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
Research Opportunities

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

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uTrack Team

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