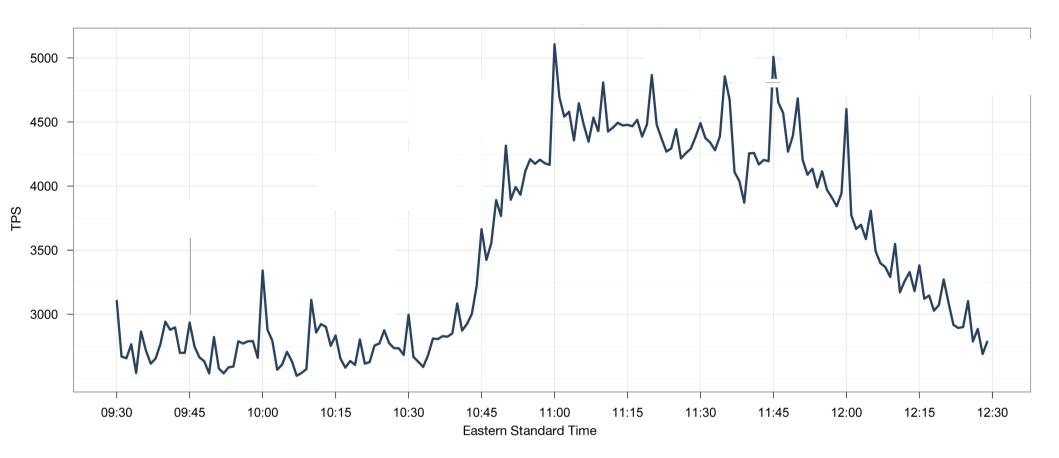
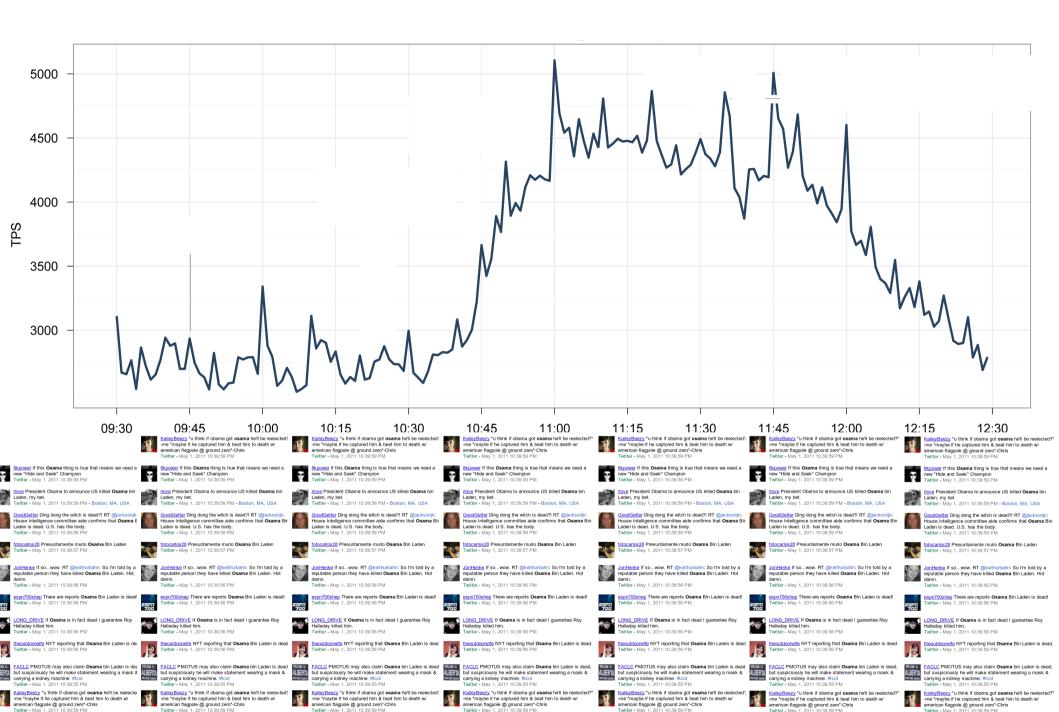
TwitInfo: Aggregating and Visualizing Microblogs for Event Exploration

Adam Marcus, Michael Bernstein, Osama Badar, David Karger, Sam Madden, Rob Miller

MIT CSAIL

Tell stories using Twitter





riove President Obama to announce US killed Osama bin Laden, my bet. Twitter - May 1, 2011 10:39:59 PM - Boston, MA, USA Laden, my bet.
Twitter - May 1, 2011 10:39:59 PM - Boston, MA, USA aden, my bet. Fwitter - May 1, 2011 10:39:59 PM - Boston, MA, USA Laden, my bet. Twitter - May 1, 2011 10:39:59 PM - Boston, MA, USA Laden, my bet. Twitter - May 1, 2011 10:39:59 PM - Boston, MA, USA Twitter - May 1, 2011 10:39:59 PM - Boston, MA, USA Twitter - May 1, 2011 10:39:59 PM - Boston, MA, USA GoodGetter Ding dong the witch is dead?! RT @lackson GoodGetter Ding dong the witch is dead?! RT @lacksoni GoodGetter Ding dong the witch is dead?! RT @lacksonik GoodGetter Ding dong the witch is dead?! RT @jackso GoodGetter Ding dong the witch is dead?! RT @jacks GoodGetter Ding dong the witch is dead?! RT @iacks GoodGetter Ding dong the witch is dead?! RT @iacks House Intelligence committee aide confirms that Osama Bir Laden is dead. U.S. has the body. House Intelligence committee aide confirms that Osama Bir Laden is dead. U.S. has the body. House Intelligence committee aide confirms that Osama Bin Laden is dead. U.S. has the body. House Intelligence committee aide confirms that **Osama** Bir Laden is dead. U.S. has the body. House Intelligence committee aide confirms that Osama Bin Laden is dead. U.S. has the body. House Intelligence committee aide confirms that Osama Bin Laden is dead. U.S. has the body. House Intelligence committee aide Laden is dead. U.S. has the body.

wer If this Osama thing is true that means we need a

new "Hide and Seek" Champion Twitter - May 1, 2011 10:39:59 PM

Twitter - May 1, 2011 10:39:59 PM

<u>8kpower</u> If this **Osama** thing is true that means we need a new "Hide and Seek" Champion
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riove President Obama to announce US killed Osama bir

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skpower If this Osama thing is true that means we need a

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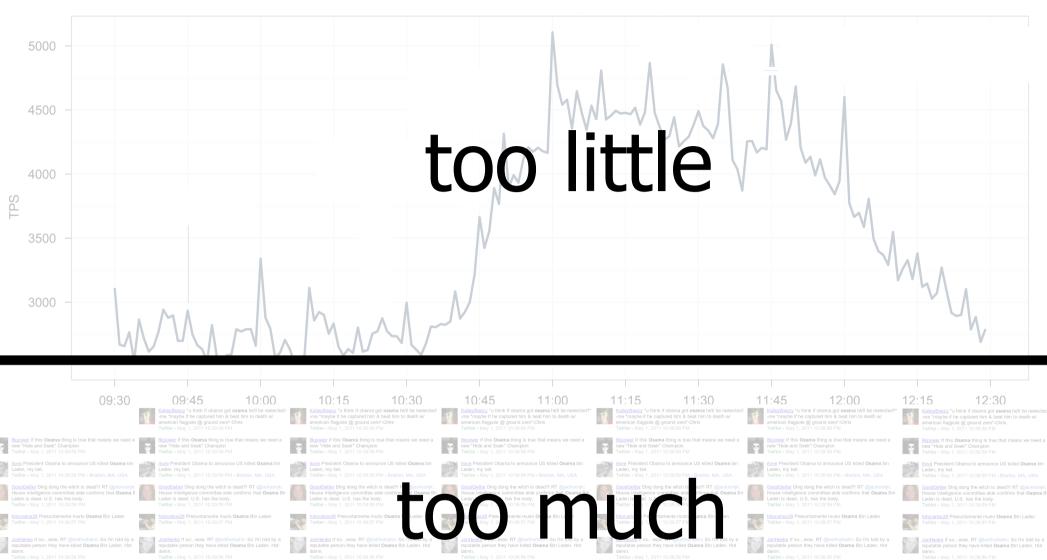
Twitter - May 1, 2011 10:39:59 PN

