

# Grandmaster: Interactive text-based analytics of social media

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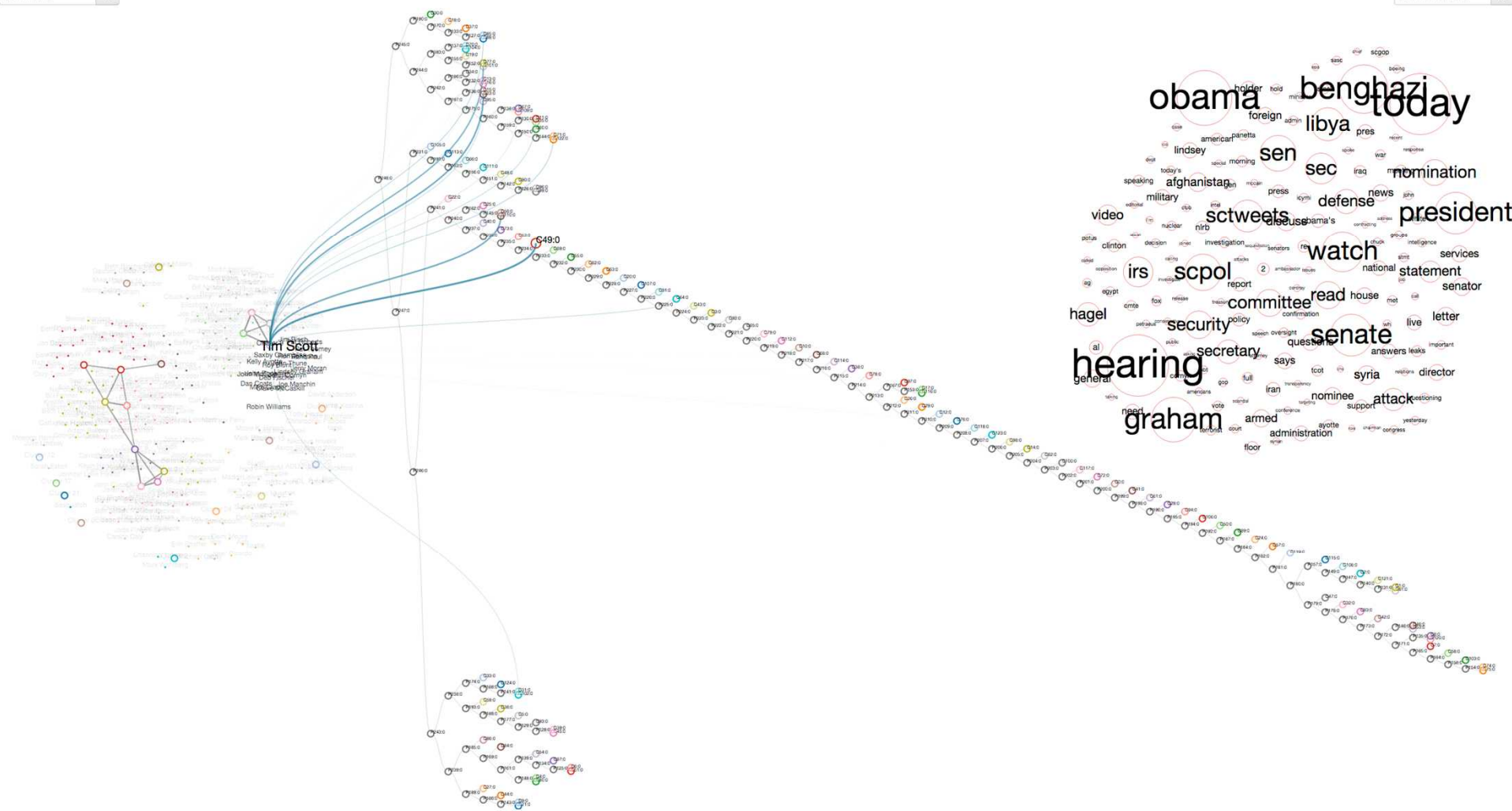
# Motivation

