Emotions, Experiences and Social Media

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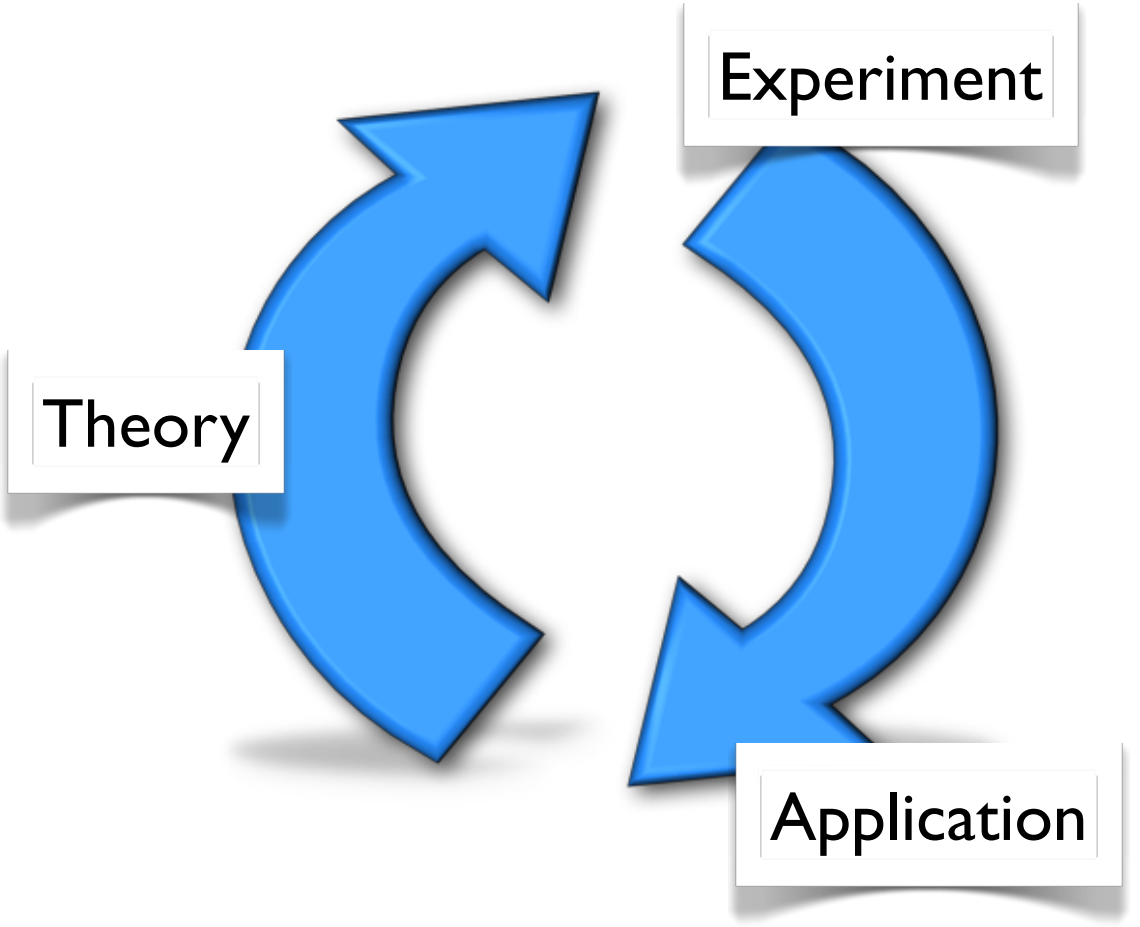
Another perspective

- 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

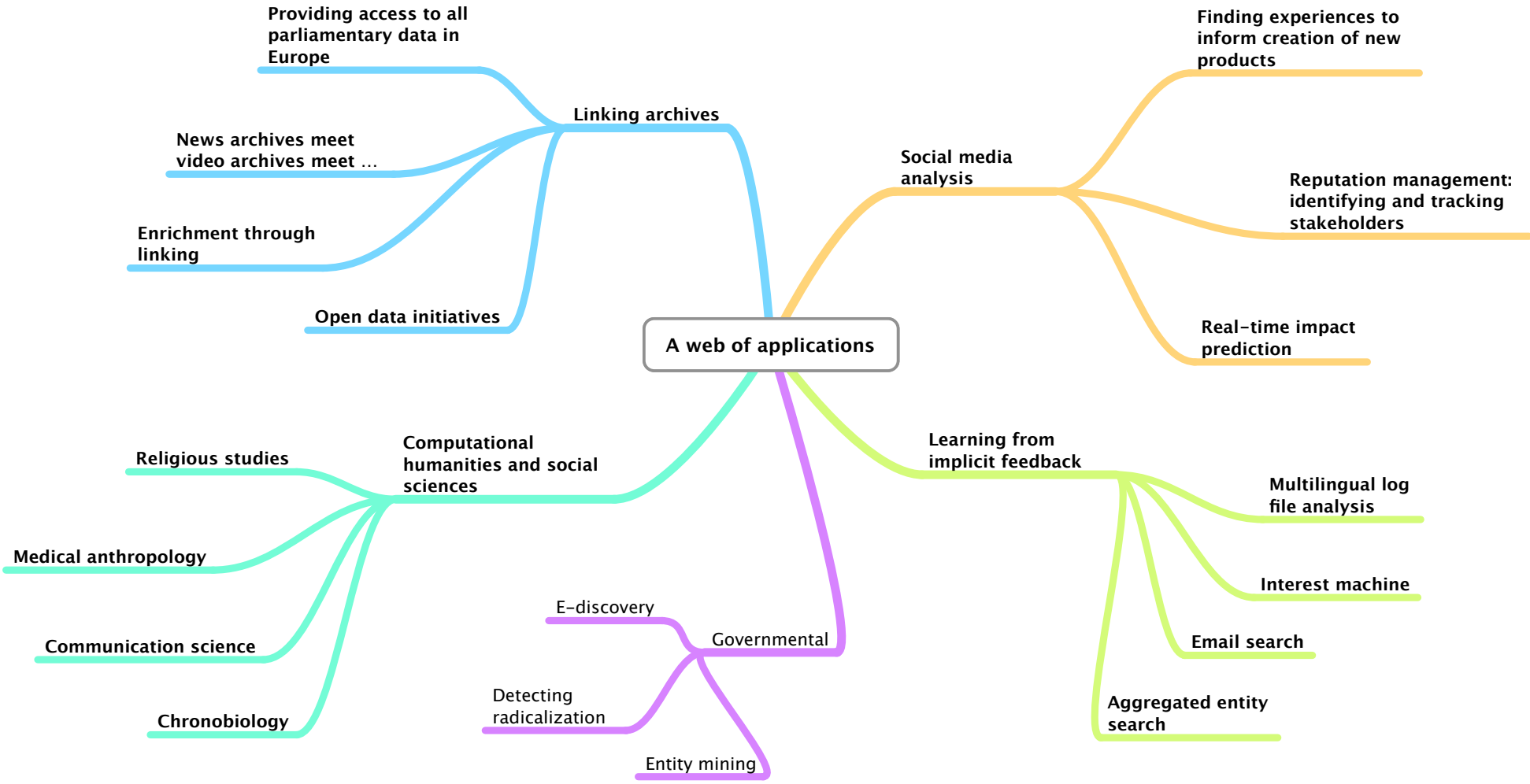
Research strategy



Why?

What?

What?


A web of applications
Linking archives
Providing access to all parliamentary data in Europe
News archives meet video archives meet …
Enrichment through linking
Open data initiatives
Social media analysis
Finding experiences to inform creation of new products
Reputation management: identifying and tracking stakeholders
Real-time impact prediction
Computational humanities and social sciences
Religious studies
Medical anthropology
Communication science
Chronobiology
Governmental
E-discovery
Detecting radicalization
Entity mining
Learning from implicit feedback
Multilingual log file analysis
Interest machine
Email search
Aggregated entity search

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

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MoodViews — MoodViews

http://moodviews.com/

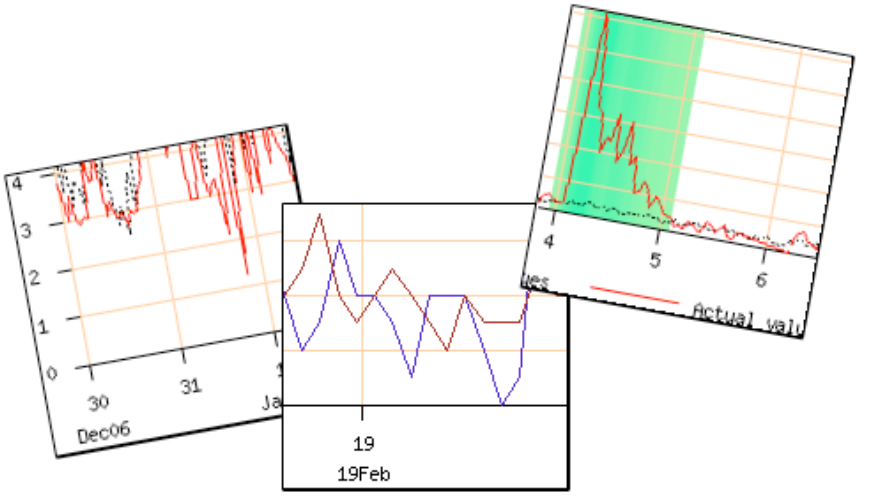
Google

MoodViews | Moodgrapher | Moodteller | Moodsignals | Moodspotter | Moodfeeds

About MoodViews | Contact | In the press | News | Publications | Sponsors

MoodViews: *Tools for Blog Mood Analysis*

MoodViews home page



What is MoodViews?

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:

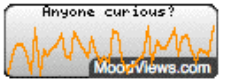
- Moodgrapher tracks the global mood levels,
- Moodteller predicts them, and
- Moodsignals helps in understanding the underlying reasons for mood changes.

Which moods are hot?
- determined
- awake
- amused
- sleepy
- thankful

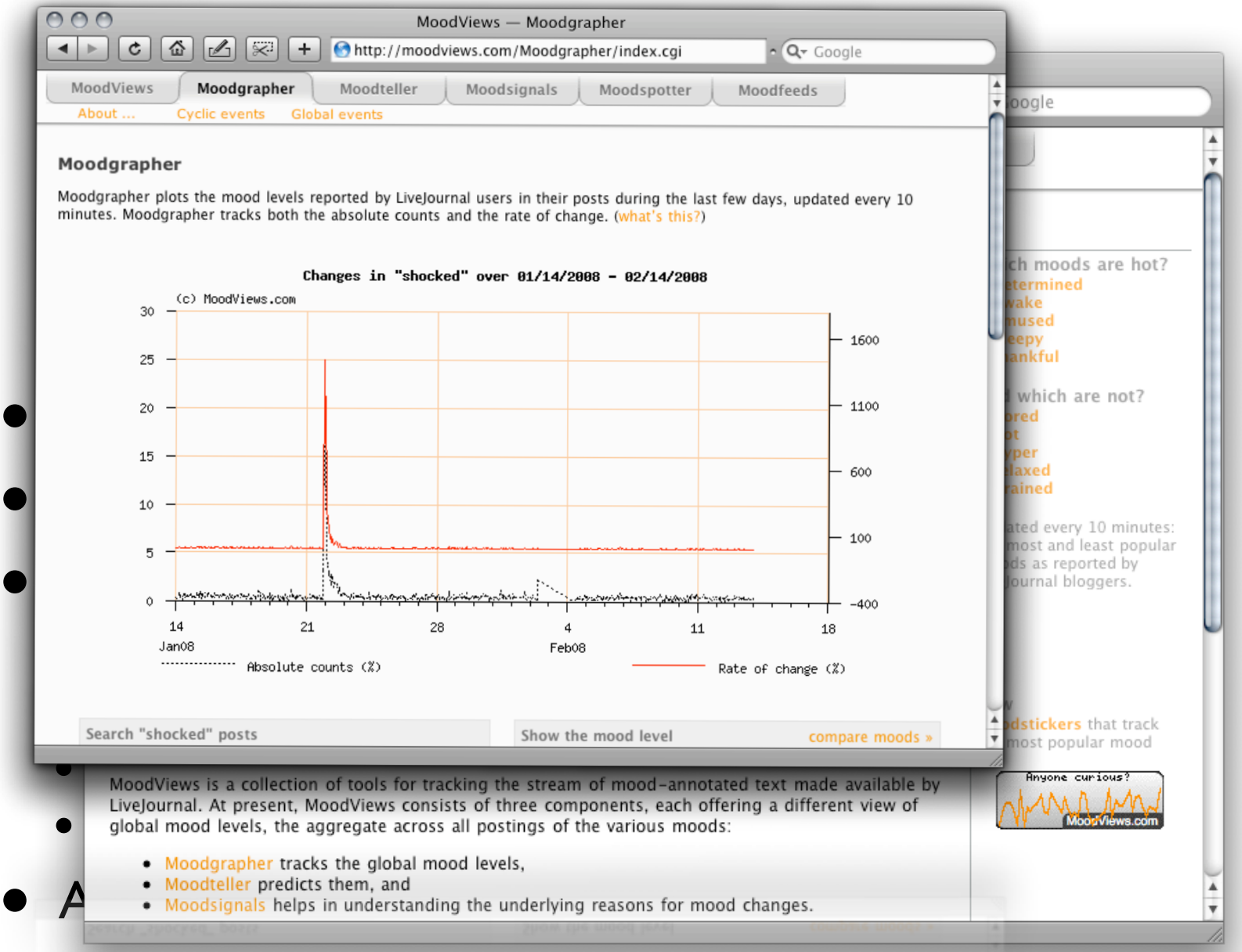
And which are not?
- bored
- hot
- hyper
- relaxed
- drained

Updated every 10 minutes: the most and least popular moods as reported by LiveJournal bloggers.

New
Moodstickers that track the most popular mood



http://www.moodviews.com



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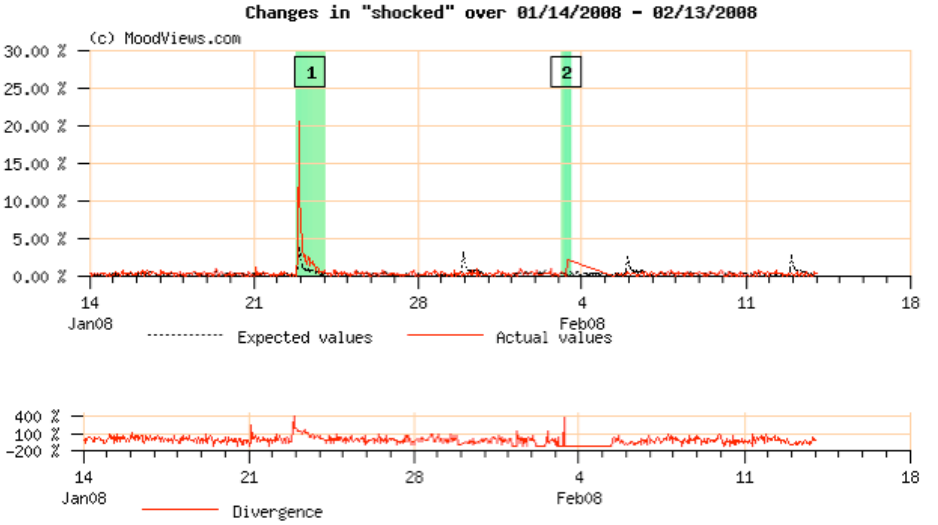
http://www.moodviews.com

MoodViews — Moodsignals

http://moodviews.com/Moodsignals/index.cgi



Discover peaks

for this mood: shocked

and for this date interval: 01/14/2008 02/13/2008

Graph

(Dates have to be provided in mm/dd/yyyy format.)

Peak explanation

Peak (1) 01/22/2008 19h - 01/24/2008 01h

Overused terms during the peak period:

ledger, heath's, dead, actor, shock, joker, brokeback, knights, found, dying, renfro, overdose, news

Related global events:

- [2008-01-22] Australian actor Heath Ledger found dead in New York City
- [2008-01-25] Thomas Cecil Gray, pioneer in anesthesiology, dead at 94

Blog posts:

Peak (2) 02/03/2008 04h - 02/03/2008 12h

Overused terms during the peak period:

More peaks in "shocked"

- Dec 27, 2007, 12:00
- Oct 31, 2007, 00:00
- Oct 20, 2007, 00:00
- Oct 19, 2007, 08:00
- Aug 02, 2007, 09:00
- Aug 01, 2007, 21:00
- Jul 21, 2007, 11:00
- Jun 26, 2007, 16:00
- Jun 25, 2007, 21:00
- Jun 22, 2007, 03:00
- May 30, 2007, 18:00
- May 24, 2007, 09:00
- Apr 29, 2007, 00:00
- Apr 16, 2007, 14:00
- Apr 07, 2007, 05:00
- Mar 28, 2007, 23:00

MoodViews — Moodspotter

http://moodviews.com/Moodspotter/?period=2006-8&q:

Google

MoodViews | Moodgrapher | Moodteller | Moodsignals | **Moodspotter** | Moodfeeds

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.

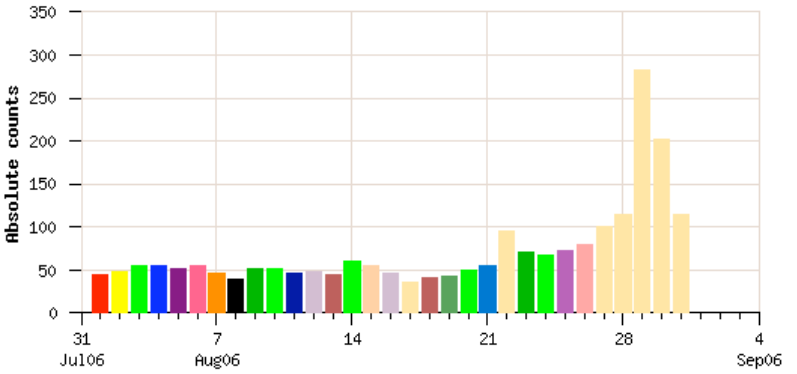
Search posts

Period : August 2006

Query : katrina

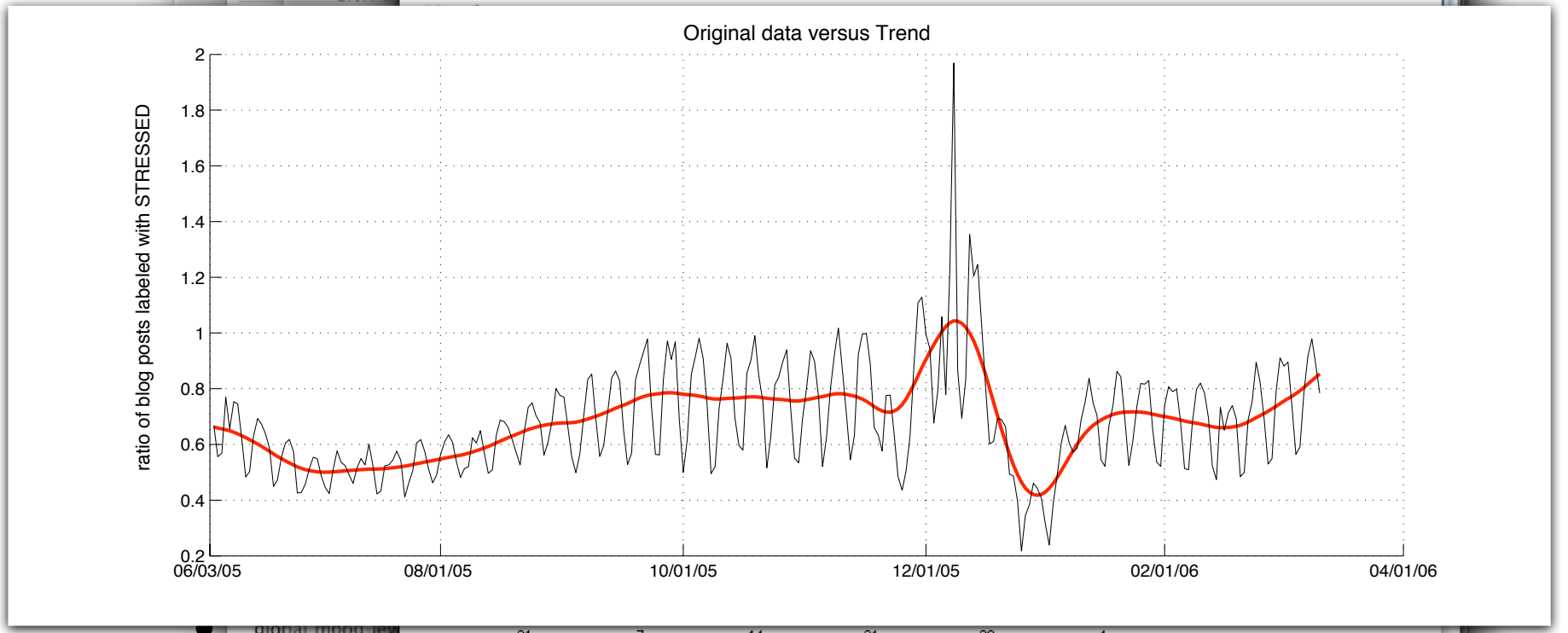
Submit

Changes in mood around "katrina" in 2006-8



aggravated amused annoyed anxious awake blah

calm cheerful chipper contemplative crazy excited



MoodViews — Moodgrapher

MoodViews — Moodspotter

http://moodviews.com/Moodspotter/?period=2006-8&q:

MoodViews | Moodgrapher | Moodteller | Moodsignals | Moodspotter | Moodfeeds

31 Jul06 | 7 Aug06 | 14 | 21 | 28 | 4 Sep06

aggravated | amused | annoyed | anxious | awake | blah

calm | cheerful | chipper | contemplative | crazy | excited

Ingredients

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

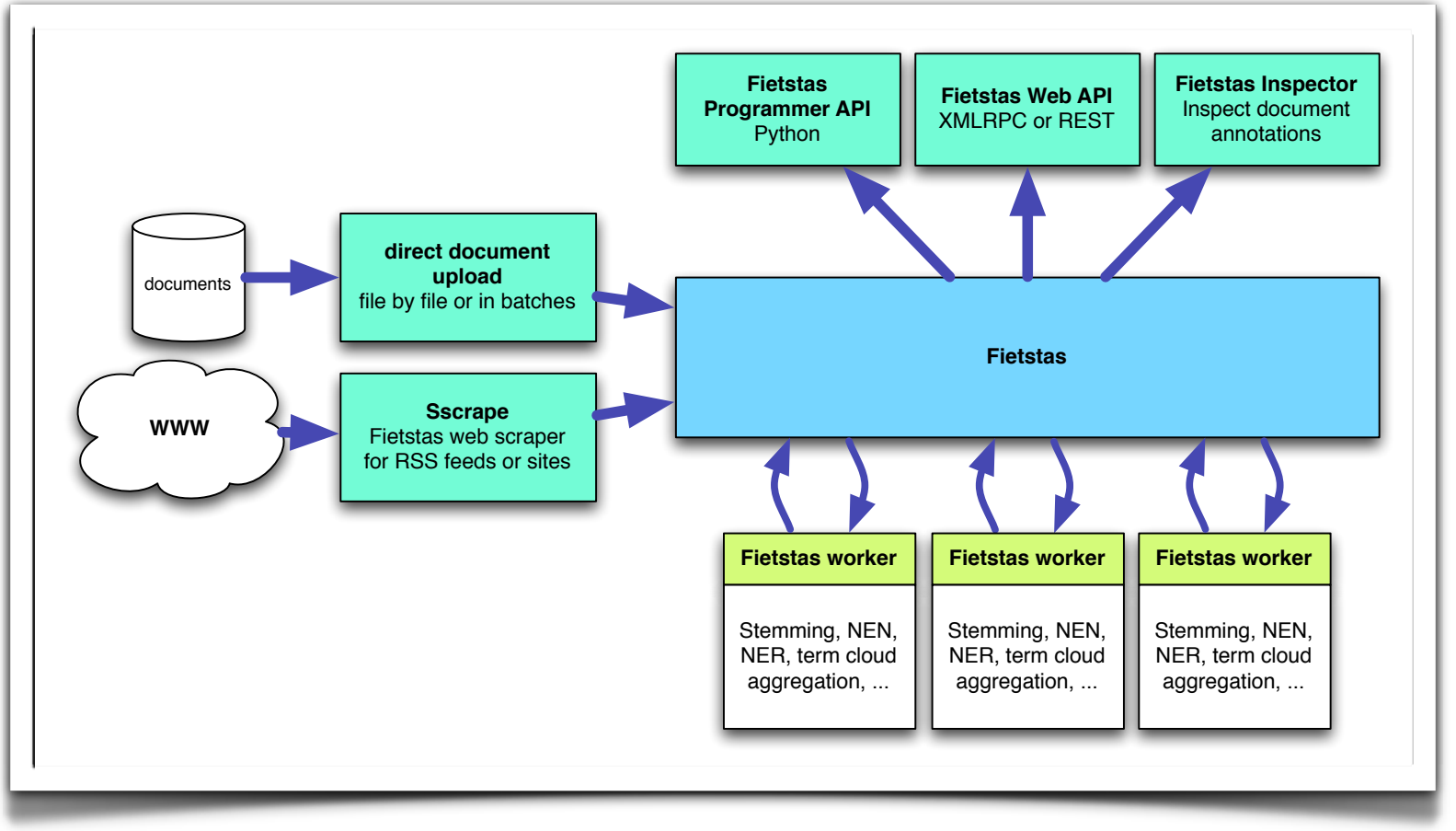
Development strategy

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

vs.

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