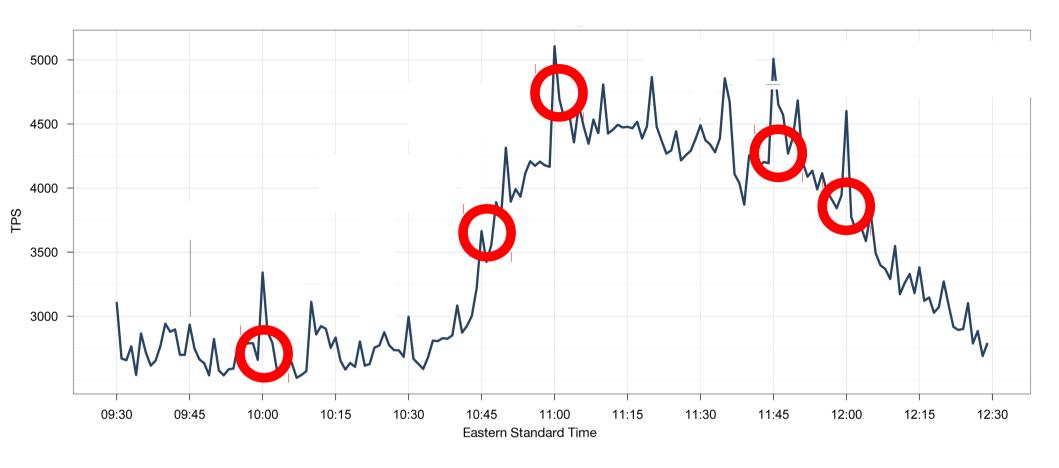
8kpower If this Osama thing is true that means we need a new "Hide and Seek" Champion

flove President Obama to announce US killed Osama bin

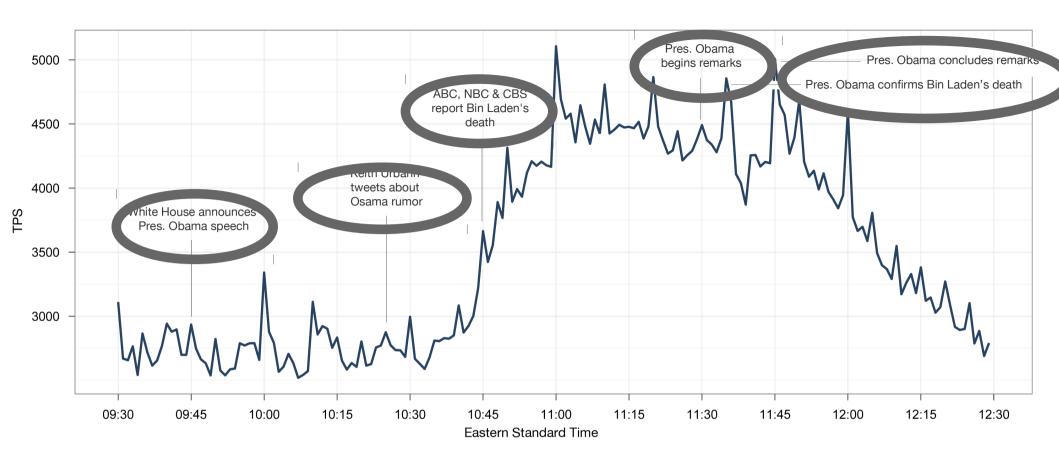
itter - May 1, 2011 10:39:59 PM

Twitter - May 1, 2011 10:39:59 PM

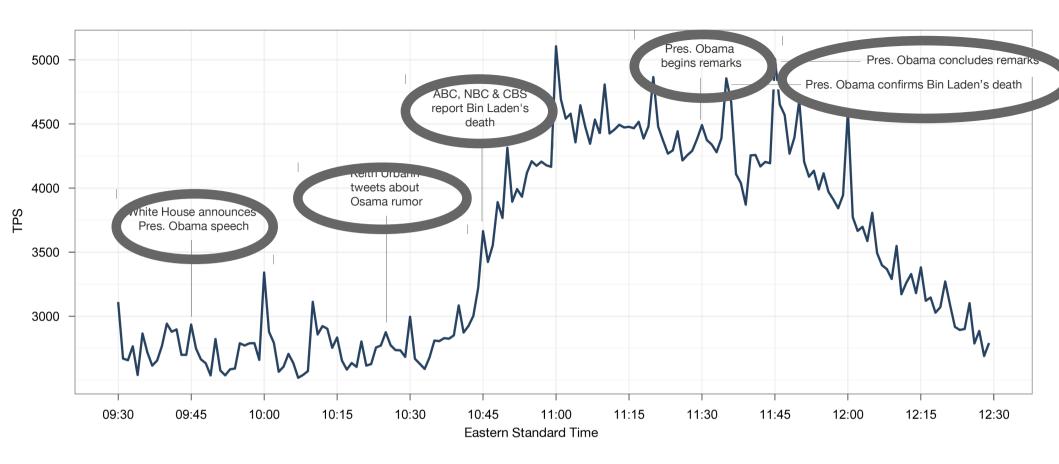




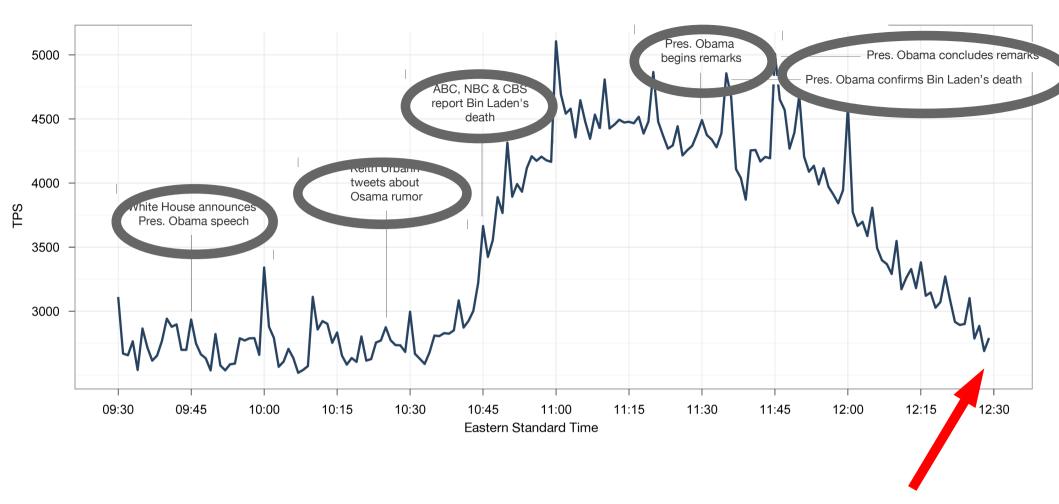
Identify events of interest



Identify events of interest Label events



Identify events of interest Label events Add context: sentiment? location?



