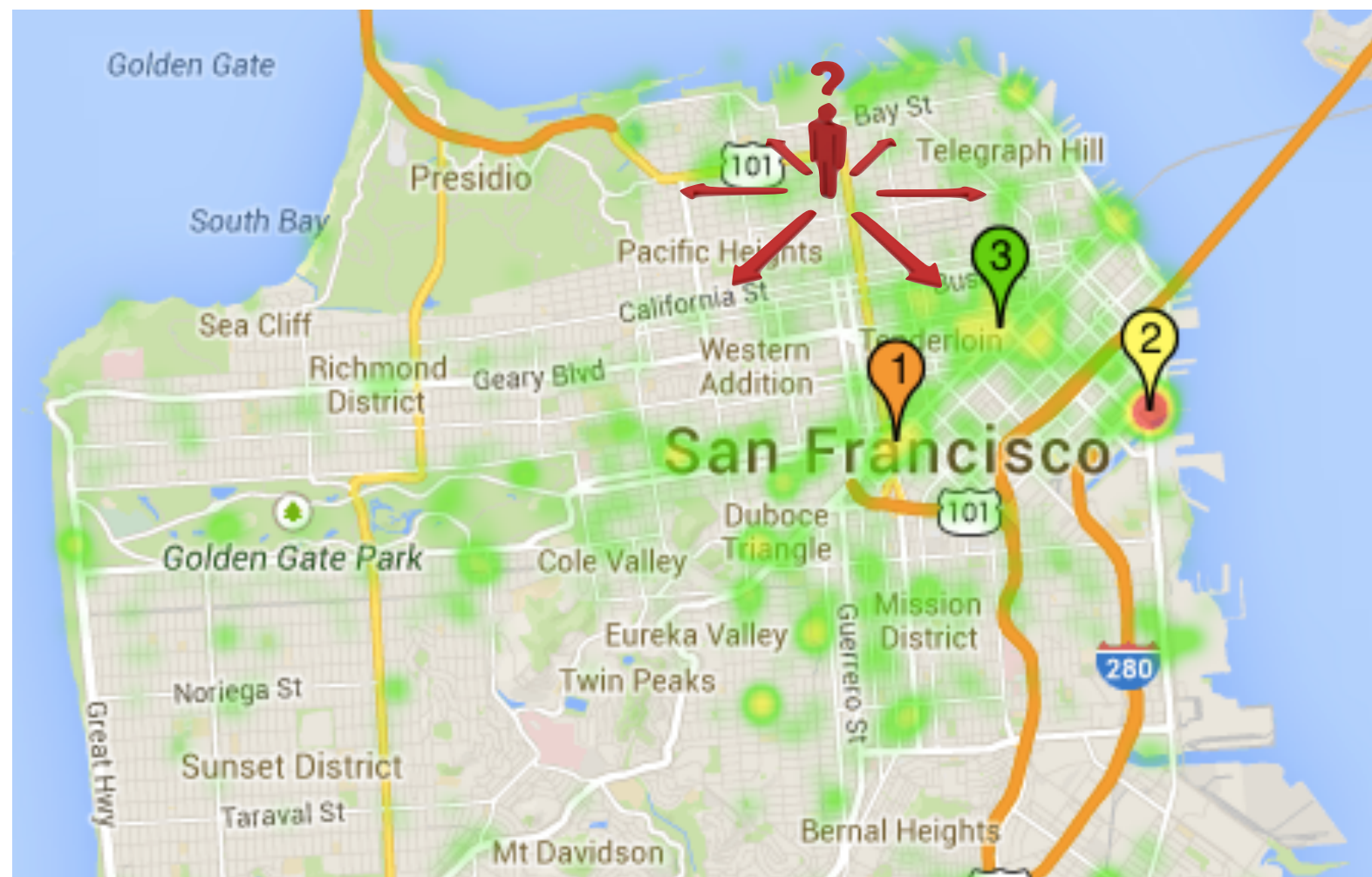


This is Happening

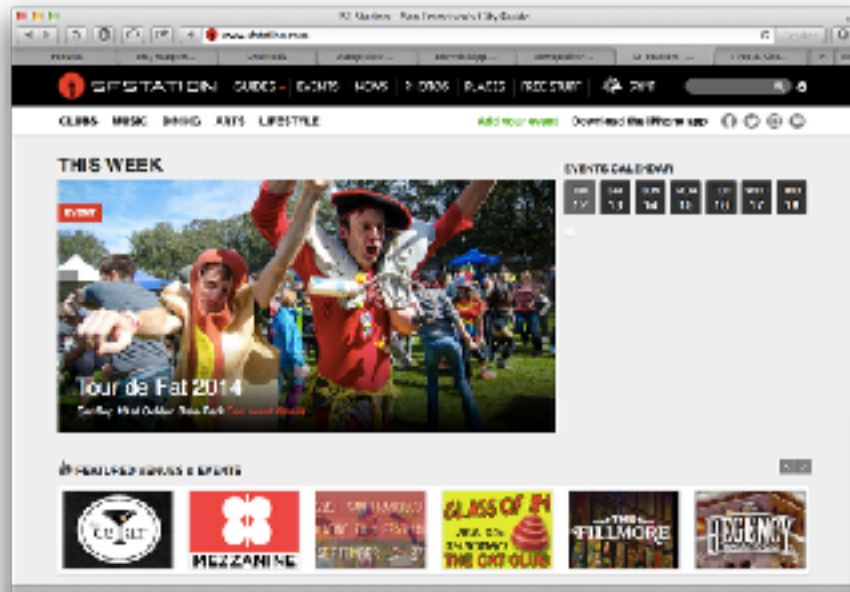
Real-time social hotspots

<http://thisishappening.us>

Matt Mollison

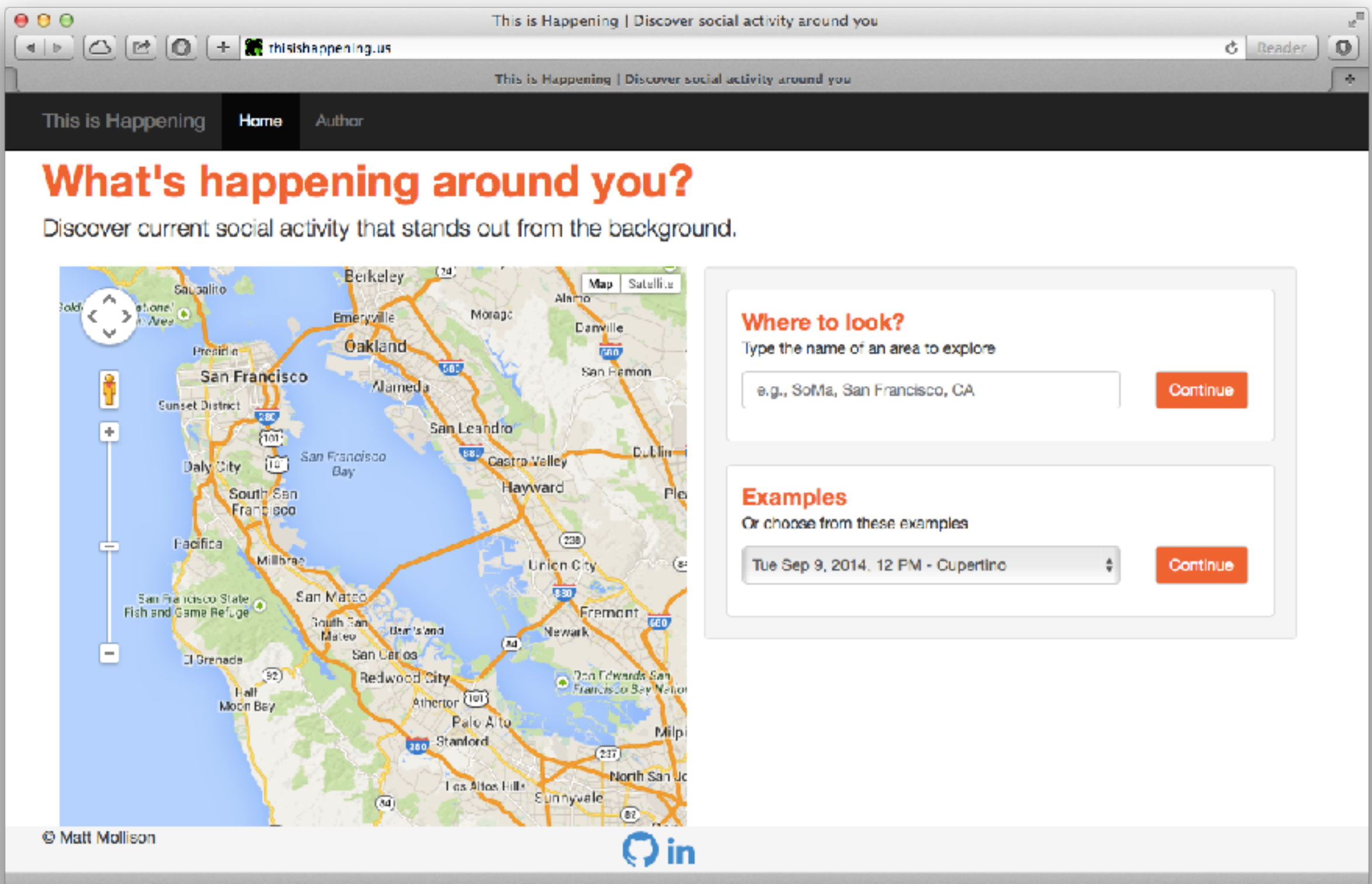


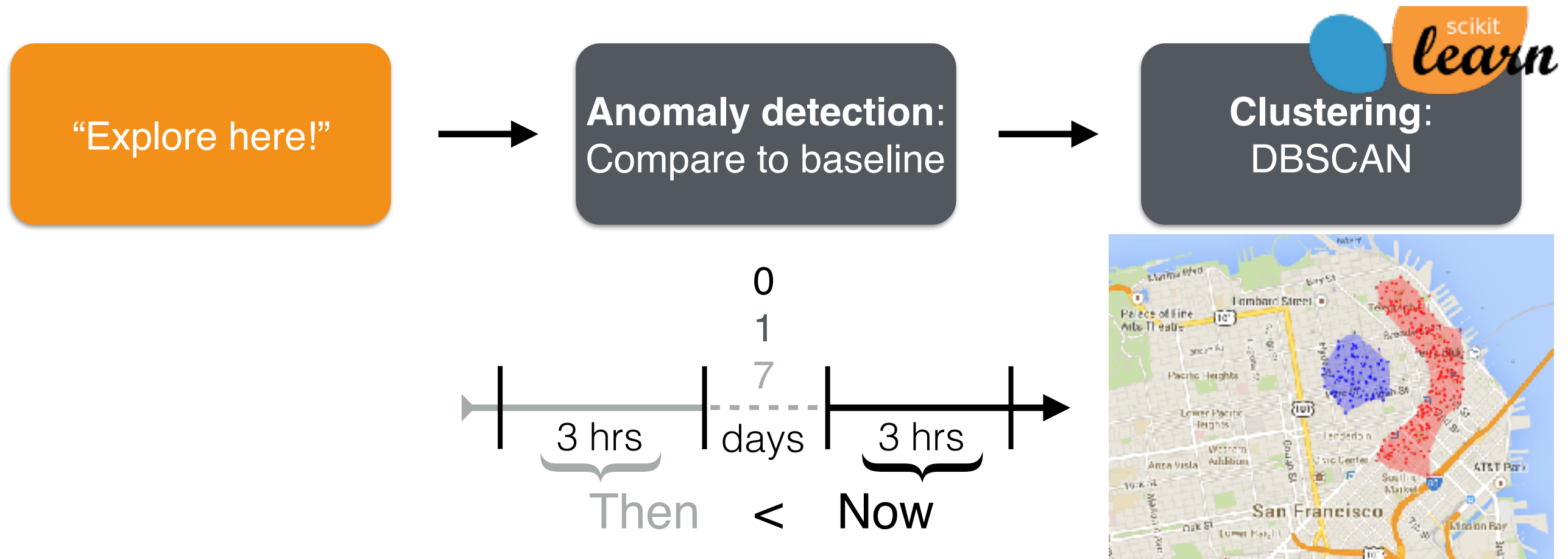
