

DEMOS

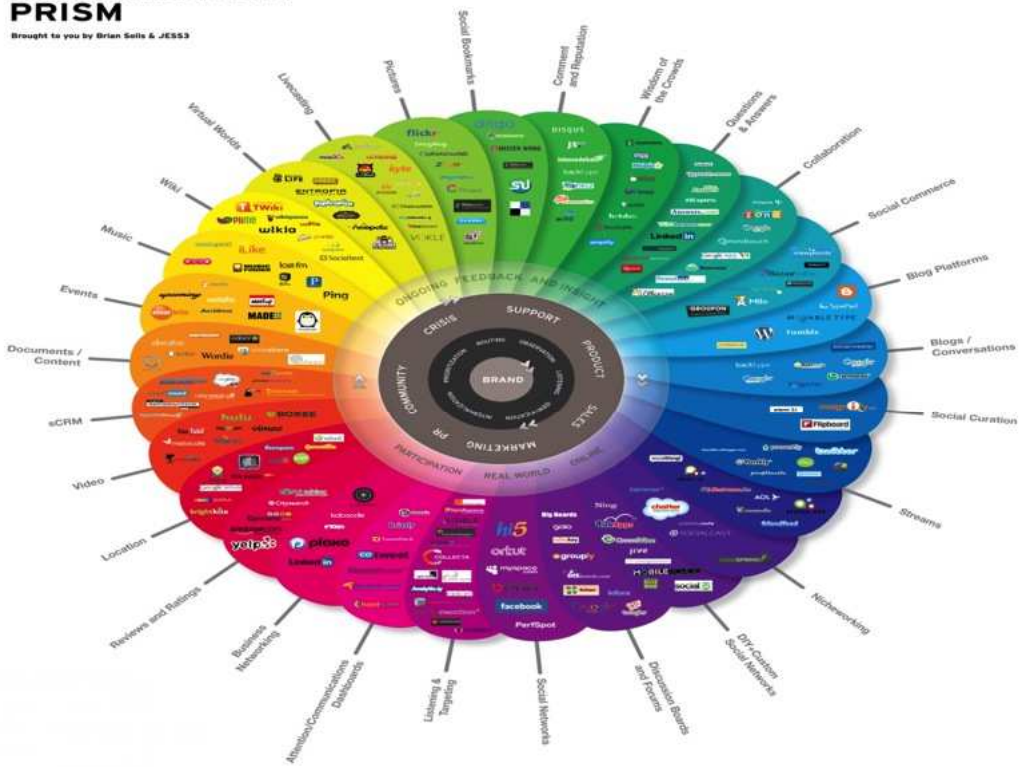
Introducing Social Media  
Intelligence

Carl Miller

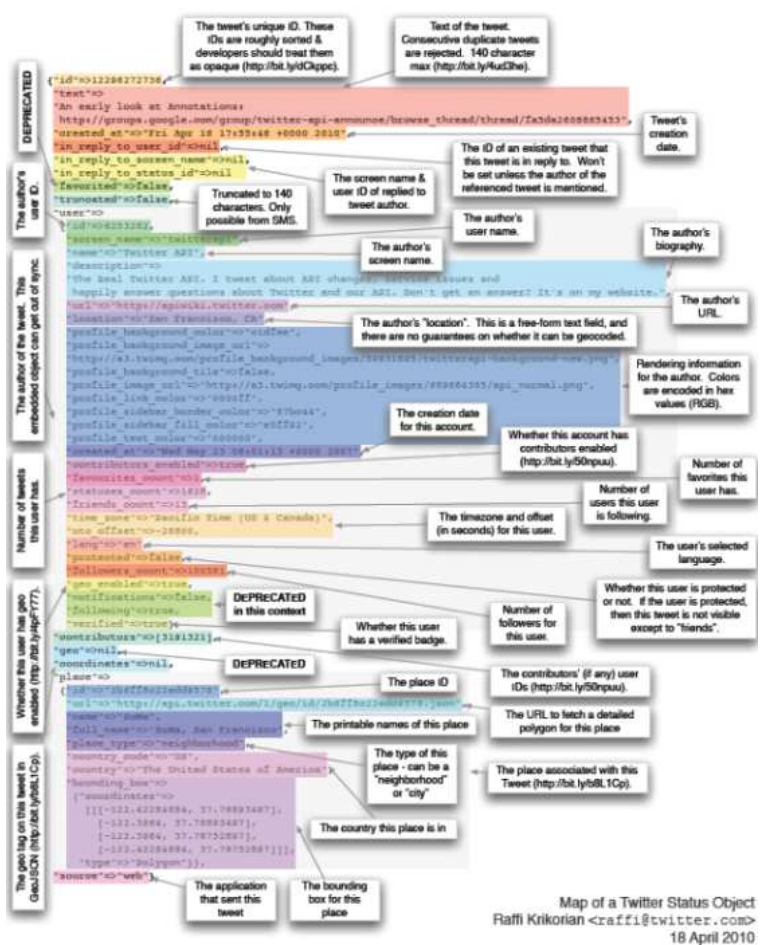
Centre for the Analysis of Social Media

# THE CONVERSATION PRISM

Brought to you by Brian Solis & JESS3



For more information  
check out [theconversationprism.com](http://theconversationprism.com)

