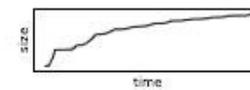
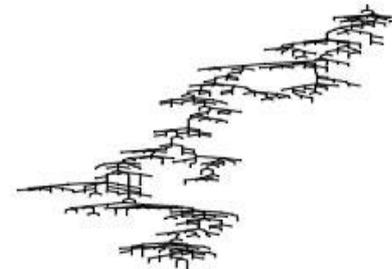
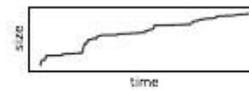
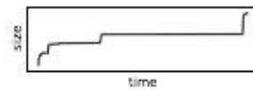
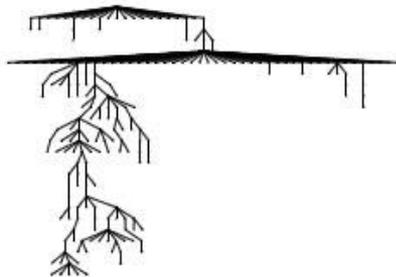
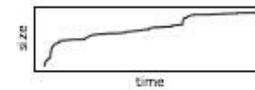
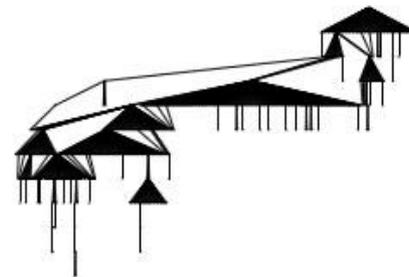
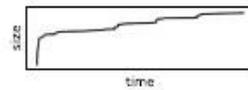
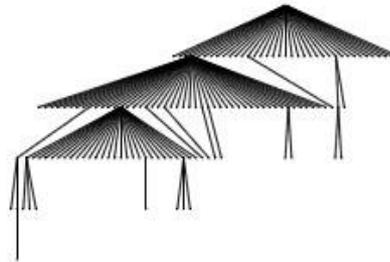
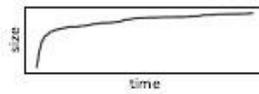


Extracting Reliable Data from Social Media: The Latest Tools to Mine Networked Communications

John Wihbey
Northeastern University
j.wihbey@neu.edu
@wihbey

“The Structural Virality of Online Diffusion,” Goel et al.



I think that a new kind of replicator has recently emerged on this very planet. It is staring us in the face. It is still in its infancy, still drifting clumsily about in its primeval soup, but already it is achieving evolutionary change at a rate that leaves the old gene panting far behind.

The new soup is the soup of human culture. We need a name for the new replicator, a noun that conveys the idea of a unit of cultural transmission, or a unit of imitation. 'Mimeme' comes from a suitable Greek root, but I want a monosyllable that sounds a bit like 'gene'. I hope my classicist friends will forgive me if I abbreviate mimeme to meme....

Examples of memes are tunes, ideas, catch-phrases, clothes fashions, ways of making pots or of building arches. Just as genes propagate themselves in the gene pool by leaping from body to body via sperms or eggs, so memes propagate themselves in the meme pool by leaping from brain to brain via a process which, in the broad sense, can be called imitation.

-Richard Dawkins, *The Selfish Gene*, 1976



The Hashtag Era: Large Public Policy Implications

Most powerful in 2015?:

