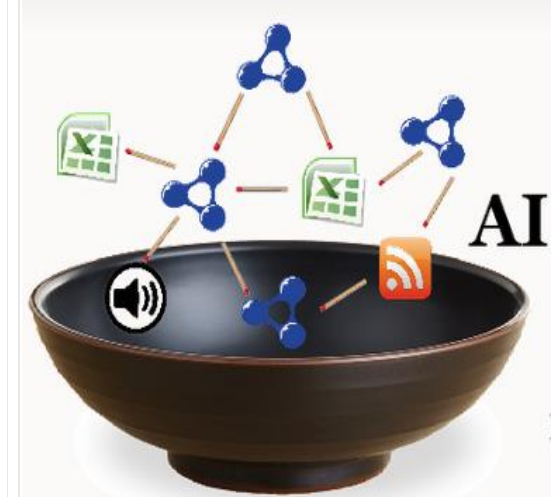


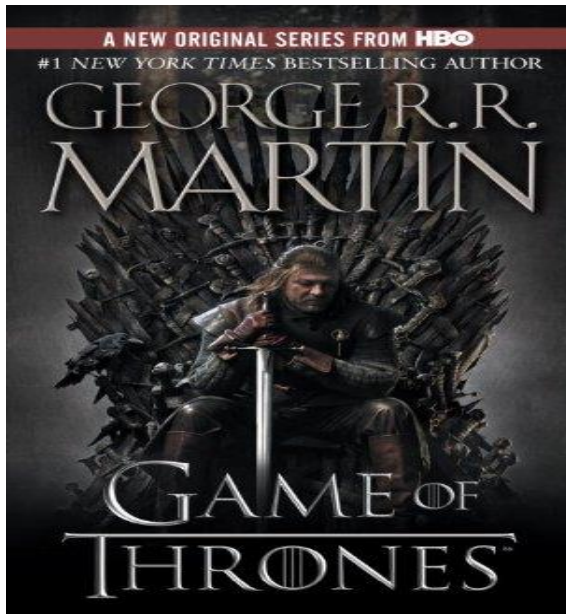
# *EasyGo: An Event-based Social Network*