Identify events of interest Label events Add context: sentiment? location? Streaming

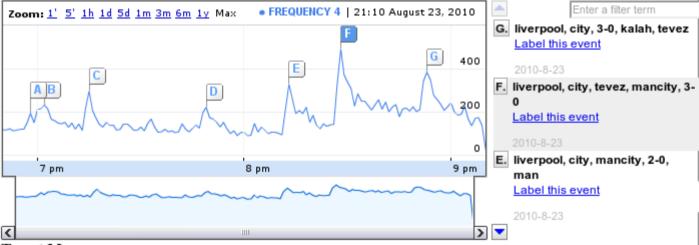


Identify events of interest
Label events
Add context: sentiment? location?
Streaming

august 23 manchester city vs. liverpool

Keywords: football, soccer, epl, premier_league, premierleague, manchester city, mancity, liverpool Event dates: Aug. 23, 2010, 6:50 p.m. - Aug. 23, 2010, 9:10 p.m.

Message Frequency



Tweet Map



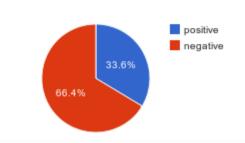
Relevant Tweets



Popular Links

http://bit.ly/alLvUw (cited by 5) http://bit.ly/cxBF2H (cited by 5) http://twitcam.com/1rmka) (cited by 5)

Overall Sentiment



barack obama

Keywords: obama

Event dates: Sept. 1, 2010, 3 p.m. - Sept. 16, 2010, midnight

Message Frequency



Tweet Map



Relevant Tweets

Goolsbee Said to Be Picked to
Head White House Economic
Panel: President Barack Obama will
appoint Austan Goolsbee...
http://bit.ly/birIPH

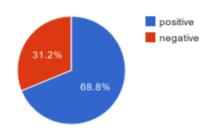
Top Adviser to Lead Panel on
Economy - NYTimes.com:
President Obama on Friday will promote
a longtime economic adv...
http://bit.ly/bklmF1

WASHINGTON — President
Parack Obama has chosen one of

Popular Links

http://bit.ly/czJdxP (cited by 22) http://lat.ms/dcig1f (cited by 4) http://bit.ly/9XzAvd (cited by 4)

Overall Sentiment



earthquakes

Keywords: earthquake

Event dates: Aug. 9, 2010, 7:18 p.m. - Sept. 6, 2010, 6 p.m.

Message Frequency

Blenheim Rd

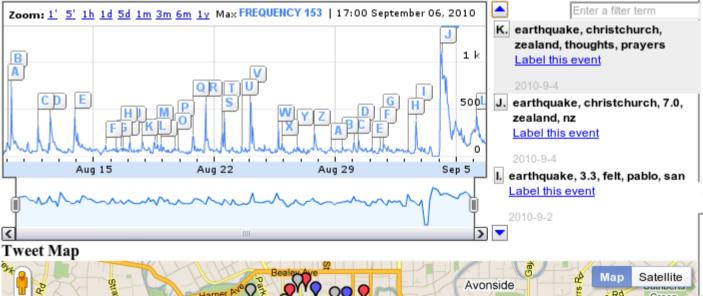
Middleton

Addington

Raceway

Addington

Hagley Park



Relevant Tweets

RT @mariacelina: This morning, my thoughts & prayers go out to those affected by the earthquake that recently hit Christchurch, New Zealand.

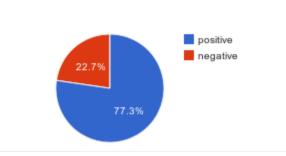
RT @KennyHamilton: Just heard about the earthquake in New Zealand...my thoughts and prayers go out to everyone in that country. I hope ...

RT @EvermoreBand: Thoughts and prayers with the people of Christchurch. Massive earthquake there, and no power or water for the whole city.

Popular Links

http://on.cnn.com/8YDPyG (cited by 11) http://bit.ly/ddWgtK (cited by 6) http://bit.ly/aFh7RM (cited by 5)

Overall Sentiment



Garrick

Memorial Park

TwitInfo

event detection
event labeling
context
streaming algorithms

TwitInfo

event detection
event labeling
context
streaming algorithms

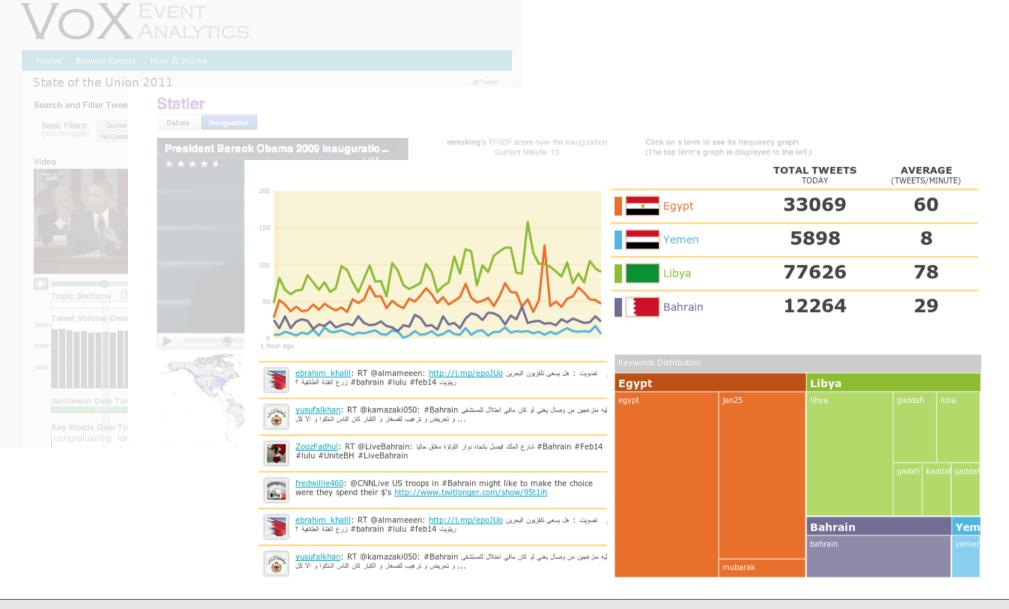
sentiment correction algorithm evaluation: news consumers evaluation: pulitzer prize journalist



[Andre et al. UIST2007] [Diakopoulos et al. VAST 2010] [Diakopoulos+Shamma CHI2010] [Dork et al. InfoVis2010] [Go et al. 2010] [Leskovec et al. KDD2009] [Shamma et al. CSCW2010+2011]

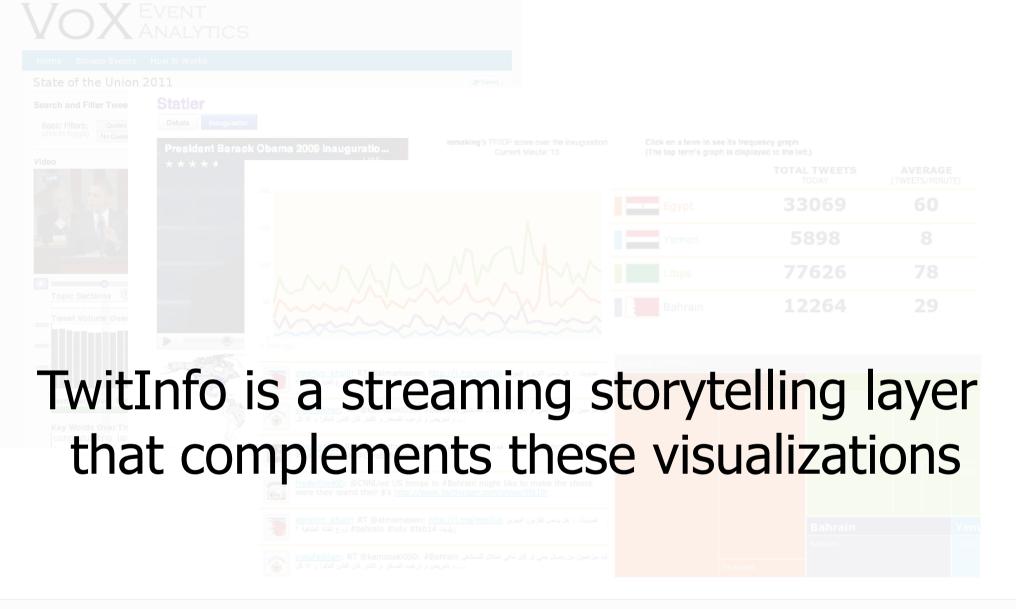


[Andre et al. UIST2007] [Diakopoulos et al. VAST 2010] [Diakopoulos+Shamma CHI2010] [Dork et al. InfoVis2010] [Go et al. 2010] [Leskovec et al. KDD2009] [Shamma et al. CSCW2010+2011]



[Diakopoulos et al. VAST 2010] [Andre et al. UIST2007] [Diakopoulos+Shamma CHI2010] [Dork et al. InfoVis2010] [Go et al. 2010] [Leskovec et al. KDD2009]

[Shamma et al. CSCW2010+2011]



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august 23 manchester city vs. liverpool

Keywords: football, soccer, epl, premier_league, premierleague, manchester city, mancity, liverpool Event dates: Aug. 23, 2010, 6:50 p.m. - Aug. 23, 2010, 9:10 p.m.