#JeSuisParis

#BlackLivesMatter

#Marriage Equality

#RefugeesWelcome

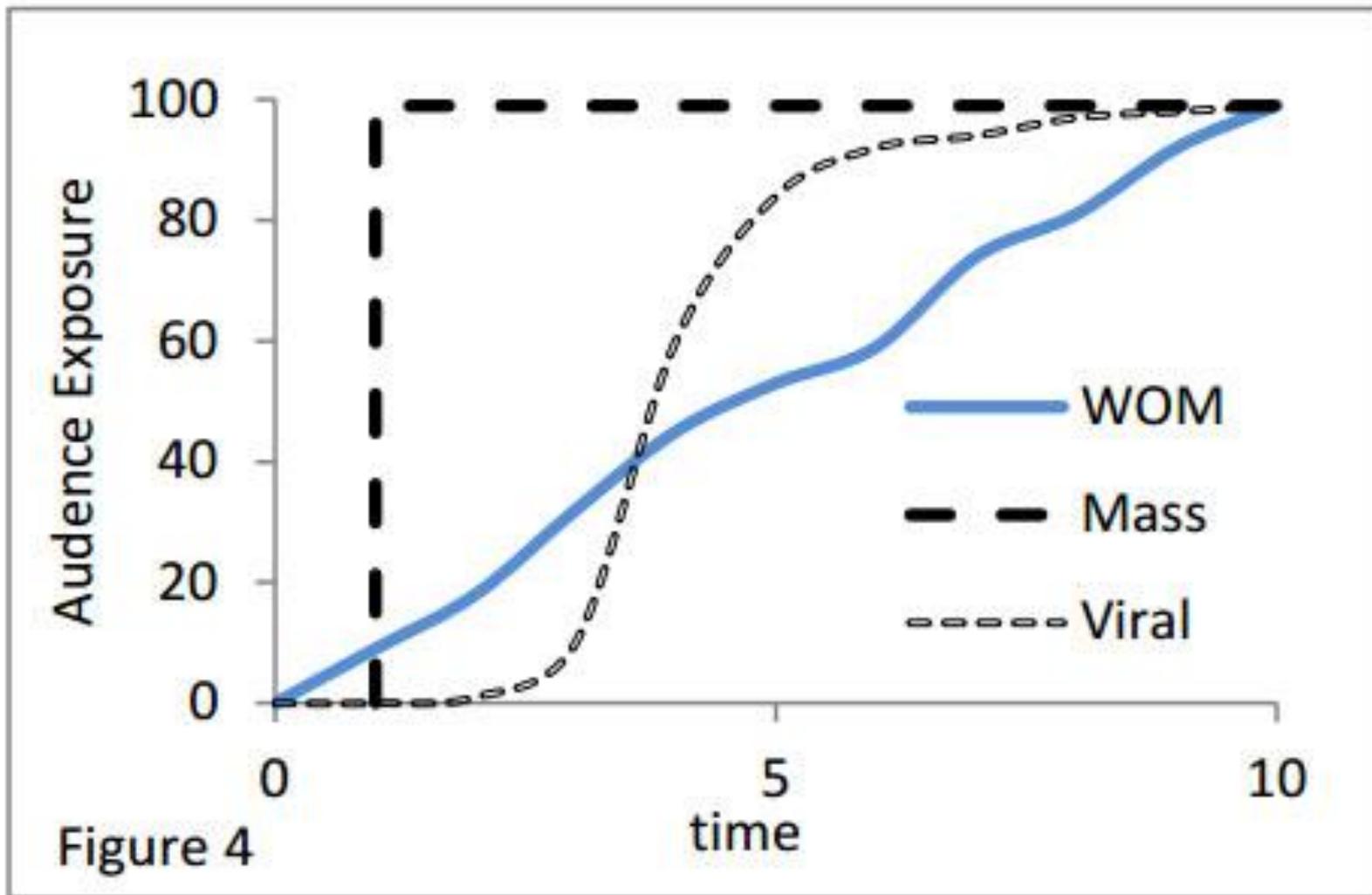
#IStandWithAhmed

#SheCan/#FIFAWWC

Virality is a social information flow process where many people simultaneously forward a specific information item, over a short period of time, within their social networks, and where the message spreads beyond their own [social] networks to different, often distant networks, resulting in a sharp acceleration³ in the number of people who are exposed to the message.⁴ Therefore, identifying and measuring **virality** is made on the bases of (i) the human and social aspects of information sharing from one to another; (ii) the speed of spread; (iii) the reach in terms of the number of people exposed to the content; and (iv) the reach in terms of the distance the information travels by bridging multiple networks.

-Karine Nahon, University of Washington, and and Jeff Hemsely, Syracuse, in *Going Viral*

“Virality: Developing a Rigorous and Useful Definition,” Hemsley



"Blogs: Spinning a Web of Virality," Nahon et al., 2011

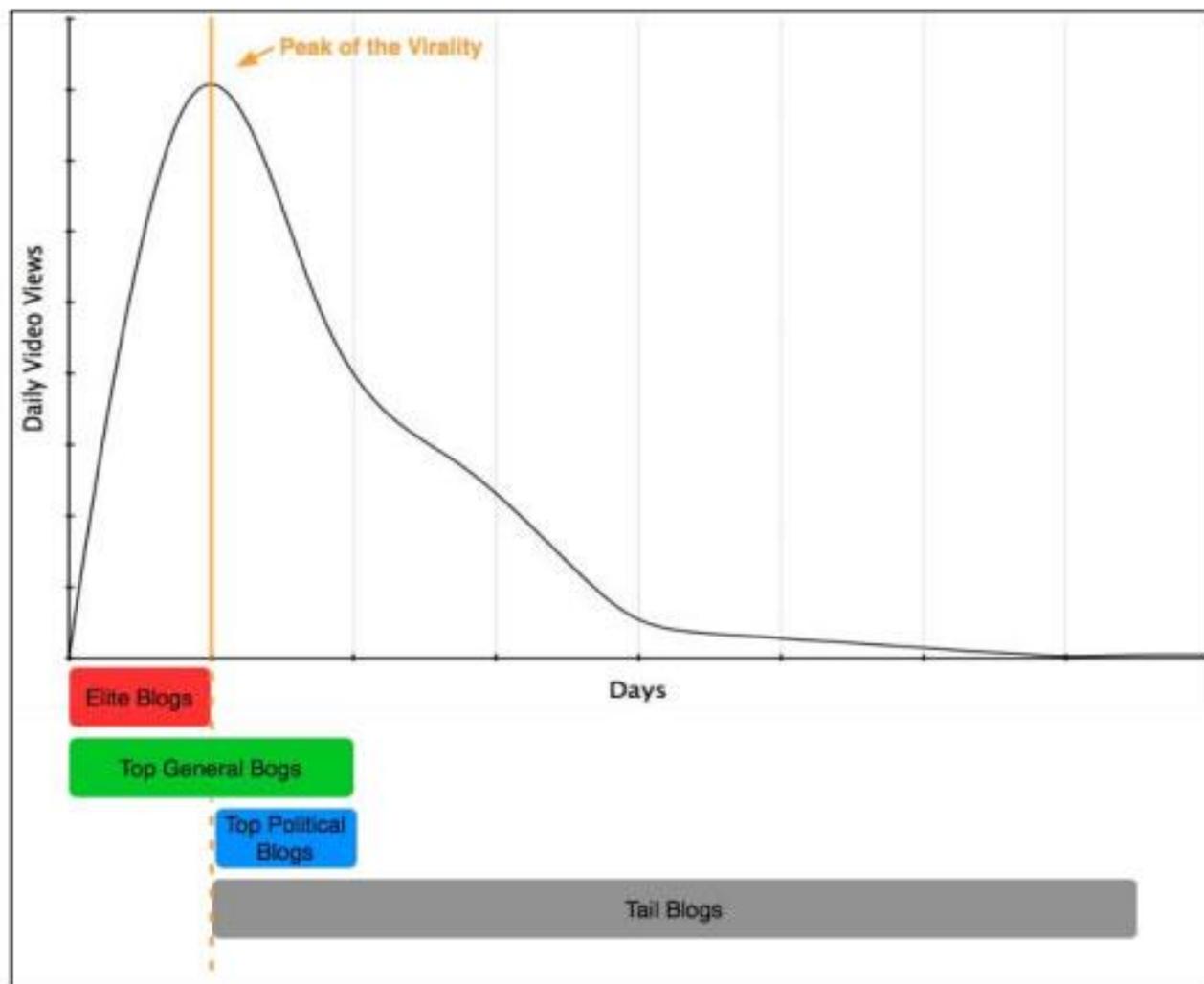
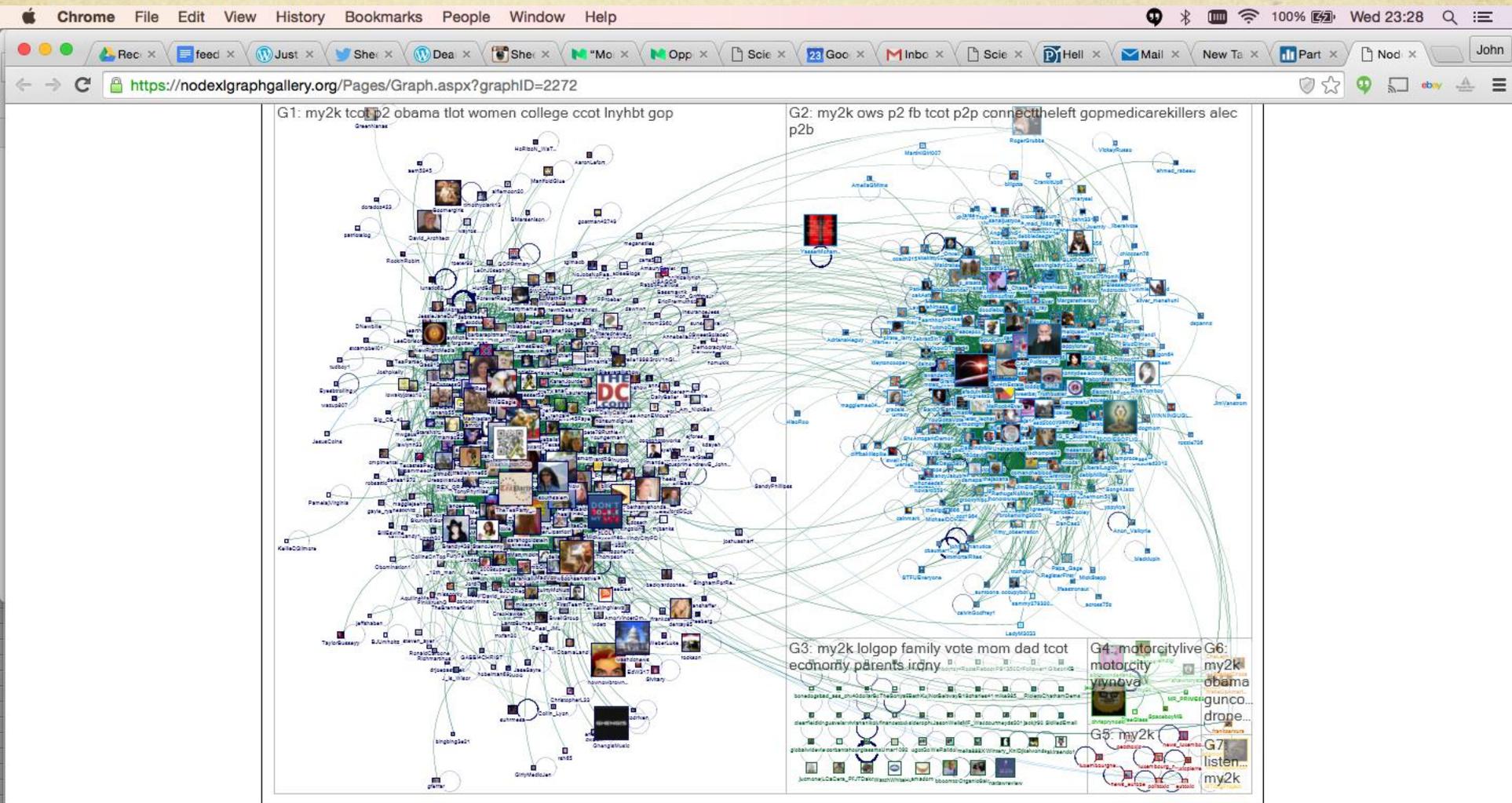