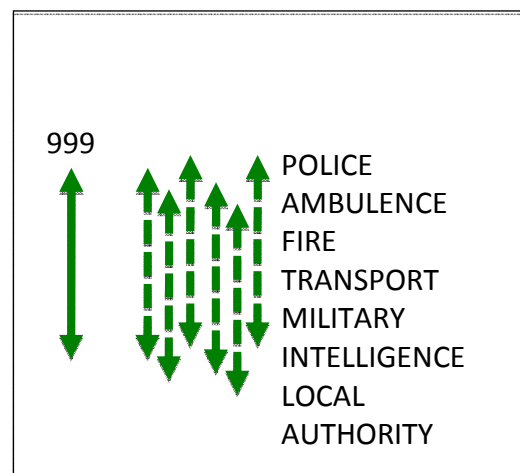


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38722329647...	Unsure about...	2013-10-07 15...							22918308	Karl_Ogden	Karl Ogden	London
38722330898...	I have a pair...	2013-10-07 15...		BASTILLEdan					856834058	Rebecca_Ralf	Rebecca Ralf	London
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38722349591...	why don't su...	2013-10-07 15...							1071059329	amyauton	amy auton	
38722349620...	Absolutely no...	2013-10-07 15...	crazy drunk p...		http://instagram.co...				140396839	PryzmBristol	Pryzm Bristol	London
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38722352835...	@tomjrea you...	2013-10-07 15...	tomjrea						523512446	edlloyd	Edward Lloyd	
38722353815...	Here's my littl...	2013-10-07 15...	bczf		http://robjacksonco...				7462672	richardbruton	Richard Bruton	London
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38722365708...	Tonight's gig!	2013-10-07 15...	bristol greate...		http://instagram.co...				300474623	DawnElektra	DawnElektra	London
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38722365767...	Bristol crew p...	2013-10-07 15...			http://fb.me/21bK8...				140396839	PryzmBristol	Pryzm Bristol	London
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38722373757...	Don't forget y...	2013-10-07 15...		ububristol BristolUni					1299039780	CourseRepsUBU	Course Reps	London
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38722388746...	#JobSearch D...	2013-10-07 15...	JobSearch		http://goo.gl/77cZy				131210984	Boise_Buzz	Boise Local	Pacific Time (US & Ca
38722392249...	Cool filming...	2013-10-07 15...		michaelmc777	http://instagram.co...	51...	-2.59756		467754988	TheBenjiCooper	Benji Cooper	London
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38722417336...	Vote for Liz G...	2013-10-07 15...		valueofadvice...	http://www.voscurs...				612371759	bsreception	Bristol CAB	London

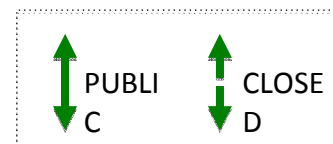
Rows 1 - 1,000 of ~22,790 from table

## TRADITIONAL COMMUNICATIONS ARCHITECTURE

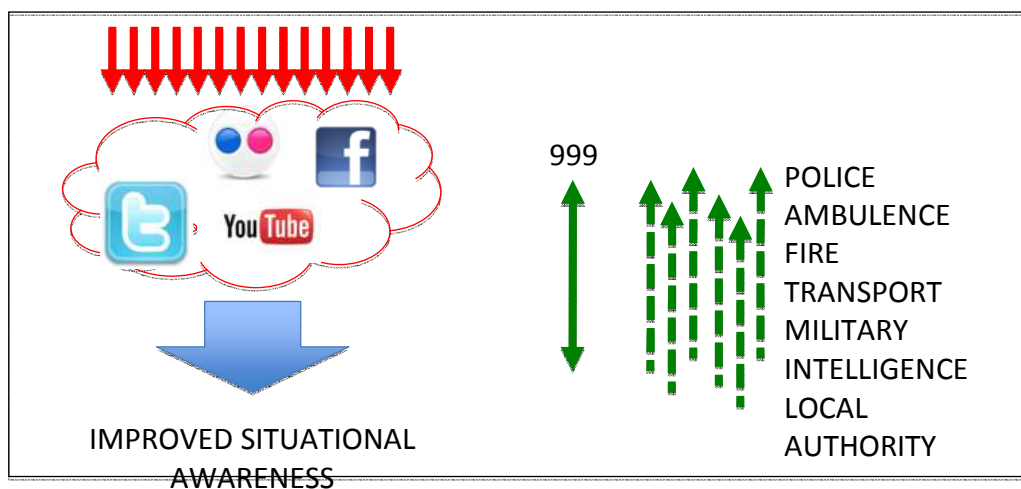
- Traditional communications architecture suffers from conflicting demands, as direct communications are used both to:
  - develop situational awareness (messages from periphery to central); and
  - coordinate action (messages from central to periphery and periphery to periphery).
- Public has very limited capacity to provide information.
  - In immediate situation, members of public are limited primarily to the 999 system, which is not designed for the role of improving situational awareness and is typically quickly overloaded when significant unexpected events occur.
  - In circumstances where a significant event occurs but without danger to life, members of the public are effectively precluded from providing information.



