



Making business sense of the continuous and anarchic flow of Social Media data

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Agenda

- Social Data
- Market Research
- Sentiment Analysis, Text Mining
- Moderation, Data Mining
- SolidQ Research Lines in Social Data





mattbregazzi Matt Bregazzi

Say what you like about the USSR, but the logo for the 1980 Olympics is awesome. [#olympics](#) [#design](#)



1 hour ago

★★★★★ **This is a "Must See"**, October 16, 2011

By [Milarepa](#) (CA USA) - [See all my reviews](#)

VINE™ VOICE



This review is from: [Inside Job \(DVD\)](#)

If you only watch one movie this year, this should be the movie. I'm not going to write a detailed review, I'll only say that this film explains the cause of the recent global economic meltdown in simple terms.



Barack Obama

We're counting up to 1 million donors to this campaign—and as of right now, we just need 5,000 more people to say they'll own a piece of this organization. Chip in today to make sure you're among the first million. <http://OFA.BO/FfEzHR>

Like · Comment · Share · about an hour ago ·



5,845 people like this.

View all 1,031 comments

View all 223 shares

Social data is everywhere

amazon

BBC

LinkedIn®

twitter

The New York Times

tuenti

CNN

THE WALL STREET JOURNAL.

WordPress.COM

facebook



Social data is about everything

Education
Politics
Fashion
Brands
Services
Products
Government
Music
Sports

Social is there

- Is your organization promoting social about you?

Products

Services

Stories

The image shows a social media sharing interface. At the top, it says "SHARE THIS STORY". Below that, there is a "Like" button with a thumbs-up icon and the text "Like". To the right of the "Like" button, it says "10 people like this. Be the first of your friends." Below this, there is a dashed horizontal line. Underneath the dashed line, there are four buttons for sharing: "5 share" (with a Facebook icon), "1 tweet" (with a Twitter icon), "1 email" (with an envelope icon), and "0 +1" (with a multi-colored bar and a plus sign). The numbers 5, 1, 1, and 0 are displayed in speech bubble shapes above their respective buttons.

Social is there, reputation

- What is social saying about you?
 - Product
 - Services
 - Decisions
 - Image



Market Research

- What is social requesting you?
 - Future Services
 - Product updates
- Can you ask questions to social?
 - Is this service going to succeed
 - How can I fixed the current problem
 - Is society ready for this law

Sentiment Analysis, Text Mining



The movie
was fabulous!

[Sentimental]



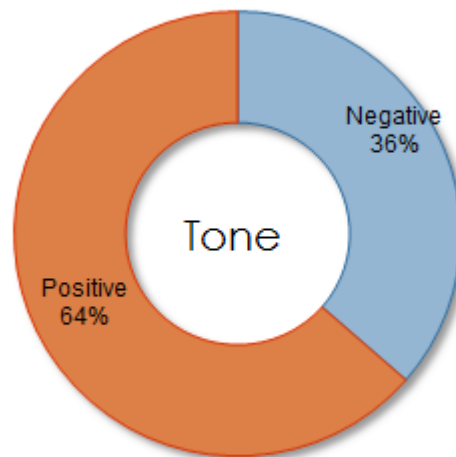
The movie
stars Mr. X

[Factual]



The movie
was horrible!

[Sentimental]



Record price

Ronaldo to join Real Madrid

Cristiano Ronaldo, world player of the year in soccer in 2008, is poised to join Ricardo Kaká at Real Madrid, completing a lavish outlay by the Spanish club of more than €159 million for two of the best world players.

Liz Irvine 12:30 29/7

On Thursday, Manchester United, the English Premier League Champion, announced that it had accepted €94 million, or \$131.5 million, to sell Ronaldo to Real Madrid -- the highest transfer fee in soccer. The move comes three days after Real Madrid tied up its €65 million bid for the Brazilian star Kaká from A.C. Milan.

Real Madrid will now negotiate terms with Ronaldo, a 24-year-old Portuguese midfielder. The Real Madrid president, Florentino Pérez, said he expected to reach agreement in a few days, and Pérez is known as an executive who gets his man. Ronaldo will command at least the salary of Kaká, €9.1 million a year.