Figure 1: The Life Cycle of a Viral Video in the Blogosphere

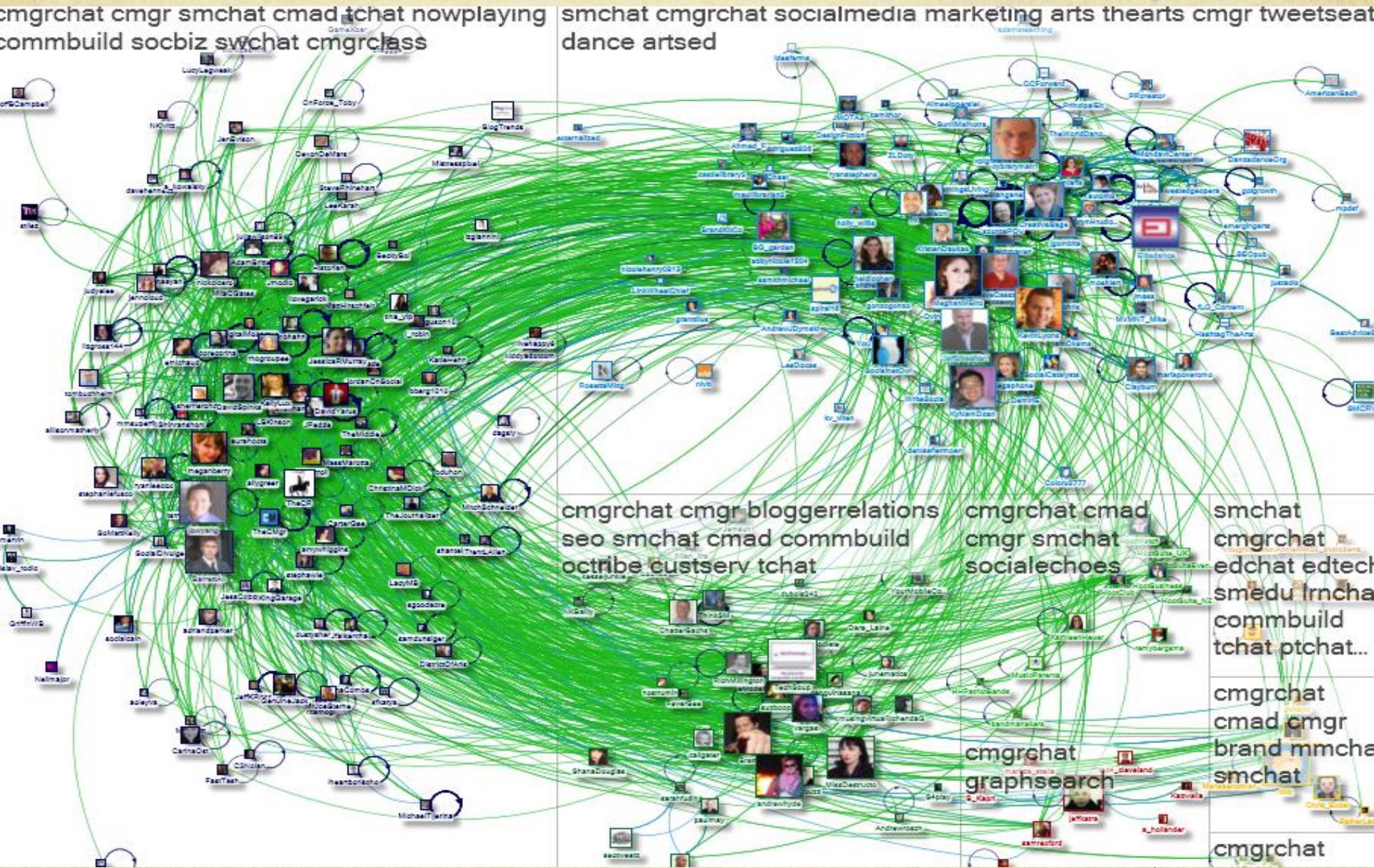
Polarized Crowd: Two large dense groups with little interconnection