### NETWORK KEY

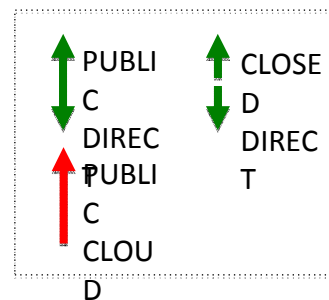


## REVISED COMMUNICATIONS ARCHITECTURE

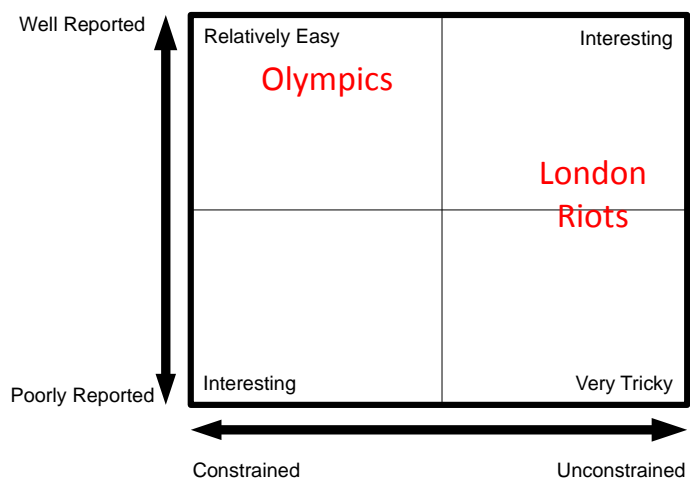


- Event detection system provides a means by which:
  - members of public can communicate without tying up resources; and
  - Authorities (and others) can develop good situational awareness. This frees up traditional direct communications system for the coordination of action.