- ❑ **Yinuo Zhang**
- ❑ **Hao Wu**



# Motivating Examples



# Motivating Examples



**Social + Tickets  
on Events**





# Group Activities

easygo

- Social Activity*
- Friend Making*
- Events & Tickets*
- Reduced Fees*



**GROUPON**

- Deals*
- Group Purchase*
- Reduced Price*



**Half Off at Rok Sushi Kitchen**

Rok Sushi Kitchen  
Hermosa Beach

~~\$40~~ \$20

# Social Events and Tickets

## □ Events

- ✓ Sports
- ✓ Concerts
- ✓ Theatres
- ✓ Fan Services



facebook



Google+



twitter

## □ Ticket Services



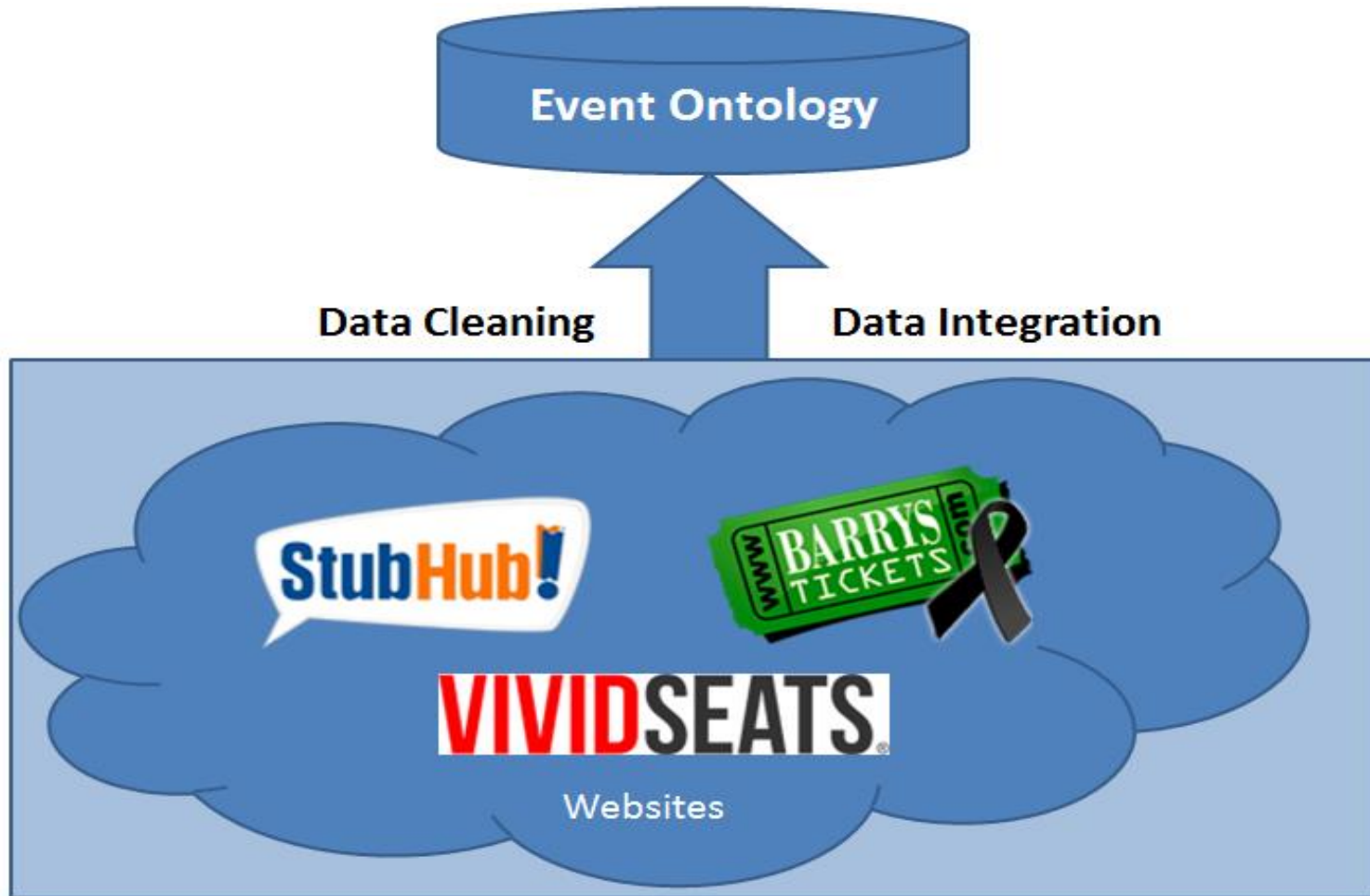
VIVIDSEATS



StubHub!



# Back-end Integration



# Event Data Extraction

## ❑ Crawling

- ✓ Scrapy 
- ✓ json output

## ❑ Event Fields

- ✓ Name
- ✓ Venue
- ✓ City
- ✓ State
- ✓ Time
- ✓ Link

Event	Date and time ▲	Location		
<a href="#">Taylor Swift with Ed Sheeran Tickets</a>	Sat, 05/04/2013 6:30 p.m. EDT	Ford Field Detroit, MI	Sell	<a href="#">See tickets</a> Priced from: \$80.00 USD 859 tickets left
<a href="#">Taylor Swift with Ed Sheeran Tickets</a>	Tue, 05/07/2013 7:00 p.m. EDT	KFC Yum Center Louisville, KY	Sell	<a href="#">See tickets</a> Priced from: \$43.00 USD 1,265 tickets left
<a href="#">Taylor Swift with Ed Sheeran Tickets</a>	Wed, 05/08/2013 7:00 p.m. EDT	Nationwide Arena Columbus, OH	Sell	<a href="#">See tickets</a> Priced from: \$69.00 USD 831 tickets left

## Rolling Stones Tickets

When Mick Jagger and Keith Richards first formed the Rolling Stones in London in 1962, few could have predicted that over 50 years later, they would still be touring the world as... [more](#)



### EXPERIENCE VIVID SEATS

#### Guaranteed, period!

- Customer Service
- Valid & Authentic Tickets
- On-Time Delivery
- Refund for Cancellations
- Secure Transaction

100% BUYER GUARANTEE ▶



#### Encore Savings:

See the same artist twice, get **5% OFF** your next order



#### FILTER RESULTS

##### All days

- [Weekdays](#)
- [Weekends](#)