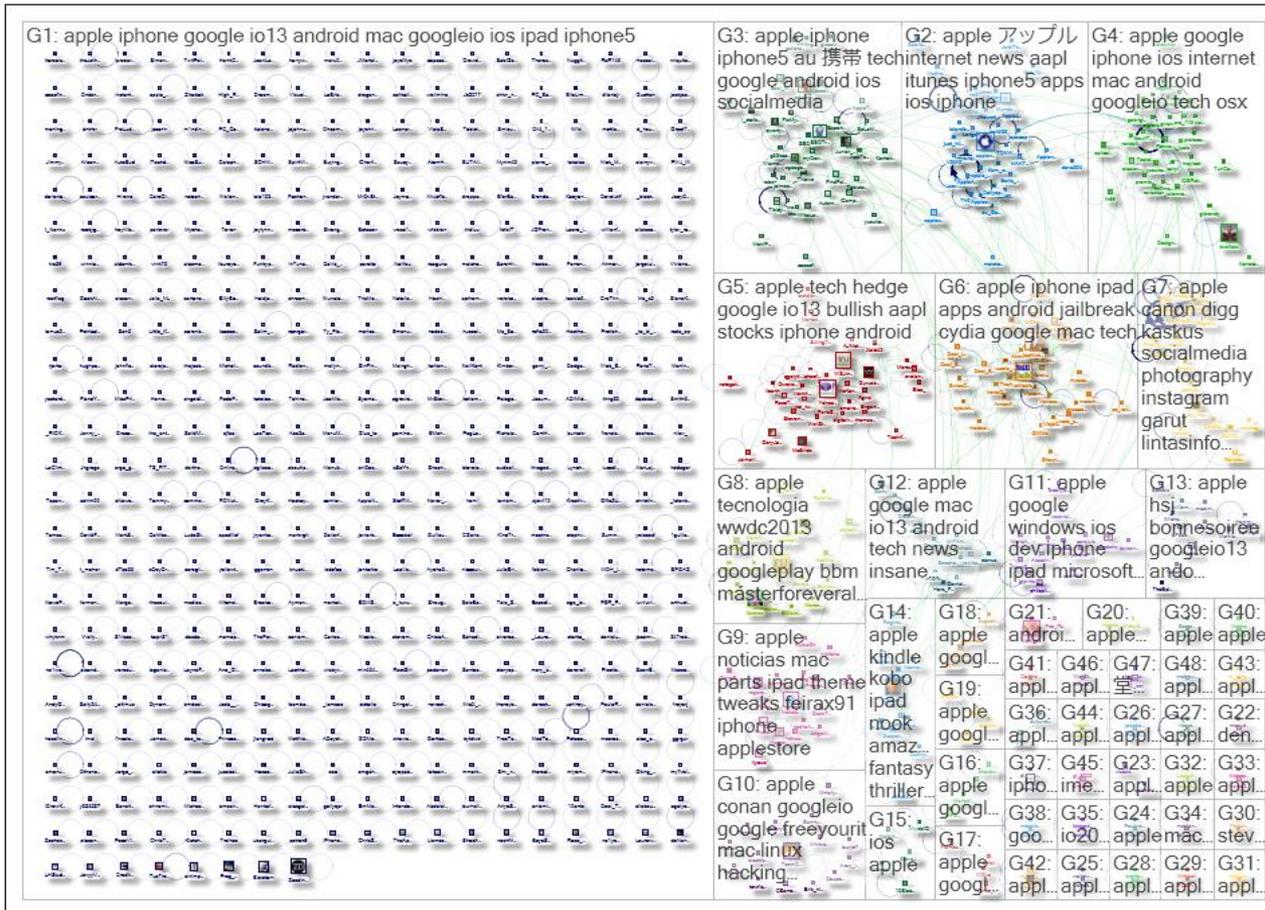
My2k Twitter NodeXL SNA Map and Report for Tuesday, 08 January 2013 at 01:25 UTC

[View an interactive version of this graph \(experimental\)](#)

Tight Crowd: Highly interconnected group with few isolated participants



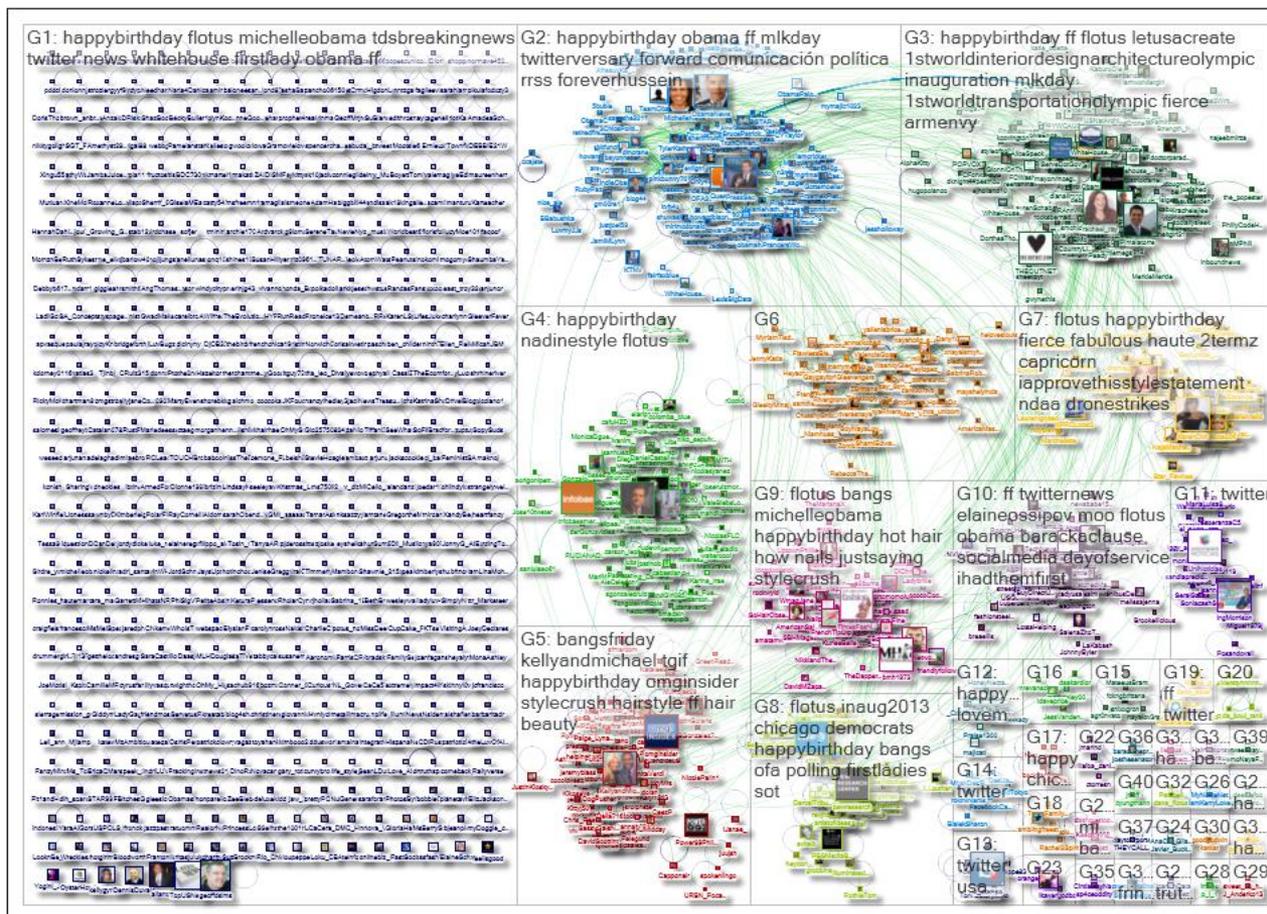
Brand clusters: Products, services, celebrities discussed by disparate persons