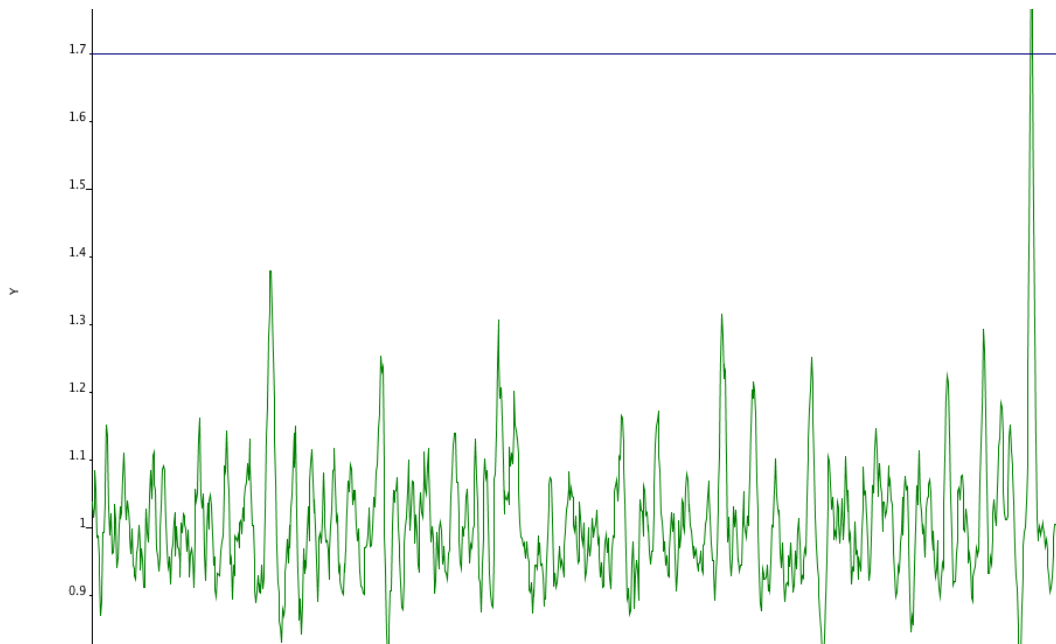
### NETWORK KEY



## Event detection: Event categories

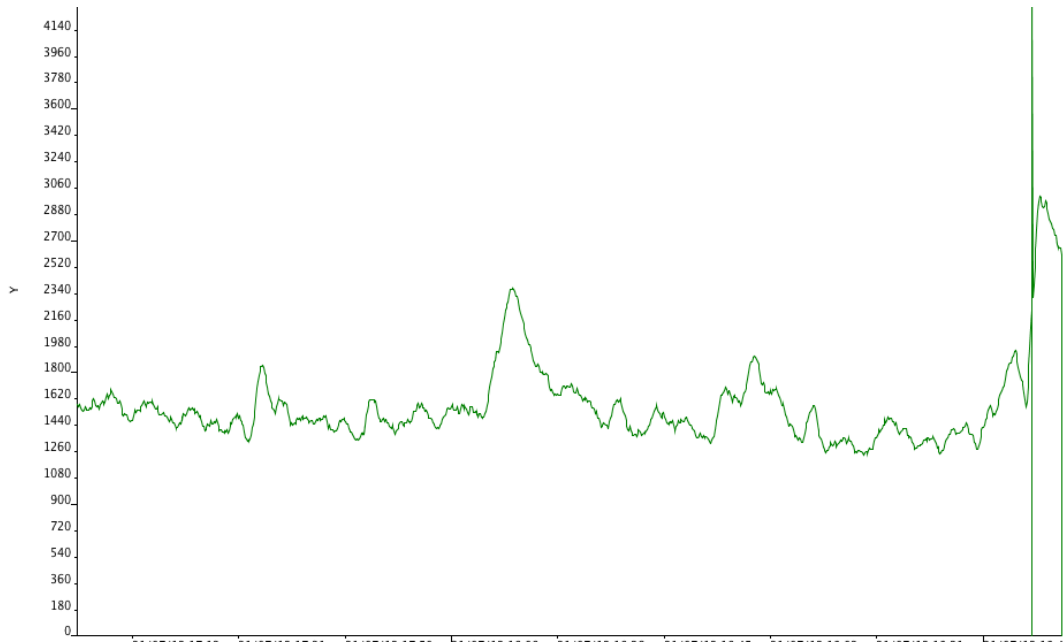


**Figure 2. Number of Tweets , expressed as a ratio of the number sent the previous two minutes**



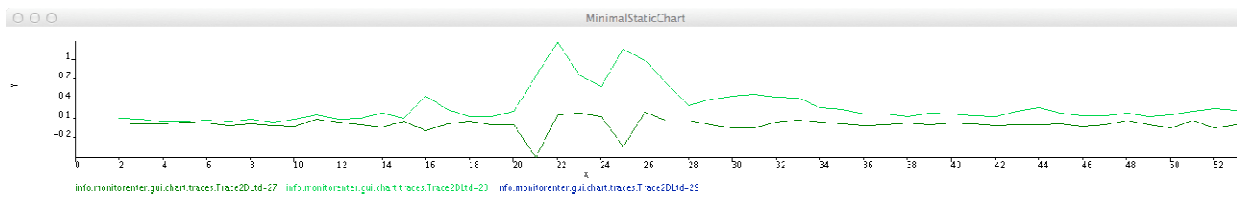
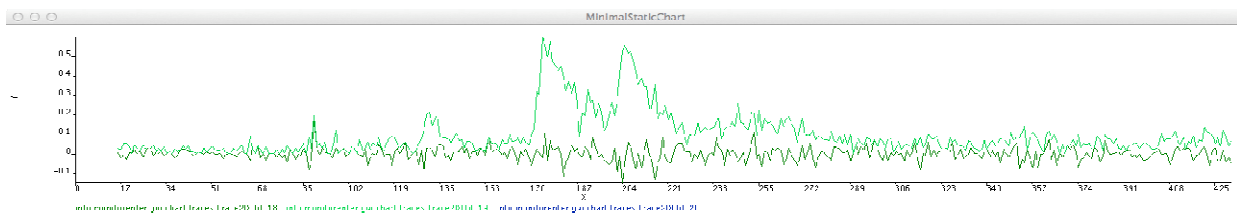
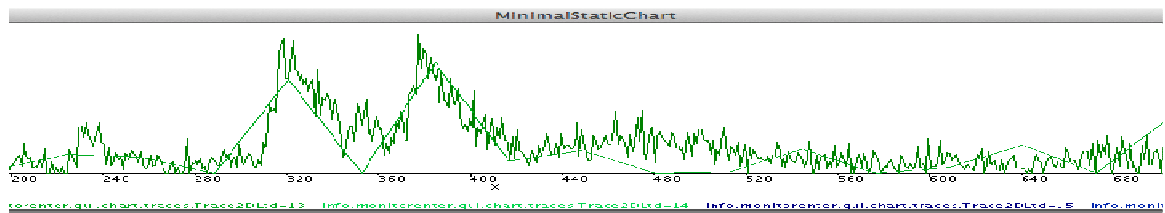


**Figure 1. Tweets containing either the first or last name of an Olympian arriving in the Tweet-stream every two minutes**

