

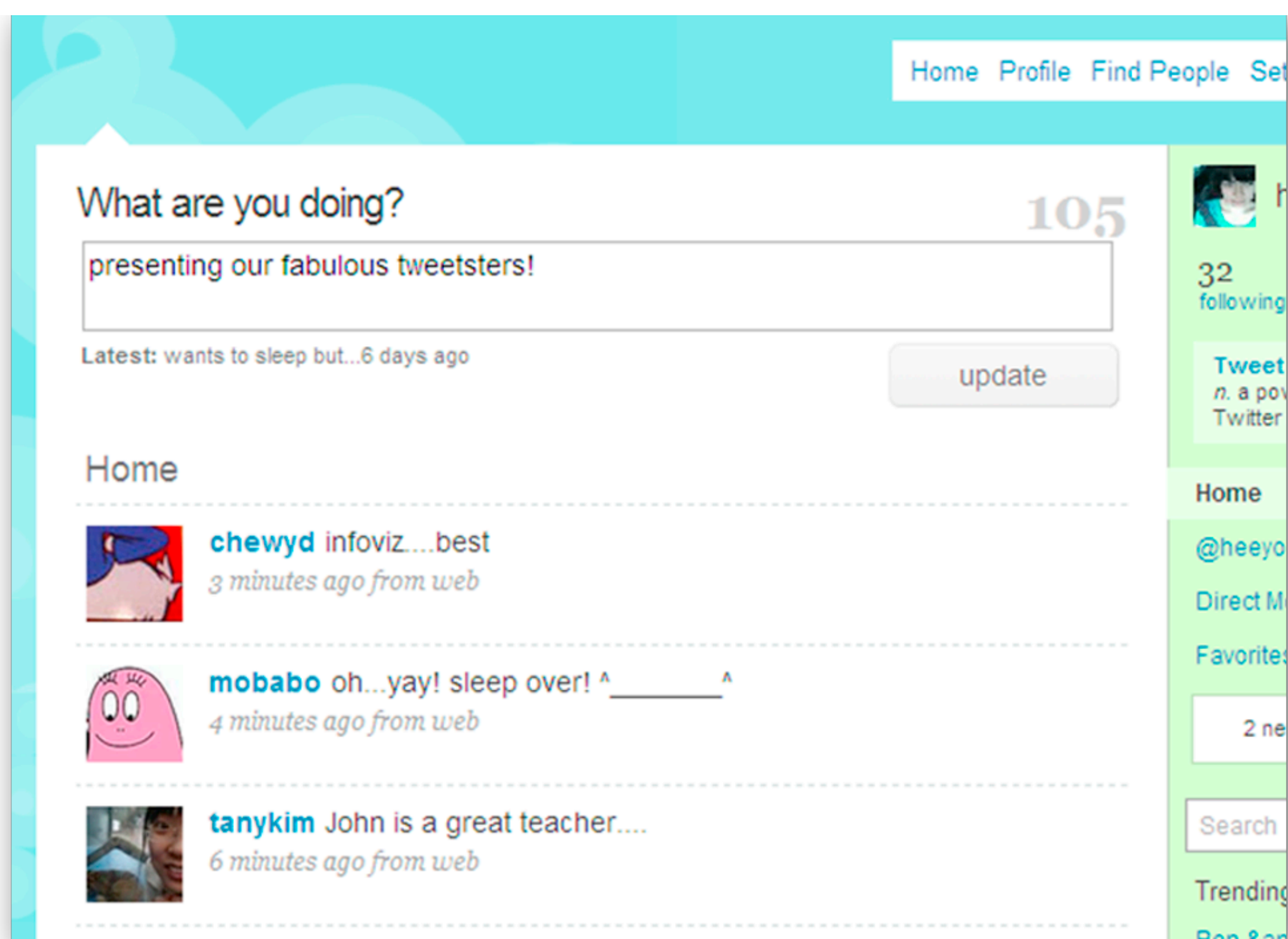


# Social Visualization for Micro-blogging Analysis

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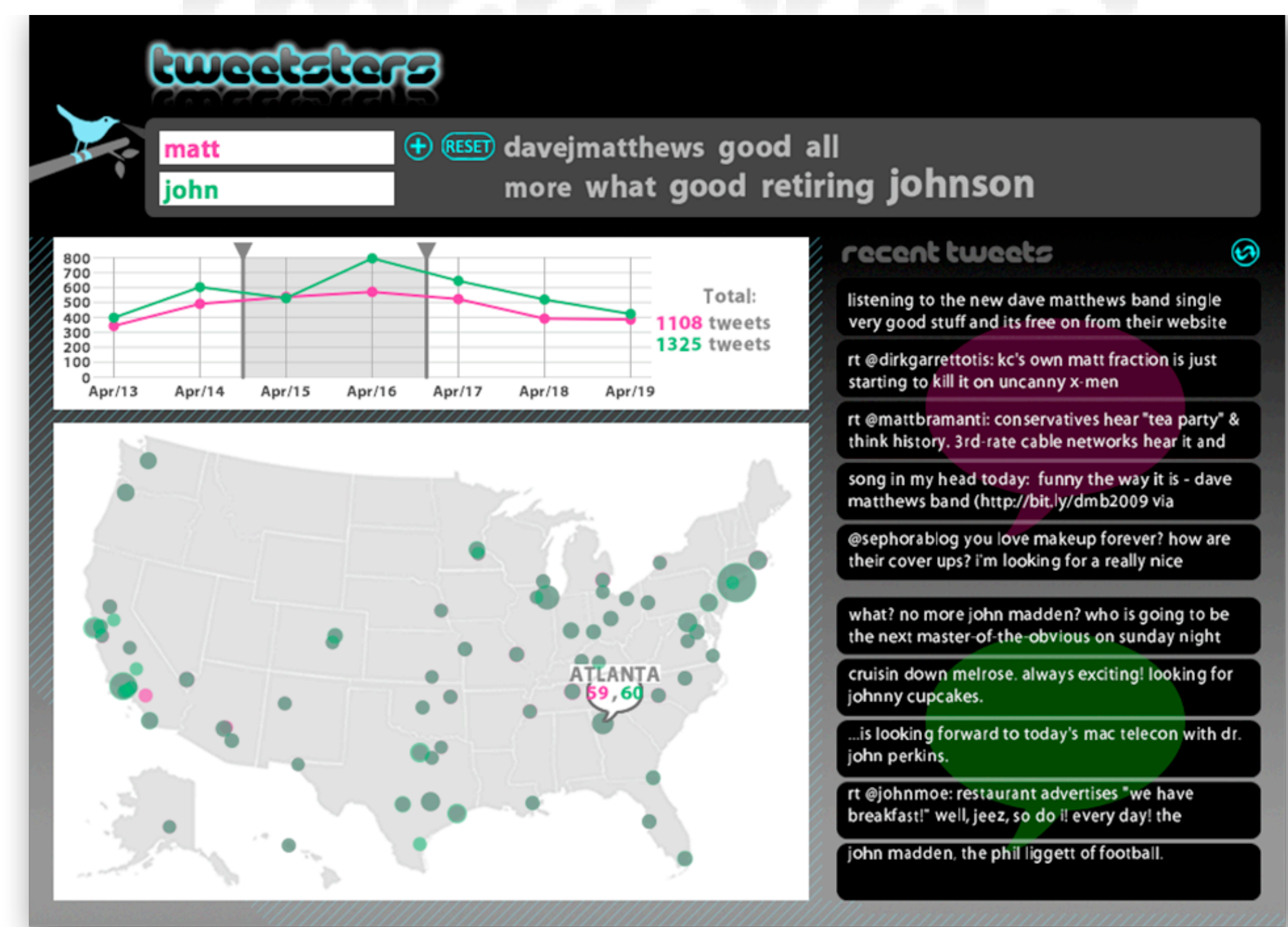
**PURPOSE** In order to help obtaining insights of social trends happening on micro-blogging sites, which are otherwise scattered and inaccessible data, we present a **social visualization system 'Tweetsters'**, which represents unstructured data of micro messages into organized information.

## twitter



Twitter as online word of mouth can provide simple and short opinions about products, services, or systems.