#apple Twitter NodeXL SNA Map and Report for Wednesday, 15 May 2013 at 19:34 UTC



Community clusters: Popular topics attracting multiple smaller groups



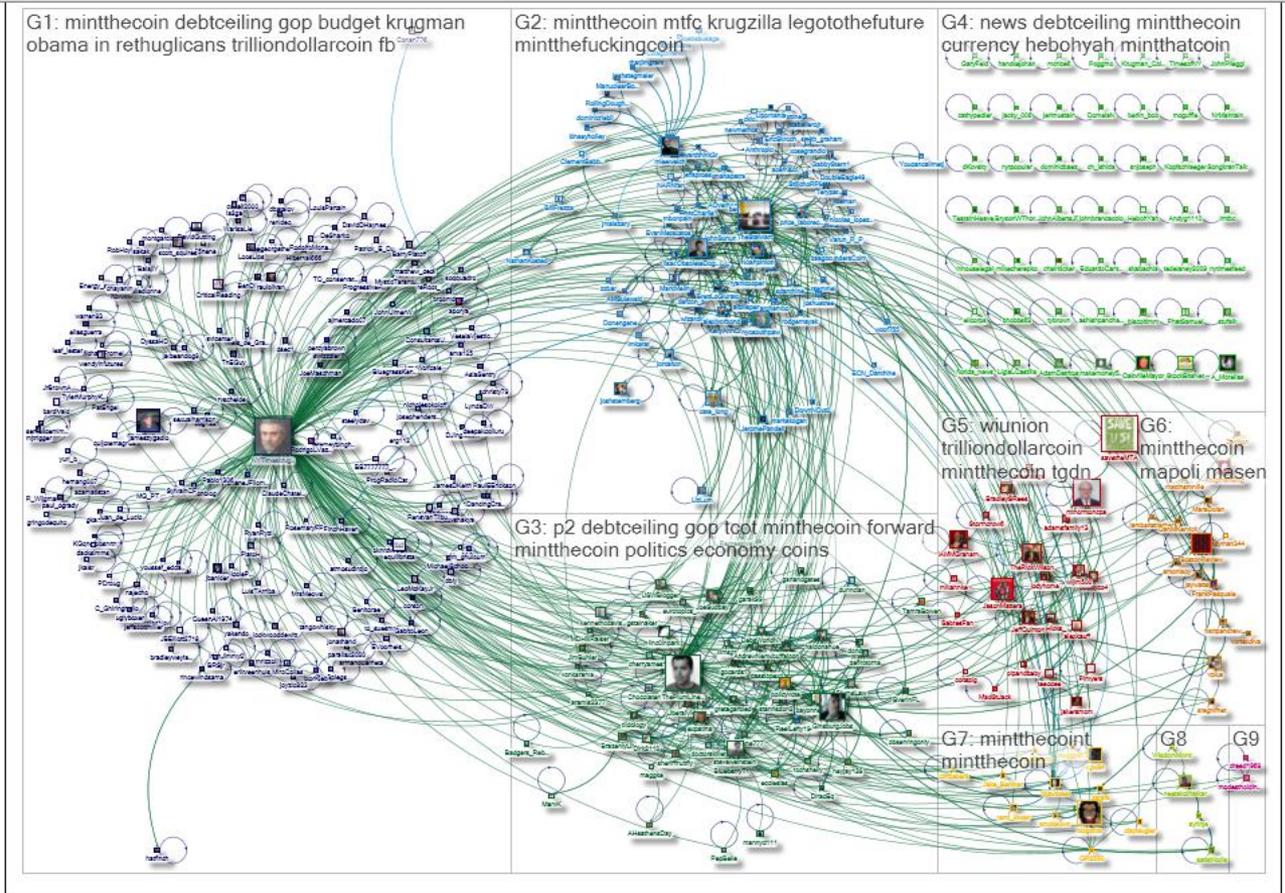
flotus Twitter NodeXL SNA Map and Report for Friday, 18 January 2013 at 18:26 UTC