Comments:

More comments: 85 ... 1

#85 **matt86**

Complete madness to pay someone that kind of money. I don't care who he is! Talking about overrated. All that deficit spending is killing football. This is laughable... SO DISSAPOINTED

#84 **joness**

I love football. But that is ridiculous in the middle of such a world crisis.

Welcome george233, leave a comment:

Ronaldo is wonderfully talented but is an unattractive character and a flawed narcissist.
I wouldn't pay fifty cents to go and watch him play.

Fuck MADRID !!!

Rules:

Comments are moderated and generally will be posted if they are on-topic and not abusive.

Comments are either approved or they're not. We reserve the right to edit a comment that is quoted or excerpted in an article.

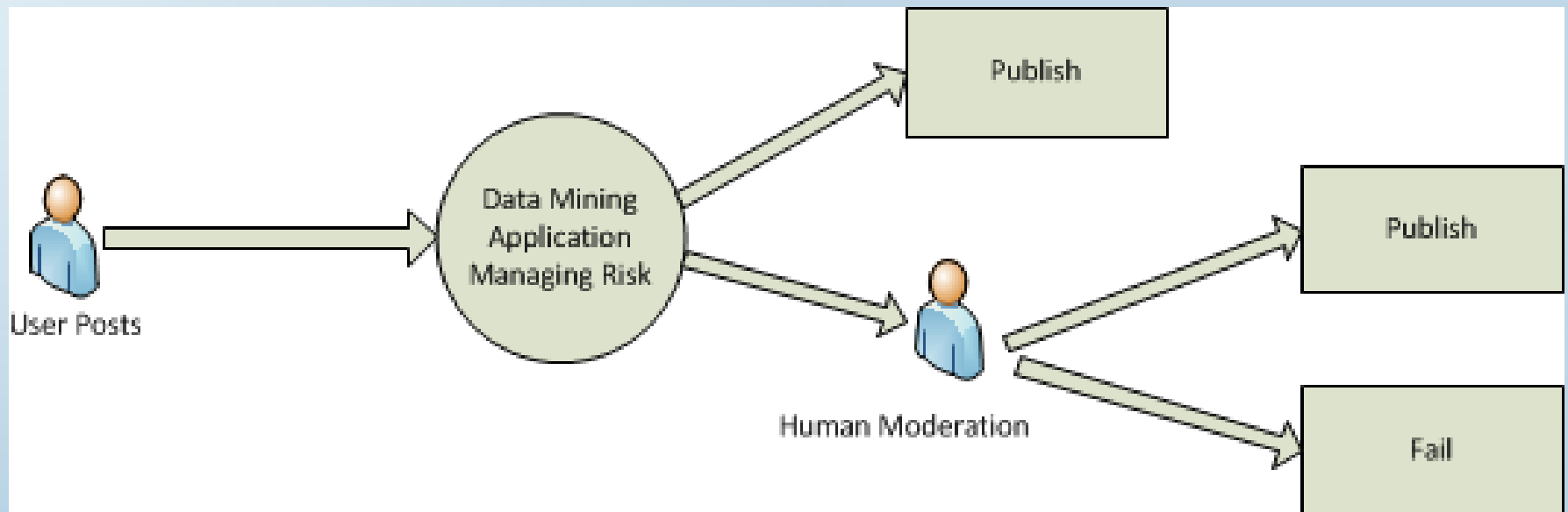
We've found some abusive words. This comment might be moderated. Click "Submit" to skip that.

Submit

Moderation, Data Mining

- Contextual Information
 - Time
 - Location
 - User
- At 10am comments are safer than at 2AM.
- A user maybe safe talking about science bad dangerous talking about sports.
- If a thread is hot (dangerous), comment maybe hot.
- Combining context pattern the systems assign risk to posts without going into the text.