## tweetsters



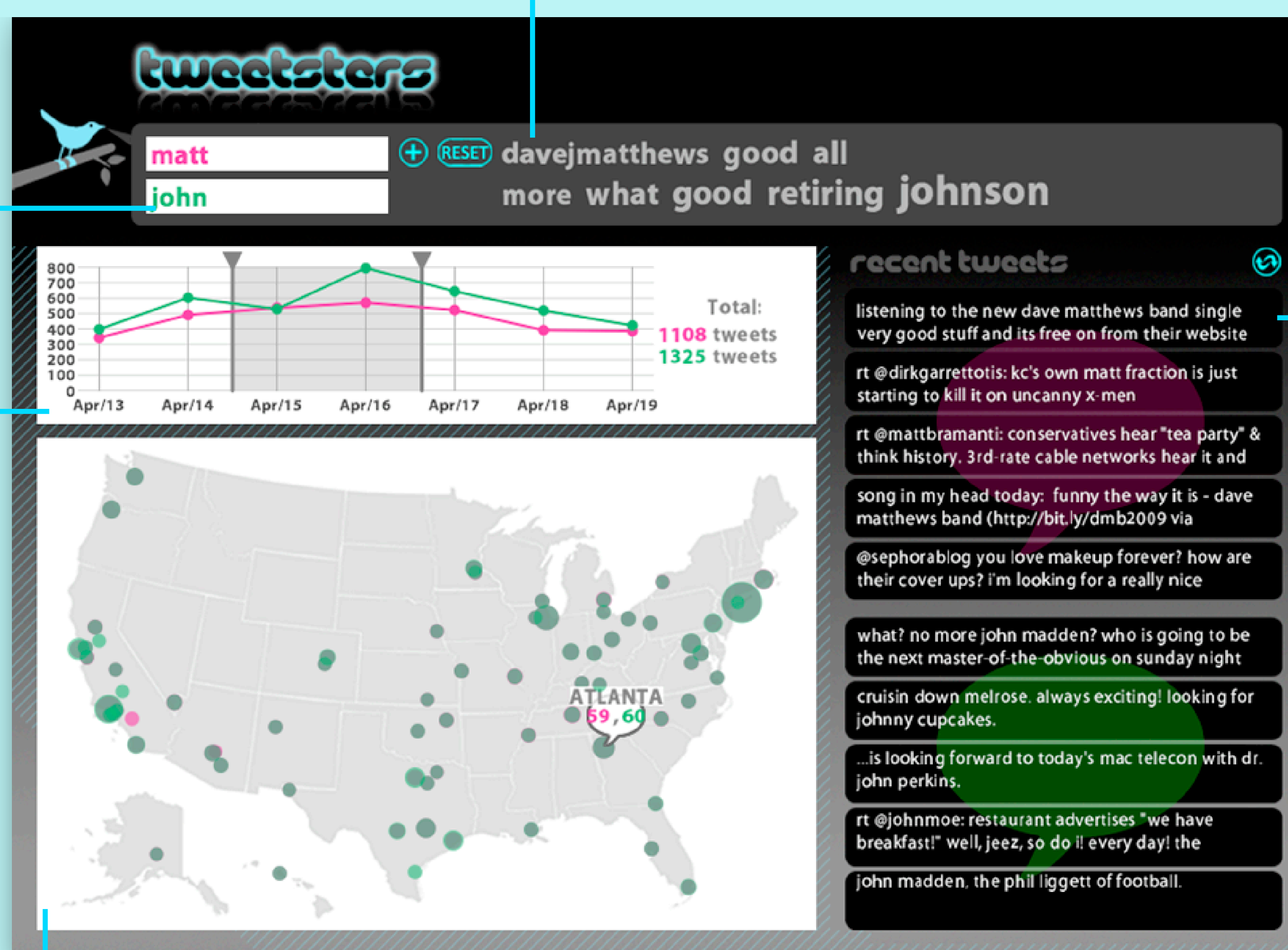
Tweetsters utilizes meta information such as time and location visualizing in interactive multiple views

## VISUALIZATION ELEMENTS and INTERACTION

**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.

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

**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.