

EECS 510: Social Media Mining
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Social Media and Impact of Likes

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<https://www.youtube.com/watch?v=vCM-9BgRKfw>



Love



Haha



yay



Wow



Sad



Angry



You Tube

Minds are like parachutes.
They only function when
they are open.



Reed Hastings • 246,199 subscribers
July 3 at 10:57am near Los Gatos, CA • 🌐

Congrats to Ted Sarandos, and his amazing content licensing team. Netflix monthly viewing exc
1 billion hours for the first time ever in June. When House of Cards and Arrested Development d
we'll blow these records away. Keep going, Ted, we need even more!

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2

What does a Like mean ?

- We love 'likes'
 - But what does it mean ?

"Like" is a way to give positive feedback or to connect with things you care about on Facebook. You can like content that your friends post to give them feedback or like a Page that you want to connect with on Facebook.

Why do we want to study ?

- Ambiguity (makes social media mining an interesting and non-trivial topic)
 - Unlike likes or upvotes in youtube ? (A thumb does not always mean the same)

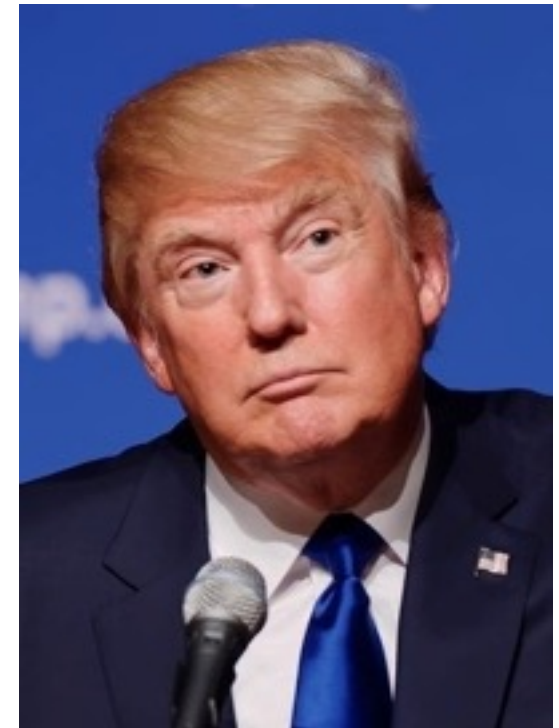


Locality (YikYak)



Why do we want to study

- Likes mean different in different media (twitter vs. facebook or yikyak)
 - Domain dependent
 - Twitter: public, Facebook: private
- Posts: Do they support or they are against it ?



Why do we want to study

- Agreement with your emotions (and not the page/url shared)
 - So you cannot blindly see how many times this page has been shared and number of likes on fb
- When do they do it ? Some people don't like anything

Why do we want to study

- Sentiment Analysis/Emotion Mining
- Advertisements
- Personalization /News feed
- FB is a recommender system and not a database
 - Just like netflix
 - Friends you just communicated

Social Issues

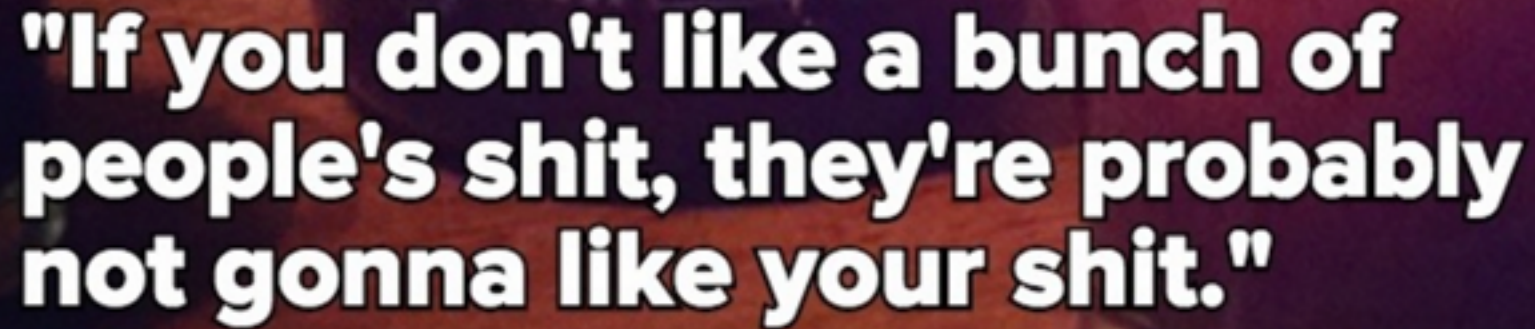
- People like for empathy, but ...
- Virtual Empathy

- https://www.youtube.com/watch?v=PVEsZrhOM_Y



Why like

- More people need to see this
- I don't know what to say
- Charity (Validation)
- Reciprocity



"If you don't like a bunch of people's shit, they're probably not gonna like your shit."

