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

- 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/

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