Emotions, Experiences and Social Media

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Another perspective

• Standards, infrastructure as seen by an academic research group

• Intelligent information access
  • Content-based matching
  • Additional features (recency, authoritativeness, novelty, opinionatedness, …)
  • Combine content-based and additional features
  • Presentation
Research strategy

Theory → Experiment → Application
Why?

Online lives
What?
What?

A web of applications

Providing access to all parliamentary data in Europe

News archives meet video archives meet ...

Enrichment through linking

Open data initiatives

Linking archives

Social media analysis

Finding experiences to inform creation of new products

Reputation management: identifying and tracking stakeholders

Real-time impact prediction

Learning from implicit feedback

Multilingual log file analysis

Interest machine

Email search

Aggregated entity search

Computational humanities and social sciences

Religious studies

Medical anthropology

Communication science

Chronobiology

E-discovery

Governmental

Detecting radicalization

Entity mining

Entity mining
Political Mashup

- Aggregating parliamentary data
- Debates, debate structure
- “Semantification”
- Linking to video broadcasts, twitter, blogs, party programs
- Tracking topic ownership from parliament to social media and back
CoSyne

- Translate between wiki pages
- Identify changes in one page
- Find gaps in other, target pages
- Translate material to be inserted in gaps
- Insert translated material in gaps
The mood of the web

- Mood annotated blogs
- Real-time mood tracking and prediction
- MoodViews (2005-2009)
  - Moodgrapher: follow
  - Moodteller: predict
  - Moodsignals: explain
  - Moodspotter: discover associations

- Analyzing ‘old’ data: chronobiology
MoodViews is a collection of tools for tracking the stream of mood-annotated text made available by LiveJournal. At present, MoodViews consists of three components, each offering a different view of global mood levels, the aggregate across all postings of the various moods:

- **Moodgrapher** tracks the global mood levels,
- **Moodteller** predicts them, and
- **Moodsignals** helps in understanding the underlying reasons for mood changes.

http://www.moodviews.com
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Moodspotter ALPHA

Interested in a topic and wondering how people feel about it? Moodspotter lets you search for mood-associations in a period: you select the period and type in a word or phrase, and Moodspotter spots the top moods associated with this word or phrase in the selected period for you.

Search posts
Period: [August 2006]
Query: [katrina]
Submit

Changes in mood around "katrina" in 2006–08
Mood annotated blogs
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Original data versus Trend
ratio of blog posts labeled with STRESSED
Ingredients

- Search engine technologies
- Content extraction
- Language technologies
- Semistructured data technologies
- Scaleable distributed processing
Development strategy

• We are **scientists, developers, users** at the same time and we have **external partners**
• Agile vs standards?
• Let a 1000 flowers bloom?
Fietstas

Text analysis service (NL, EN)
• A look from the lab

• Social media as a “societal thermometer”

• Many opportunities for public-private collaborations

• Infrastructure for supporting these collaborations
Based on joint work with

- Krisztian Balog, Wouter Bolsterlee, Breyten Ernsting, Valentin Jijkoun, Fons Laan, Maarten Marx, Gilad Mishne, Christof Monz, Daan Odijk, Ork de Rooij, Manos Tsagkias, Andrei Vishneuski