Moderation, Data Mining System

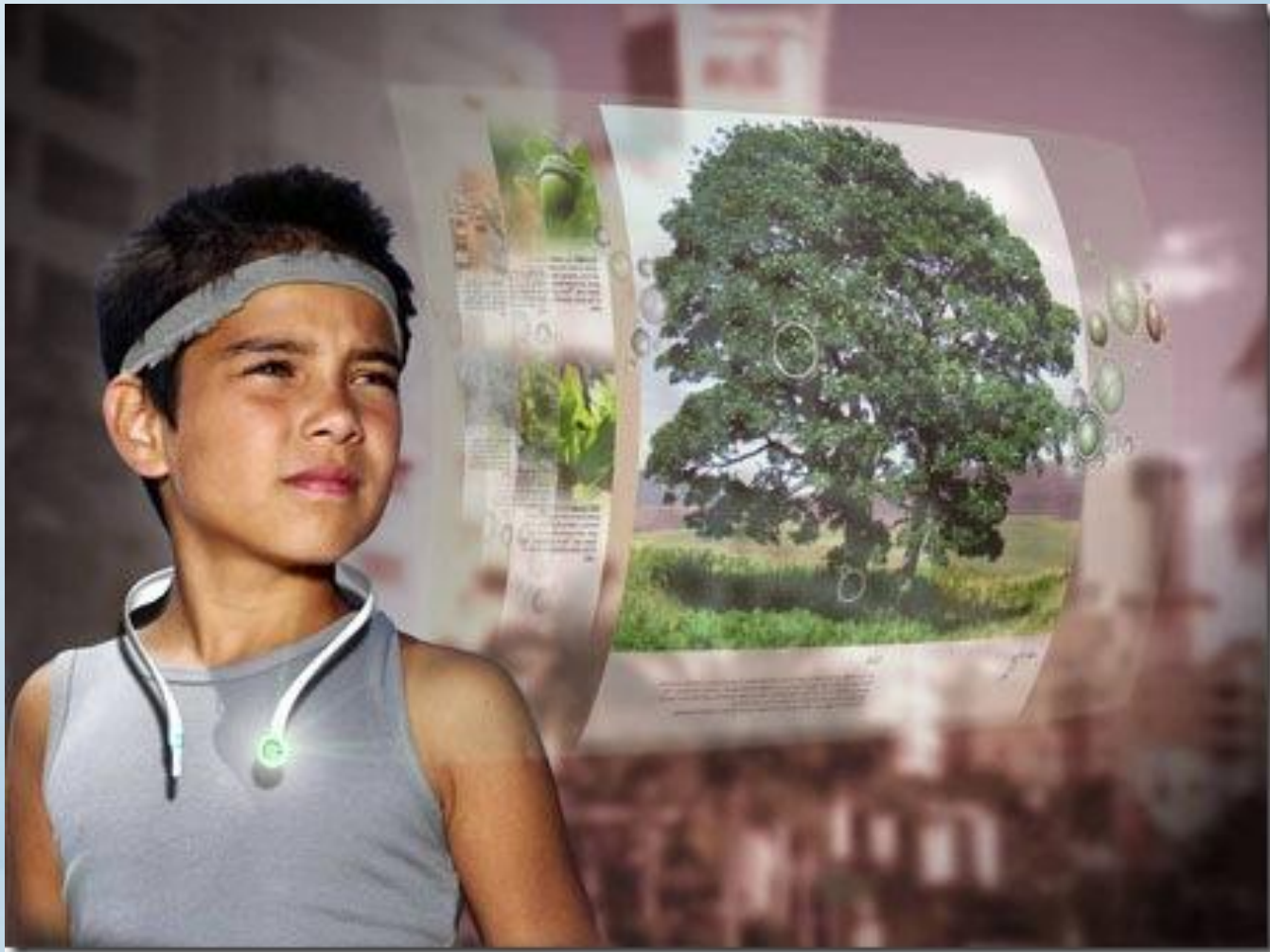


SolidQ Research

- Incomplete Grammar Analysis
- Sentiment Analysis
 - Market Research
 - Reputation
- Data Mining of context Social
 - Moderation
 - Market Research
 - Reputation

Invisible computing...

... Driven by Social Data



THANK YOU!

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