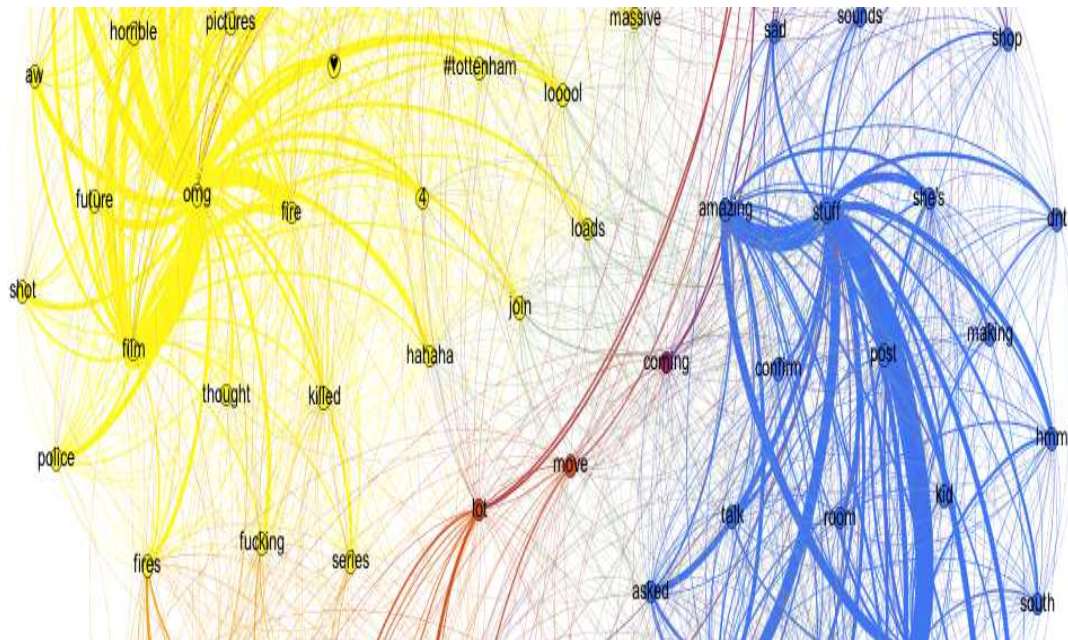


Tweet Text	Score
Gold Gold Chad le Clos by the fingertip #teamSA #london2012	0.715
20th of a second between Chad Le Clos and Michael Phelps in the 200M Butterfly!? Wow, what a final! Credit to Le Clos! #London2012Olympics	0.618
Here comes Michael Phelps - WOW! Misses gold by 0.01 seconds! Phelps takes silver. South African Chad Le Clos wins gold #London2012 #Olympx	0.597
Wow Michael Phelps misses gold by 0.01 seconds! Phelps takes silver. South African Chad Le Clos wins gold #London2012	0.595
-----	-----
When I was 10 I dreamed of going to the Olympics, the furthest I got was European Champion at the age of 12 and then I stopped...	-0.066
took gymnastics from 18 ms - 10 yrs then quit cuz I didn't think I was good I find out I prob wld hv been in the Olympics fml	-0.067
@raytetreault: I'm gonna get the Olympics ring tattoo and just tell everyone I was in the Olympics. #soundsgood	-0.067

## Signal processing

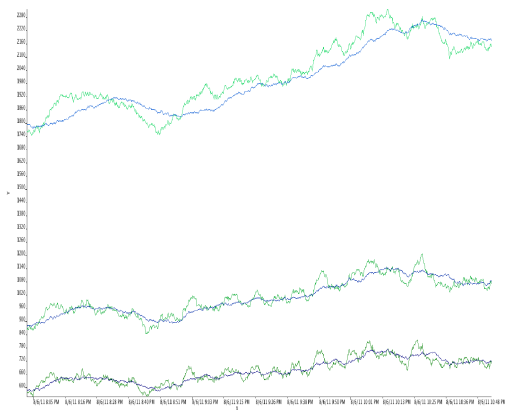


**Weighted graph showing 'community structure' – similar signals - between terms. Please confirm that this is accurate?**

