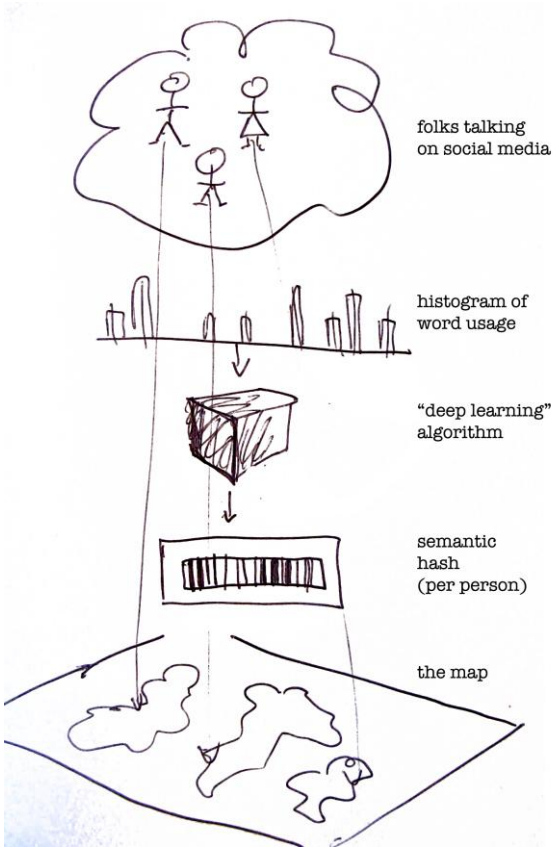
hashmapd.

Hashmapd have created a tool to analyse social networks. We find clusters of people who talk about the same things. We use this to quickly visualise what *kind* of people are talking about your brand.



How does it work?

Data from hundreds of thousands of users are analysed using a machine learning technique called 'semantic hashing'. This gives clusters of people, based on the words used in their tweets.

We visualise these clusters as a map, labelling the map based on the conversations going on in each neighbourhood.

The basic service

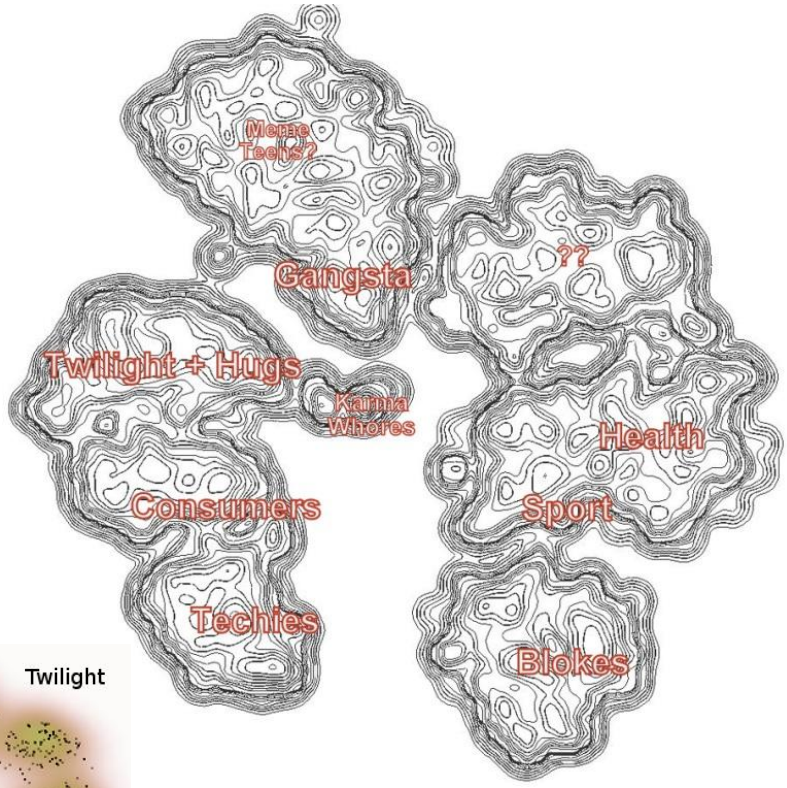
Given a person's twitter handle we generate their semantic hash. The hash tells you what kind of person they are and how they fit in relative to others.

