

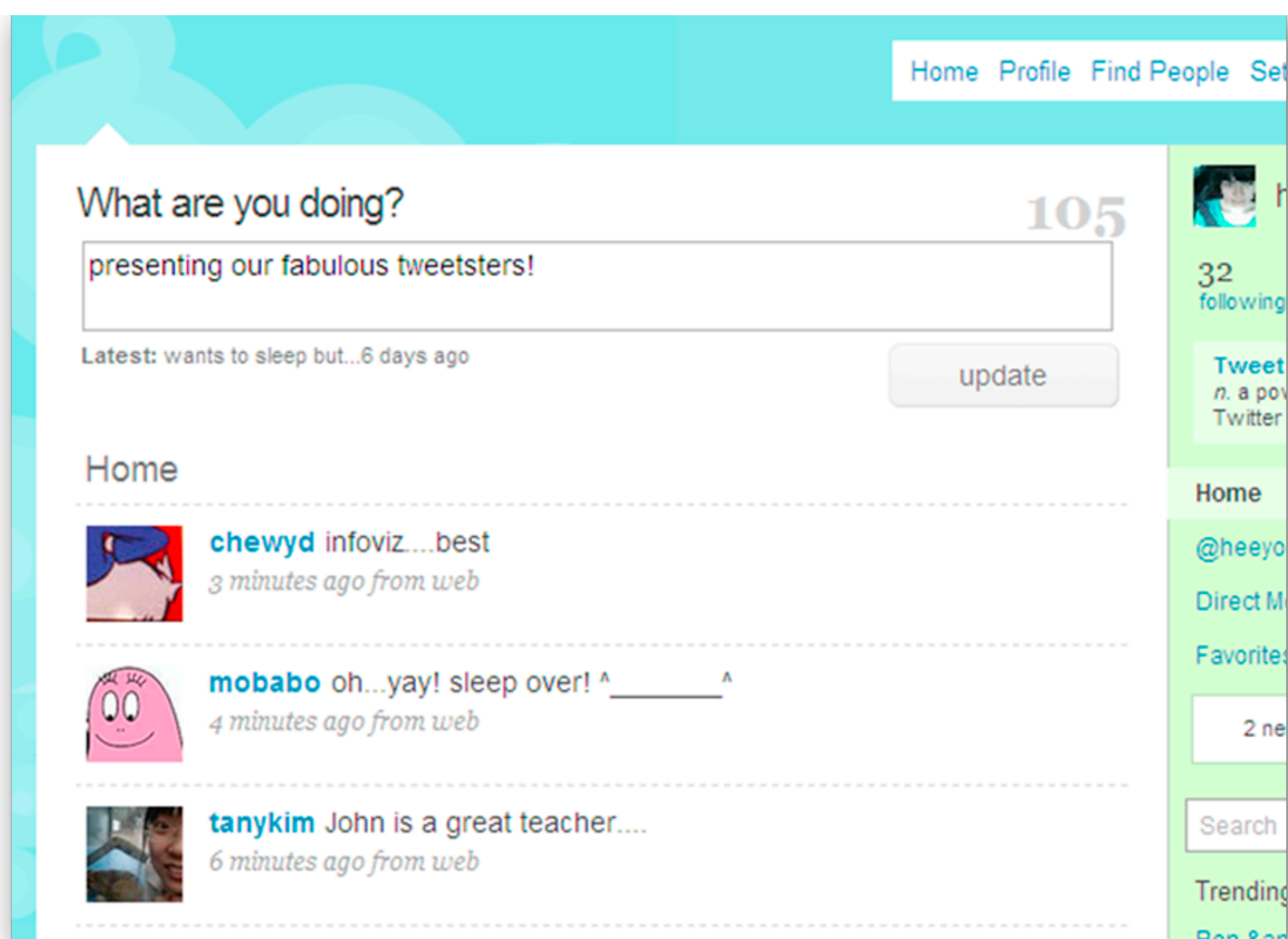


Social Visualization for Micro-blogging Analysis

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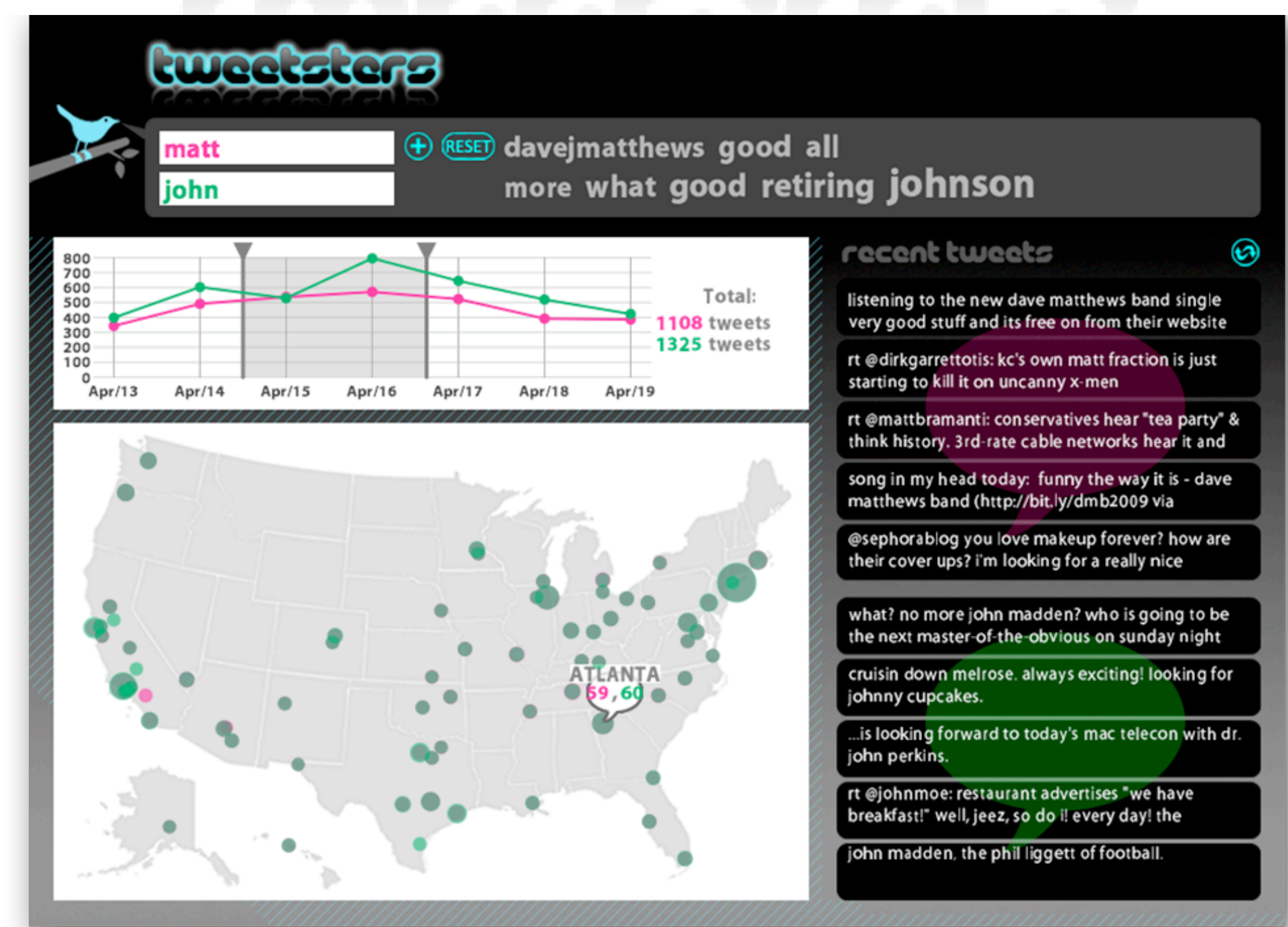
PURPOSE In order to help obtaining insights of social trends happening on micro-blogging sites, which are otherwise scattered and inaccessible data, we present a **social visualization system 'Tweetsters'**, which represents unstructured data of micro messages into organized information.

twitter



Twitter as online word of mouth can provide simple and short opinions about products, services, or systems.