Broadcast networks: Media-centric, with audience proliferating information

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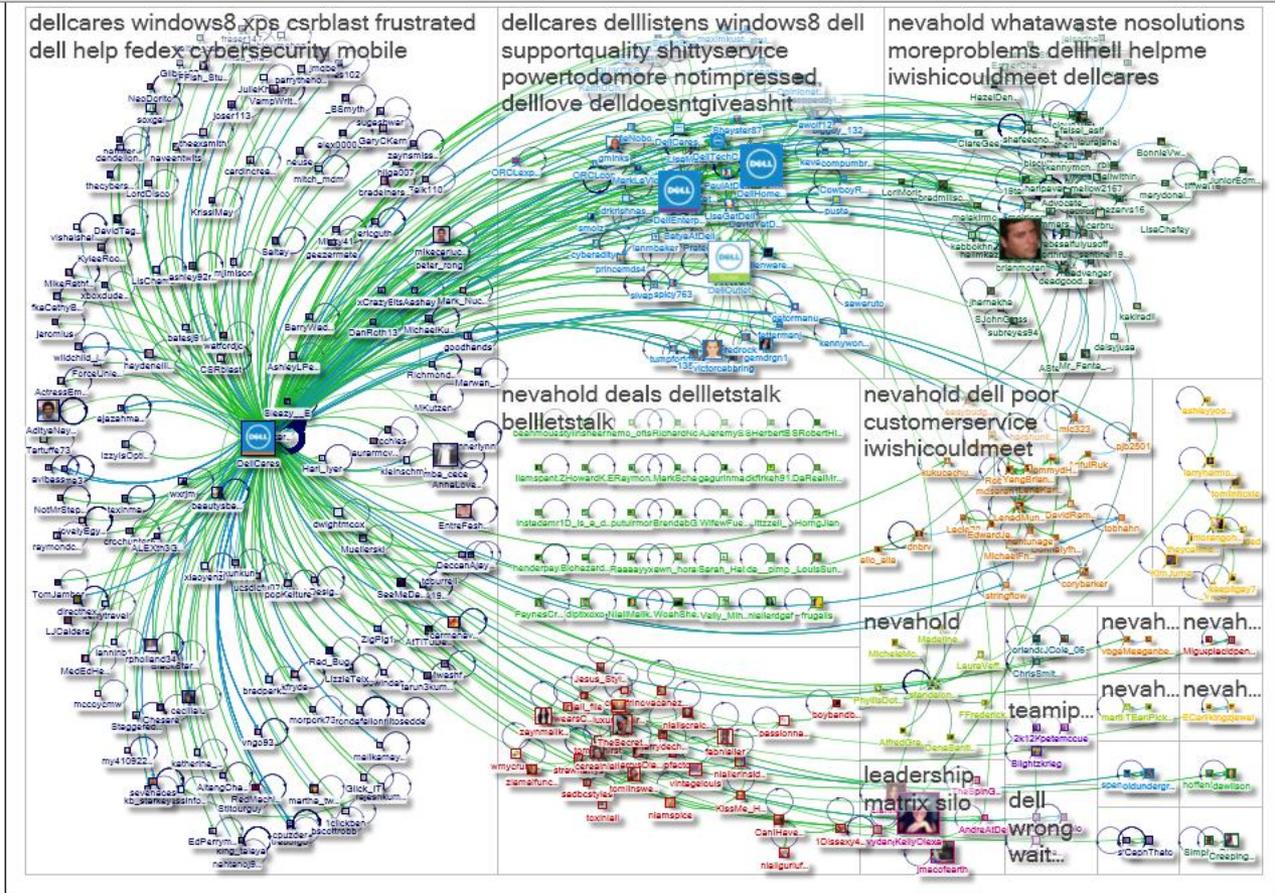
https://nodexlgraphgallery.org/Pages/Graph.aspx?graphID=2313



krugman-coins-against-crazies Twitter NodeXL SNA Map and Report for Friday, 11 January 2013 at 14:27

System tray icons including a clock showing 23, various application icons, and a volume icon.

Support network: Customer complaints, with hub-and-spoke dynamics



delllistens OR dellcares Twitter NodeXL SNA Map & Report for Tuesday, 19 February 2013 at 17:44 UTC





MARCH 4, 2013



Twitter Reaction to Events Often at Odds with Overall Public Opinion

By Amy Mitchell and Paul Hitlin

The reaction on Twitter to major political events and policy decisions often differs a great deal from public opinion as measured by surveys. This is the conclusion of a year-long Pew Research Center study that compared the results of national polls to the tone of tweets in response to eight major news events, including the outcome of the presidential election, the first presidential debate and major speeches by Barack Obama.

At times the Twitter conversation is more liberal than survey responses, while at other times it is more conservative. Often it is the overall negativity that stands out. Much of the difference may have to do with both the narrow sliver of the public represented on Twitter as well as who among that slice chose to take part in any one conversation.

A More Liberal Twitter Reaction to Some Events

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Tech

Twitter: A live megaphone for lobbying groups, companies

By Cecilia Kang February 13, 2013

On television, President Obama spent a commercial-free hour delivering his State of the Union [speech](#). But on Twitter, the nation's biggest lobbying groups and corporations found a megaphone to place ad money and promote their views.

The National Rifle Association, AARP, Chevron and Microsoft bid for top placement of 140-character tweets aimed at spreading their policy and political positions and marketing their products.



The Associated Press

@AP



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Breaking: Two Explosions in the White House and Barack Obama is injured

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RETWEETS

63

FAVORITES



12:07 PM - 23 Apr 13

Reply to @AP



attackerman @attackerman

2m

WHAT RT @AP Breaking: Two Explosions in the White House and Barack Obama is injured

Details

PUBLICATION

Rumor Cascades

Adrien Friggeri, Lada Adamic, Dean Eckles, Justin Cheng
AAAI Conference on Weblogs and Social Media (ICWSM) - June 2, 2014

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Abstract

Online social networks provide a rich substrate for rumor propagation. Information received via friends tends to be trusted, and online social networks allow individuals to transmit information to many friends at once. By referencing known rumors from Snopes.com, a popular website documenting memes and urban legends, we track the propagation of thousands of rumors appearing on Facebook. From this sample we infer the rates at which rumors from different categories and of varying truth value are uploaded and reshared. We find that rumor cascades run deeper in the social network than reshare cascades in general. We then examine the effect of individual reshares receiving a comment containing a link to a Snopes article on the evolution of the cascade. We find that receiving such a comment increases the likelihood that a reshare of a rumor will be deleted. Furthermore, large cascades are able to accumulate hundreds of Snopes comments while continuing to propagate. Finally, using a dataset of rumors copied and pasted from one status update to another, we show that rumors change over time and that different variants tend to dominate different bursts in popularity.

Data Science





Is Twit Wrong?

@IsTwitWrong

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144

FOLLOWERS
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FAVORITES
3



Composite image from Icaria, Greece, 2011
by Chris Kotsionopoulos - greeksky.gr

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Is Twit Wrong? retweeted



SimonNRicketts @SimonNRicketts · 4 Apr 2014

That sneery Aintree ankle-tag picture is at least a year old -
bit.ly/1fRRLvq

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Is Twit Wrong? retweeted



Tom Phillips @flashboy · 31 Mar 2014

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old house: buzzfeed.com/alanwhite/for-...



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Sacramento Bee, 2012



Streets of Tunis, *Le Maghreb*, 2012





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Case Studies



Finding and contacting video uploaders

Storyful journalists go to extraordinary lengths to find content owners and talk to them about their incredible eyewitness videos. One of the best examples of Storyful's 'digital footprint' analysis, wherein we try to locate the uploader, is outlined here.

[View Case Study](#)



Debunking: Calling content out as fake

Ever since the infamous baby-snatching eagle viral video was proven to be a fake, Storyful's journalists have been nurturing their cynical instincts for spotting hoaxes. One of our most memorable debunks focused on the twerking meme.