Message Frequency



Tweet Map



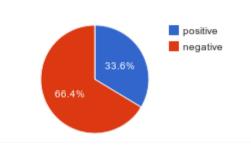
Relevant Tweets

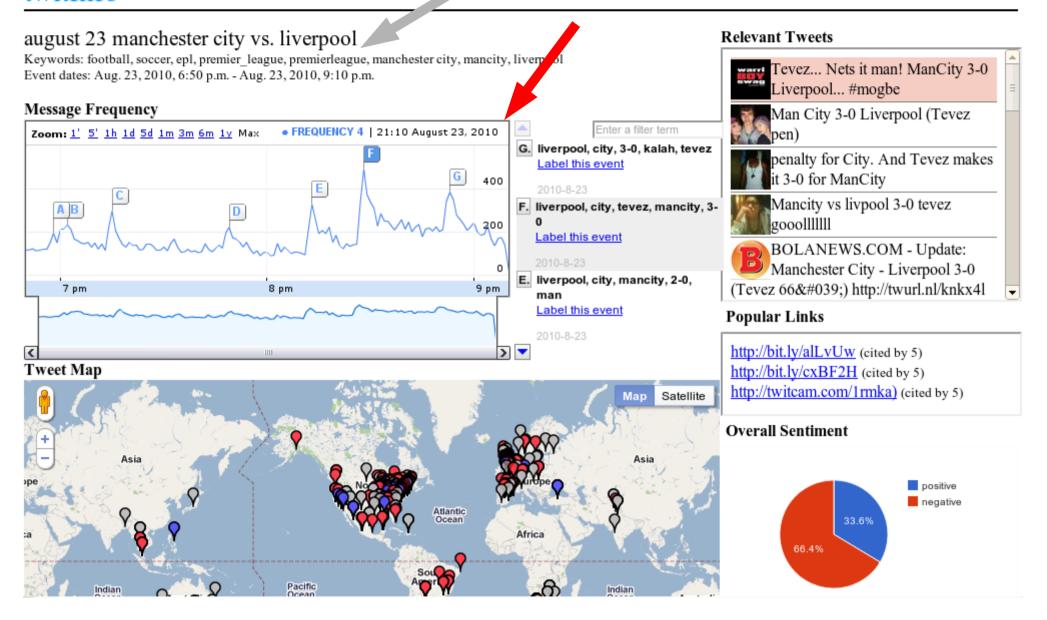


Popular Links

http://bit.ly/alLvUw (cited by 5) http://bit.ly/cxBF2H (cited by 5) http://twitcam.com/1rmka) (cited by 5)

Overall Sentiment





august 23 manchester city vs. liverpool

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Message Frequency



Enter a filter term G. liverpool, city, 3-0, kalah, tevez Label this event

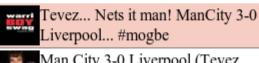
F. liverpool, city, tevez, mancity, 3-

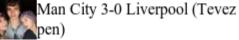
E. liverpool, city, mancity, 2-0,

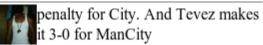
Tweet Map

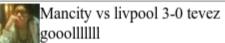


Relevant Tweets







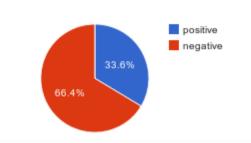




Popular Links

http://bit.ly/alLvUw (cited by 5) http://bit.ly/cxBF2H (cited by 5) http://twitcam.com/1rmka) (cited by 5)

Overall Sentiment



Relevant Tweets august 23 manchester city vs. liverpool Keywords: football, soccer, epl, premier league, premierleague, manchester city, mancity, liverp of Tevez... Nets it man! ManCity 3-0 Event dates: Aug. 23, 2010, 6:50 p.m. - Aug. 23, 2010, 9:10 p.m. Liverpool... #mogbe Message Frequency Man City 3-0 Liverpool (Tevez Enter a filter term Zoom: 1' 5' 1h 1d 5d 1m 3m 6m 1y Max • FREQUENCY 4 | 21:10 August 23, 2010 G. liverpool, city, 3-0, kalah, tevez penalty for City. And Tevez makes Label this event it 3-0 for ManCity 400 2010-8-23 Mancity vs livpool 3-0 tevez F. liverpool, city, tevez, mancity, 3gooolllllll 200 Label this event BOLANEWS.COM - Update: Manchester City - Liverpool 3-0 E. liverpool, city, mancity, 2-0, 7 pm (Tevez 66') http://twurl.nl/knkx4l 8 pm 9 pm Label this event Popular Links 2010-8-23 http://bit.ly/alLvUw (cited by 5) Tweet Map http://bit.ly/cxBF2H (cited by 5) http://twitcam.com/1rmka) (cited by 5) Satellite Мар **Overall Sentiment** positive negative Atlantic 33.6% Africa 66.4% Pacific

august 23 manchester city vs. liverpool

Keywords: football, soccer, epl, premier_league, premierleague, manchester city, mancity, liverp_ol Event dates: Aug. 23, 2010, 6:50 p.m. - Aug. 23, 2010, 9:10 p.m.

Message Frequency



Tweet Map

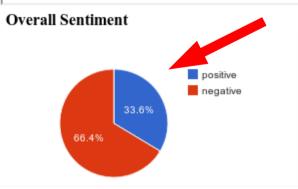


Relevant Tweets



Popular Links

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Message Frequency



Tweet Map

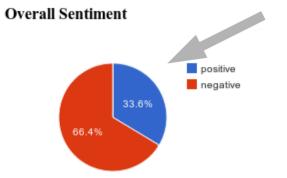


Relevant Tweets



Popular Links

http://bit.ly/alLvUw (cited by 5) http://bit.ly/cxBF2H (cited by 5) http://twitcam.com/1rmka) (cited by 5)



ui walkthrough algorithm design study/evaluation discussion









Streaming



Streaming mean deviation



Adaptive

Streaming mean deviation



Adaptive Streaming Exponentially weighted moving mean deviation



Adaptive Streaming Exponentially weighted moving mean deviation

RFC 2988: Computing TCP's retransmission timer



Adaptive Streaming Exponentially weighted moving mean deviation

RFC 2988: Computing TCP's retransmission timer

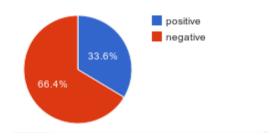
2 datasets: earthquakes, soccer games

Precision: 80-100%

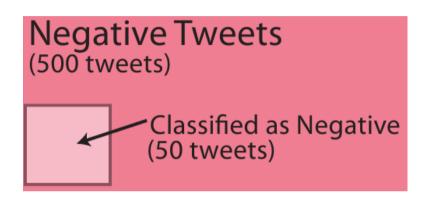
Recall: 80-100%

Exponentially weighted moving mean deviation

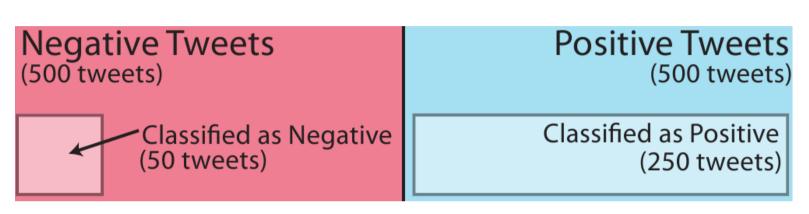
RFC 2988: Computing TCP's retransmission timer