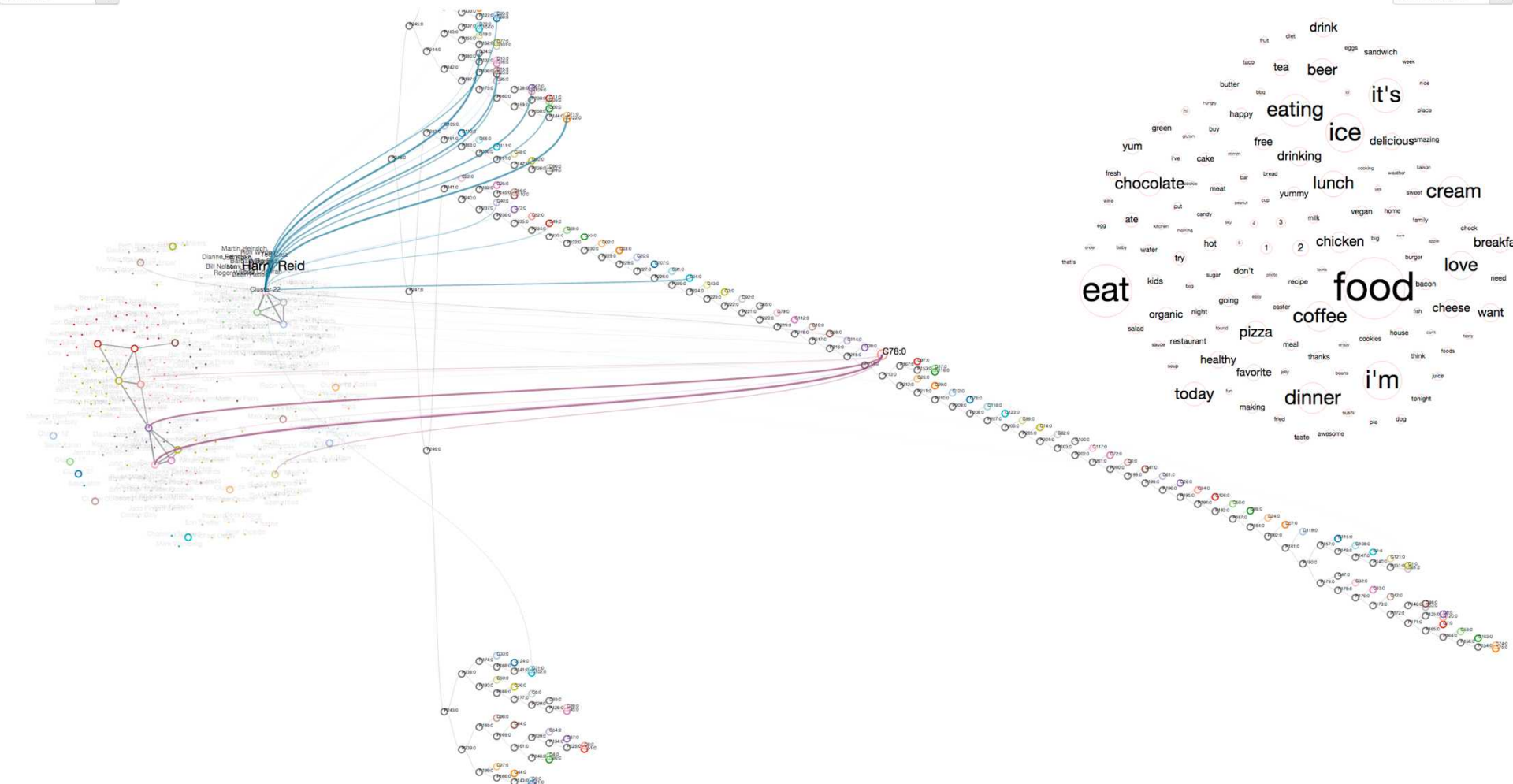


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