[View Case Study](#)



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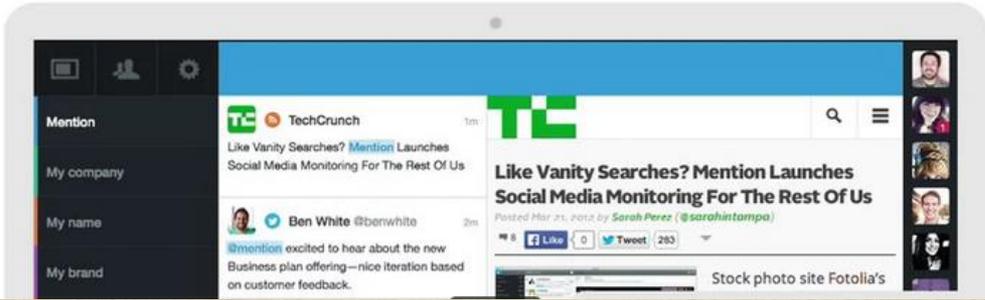


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17% passion

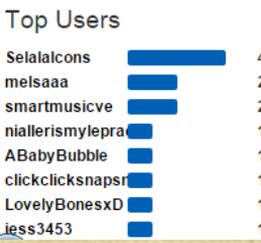
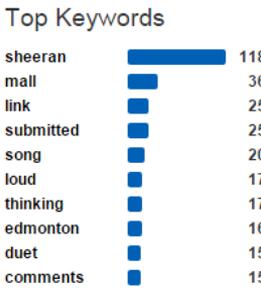
10% reach

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last mention 3 minutes ago

23 unique authors

0 retweets



Mentions about "Ed Sheeran"

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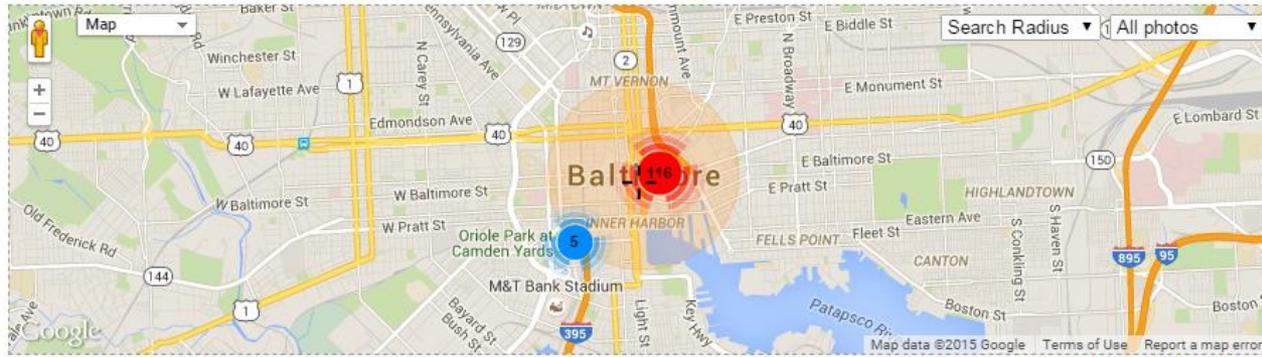
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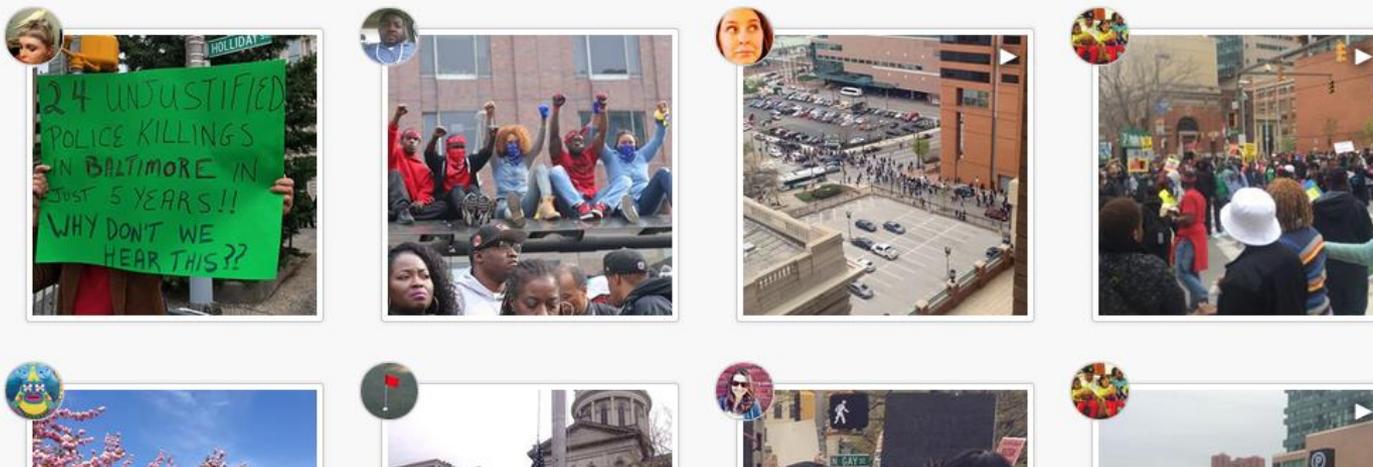


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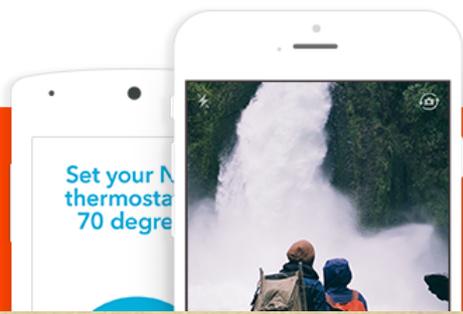
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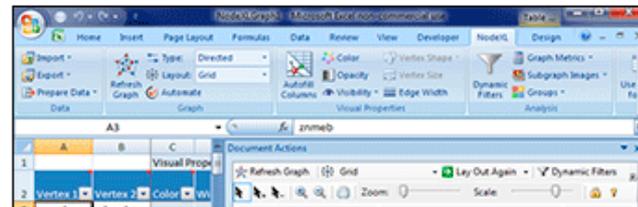