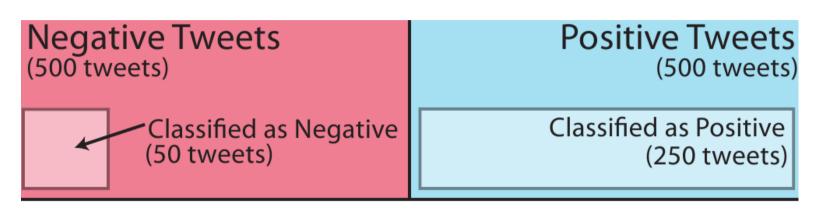




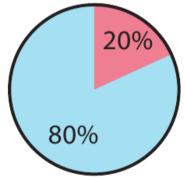








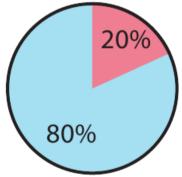
Uncorrected Output:



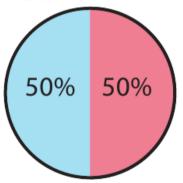


Negative Tweets (500 tweets) Classified as Negative (50 tweets) Classified as Positive (250 tweets)





Recall-Normalized Output:



MAYBE CUT!

ui walkthrough algorithm design study/evaluation discussion 12 participants: four female/8 male first half: directed tasks second half: 5 min write article (soccer, Obama)

how do they use the interface? what can they learn from TwitInfo?

Participant 6:

"After the peace talks, Obama traveled to the ASEAN conference and to NATO to work on issues in those parts of the world. He then spent the week dedicated to domestic economic issues. First he proposed a research tax break, then a \$50 billion investment in infrastructure, then the issue came up about whether he should keep some tax breaks that Bush had implemented, and he's asking for some tax breaks from business, and these are generating some controversy because [...]"

Message Frequency



Relevant Tweets



Popular Links

http://bit.ly/alLvUw (cited by 5) http://bit.ly/cxBF2H (cited by 5) http://twitcam.com/1rmka) (cited by 5)

Message Frequency Enter a filter term Zoom: 1' 5' 1h 1d 5d 1m 3m 6m 1y Max FREQUENCY 4 | 21:10 August 23, 2010 G. liverpool, city, 3-0, kalah, tevez E Label this event 400 2010-8-23 F. liverpool, city, tevez, mancity, 3-Everyone Label this event E. liverpool, city, mancity, 2-0, 7 pm 9 pm Label this event 2010-8-23 > 🔻

Relevant Tweets

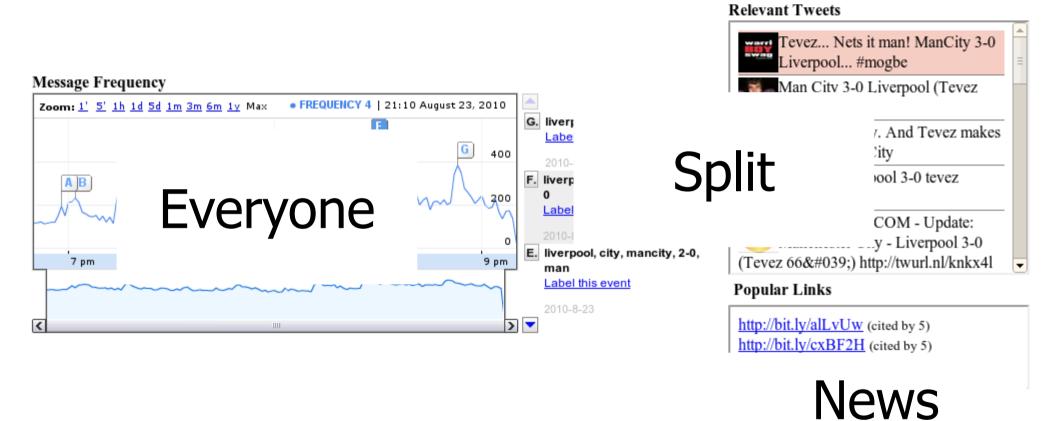


Popular Links

http://bit.ly/alLvUw (cited by 5) http://bit.ly/cxBF2H (cited by 5) http://twitcam.com/1rmka) (cited by 5)

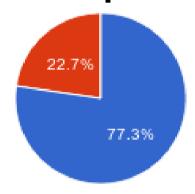
Tevez... Nets it man! ManCity 3-0 Liverpool... #mogbe Message Frequency Man City 3-0 Liverpool (Tevez Zoom: 1' 5' 1h 1d 5d 1m 3m 6m 1y Max FREQUENCY 4 | 21:10 August 23, 2010 G. livers F . And Tevez makes Labe lity 400 Split 2010ool 3-0 tevez F. liverp Everyone 0 Label COM - Update: y - Liverpool 3-0 E. liverpool, city, mancity, 2-0, 7 pm 9 pm (Tevez 66') http://twurl.nl/knkx4l Label this event Popular Links 2010-8-23 > 🔻 http://bit.ly/alLvUw (cited by 5) http://bit.ly/cxBF2H (cited by 5) http://twitcam.com/1rmka) (cited by 5)

Relevant Tweets

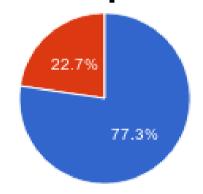


Junkies

earthquakes



earthquakes



"my thoughts and prayers go out to everyone in that country. I hope..."

Journalist Interview

Journalist Interview

backgrounding

barack obama

Keywords: obama

Event dates: Sept. 1, 2010, 3 p.m. - Sept. 16, 2010, midnight

Message Frequency



Journalist Interview

backgrounding

barack obama

Keywords: obama

Event dates: Sept. 1, 2010, 3 p.m. - Sept. 16, 2010, midnight

Message Frequency



eyewitnesses



ui walkthrough algorithm design study/evaluation discussion

other uses for streaming algorithms/signal processing

other uses for streaming algorithms/signal processing

sentiment: caution!

other uses for streaming algorithms/signal processing

sentiment: caution!

mixed-initiative storytelling

TwitInfo

http://twitinfo.csail.mit.edu

marcua@csail.mit.edu / @marcua

Adam Marcus, Michael Bernstein, Osama Badar, David Karger, Sam Madden, Rob Miller

How can we tell stories with the tweet stream?

How can we tell stories with the tweet stream?

How can we extract data from the tweet stream?

How can we tell stories with the tweet stream?

TwitInfo

How can we extract data from the tweet stream?

How can we tell stories with the tweet stream?

TwitInfo

How can we extract data from the tweet stream?

