PURPOSE  In order to help obtaining insights of social trends happening on micro-blogging sites, which are otherwise scattered and inaccessible data, we present a social visualization system 'Tweetsters', which represents unstructured data of micro messages into organized information.

**VISUALIZATION ELEMENTS and INTERACTION**

- **Input Box**: Entering a keyword calls the search engine to find the tweets which contain the keyword. It simultaneously changes all other elements.

- **Text Clouds**: Help the user discover what is discussed along with their search term. This can help explain phenomena, offer interesting contextual information or suggest a new search.

- **Tweets View**: Provides additional context for keywords. When comparing multiple keywords, the five random tweets of each keyword are visually divided with the same two color sets used in the other elements.

- **Trend View**: Shows the number of tweets over time by day, which helps users understand the overall visibility and popularity of the examined keywords.

- **GeoVisualization**: View allows a user to see where a given search term is appearing most frequently. Using the location information of each tweet, we create a map view of the continental US.