tweetsters



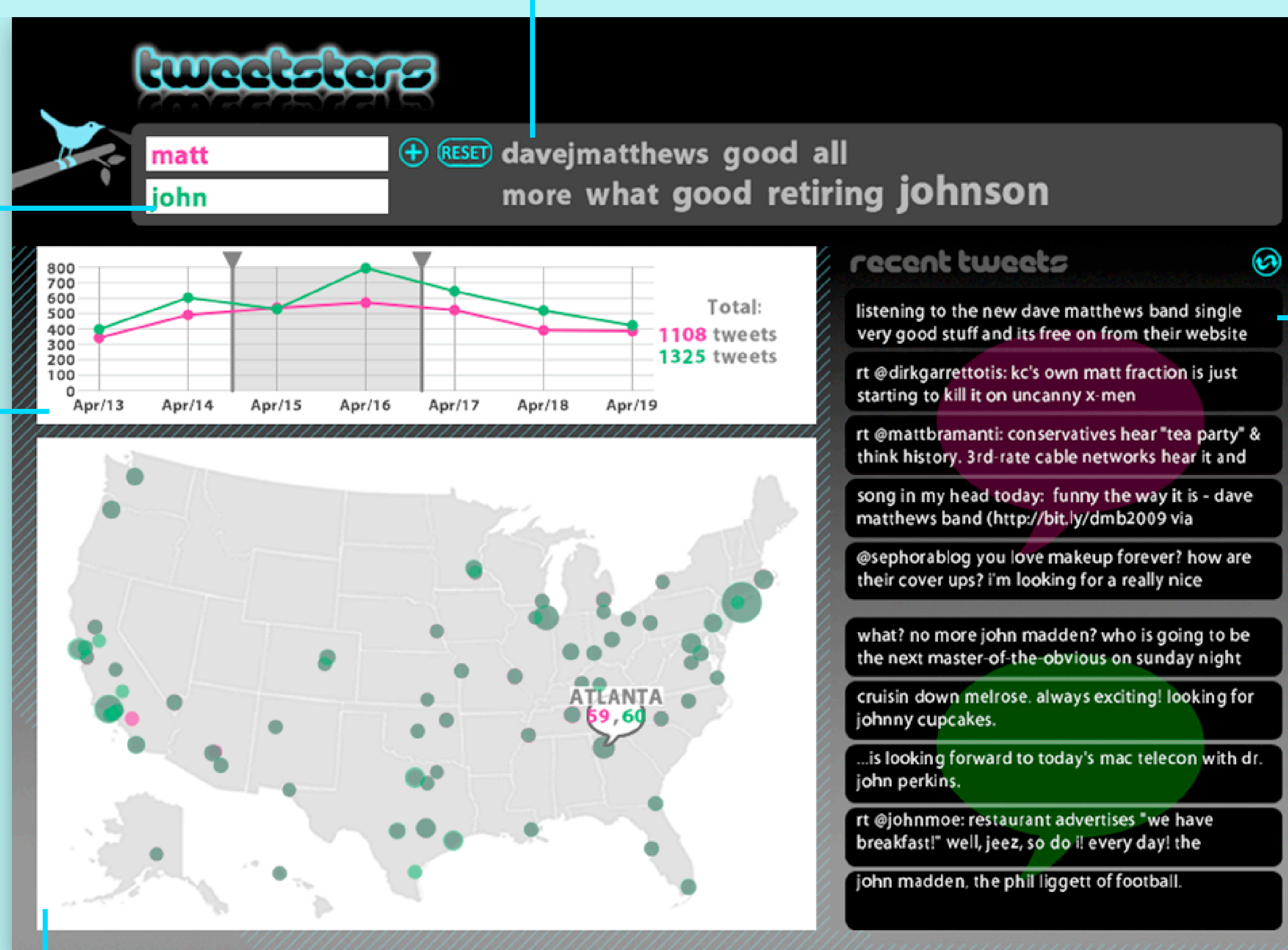
Tweetsters utilizes meta information such as time and location visualizing in interactive multiple views

VISUALIZATION ELEMENTS and INTERACTION

Text Clouds help the user discover what is discussed along with their search term. This can help explain phenomena, offer interesting contextual information or suggest a new search.

Input Box: Entering a keyword calls the search engine to find the tweets which contain the keyword. It simultaneously changes all other elements

Trend View shows the number of tweets over time by day, which helps users understand the overall visibility and popularity of the examined keywords.



GeoVisualization view allows a user to see where a given search term is appearing most frequently. Using the location information of each tweet, we create a map view of the continental US.

Tweets View provides additional context for keywords. When comparing multiple keywords, the five random tweets of each keyword are visually divided with the same two color sets used in the other elements.