##### All dates

- [May](#)
- [June](#)
- [July](#)

DATE ▲	EVENT	TICKETS
TUESDAY <b>May 28, 2013</b> 8:00 PM	<b>Rolling Stones</b> United Center - Chicago, IL	<input type="button" value="TICKETS"/>
FRIDAY <b>May 31, 2013</b> 8:00 PM	<b>Rolling Stones</b> United Center - Chicago, IL	<input type="button" value="TICKETS"/>

- Any
- Chicago
- Toronto
- Montreal
- Boston
- Philadelphia

EVENT	DATE	VENUE	TICKETS
<a href="#">Rolling Stones</a>	<b>May 28, 2013</b> Tuesday - 8:00 PM	<b>United Center (Stones)</b> Chicago, IL	<input type="button" value="View Tickets"/>
<a href="#">Rolling Stones</a>	<b>May 31, 2013</b> Friday - 8:00 PM	<b>United Center (Stones)</b> Chicago, IL	<input type="button" value="View Tickets"/>

#### Show

- All events
- Events with tickets available

#### Event category

[Concerts](#) (17 events)

<a href="#">50 and Counting: The Rolling Stones Tickets</a>	Tue, 05/28/2013 8:00 p.m. CDT	<a href="#">United Center</a> Chicago, IL	<a href="#">Sell</a>	<input type="button" value="See tickets"/> Priced from: \$157.00 USD 607 tickets left
<a href="#">Stones Fest LA - A Night To Celebrate the Music of the Rolling Stones Tickets</a>	Thu, 05/30/2013 8:00 p.m. PDT	<a href="#">Henry Fonda Theatre</a> Los Angeles, CA	<a href="#">Sell</a>	<input type="button" value="See tickets"/> Priced from: \$39.95 USD 12 tickets left



# Data Integration

## □ Semantic Model

- ✓ Karma (json -> n3)
- ✓ Virtuoso Server

## □ Event Integration

- ✓ Spatial and Temporal Based Filter
- ✓ Set Based String Matching (e.g., Generalized Jaccard Similarity) on Name and Venue

# Search and Recommendation

## □ Search

- ✓ Keyword Matching
- ✓ Linked Open Data (possible enhancement)

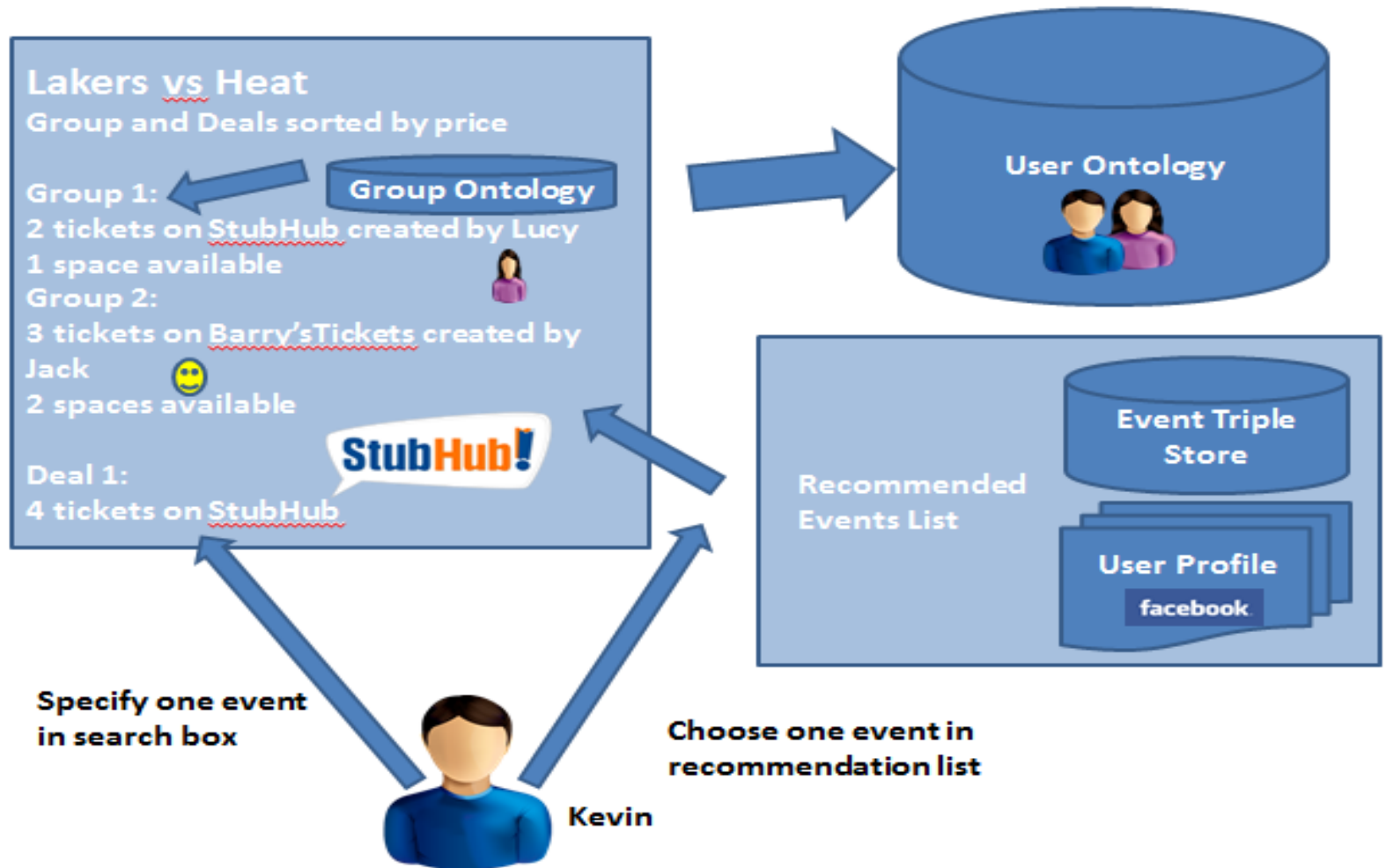
## □ Recommendation [Zhang&Wu, ICEIS'03]

