



## Sociographic filtering of news feeds

2014-03-10 NextMedia seminar, Helsinki  
Jukka-Pekka Salmenkaita  
Osumus Recommendations



### Project motivation

- News consumption in Personal Media Day
    - Fragmented
    - Social feed driven
  - Research on how to make experience
    - Contextual
    - Profile/role-based
    - Proactive
  - Could we improve the ***social feed*** to make it more contextual/structured ?
- => Lets try with new news service!

# Sociographic big data

- In social media, millions of individuals react (like, retweet, favorite, ...) to content items  
~10B reactions / day
- Connections between individuals (subscriber, follower, followee) reflect user interests  
1B nodes \* 200 connections  
= ~200B graph edges

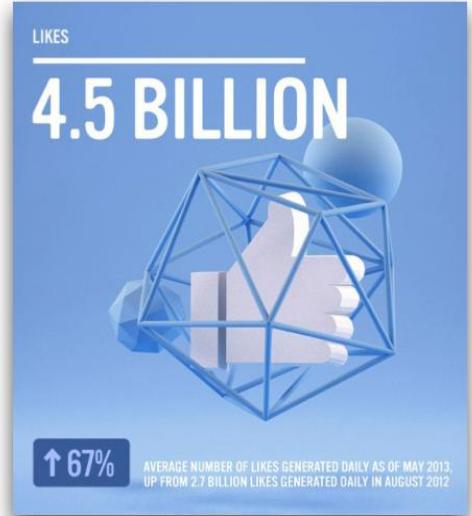


Image: Facebook

NEXT MEDIA - A DIGILE PROGRAMME

3/4/14 3

## Signal from noise?

Lets attempt some number crunching:

- Network structure => expertness
- Reactions => popularity
- Expertness \* popularity => importance

In principle, we could formulate “expertness profiles” for any interest area, and find out what content is most important for that interest

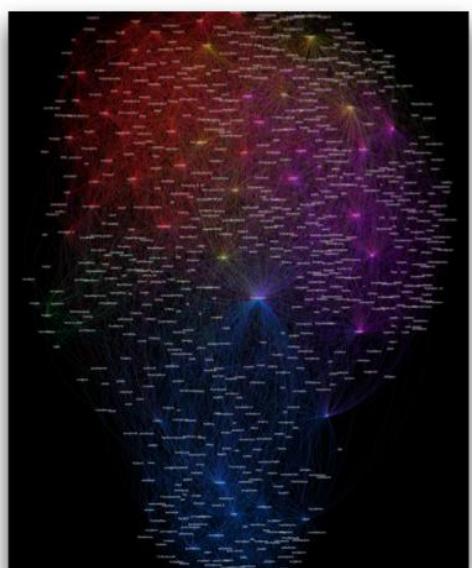


Image: code.recollect.com

NEXT MEDIA - A DIGILE PROGRAMME

3/4/14 4

# Pilot data filtering with live service

Aim:

- News service
- Sociographic, not journalistic, filtering

Scope:

- Twitter data (content, connectivity graph)
- Cover majority of tweets by Finnish tweeters
- Close to real-time processing

Data filters:

- Relative broad topics of mainstream interest
- Each filter is seeded by manually selecting few (1-5) well-known user accounts

<u>TOPIC</u>	<u>Seed example</u>
News	@HSfi
Culture	@KiasmaMuseum
Politics	@valtioneuvosto
Sports	@yleurheilu
Finance	@KauppalehtiFI
Entertainment	@MTVViuhde

NEXT MEDIA - A DIGILE PROGRAMME

3/4/14 5

## Example of relevance weights

Perspective \*uutiset, started with seed @HSfi

User	relevance	importance
@uusisuomi	324.8	364.0
@SuomenKuvallehti	294.4	499.4
@yleuutiset	281.2	506.5
@HSfi	266.4	449.3
@HSfiPolitiikka	210.2	196.5
@Valtioneuvosto	201.1	199.9
@taloussanomat	195.1	307.6
@talouselama	189.2	315.3
@jmpentikainen	186.7	190.6
@HeidiHautala	180.4	177.5

NEXT MEDIA - A DIGILE PROGRAMME

3/4/14 6

# Vinkkeli service

You can try it and form your own opinion!

