



# uTrack: Track Yourself! Monitoring Information on Online Social Media

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# Motivations and Goals


- Enormous amount of content generated and shared between OSM users


 **CNN Breaking News @cnnbrk** 1h  
Police: 18 people, including 2 children, were wounded in gunfire at a parade in New Orleans. [on.cnn.com/13roV1m](http://on.cnn.com/13roV1m)  
[View summary](#)

 **Hailton Ricoy Caldeira Brant** shared Miguel Otero's photo.





Like · Comment · Share · 5 hours ago

 **The New York Times** 09/05/2013 - Público  
Do you want to cook this recipe for fried chicken, talk about it with a southern cooking expert in a Google+ Hangout and receive a copy of his cookbook? Sign up here by the end of the day on Friday: <http://nyti.ms/11T4Y0u>



**Cooking Fried Chicken: Recipe Lab Shows You the 'Way to Fry'**  
Recipe Lab, a monthly feature, invites you to cook with The New York Ti...

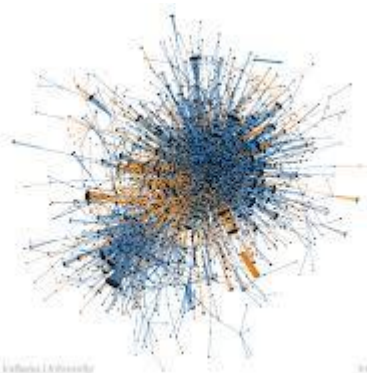
+1  +268  63

 **Tony Kanaan @TonyKanaan** 23m  
Great dinner . Forever teammates... [twitpic.com/cq6mzo](http://twitpic.com/cq6mzo)  
[View photo](#)



# Motivations and Goals

- Tremendous source of information for individuals and decision-makers, but
  - Not easy to summarize and visualize such amount of data
  - OSM provide simple statistics



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http://twitter.com/indiana





# uTrack – Track Yourself

- A personalized web service to analyze and visualize the diffusion of content shared by users across multiple OSM platforms



<http://utrack.inweb.org.br/>



# Questions uTrack target answering

- Who all on Twitter viewed the video you uploaded on YouTube?
- Is your YouTube video more popular on Google+ than Facebook?
- Which of your friends are more likely to see that soccer video you recently shared?
- What time of the day is the best to post a news article?



**Input** { **Collect user data via API**  
all posts of the user  
search for public posts with mentions and links  
the user shared

**Processing** { **Extract identity, behavioral, and network signals**  
- Mentions - Likes - RTs - Shares  
- Owner - Post time - Comments  
- Geolocation - Content type

**Output** { **Dashboard with analysis, statistics, and visualizations**



# Research Opportunities

- Visualizations and analysis
- Recommendation of contents
- Sentiment analysis
- Influential users
- Advertisements and marketing campaigns
- Searching
- ...



# uTrack Team

- ***Development team***
  - Tiago Rodrigues de Magalhães (M.Sc. at UFMG)
  - Prateek Dewan (Ph.D. scholar at IIIT-D)
- ***Advisory team***
  - Virgílio Almeida (Professor at UFMG)
  - Ponnurangam Kumaraguru (Professor at IIIT-D)
  - Raquel Minardi (Professor at UFMG)





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