

Motivations and Goals

Online Social Media

- ✓ Tremendous source of information for individuals
- ✓ Several types of content shared between friends every day (i.e., news, links, videos, photos, ...)
- ✓ Lack of personal analytics tools, useful to analyze information diffusion through the networks and user influence
- ✓ Interesting environment for exploring advertisements and analyzing target audience
- ✓ Several research opportunities

Questions 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?

Architecture

I. User authentication



Input: User ID, access token

Services supported for

now:



II. Backend Crawler



Step 1: Get all URLs posted by user

Step 2: Search for posts with these URLs in all OSMs

III. Data Processing



Step 1: Process collected data

Step 2: Store processed data for use on Web application

IV. User Interface



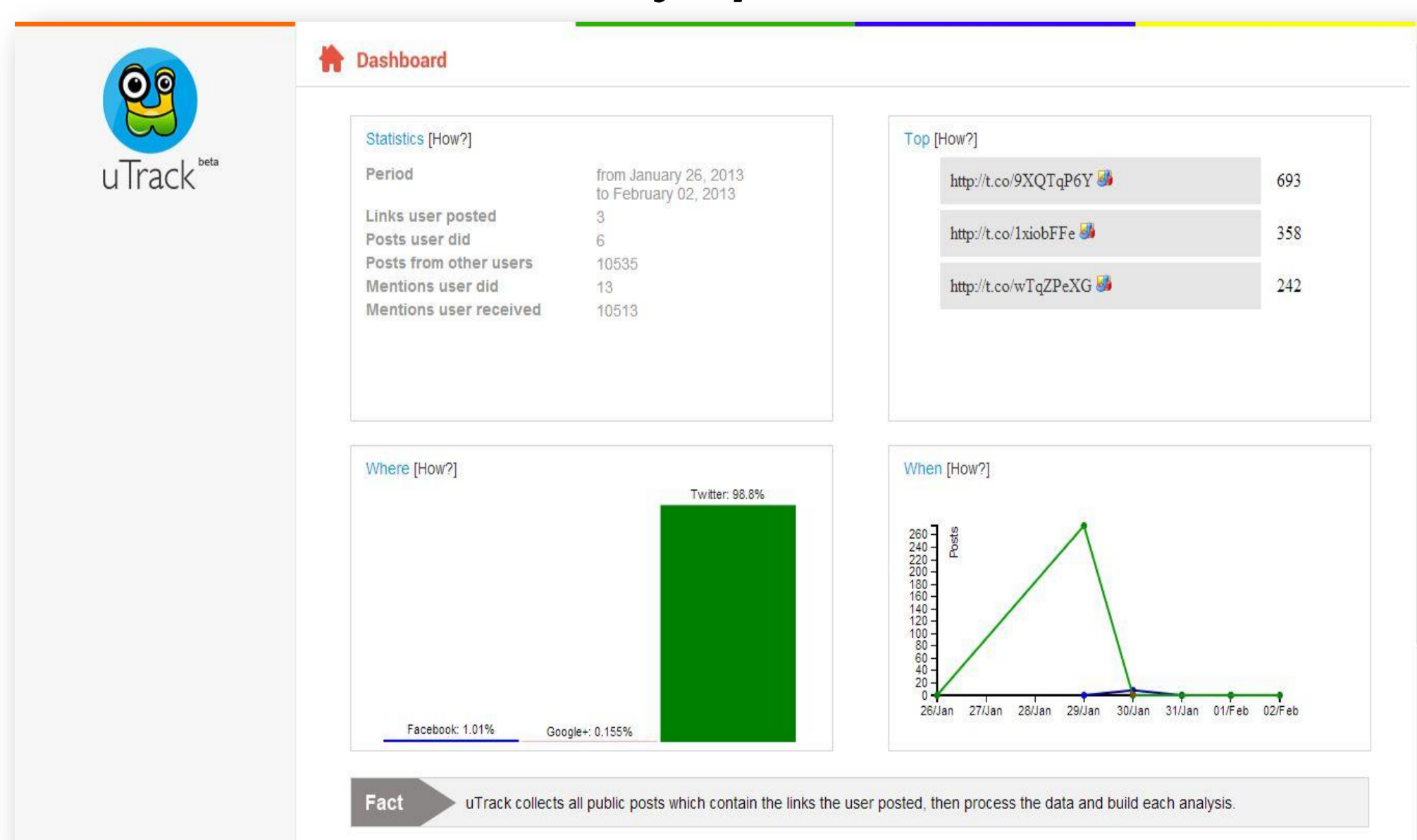
Output: Dashboard with statistics and visualizations

Demonstration

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

User	#users	#posts	#posts others	#mentions	#mentioned	Twitter	Facebook	Google+
Justin Bieber	14	46	22,635	54	14,666	98.0%	1.9%	0.1%
Britney Spears	3	6	10,535	13	10,513	98.8%	1.0%	0.2%
Rihanna	7	7	15,142	1	15,025	99.5%	0.5%	0.0%

Britney Spears



Justin Bieber

