hashmapd.

Hashmapd are creating 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.

folks talking on social media

histogram of word usage

"deep learning" algorithm

semantic hash (per person)

the map

HOW DOES IT WORK?

Data from hundreds of thousands of users are analysed using a new 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 CORE 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.
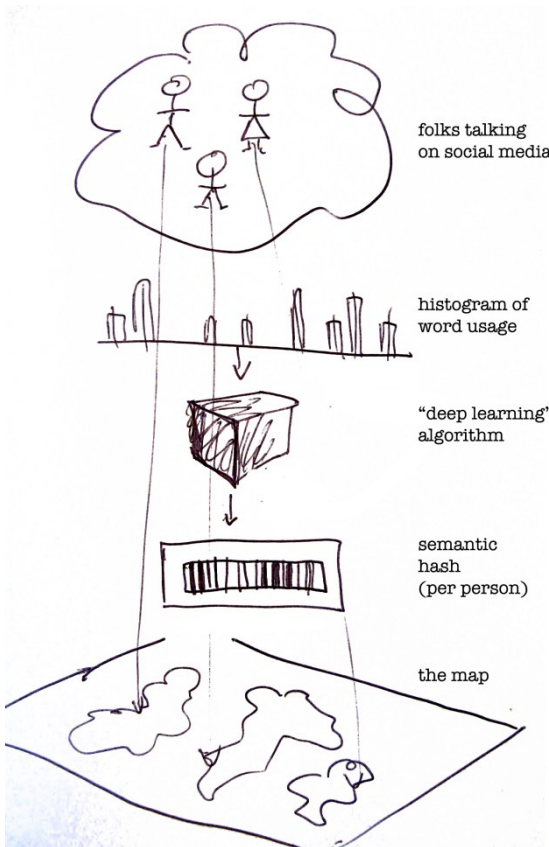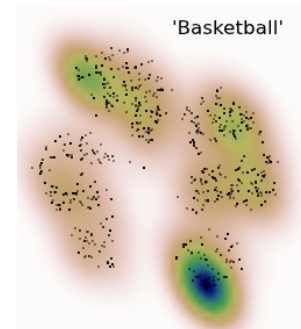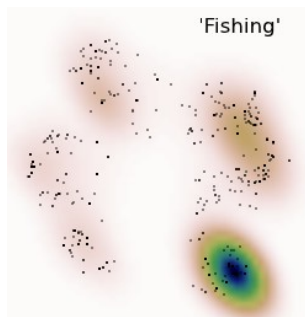
CLUSERING

Here is a map of people on twitter, from a dataset of 5000 users collected in early 2011.

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.


