Sourcing content from social media: a journalistic application of the SocIoS platform

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Motivation

• Leverage content from the social web for the journalism and media sector
  – Support the journalistic process of research and newsgathering in social media
  – Enrich media output with social information and multimedia items
  – Gain additional social insight for creating and validating stories
Challenge

• Mass volumes of unstructured content
  – Multiple environments delivering content (Facebook, Twitter, Youtube, etc)
  – Shared multimedia of heterogeneous formats
  – Content of questionable credibility
  – Ever-changing communities of interest and trending topics
SocIoS

- SocIoS is a web based, modular platform that:
  - Aggregates data and functionality from a multitude of underlying social media platforms
  - Provides a tool for developers to build social analytics services on top of the supporting social media platforms
  - Accommodates newly created applications that use the abovementioned services through usable SOA-based interface
Technological/Technical enablers

- **SocIoS object model (SOM)**
  - Enables the aggregation of data and functionality from Facebook, Twitter, Youtube, FlickR, Dailymotion, MySpace, Google+, ...
  - Takes advantage of recurring notions such as: Person, connectedPerson, medialtem, etc

- **SocIoS auxiliary services**
  - Services that add logic on top of SOM
  - Social analytics such as media item ranking, event detection and sentiment analysis services

- **SocIoS front-end**
  - The Graphical User Interface (GUI)
  - Also a point of integration for above services
Technology application

- The Journalism Application allows easier access to content across 5 social media platforms (Twitter, Facebook, Flickr, YouTube and DailyMotion)
- Also
  - