

TWINDEX FUORISALONE



POLITECNICO
DI MILANO



UNIVERSITY
OF TRENTO - Italy



ASUS
IN SEARCH OF INCREDIBLE

<http://twindex.fuorisalone.it>
Social Listening of
FUORISALONE 2013

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Daniele Dell'Aglio, Mikalai Tsytsarau,
Themis Palpanas, Cristian Confalonieri

The Context

- **Fuorisalone** is a city scale event held in **+600 venues** around the city during Milano Design Week.
- **500.000 people** get to Milano to attend it.
- It is the perfect setting for launching products, e.g., **ASUS launched FonePad** and presented the new **VivoBook**.



The Problem

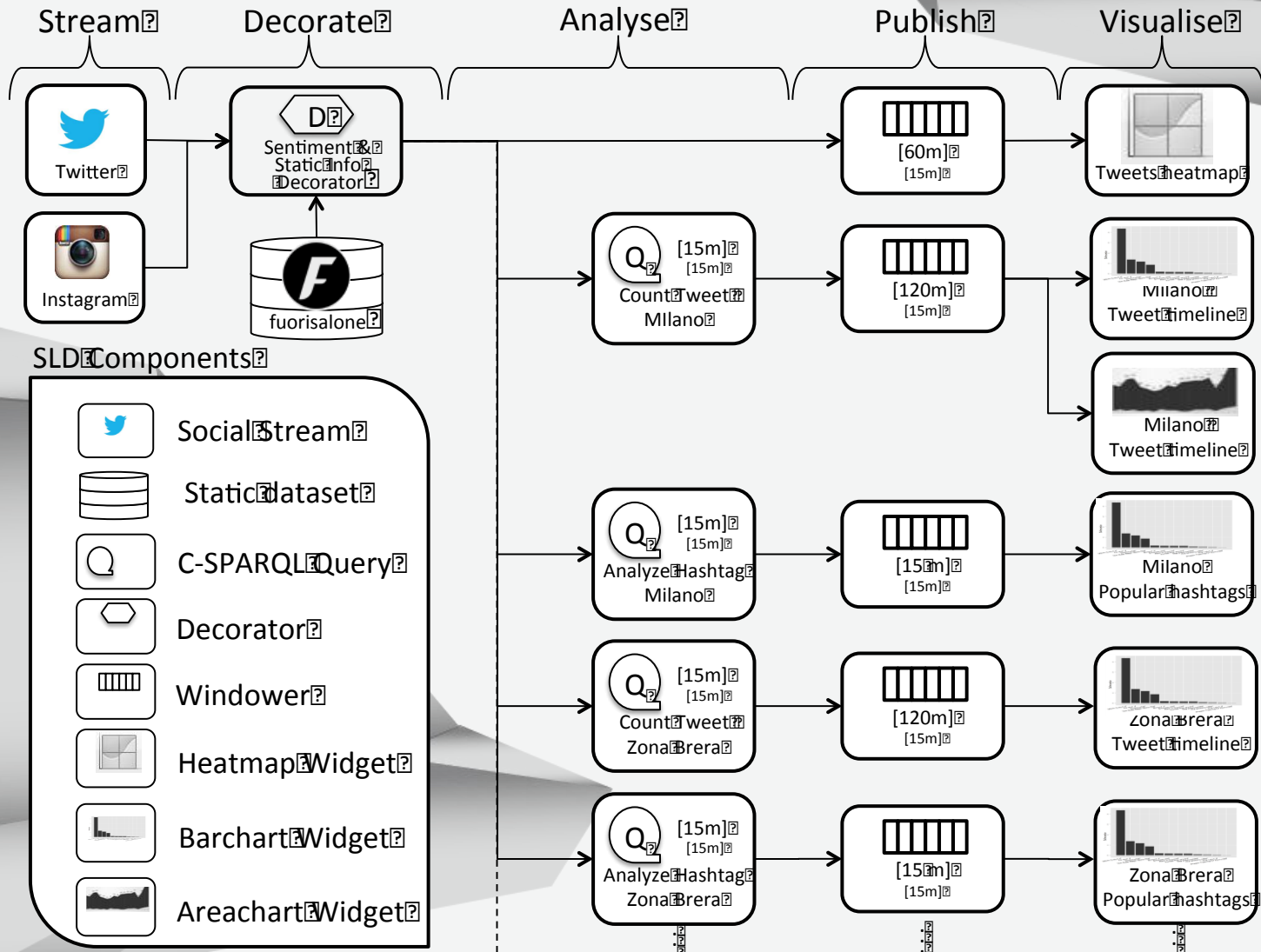
- Fuorisalone.it and ASUS want to **real time monitor the visitors' reactions**:
 - Which are the **most attractive events**?
 - **What do visitors think** about the events they join?
 - What is their **mood** before, during and after the event they join?

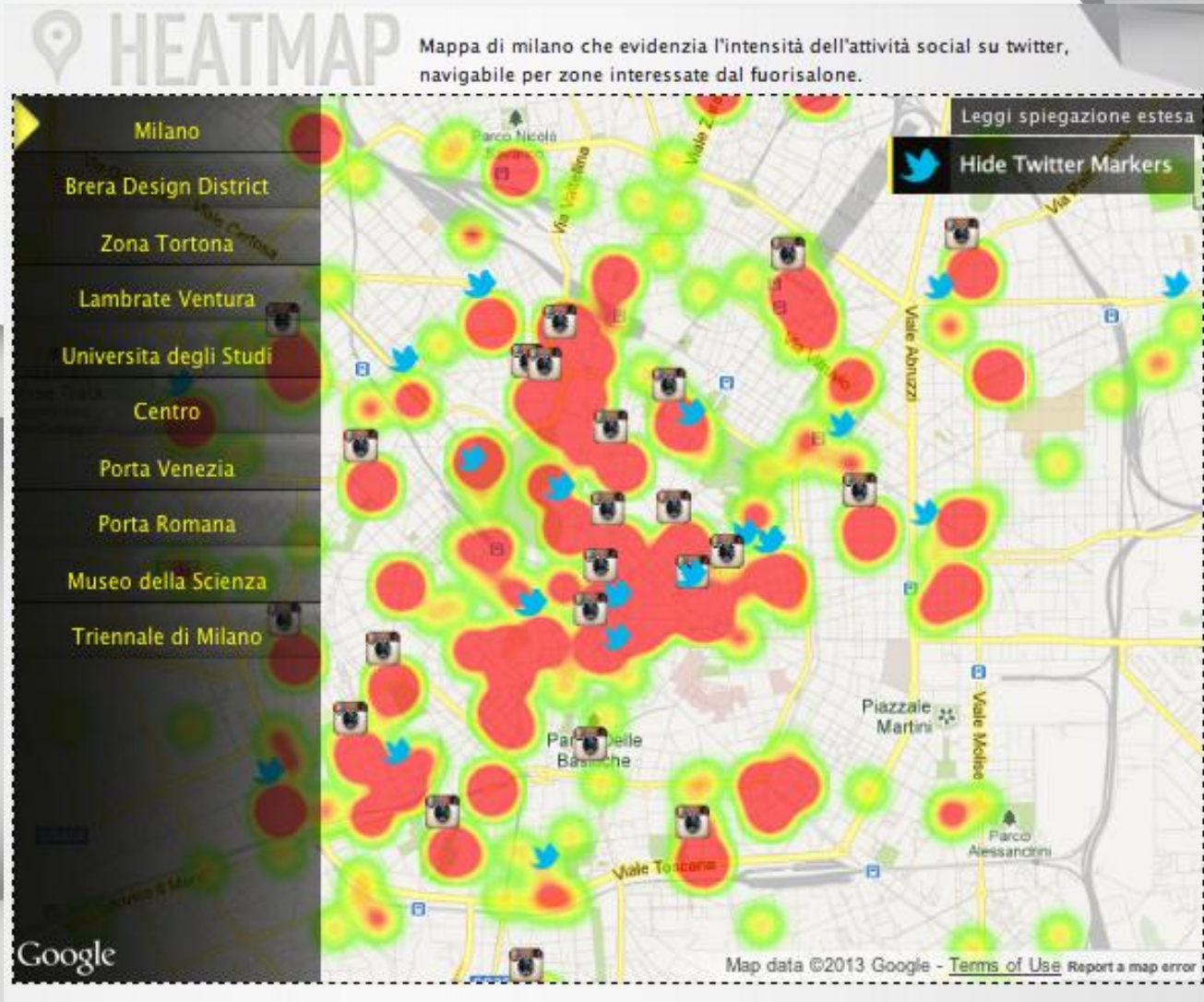


The Proposed Solution

- **Social listening**
 - analysis of the micro-posts posted from Milano during fuorisalone
- **Data sources**
 - Twitter
 - Instagram
 - Fuorisalone.it data
- **The machinery**
 - **Streaming Linked Data framework**
 - **RDF streams** and graphs to model data
 - **C-SPARQL** as continuous query language
 - Streaming Linked Data publication format
 - HTML 5 visualization widgets
 - **Sentiment and contradiction mining**

The Machinery





April 9-14, 2013

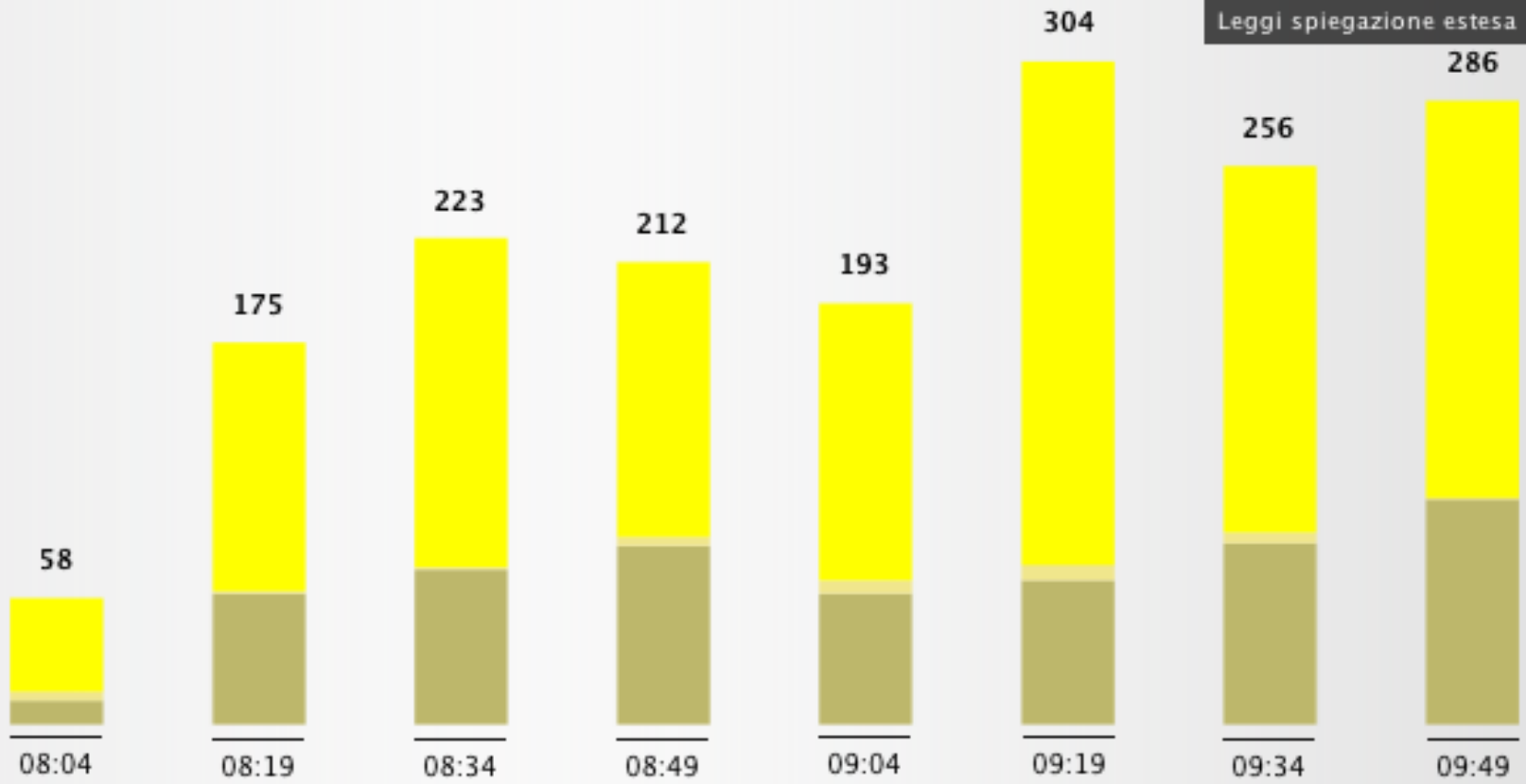
- Micro-posts
 - 107,044,487
- Distinct users
 - 12.031
- Invocation of Linked Data Publisher
 - 1,136,052
- Cost
 - 25 €/month
 - 2 cores, 2 GB



TWEET MILANO

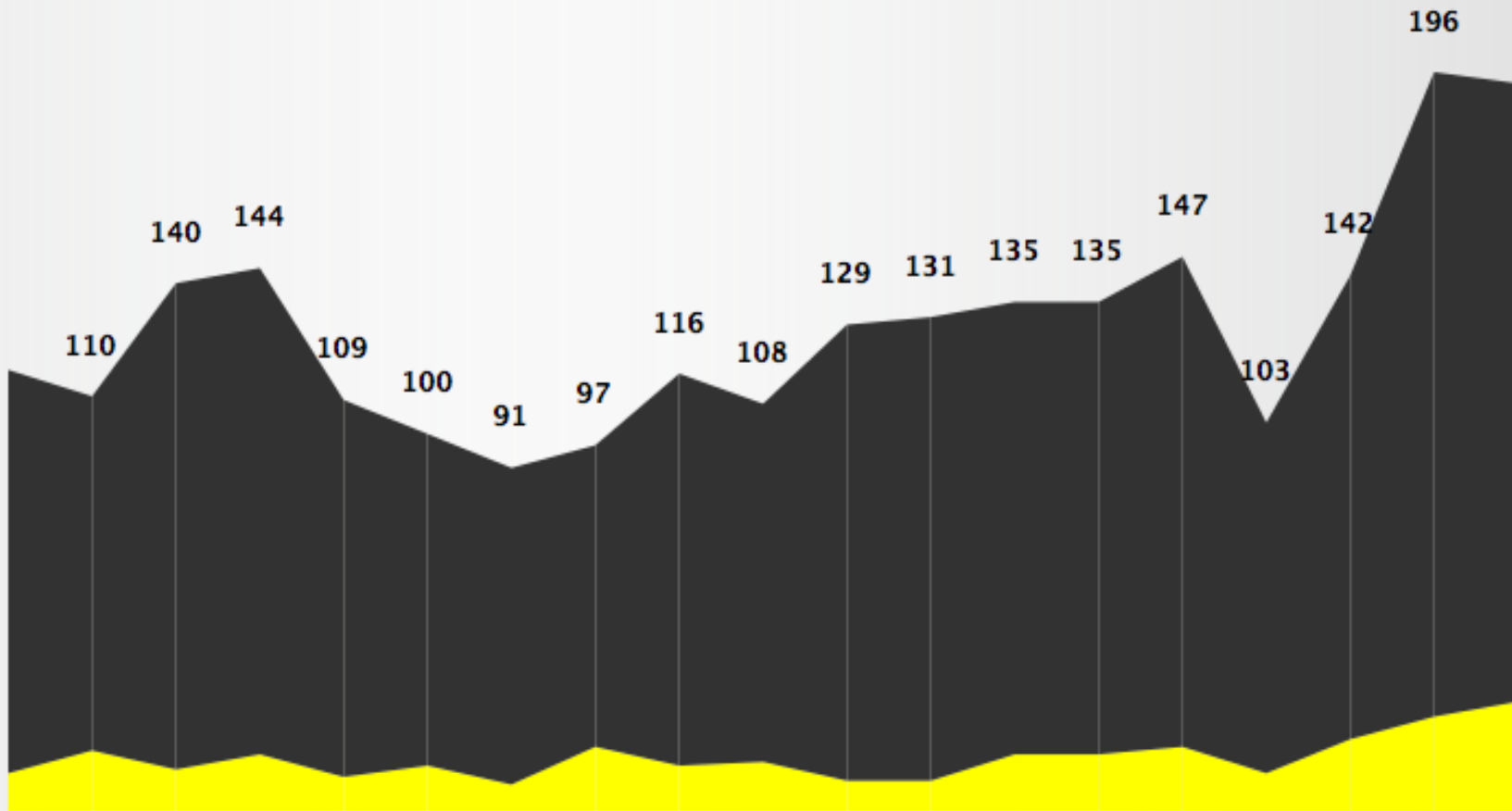
mostra il numero di tweet inviato a Milano,
nelle ultime due ore e conteggiati ogni 15 minuti.

[Leggi spiegazione estesa](#)



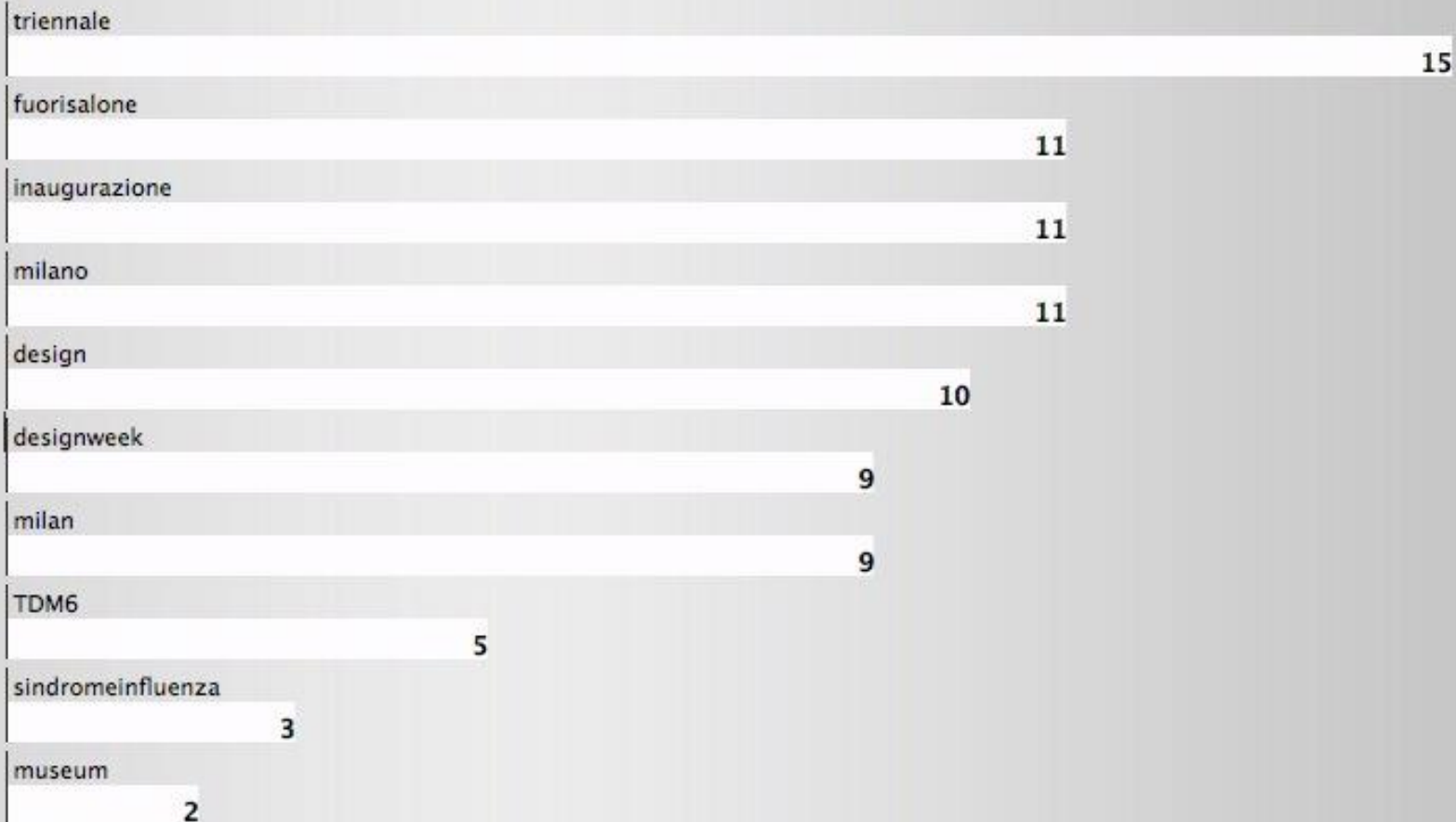
 **TWEET COMPARE**

Confronta il numero di tweet di Milano (grigio) con i tweet che contengono # collegati all'evento fuorisalone (giallo)



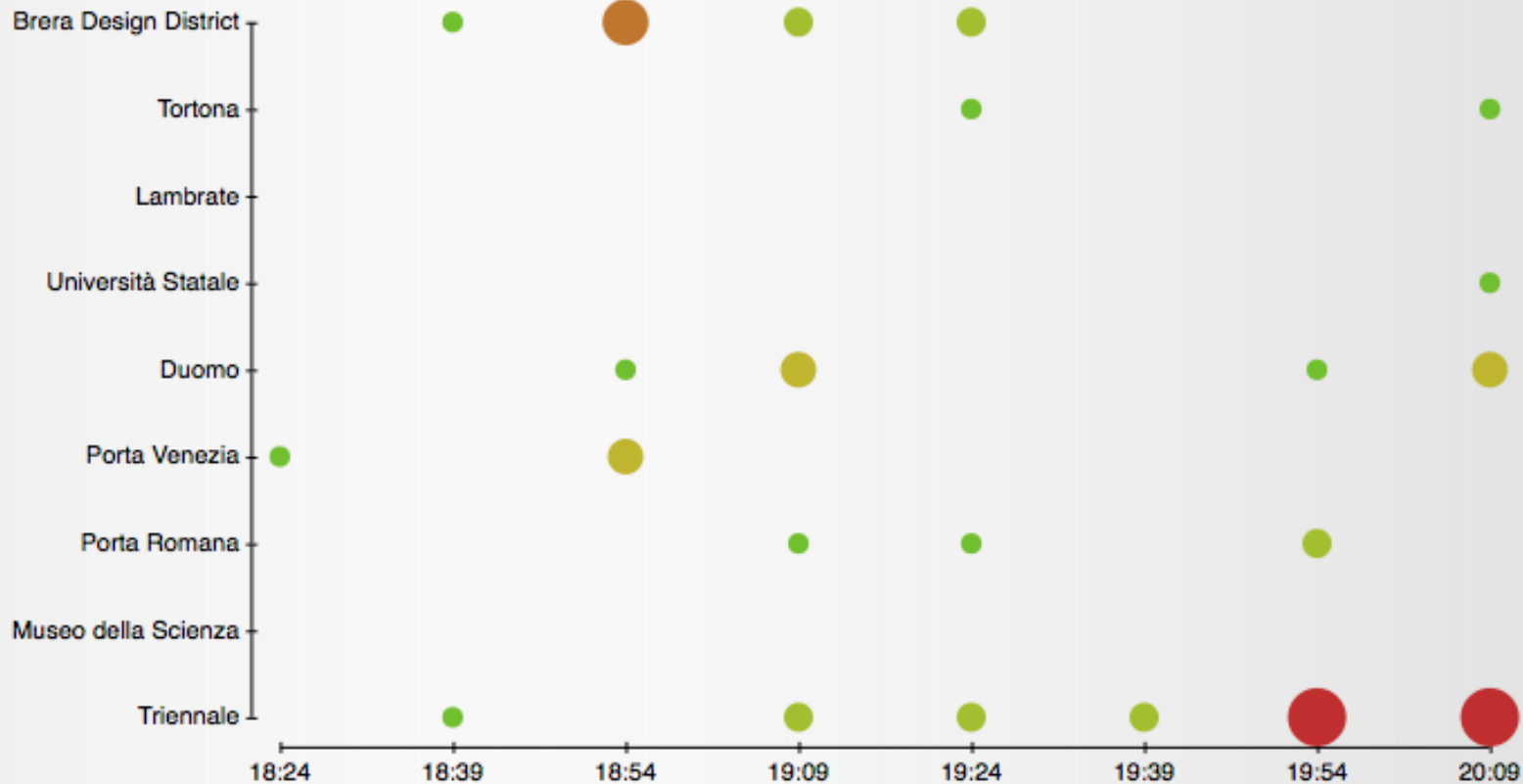
TOP HASHTAG

i 10 hashtag maggiormente usati nei tweet a Milano,
conteggiati ogni 15 minuti.

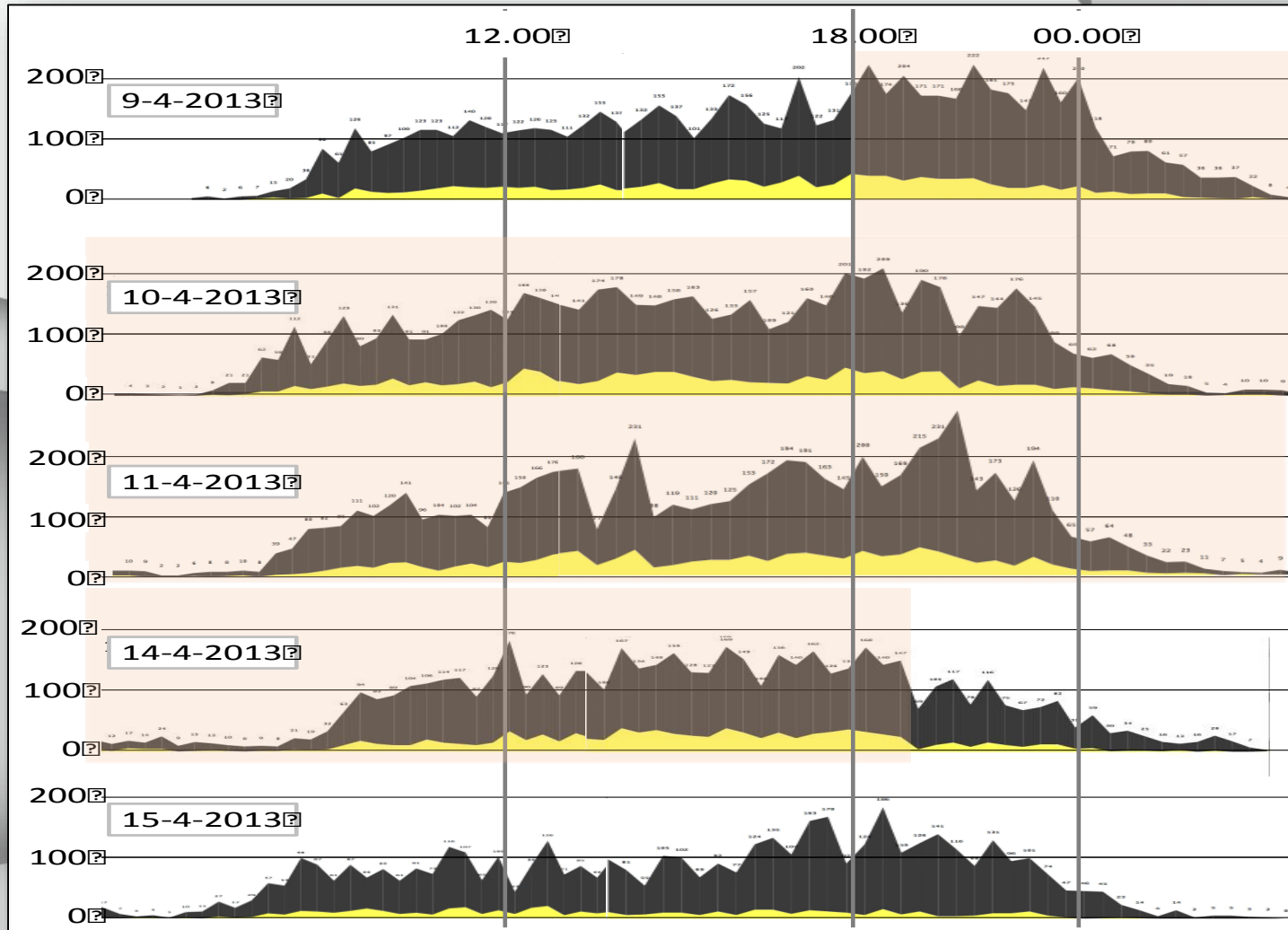


 DOT CHART

Griglia che confronta le zone di milano piu attive, conteggiando i tweet ogni 15 minuti.



The results 1/5



Fuorisalone is visible in the volume of micro-posts

The results 2/5

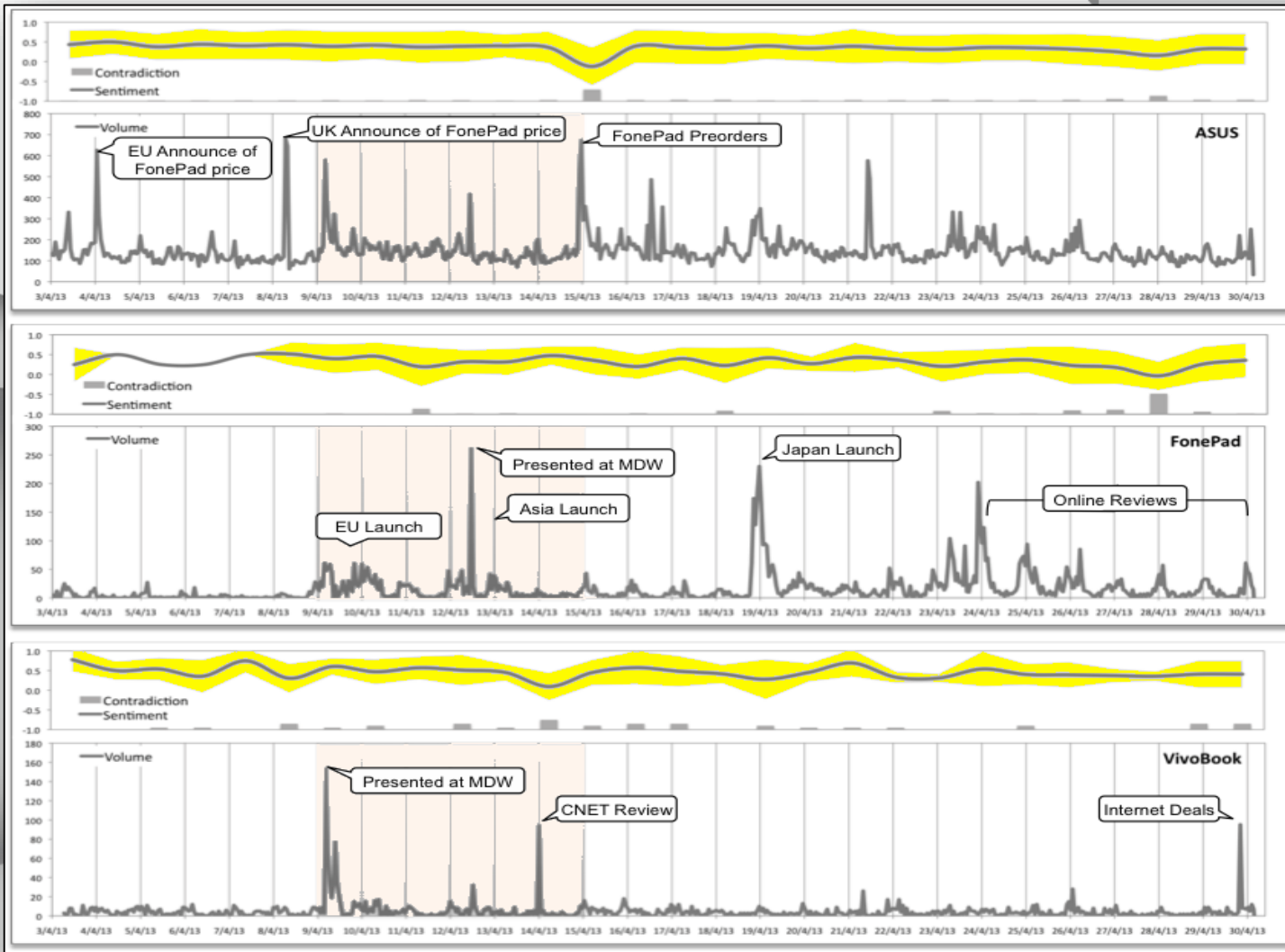
Venue	posts
cesati antiques & works of art	16653
Porta nuova 46/b	13416
Circolo Filologico	9891
Adele Svettini Antichità	7366
ALTAI	5592
Bigli19	5175
Dudalina	4875
Galleria DadaEast	3550
borronechemicals	1078
Antonio Lupi Showroom Milano	995
Instituto Cervantes Milano	752
GALLERIA D'ARTE CONTEMPORANEA CINESE	560

The most attractive venues are found

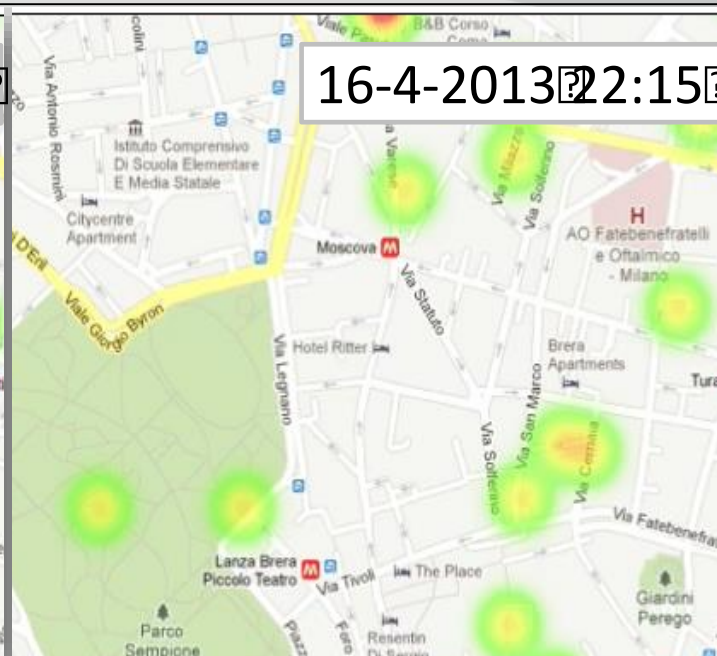
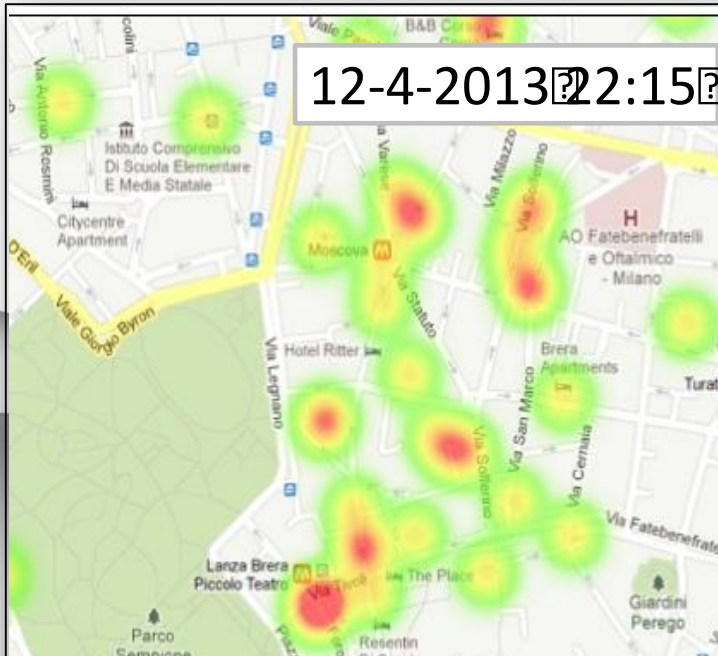
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The results 3/5

Changes are observed in public sentiment before, during and after ASUS event



The results 4/5



Hotspots correspond to venues

The results 5/5

April 9th, 2013 at 18.00	posts
fuorisalone	30
designweek	28
nabasalone	20
milano	9
design	6

April 13th, 2013 at 18.00	posts
fuorisalone	28
designweek	21
nabasalone	17
milano	10
inter	8

April 11th, 2013 at 18.00	posts
milano	25
fuorisalone	22
design	10
designweek	6
32giornata	6

April 15th, 2013 at 18.00	posts
inter	20
diretta	11
cagliarii	6
milan	4
seriea	3

Fuorisalone is visible in the top-5 hashtags used in the micro-posts

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Thank you for listening
Any question?

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