Hugs

Twilight
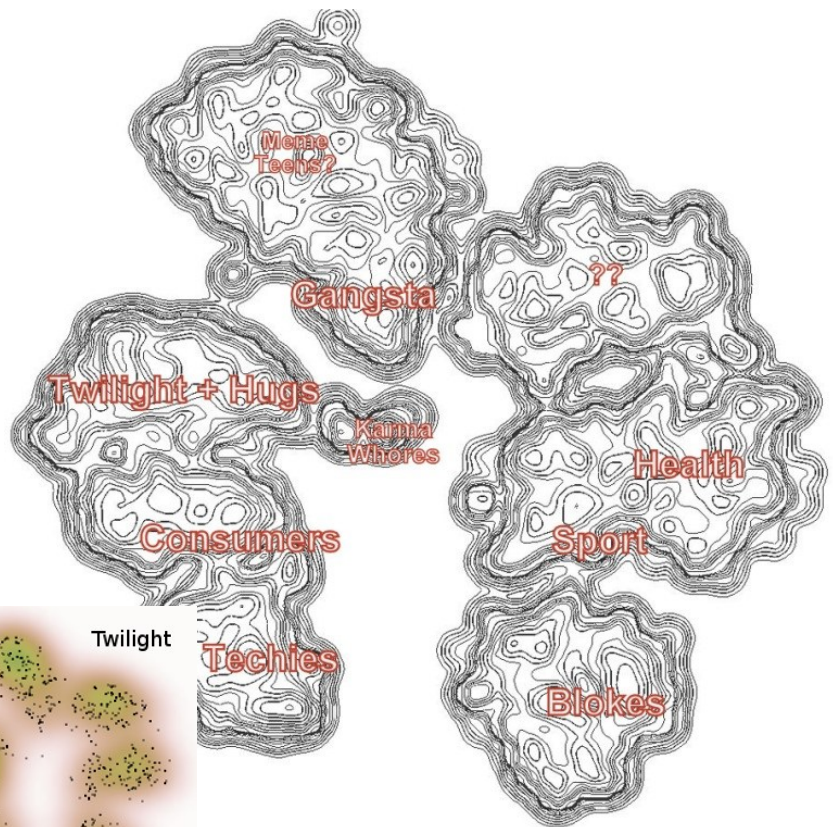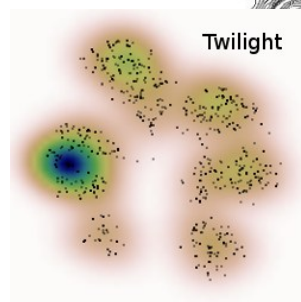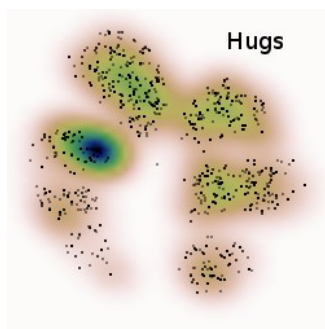
Contrast that with the clusters around 'Fishing' and 'Basketball'

'Fishing'

'Basketball'