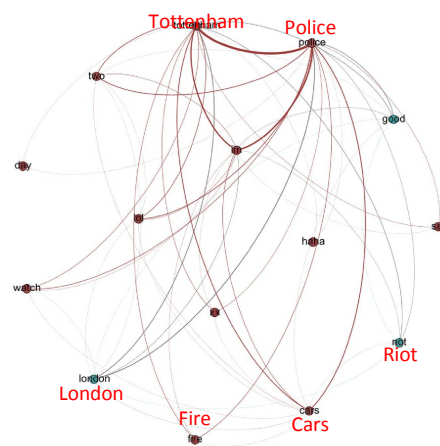


## Event detection: London riots

No associated volume increase

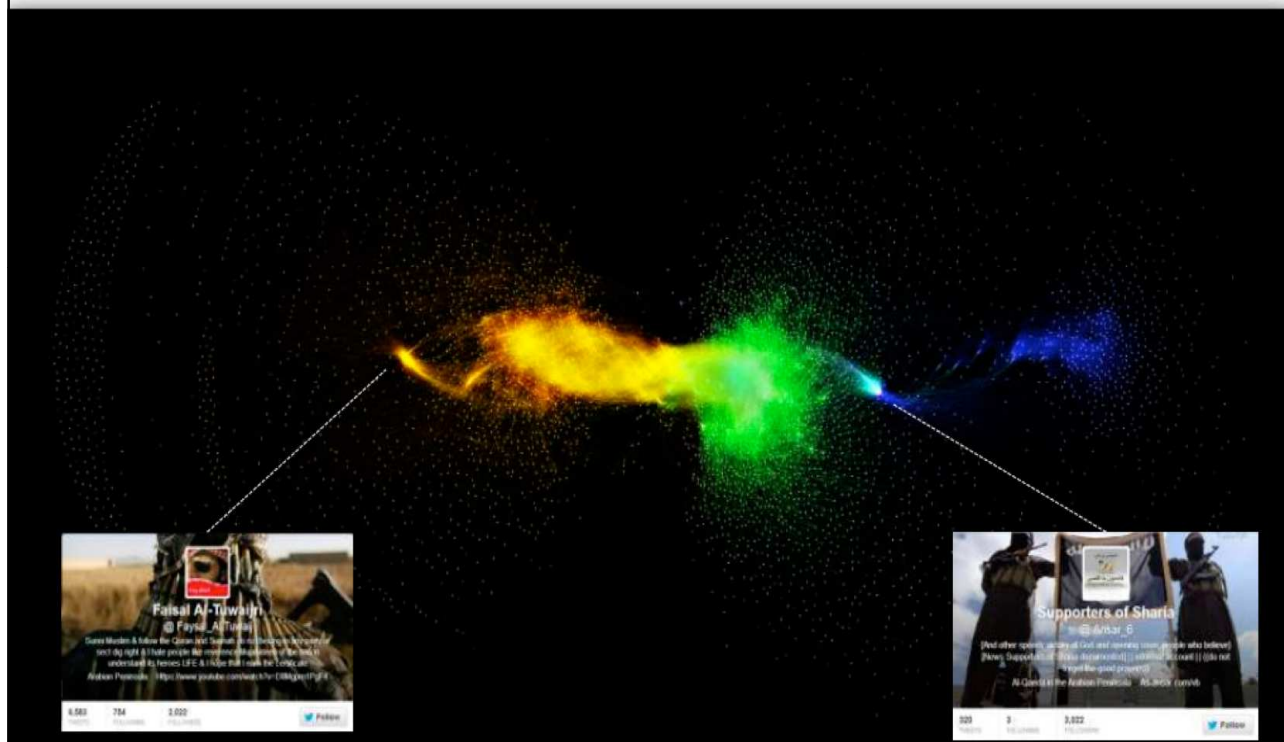


... but event triggered by burst in terms



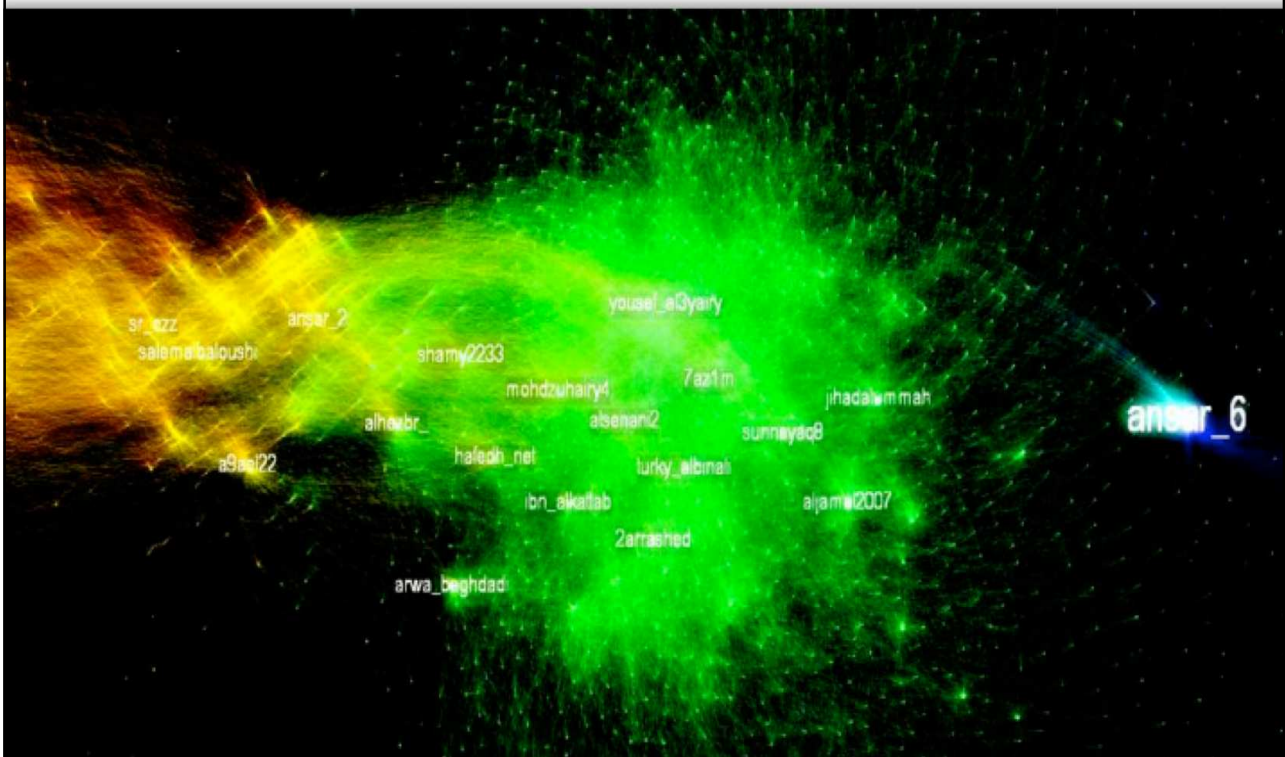
## Network of Twitter users

User behaviour can indicate who they consider important within an interconnected network of followers – new 'information seekers' are likely to encounter these users



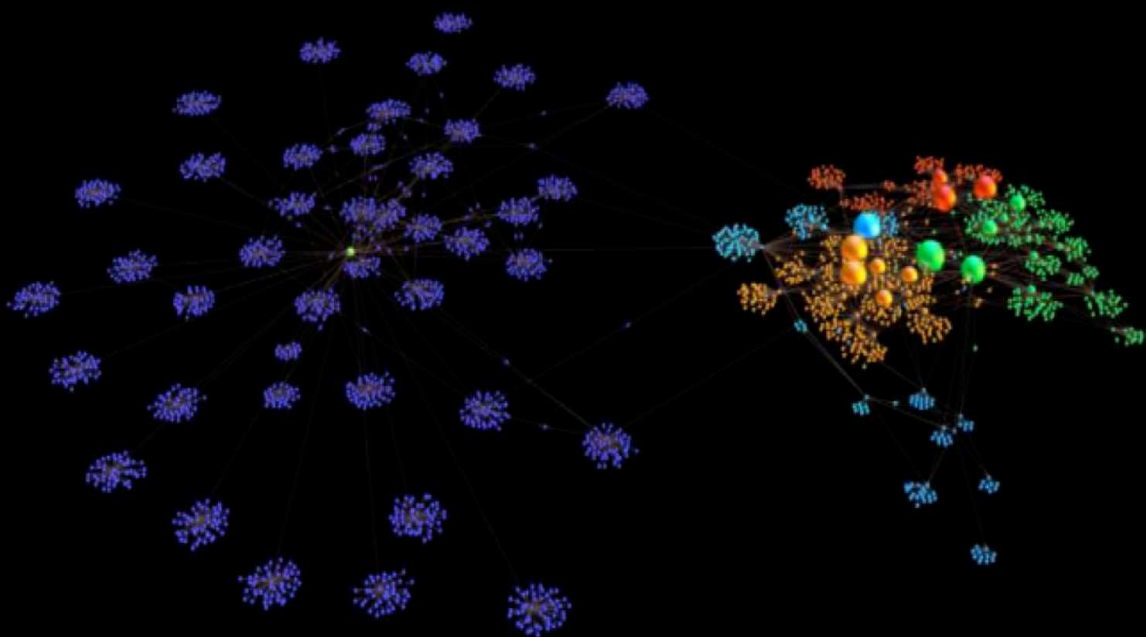
# Network of Twitter users

Core of closely interconnected users



## Landscape of Related Videos on YouTube

Users tend to search for a video and then browse the recommendations on YouTube.





## Cluster of Related Videos on YouTube

Videos appear in clusters of similar content, showing what users have the opportunity to view next.













A combination of network and content analysis allows an organisation to 1) develop strategies to disrupt certain clusters, 2) develop and position counter-messaging & 3) evaluate impact of projects at strategic level.

Showing 1 to 10 of 212 entries

← Previous 1 2 3 4 5 Next →

