

Social Media Analysis and Retrieval Technologies

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Information access

Web search

- **Content**
 - Morphology
 - Summarization
 - Entities, relations
 - Machine translation
- **Quality**
 - Graph-based
 - Spelling correction
- **Users**
 - Mining log files: all of the user's history
 - Personalization, context
 - Identifying intent

Where's the language technology?

Very large scale

The web has changed



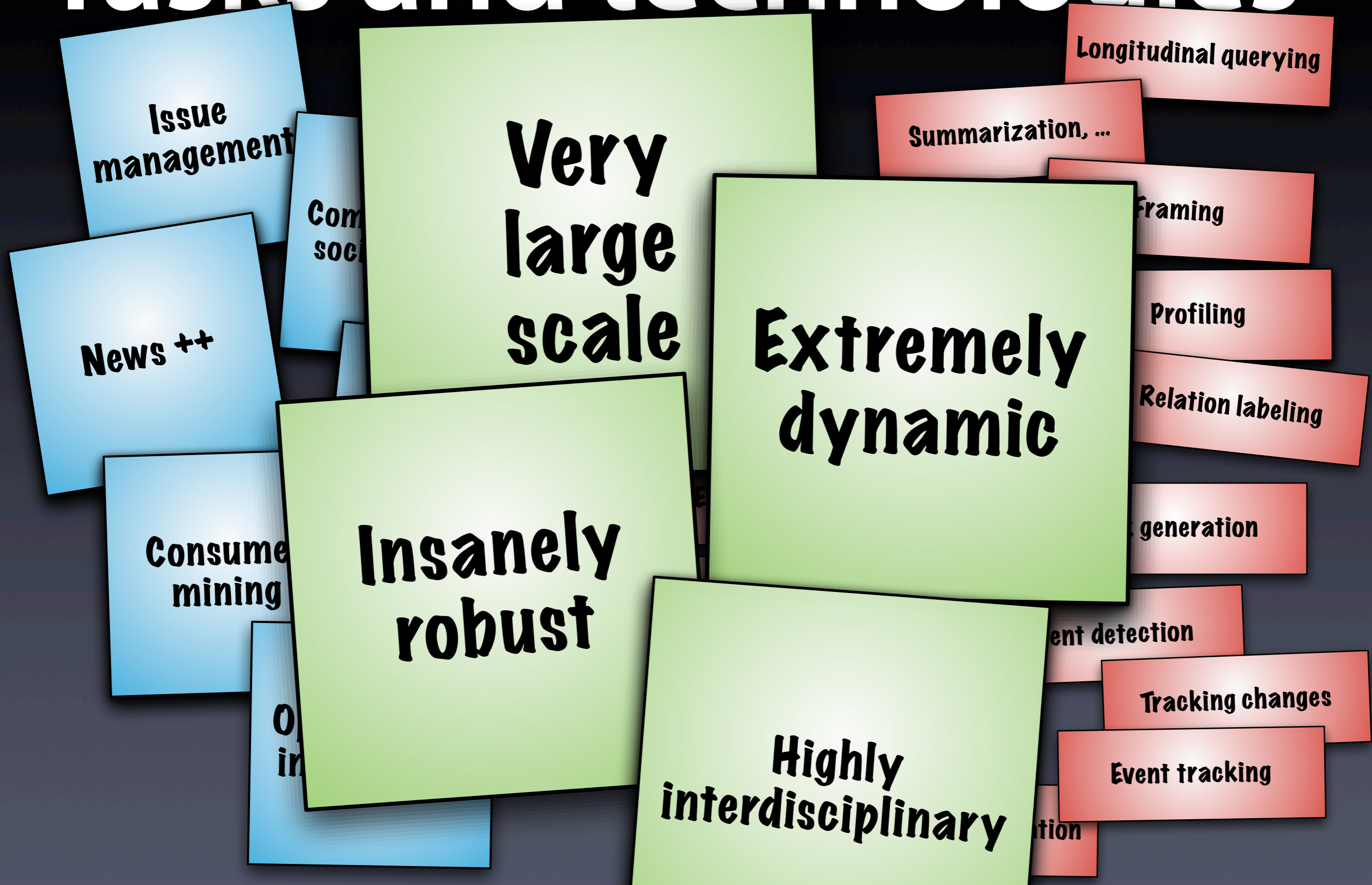
Live our life online

- Sharing knowledge
- Keeping track of friends
- Sharing experiences
- Expressing views & comments
- Releasing news
- Networking, socializing
- Playing
- Documenting life
- Create online

Why bother?

- **A lot of content**
- **It's different**
 - **Facts plus experiences around these facts**
 - **Entity-centric**
 - **Highly intertwined, implicitly or explicitly**
- **New tasks, new information needs**
- **Need for new models, new ranking methods**
- **Need for new language technology**

Tasks and technologies



To do's

European Social Media Monitor