- ✓ Based on Interests
- ✓ Collaborative Filtering
- ✓ Similarity on Latent Topics (LDA)

# Front-end Components

- ❑ Social Networking
- ❑ Event Recommendation
- ❑ Event Search
- ❑ Google Map Navigation
- ❑ Group Ticket Purchasing

# A Scenario





# Demo (Search & Recommendation)

□ URL: <http://huanghe.usc.edu/easygo/>

**EASYGO: YOU SOCIAL LIFE STARTS HERE!** Welcome **haowu731!** [ [Log Out](#) ]

Home My Friends My Profile About

**WELCOME TO EASYGO!**

Search events by team, artist, event name, location here

**Recommendations for You**

Sat, 05/25/2013 6:30 p.m. CDT @Cowboys Stadium, Arlington, TX  
[Taylor Swift with Ed Sheeran](#)

Sun, 08/25/2013 2:00 p.m. PDT @Home Depot Center (LA), Carson, CA  
[New York Red Bulls at Chivas USA](#)

\*Recommendations are based on your interests or Facebook profile.

# Demo (Event List & Map)

Home My Friends My Profile About

## TAYLOR SWIFT EVENTS

View them in [List](#) or in [Map](#)

Sat, 05/25/2013 6:30 p.m. CDT @Cowboys Stadium, Arlington, TX  
[Taylor Swift with Ed Sheeran](#)

Tue, 05/28/2013 7:00 p.m. MST @Jobing.com Arena, Glendale, AZ  
[Taylor Swift with Ed Sheeran](#)

Wed, 05/29/2013 7:00 p.m. MST @Jobing.com Arena, Glendale, AZ  
[Taylor Swift with Ed Sheeran](#)

Sat, 06/01/2013 7:00 p.m. MDT @Energy Solutions Arena, Salt Lake City, UT  
[Taylor Swift with Ed Sheeran](#)

Sun, 06/02/2013 7:00 p.m. MDT @Pepsi Center, Denver, CO  
[Taylor Swift with Ed Sheeran](#)