Web: [www.vinkkeli.net](http://www.vinkkeli.net)  
 Twitter: [@Vinkkeli](https://twitter.com/Vinkkeli)  
 Apple AppStore: Vinkkeli



<https://itunes.apple.com/fi/app/vinkkeli/id811010694?mt=8&uo=4>

## Vinkkeli overview

Vinkkeli – mistä Suomi puhuu?

Tervetuloa! Vinkkeli on uutispalvelu, jossa päivän puheenaiheita voi seurata monelta kannilta. [Lisää](#)  
[Sulje](#)

\*uutiset \*poliittika \*kulttuuri \*urheilu \*talous \*viihde

\*uutiset tänään

#ukraina #krim #poliittika #fennovoima #ukraine

Näytä lisää keskusteluja

**Poimitut twiitit**

**Jan Vapaavuori** @Vapaavuori Seuraa

Fennovoiman hanke uudelleen hallituksen&edk:n käsitellyyn. Selkeä, ydinenergialain hengen mukainen ja avoin ratkaisu. [tem.fi/energia/tiedot...](#)

1:17 p.m. - 4. maaliskuuta 2014

11 RETWEETS 4 FAVORITES

nosto, uusi

Open "http://twitter.com/Calle\_Haglund/status/440357761533345792/photo/1" in a new tab

Different perspectives

Top discussions for selected perspective

Top news

# Vinkkeli examples

The image shows two side-by-side screenshots of the Vinkkeli.net website. Both screens have a header bar with browser controls, a tab for 'www.vinkkeli.net/perspectives/show?pe', and a menu bar with links to iGoogle, Wikipedia, Apple, Yahoo!, Google Maps, and YouTube.

**Left Screenshot:**

- Search Query:** \*uutiset \*politiikka \*kulttuuri \*urheilu \*talous \*viihde
- Topic:** \*talous täänä
- Profile:** Vinkkeli @Vinkkeli
- Text:** Putin's press conference reveals that we may have reached the weird moment when the dictator believes his own propaganda
- Timestamp:** 1:15 p.m. - 4. maaliskuuta 2014
- Engagement:** 394 RETWEETS 128 FAVORITES
- Buttons:** Seura, Nostaa, Uusi

**Right Screenshot:**

- Search Query:** \*uutiset \*politiikka \*kulttuuri \*urheilu \*talous \*viihde
- Topic:** \*urheilu täänä
- Profile:** Vinkkeli @Vinkkeli
- Text:** RT @AJ\_Korhonen: Vau! Leijonien olympia-Jopolla kerätty lähes 60 000€. Helsingin uudelle lastensairaalalle! #leijonat #respect
- Timestamp:** 12:54 p.m. - 4. maaliskuuta 2014
- Engagement:** 14 RETWEETS 25 FAVORITES
- Buttons:** Seura, Nostaa, Uusi

NEXT MEDIA - A DIGILE PROGRAMME

3/4/14 9

## Observations

Sociographic filter is not the same as keyword/semantic filter

- + works equally well for images, videos
- + is suitable for discovering rapidly changing topics
- does not ensure that content is about “intended” topic(s)
- ? shows different aspects of broad discussion

Example:

#sotshi was top topic in sports, politics and finance. Actual top tweets varied from sports highlights to human rights to corruption related to building contracts.

Sociographic filtering could be used with human curation to provide more nuanced topic selection.

NEXT MEDIA - A DIGILE PROGRAMME

3/4/14 10

# Vinkkeli 2.0

Help journalists and community managers to focus their attention on most relevant social signals

Vinkkeli with tools for

- create custom perspective(s)
- get alerts
- identify key influencers
- see trends over time

Recruiting pilot users now! Please contact to participate

email: [jukka-pekk.salmenkaita@osumus.com](mailto:jukka-pekk.salmenkaita@osumus.com)

Twitter: [@jsalmenk](https://twitter.com/jsalmenk)

Phone: 045-2654321