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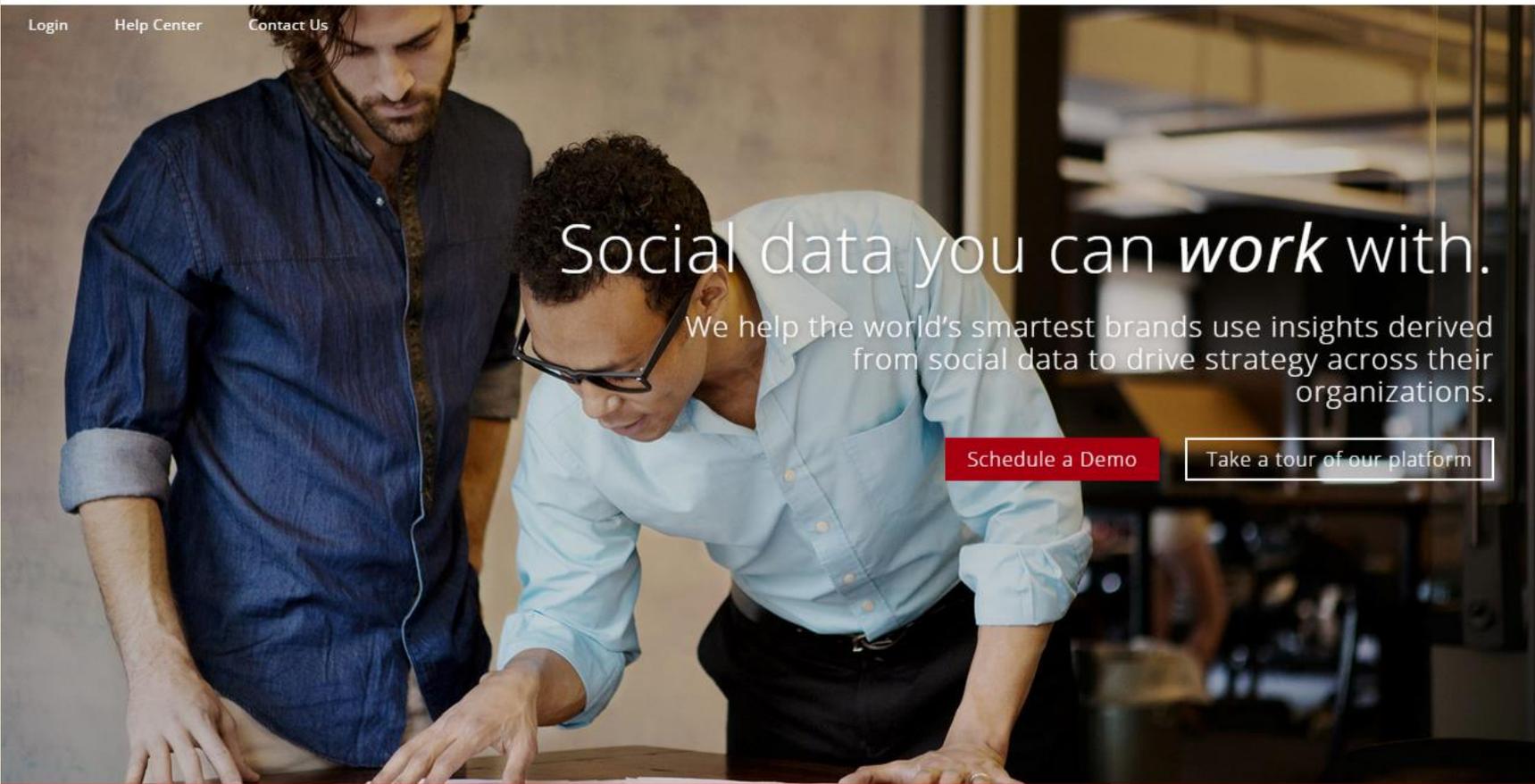
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(veri.ly)

This post was adapted from VerificationJunkie, a site created by Josh Stearns of the Geraldine R. Dodge Foundation. @jcostearns

"Interesting if true" is the old line about some tidbit of unverified news. Recast as "Whoa, if true" for the Twitter age, it allows people to pass on rumors without having to perform even the most basic fact-checking — the equivalent of a whisper over a quick lunch. Working journalists don't have such luxuries, however, even with the continuous deadlines of a much larger and more competitive media landscape. A cautionary tale was the February 2015 report of

the death of billionaire Martin Bouygues, head of a French media conglomerate. The news was instantly echoed across the Web, only to be **swiftly retracted**: The mayor of the village next to Bouygues's hometown said that "Martin" had died. Alas, it was the wrong one.

The issue has become even knottier in the era of **collaborative journalism**, when nonprofessional reporting and images can be included in mainstream coverage. The information can be crucial — but it also can be wrong, and even intentionally faked. For example, two European publications, *Bild* and *Paris Match*, said they had seen a video purportedly shot within the Germanwings flight that crashed in March 2015, but doubts about such a video's authenticity **have grown**. (Of course, there is a **long history of image tampering**, and news organizations have been culpable year after year of running — and even producing — manipulated images.)

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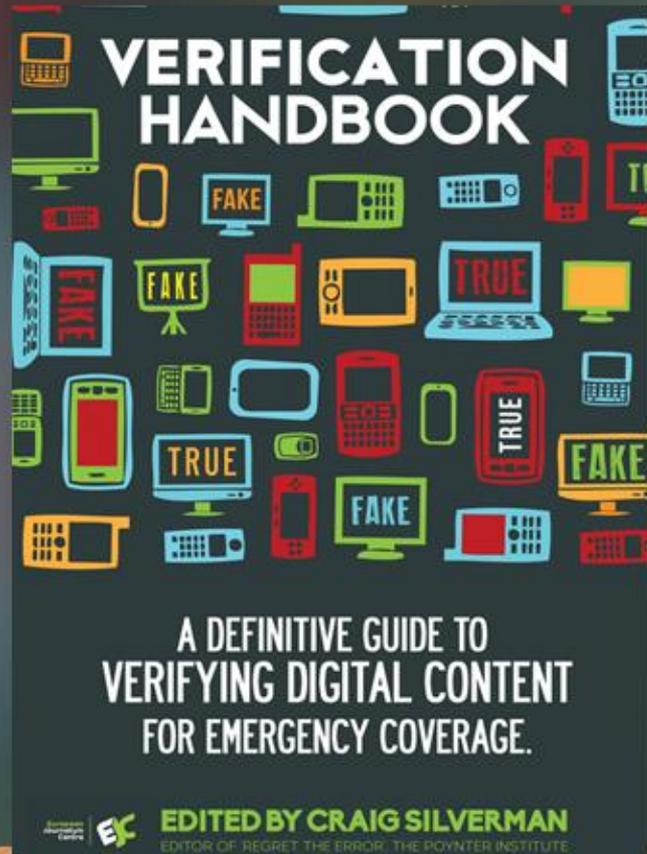
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