Beware of Likes

- Likes mean different things in every social media
- Not a measure of importance
- Not necessarily correlated to business



Teleflora



Celebrate International
Women's Day
March 8



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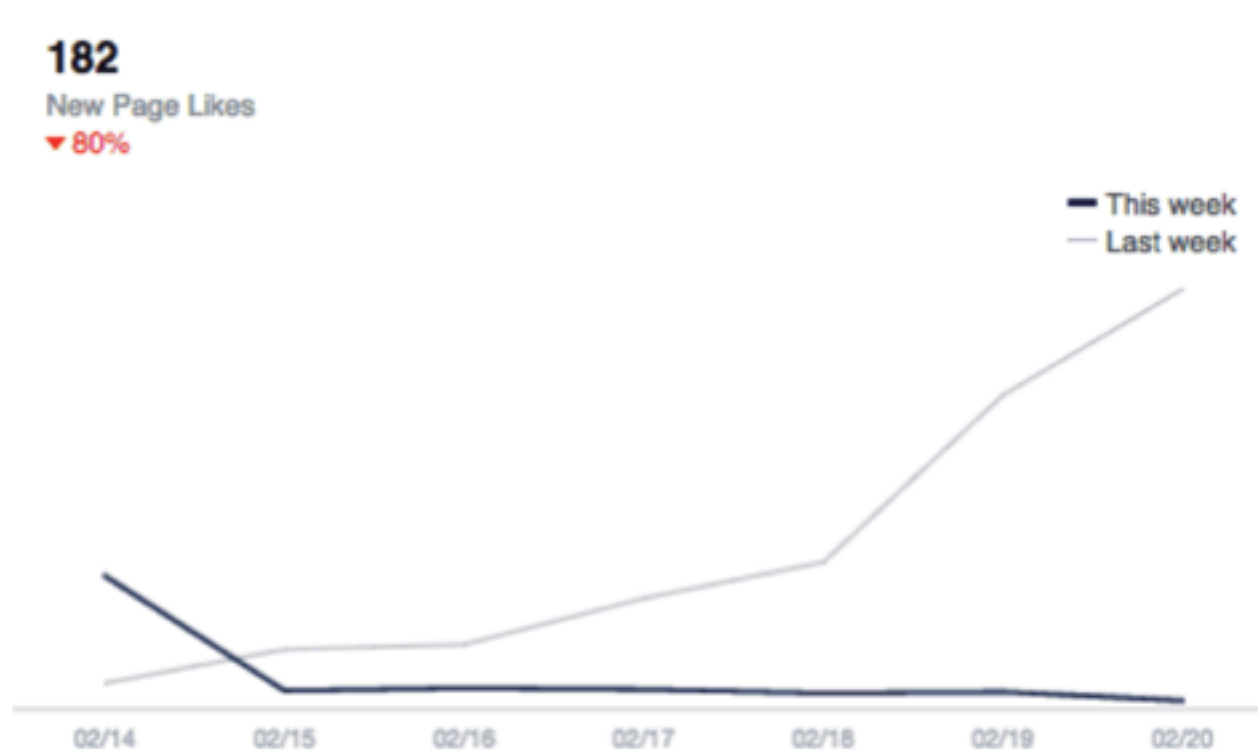
People

32,617 People Talking About This

314,978 Total Page Likes

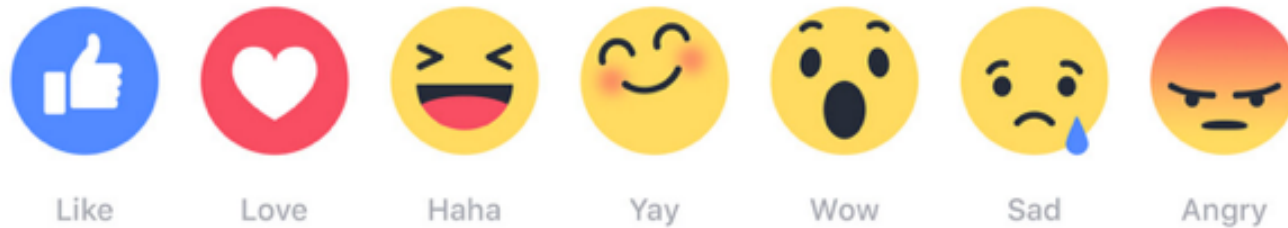
▲ 0.1% from last week

Likes vs. visits/talking about



Likes, upvotes, reactions, comments ...

- Reactions :
 - How would it impact comments ?



Impact on brain

- https://www.youtube.com/watch?v=R-ybt_Sjrp8