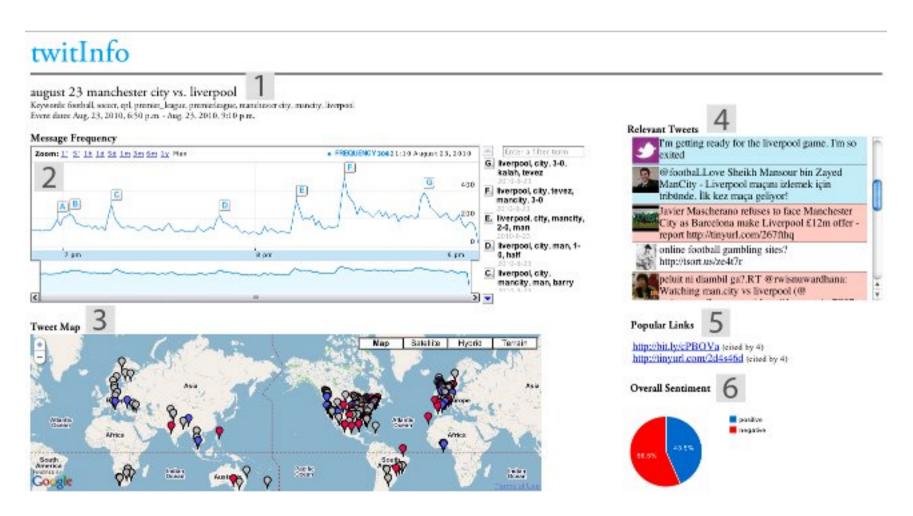
TweeQL

TwitInfo

How can we tell stories with the tweet stream?

TwitInfo

How can we tell stories with the tweet stream?



TwitInfo Uses

Automatically identify events e.g., goals, earthquakes

TwitInfo Uses

Automatically identify events e.g., goals, earthquakes

Backgrounding e.g., Obama's last two weeks

TwitInfo Uses

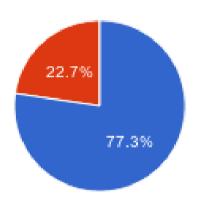
Automatically identify events e.g., goals, earthquakes

Backgrounding e.g., Obama's last two weeks

Identifying sources on the ground e.g., interviewing earthquake survivors

Cautionary Tweet Tales

Sentiment is tricky e.g., "My warmest prayers go out to the people of Christchurch."



Cautionary Tweet Tales

Sentiment is tricky e.g., "My warmest prayers go out to the people of Christchurch."

Location is evasive

Cautionary Tweet Tales

Sentiment is tricky e.g., "My warmest prayers go out to the people of Christchurch."

Location is evasive

Spam is everywhere

TwitInfo

Automated event detection makes tweet-based story-telling possible

TwitInfo

Automated event detection makes tweet-based story-telling possible

Interfaces tell a story, people add context

TwitInfo

Automated event detection makes tweet-based story-telling possible

Interfaces tell a story, people add context



TweeQL

How can we extract data from the tweet stream?

TweeQL

How can we extract data from the tweet stream?

"It's a balmy 89°C in Phoenix"

location=Phoenix, temperatureC=89

TweeQL

How can we extract data from the tweet stream?

"It's a balmy 89°C in Phoenix"

location=Phoenix, temperatureC=89

"I'm starting to dig Obamacare!"

topic=Obama, sentiment=positive

Twitter data hacking is hard

- Learn the API
- Transform data
- Stuff it into a database

Twitter data hacking is hard

- Learn the API
- Transform data
- Stuff it into a database

Ad-hoc data processing

Twitter data hacking is hard

- Learn the API
- Transform data
- Stuff it into a database

Ad-hoc data processing





Data extraction e.g., location, sentiment, temperature, opencalais

Data extraction e.g., location, sentiment, temperature, opencalais

SQL-like queries e.g., SELECT location, text FROM twitter

Data extraction e.g., location, sentiment, temperature, opencalais

SQL-like queries e.g., SELECT location, text FROM twitter

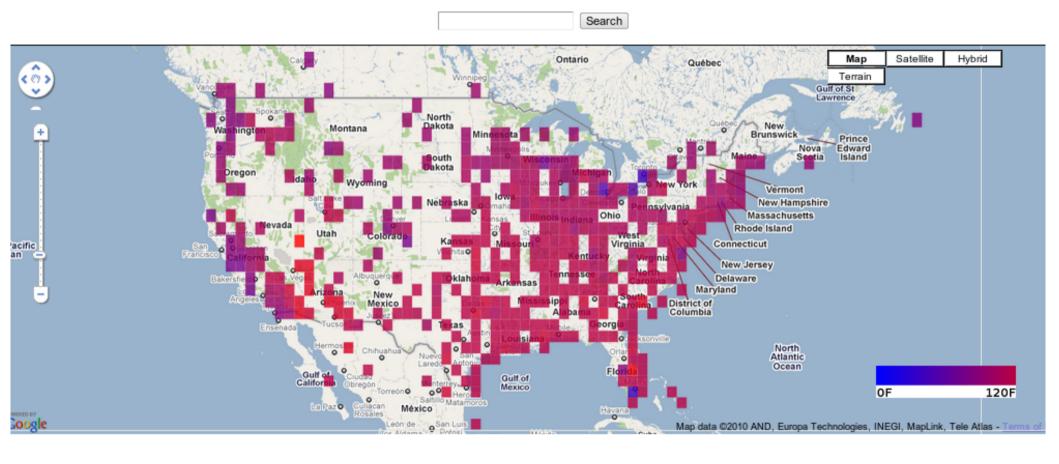
stream, not table

TweeQL demo *nerd alert*

TweeQL's other features

- Aggregation
- Outlier detection
- Joins/mashups with other sources

Average temperatures extracted from tweets.



+

Structured queries

+

Structured queries

+

Structured queries

Thanks!

- TweeQL: http://github.com/marcua/tweeql
- TwitInfo: http://twitinfo.csail.mit.edu/
- Ask me about Mechanical Turk + Journalism!

Adam Marcus @marcua marcua@csail.mit.edu http://people.csail.mit.edu/marcua

twitInfo

august 23 manchester city vs. liverpool

Keywords: football, soccer, epl, premier_league, premierleague, manchester city, mancity, liverpool Event dates: Aug. 23, 2010, 6:50 p.m. - Aug. 23, 2010, 9:10 p.m.

Message Frequency



Tweet Map



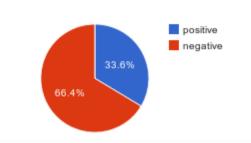
Relevant Tweets



Popular Links

http://bit.ly/alLvUw (cited by 5)
http://bit.ly/cxBF2H (cited by 5)
http://twitcam.com/1rmka) (cited by 5)

Overall Sentiment



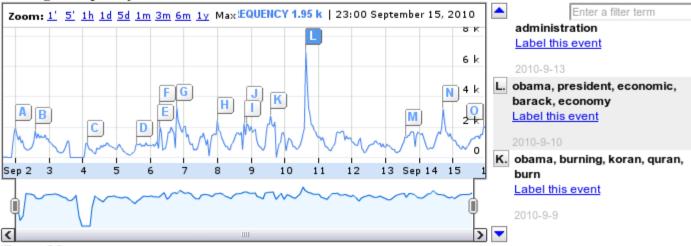
twitInfo

barack obama

Keywords: obama

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Message Frequency



Tweet Map



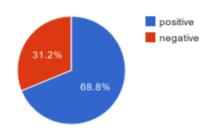
Relevant Tweets



Popular Links

http://bit.ly/czJdxP (cited by 22) http://lat.ms/dcig1f (cited by 4) http://bit.ly/9XzAyd (cited by 4)

Overall Sentiment



twitInfo

earthquakes

Keywords: earthquake

Event dates: Aug. 9, 2010, 7:18 p.m. - Sept. 6, 2010, 6 p.m.

Message Frequency





Relevant Tweets

RT @mariacelina: This morning, my thoughts & prayers go out to those affected by the earthquake that recently hit Christchurch, New Zealand.

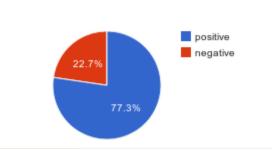
RT @KennyHamilton: Just heard about the earthquake in New Zealand...my thoughts and prayers go out to everyone in that country. I hope ...