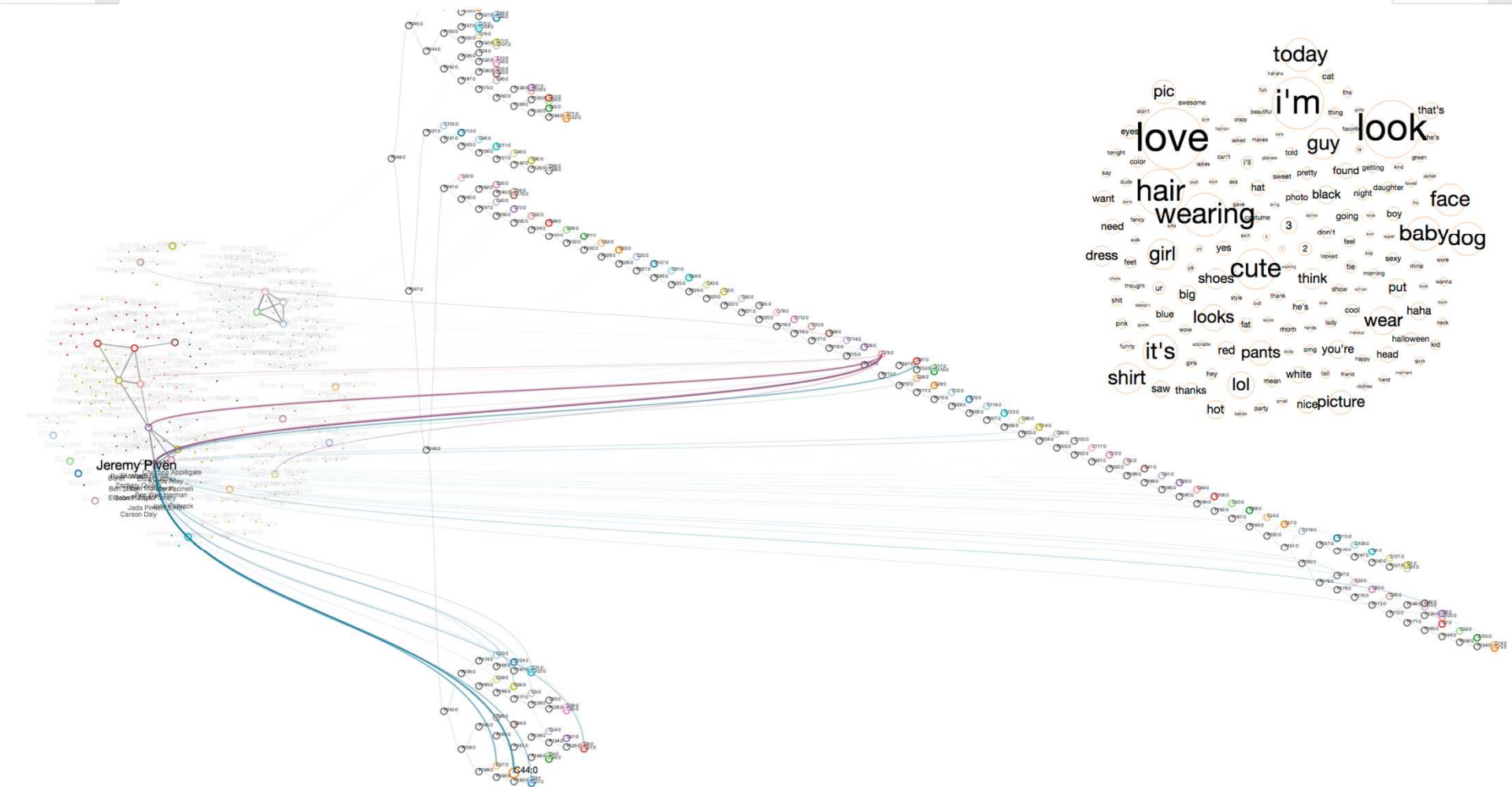
# Grandmaster Application