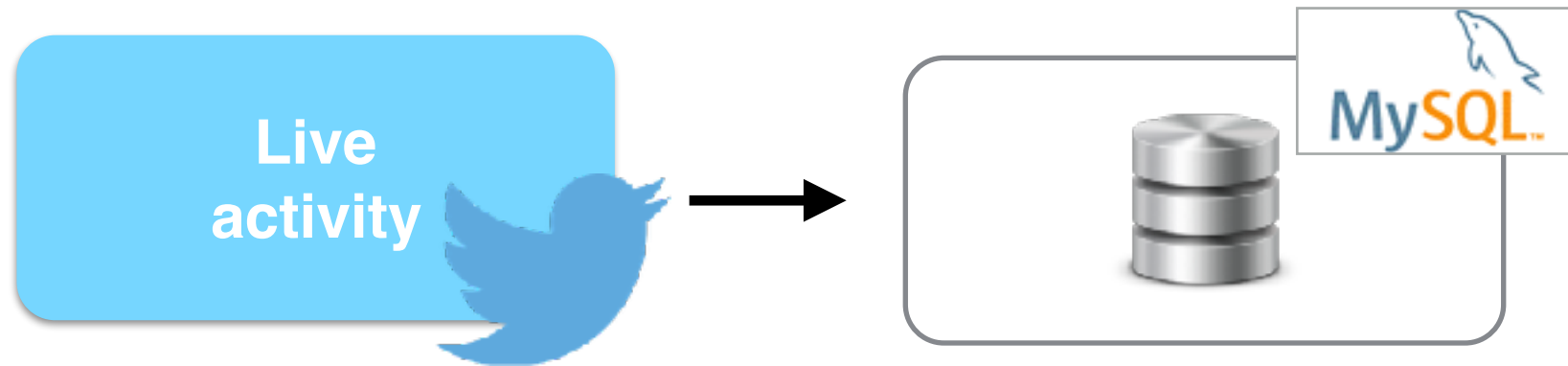
How do you know where things are happening in your city?



- Overwhelming!
- Just tell me what's going on right now!
- <http://thisishappening.us>







Use cases

- Users discover where to go.



- Hyperlocal marketing: e.g., food trucks go to events.



Analysis

- What **products** are users talking about at an event? Is a **brand** of beer heavily advertised at Giants games?
- Who attends an event? How often are they social?

Matt Mollison



University of Colorado
Boulder



Recalled P2: Massed – Spaced