RT @EvermoreBand: Thoughts and prayers with the people of Christchurch. Massive earthquake there,

Popular Links

http://on.cnn.com/8YDPyG (cited by 11) http://bit.ly/ddWgtK (cited by 6) http://bit.ly/aFh7RM (cited by 5)

Overall Sentiment



TweeQL Lessons Learned

- Geographic limitations
- Requires grungy regular expressions
- Data is not necessarily relational



Reuters

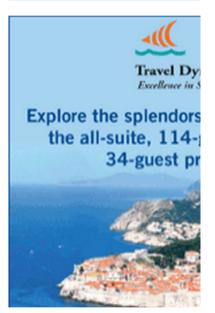
President Obama and members of his national security team receiving an update on Sunday. A classified document in

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What's Popular Now

Bin Laden Is Dead, Obama Says







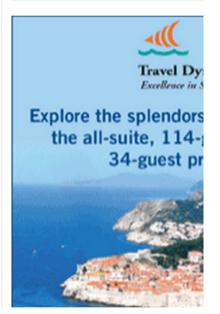
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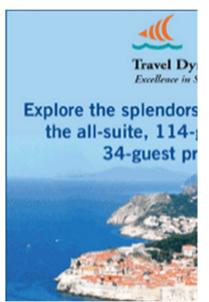
President Obama and members of his national security team receiving an update on Sunday. A classified document in front of Hillary Podbam Clinton was blurred before this photo was released. More Photos w

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Reporting was contributed by Elisabeth Bumiller, Charlie Savage and Steven Lee Myers from Washington, Adam Ellick from New York, and Ismail Khan from Peshawar, Pakistan.



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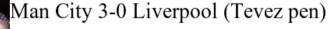
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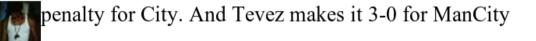
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Mancity vs livpool 3-0 tevez gooolllllll

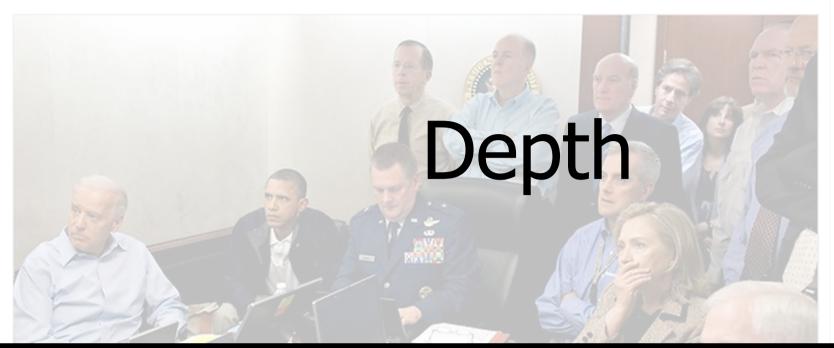
BOLANEWS.COM - Update: Manchester City - Liverpool 3-0 (Tevez 66') http://twurl.nl/knkx4l

3-0! Mancity vs liverpool

gool de carlos tevez para el manchester city 3-0 liverpool

Tevez scores and City now has a very commanding 3-0 lead over Liverpool





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Man City 3-0 Liverpool (Tevez pen)



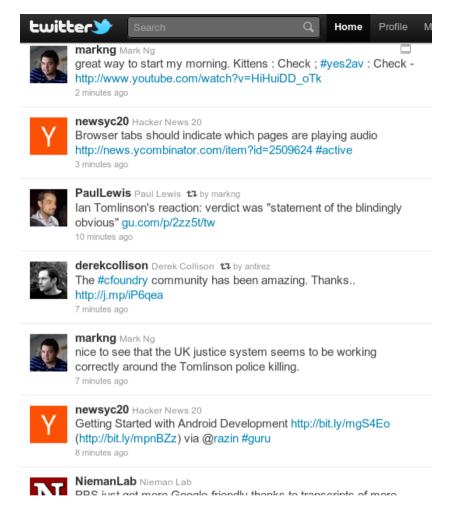
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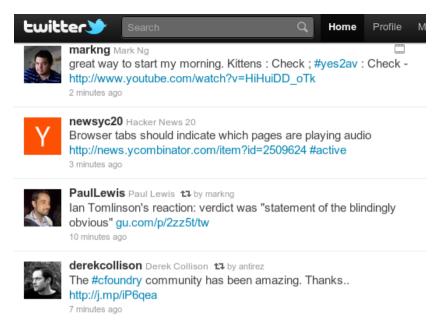
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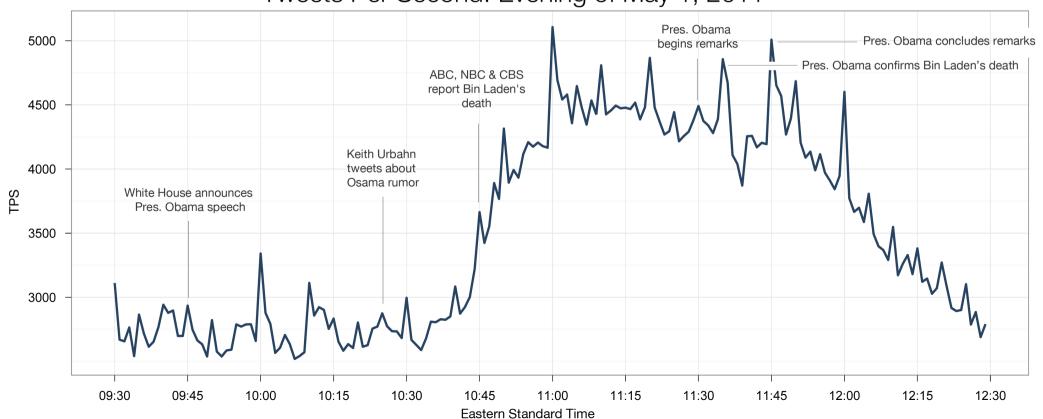
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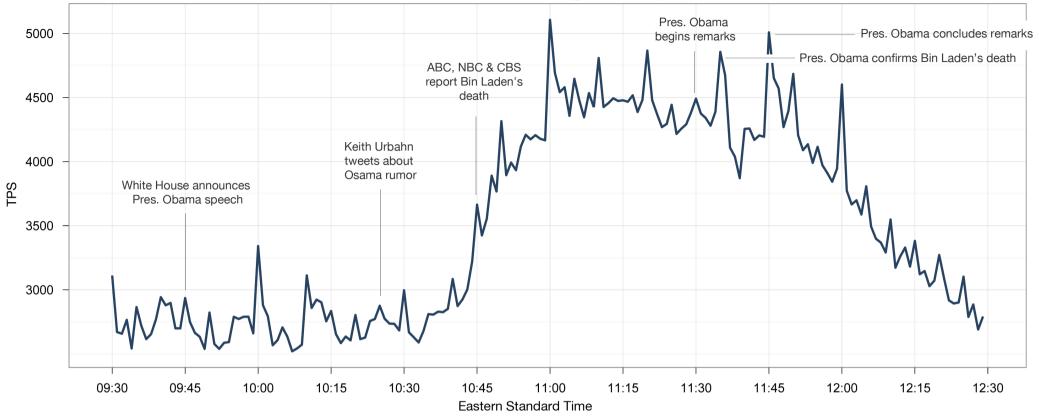