**Document**

 A10: Still haven't tried a heart rate monitor but maybe in 2014! #IWILL	pledge	awareness	irrelevant
 A4: my thing is making sure I do a workout first thing in the morning. Key. #iwill	pledge	awareness	irrelevant
 A4: my thing is making sure I do a workout first thing in the morning. Key. #iwill	pledge	awareness	irrelevant
 @FitFiuential a4: by planning ahead and managing my time wisely. #IWILL	pledge	awareness	irrelevant
 #IWILL place Top 5 Figure in 2014.	pledge	awareness	irrelevant
 @StephenCurry30 Making someone feel special everyday in 2014 #IWILL	pledge	awareness	irrelevant
 @FitFiuential I see no sunlight most M-F's, so I make it a point to get outside on weekends for at least a walk #iwill #coldgearwouldhelp	pledge	awareness	irrelevant
 Stop romanticizing people who hurt you. #iwill	pledge	awareness	irrelevant
 "@UnderArmour: See you in Atlanta. #WarEagle #IWILL" That's a win for AU and UA!!	pledge	awareness	irrelevant
 Pact May #IWILL Extend U.S. Troops Stay in Afghanistan Secretary of State <a href="http://t.co/7d7gKzSKSK">http://t.co/7d7gKzSKSK</a>	pledge	awareness	irrelevant