Demo



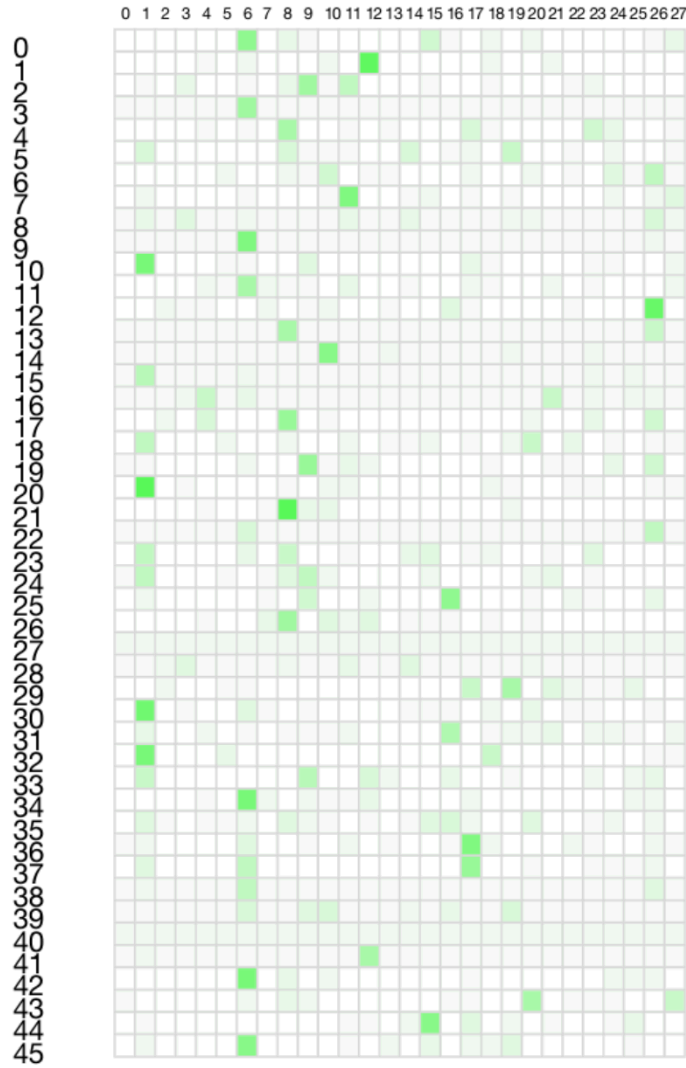




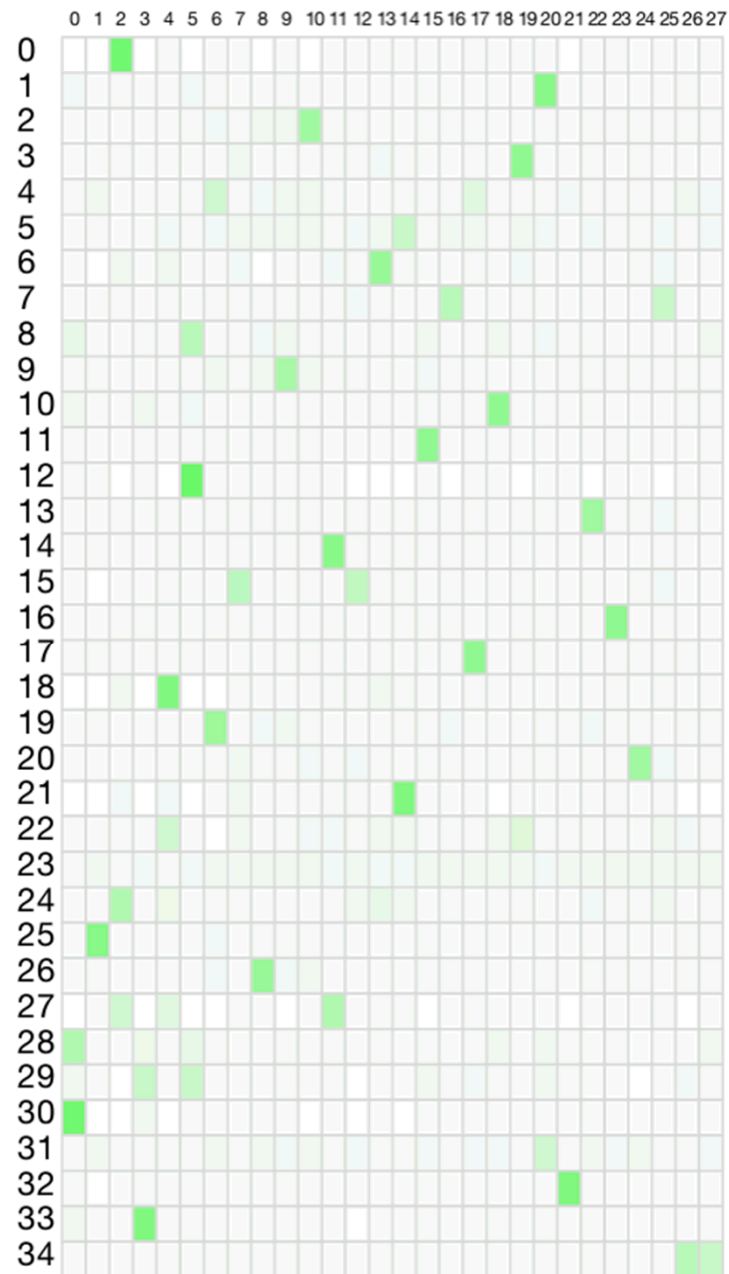


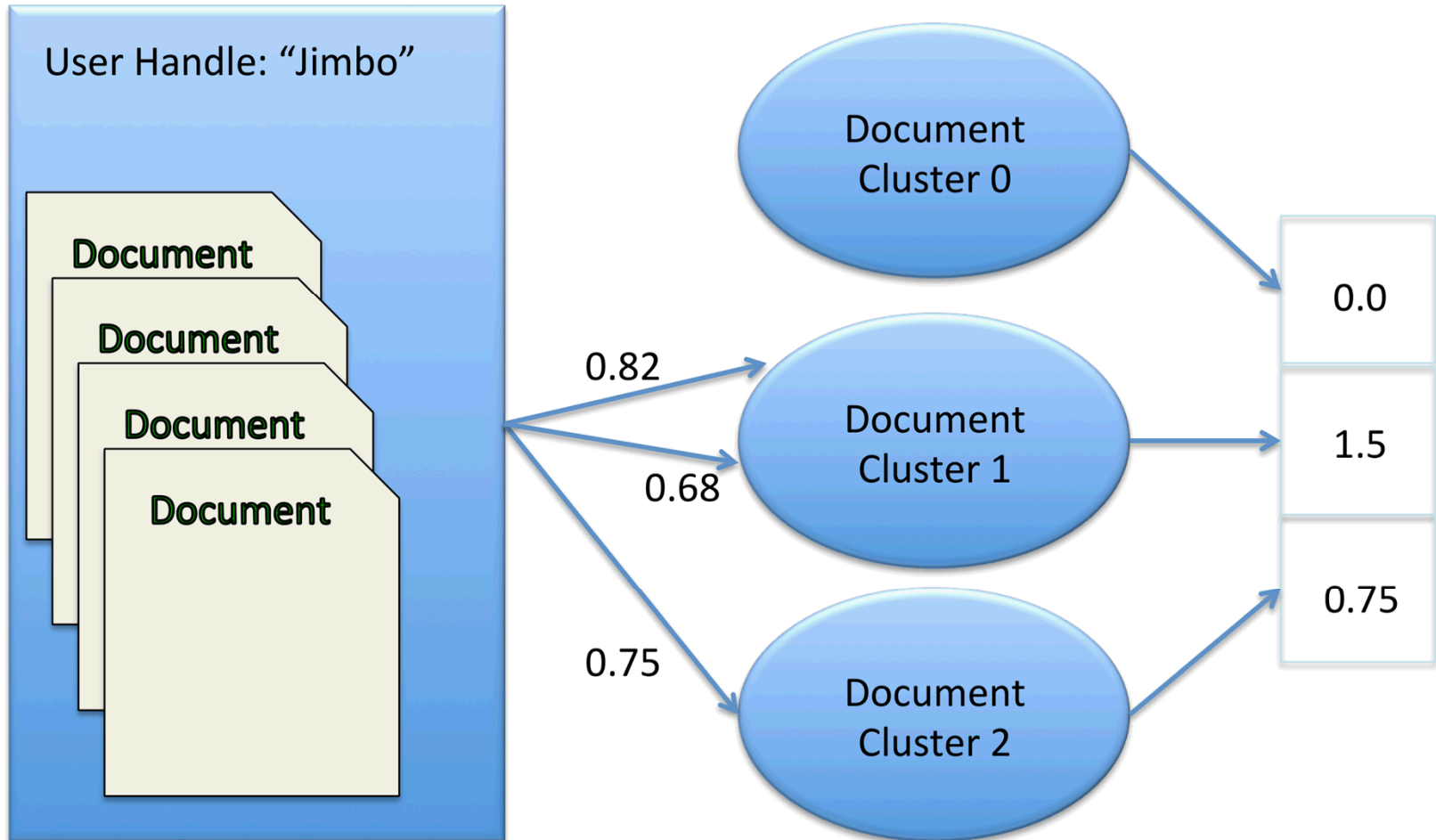
# Method

- LDA and cluster documents
- Project people into “document space”
- Cluster projected people

