INFORMATION CAMPAIGNS on

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Paper Conclusion

- Social Network that Matters: Twitter under Microscope
- Everyone’s an Influencer: Quantifying Influence on Twitter
- Earthquake Shakes Twitter Users: Real-time Event Detection by Social Sensors
Twitter’s Potentials (I)

When an earthquake hits, people flood the internet with posts about it—some within 20 or 30 seconds.

RobM163 Huge earthquake here!

Damaging seismic waves travel at 3-5 km/s. Fiber signals move at ~200,000 km/s. (Minus network lag)

This means when the seismic waves are about 100 km out, they begin to be overtaken by the waves of posts about them.

Quake tweets

People outside this radius may get word of the quake via Twitter, IRC, or SMS before the shaking hits.

Whoa! Earthquake!

Sadly, a twitterer’s first instinct is not to find shelter.

RT @RobM163 Huge earthquake here!

Retrieved from: http://xkcd.com/556/
Twitter’s Potentials (II)

- Power law? Two-way Communication!
- Event Detection
- Business & Marketing Strategies
- Political Behavior and Public Opinion
Event Detection

- Properties of the events which are visible by twitter
- Different kinds of events can be detected
- Discussions on the detection model of this article
- Future works have interactions with semantic analysis
Measure of Influence (I)

- If ( super node == most influential ) {
  return true;
}

else{
  return false;
}
Measure of Influence (II)

- Different measures of ranking of most influential users
  1. number of followers;
  2. number of retweets;
  3. number of mentions (i.e. @)

- Future influence prediction is important
Business & Marketing Strategies

- Choose the target influencer is crucial

- Simple but plausible cost functions are used here

\[
\begin{align*}
  c_i &= c_a + f_i \times c_f \\
  c_a &= \alpha \times c_f
\end{align*}
\]

- Optimal tradeoffs in marketing strategies depending on $\alpha$
Other Discussions

- Information diffusion in twitter
- Content dependent or independent?
Thank You 😊