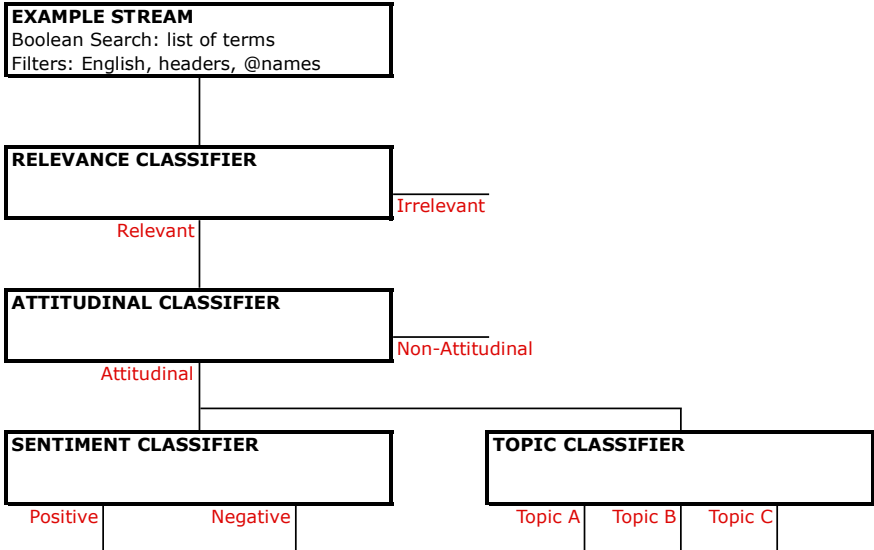
Submit Labels

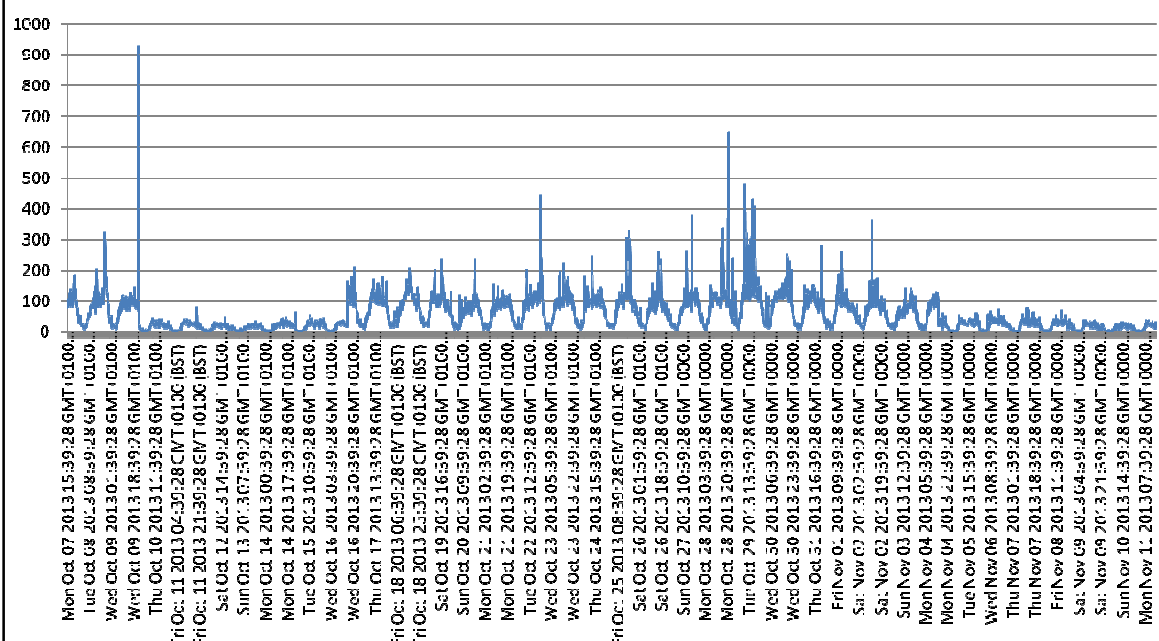
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pledge	<input type="button" value="Sample"/>	0.776	0.900	0.833		42	<input type="text" value="1"/>		<input type="button" value="Process"/>
awareness	<input type="button" value="Sample"/>	0.861	0.705	0.775		90	<input type="text" value="1"/>		<input type="button" value="Process"/>
irrelevant	<input type="button" value="Sample"/>	0.667	0.667	0.667		70	<input type="text" value="1"/>		<input type="button" value="Process"/>
<b>Unlabelled</b>		10353	<b>Features</b>	12	0.800		<input type="text" value="Standard EM"/> <input type="button" value="v"/>	<input type="text" value="50"/>	sent out:10

10  records per page

Search:

# Gauging responses to events: Agile Analysis Framework





Series1