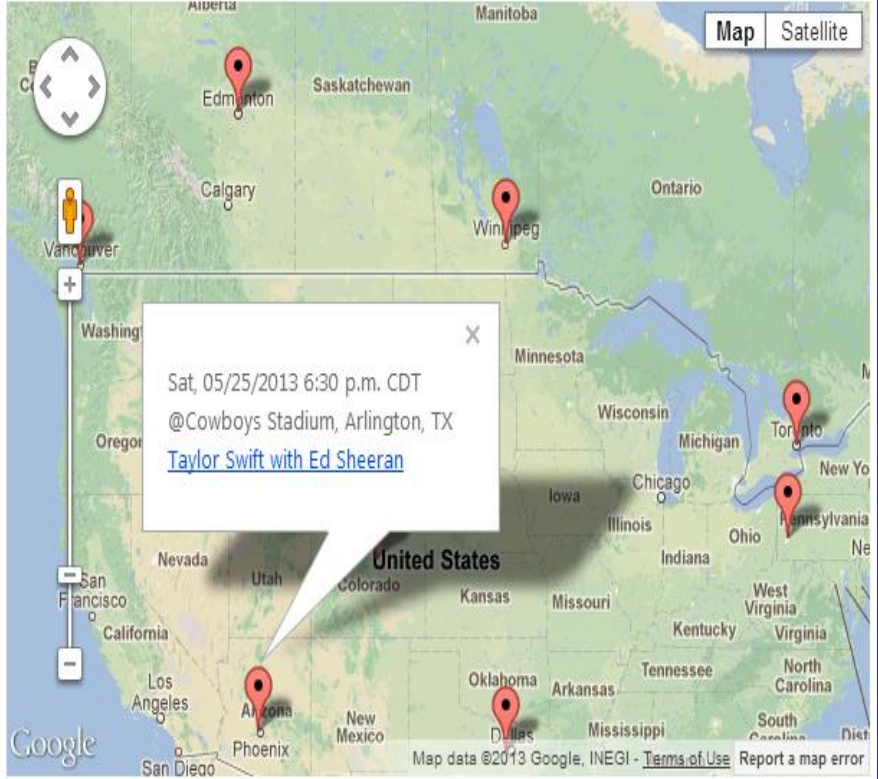
Fri, 06/14/2013 6:30 p.m. EDT @Rogers Centre , Toronto, ON  
[Taylor Swift with Ed Sheeran](#)

Sat, 06/15/2013 6:30 p.m. EDT @Rogers Centre , Toronto, ON  
[Taylor Swift with Ed Sheeran](#)

Home My Friends My Profile About

## TAYLOR SWIFT EVENTS

View them in [List](#) or in [Map](#)



Sat, 05/25/2013 6:30 p.m. CDT  
@Cowboys Stadium, Arlington, TX  
[Taylor Swift with Ed Sheeran](#)

Map data ©2013 Google, INEGI - [Terms of Use](#) Report a map error

# Demo (Group Creation & Joining)

[Home](#)[My Friends](#)[My Profile](#)[About](#)

## TAYLOR SWIFT WITH ED SHEERAN

SAT, 05/25/2013 6:30 P.M. CDT @COWBOYS STADIUM, ARLINGTON, TX

### Groups

Group ID	Deal ID	Price per Tickets	Total Number	Section	Source	Spaces Available	You Save	Creator	Join Group
22	494997631	73.95	14	STANDING ROOM ONLY	Stubhub	7	9.29	yinuo Zhang731	<a href="#">Join</a>
25	323802093	77	1	PRIVATE	Barry	0	NA	yinuo Zhang731	Full
27	339027867	75	2	PRIVATE	Barry	1	5	yinuo Zhang731	<a href="#">Join</a>
13	495774178	75	4	General Admission	Stubhub	0	NA	yinuo Zhang731	Full
21	486844530	15883	1	HOF SUITES	Stubhub	0	NA	yinuo Zhang731	Full

### Deals

Deal ID	Price per Tickets	Total Number	Section	Source	Create a Group
499536635	40	2	General Admission	Stubhub	<a href="#">Create</a>
476028778	69	1	TAYLOR SWIFT lot 11 PARKING PASS only	Stubhub	<a href="#">Create</a>
495774178	70	2	General Admission	Stubhub	<a href="#">Create</a>
349838162	72	1	PARKING	Barry	<a href="#">Create</a>
349838151	72	1	LOT04	Barry	<a href="#">Create</a>

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- Pedro Szekely
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USC Viterbi School of Engineering

**Thank you & QA**