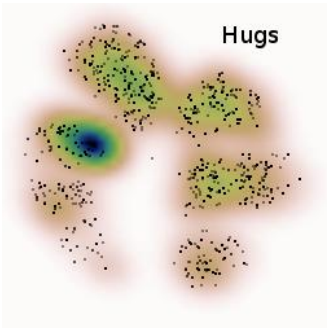
SHOW ME

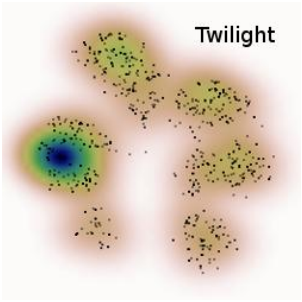
We are just getting going.

Here is a map of people on twitter, based on data from a small set of users collected in early 2010.

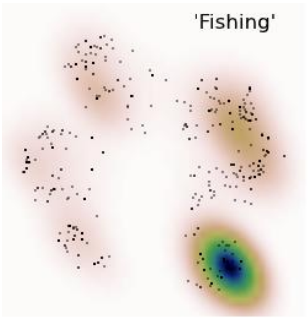
The pictures below show where the words ‘hugs’ and ‘twilight’ are mentioned. As you can see people who use these words cluster together on the map.

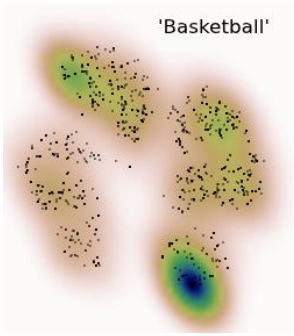


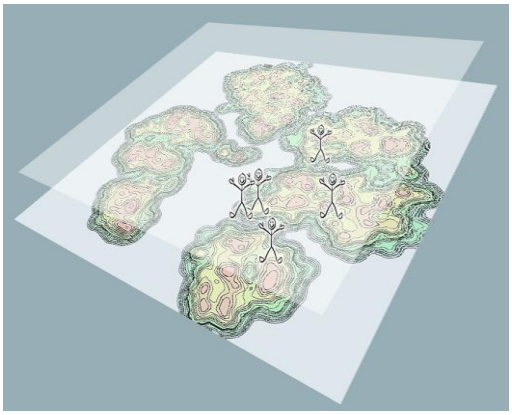




Contrast this with the clusters around ‘Fishing’ and ‘Basketball’







Having drawn the map, we can place individuals on it. This allows people to be understood based on their actual interests (not just their demographics).

Their neighbours can be found. We can tell you where a brand is being mentioned. We can tell you how customers are placed on the map.

The map lets you understand this information in a straightforward way.

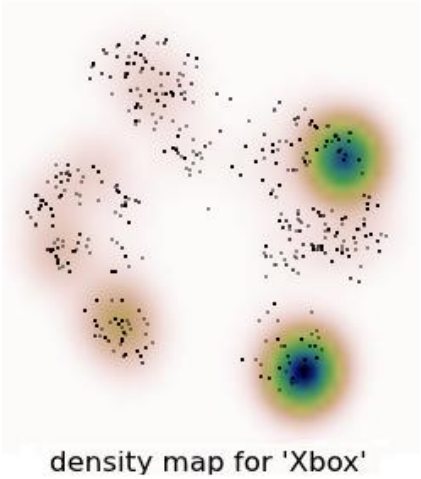
WHAT WE COULD DO FOR MUSICHY.PE

We'd like to prepare a report for you analysing some aspect of your customers or target audience that you find interesting.

If you found that useful, we would automate the process to create a real time tool. (This would fit in with our more general product development plan).

There are a number of specific ways we could analyse information for MusicHy.pe, but the first one that comes to mind is to help you understand what *kind*s of people are fans of any given band.

This would work as follows:


density map for 'Xbox'

- For each band, get a list of their fans.
  (The simplest method would just use the band's followers on Twitter, but you may have more comprehensive methods).
- For each fan, download their Twitter timeline, and work out their semantic hash.
- Create a map of the fans. This would show what *kind of people* the band is resonating with. It might look like the word density for 'xbox' (based on real data).
- Zooming in, we could also discover fine grained detail about the fan base within a sub-culture.

About Us

The founders of Hashmapd Ltd are Dr Edward Abraham, Dr Marcus Frean and Miles Thompson.

Edward has a PhD in theoretical physics from Cambridge University, and has worked in data mining and data analysis. He directs Dragonfly, a company specialising in statistical modelling.

Marcus has a PhD from Edinburgh University, and is now a senior lecturer in computer science at Victoria University, specialising in machine learning.

Miles worked on start-ups in NYC during the dot com boom and has founded a few ventures himself. Most recently he has been CTO for a small NYC financial research company. He now works as a computer consultant from NZ.