

uTrack: Track Yourself! Monitoring Information on Online Social Media

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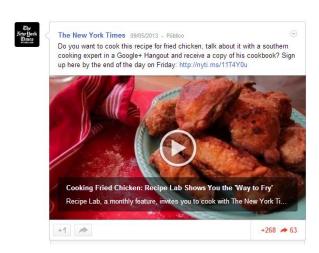


Motivations and Goals

 Enormous amount of content generated and shared between OSM users





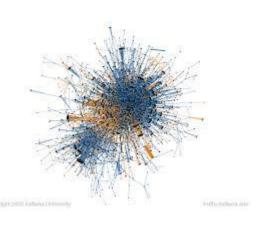






Motivations and Goals

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









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?



Collect user data via API

all posts of the user search for public posts with mentions and links the user shared

Extract identity, behavioral, and network signals

- Mentions Likes RTs Shares
- Owner Post time Comments
- Geolocation Content type

Dashboard with analysis, statistics, and visualizations

Processing

Output



Research Opportunities

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

Development team

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- Prateek Dewan (Ph.D. scholar at IIIT-D)

Advisory team

- Virgílio Almeida (Professor at UFMG)
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