By combining the semantic hash of many people together we can draw a 'semantic map' (not a geographical map) so that people that are similar appear together (in islands). Overlay the map with information such as who/where they are mentioning your particular brand or linking to your website and you have a very powerful insight tool.
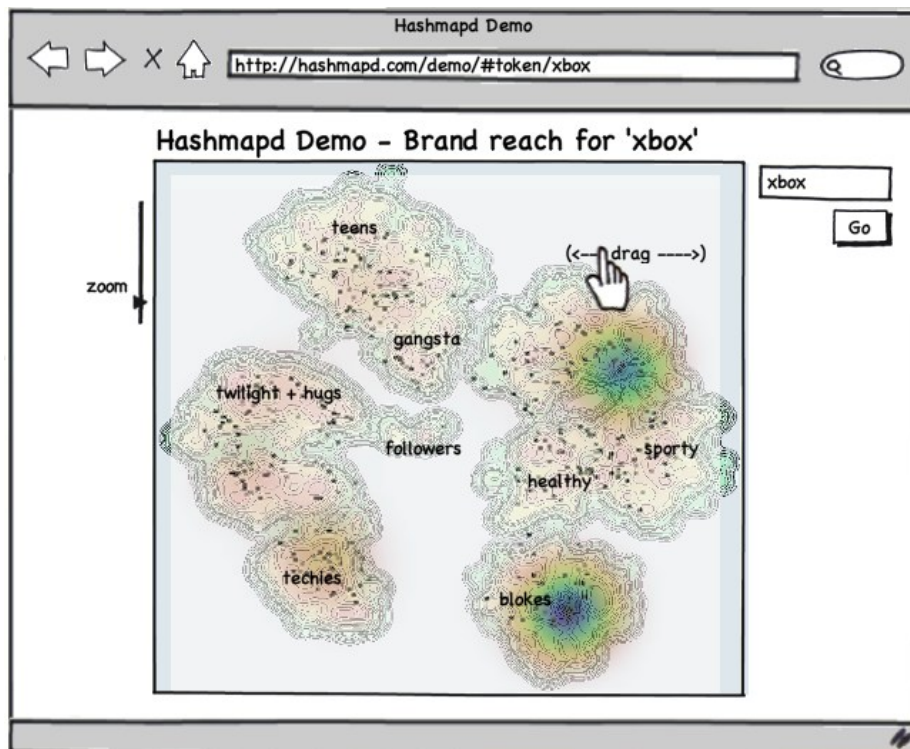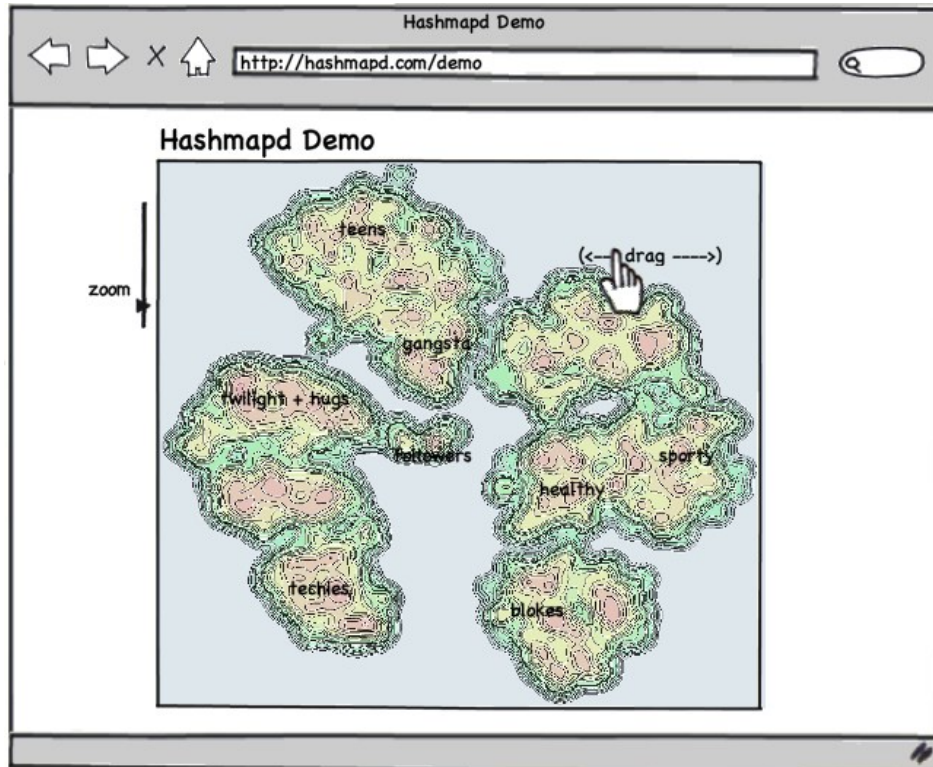

You can understand at a glance the reach of a brand and also *what kind* of people are connecting with it, in close to real time. This goes way beyond demographic analysis.
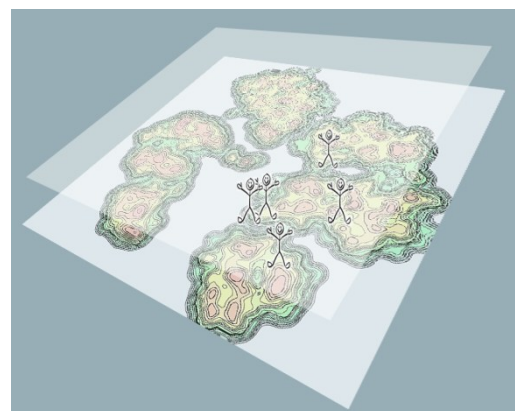
DEMO

We're working on something like this for our first demo.
NB The images in the below mock-ups are based on real data but generated from the command line, not yet available via a web interface.

ABOUT US

The founders of Hashmapd Ltd are Dr Edward Abraham, Dr Marcus Frean and Mr 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 is a programmer who has worked on many start-ups and founded a few ventures himself. For the last 10 years he's worked for a small NYC financial research company, initially as CTO and more recently as a consultant from his home in NZ. He doesn't have a PhD and is not self-conscious about it.