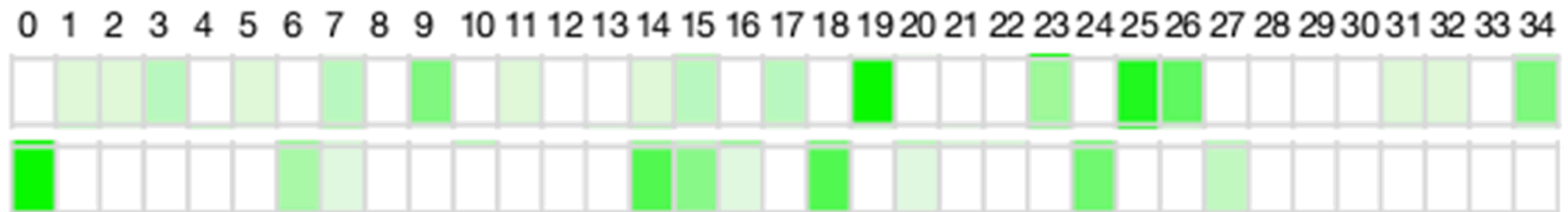




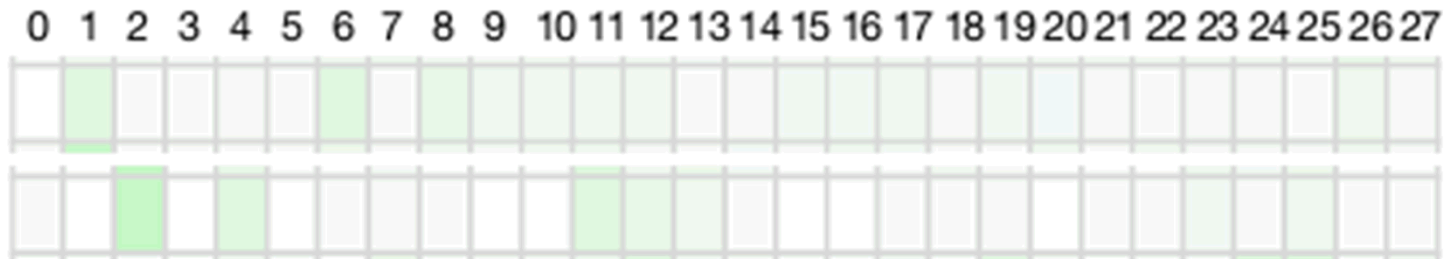




## Projected Document Space Vectors



## Averaged LDA Document Vectors



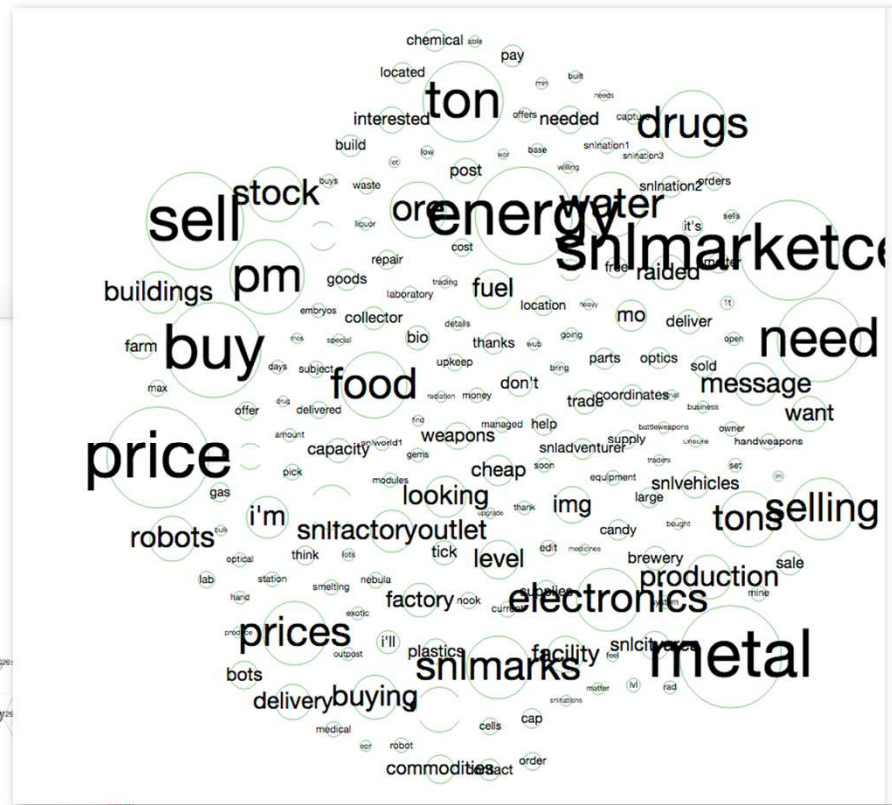
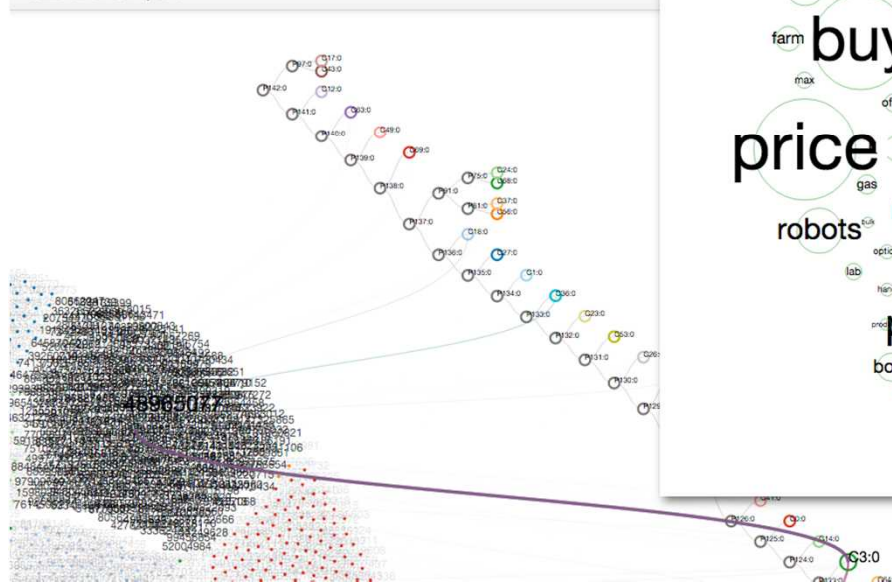
# Results

# Twitter Numbers

- Twitter data from first tweet up to June 2013.
- 257 Twitter users from four categories
  - Current senators
  - Hollywood celebrities
  - Education Technology Researchers
  - Professional Gamers
- 546,570 tweets
- 100 topics
- 125 document clusters
- 20 user clusters

# Forum Numbers

- 3,836 individuals
- 149,921 forum comments





# Summary and Future Work

- Provides successful identification of groups
- Some user level information on topics
- Can this info be automated to aid education?

# Acknowledgements

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# Questions