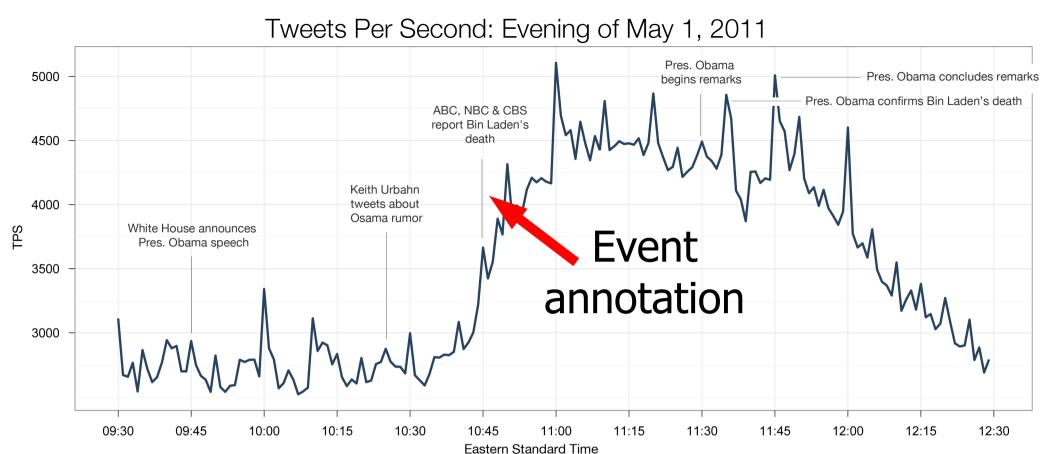


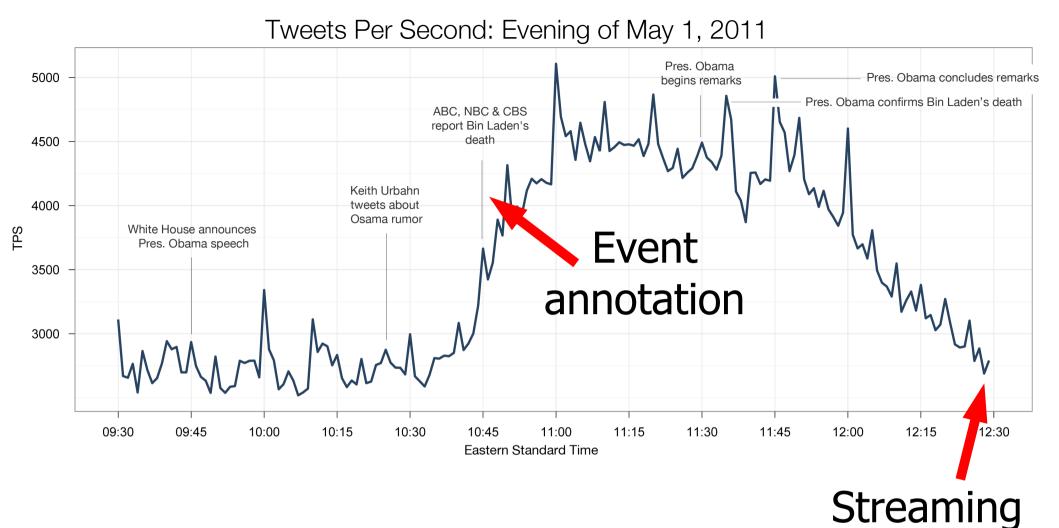
Tweets Per Second: Evening of May 1, 2011

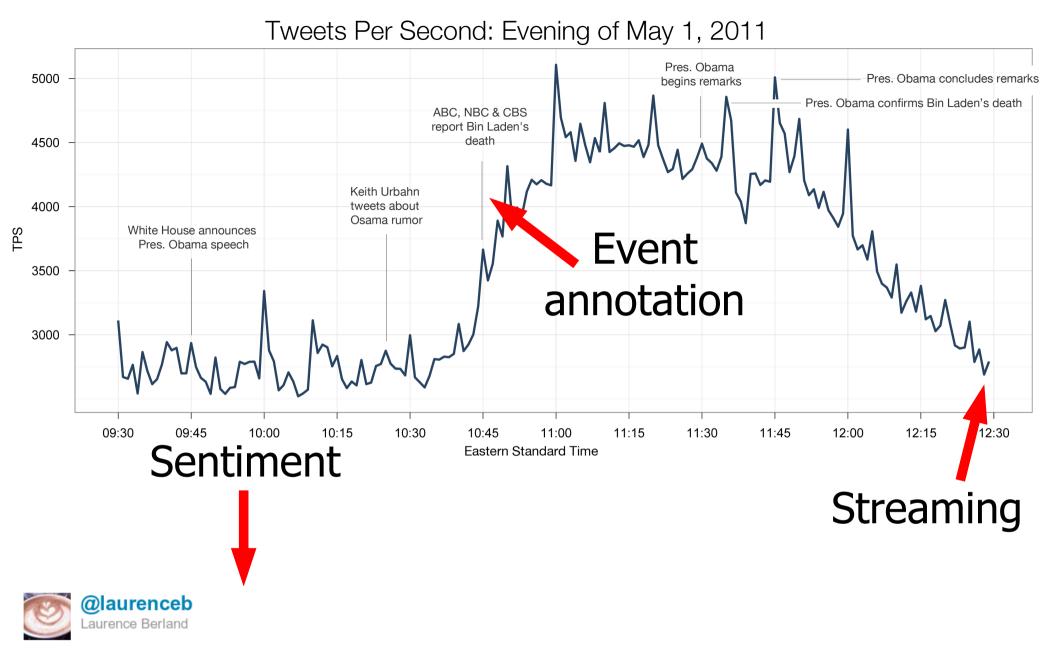




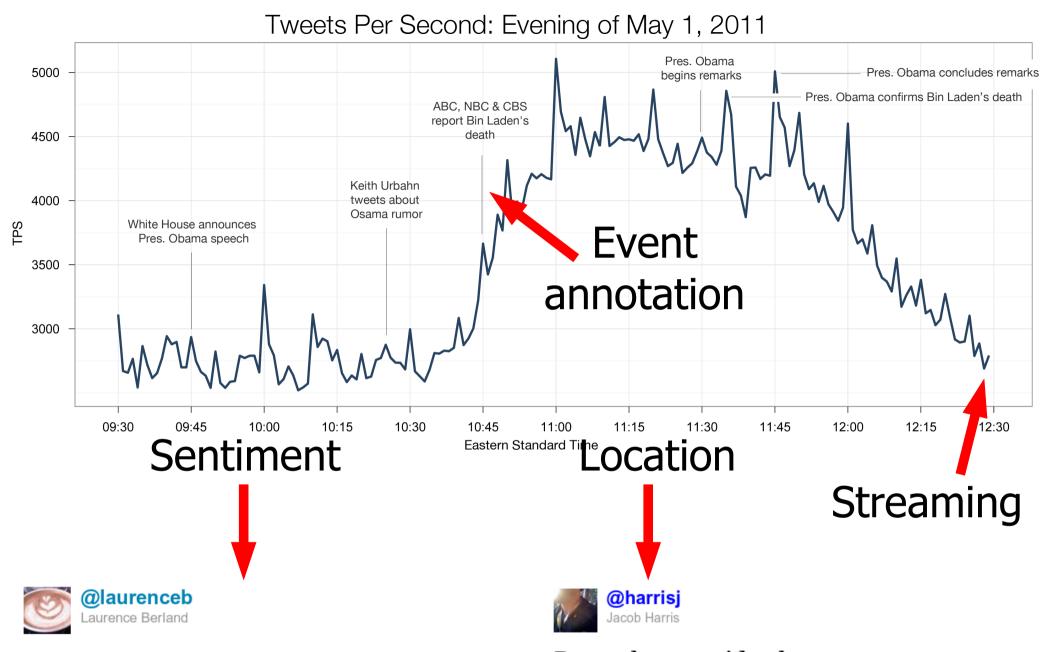








Again, glad UBL dead, but this jubilation troubles me. The dead are still dead. We ought strive for a world where killing isn't necessary.



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Do we have an idea how many tweets were from within the US vs. elsewhere last night? Otherwise twitter users <> US network compare flawed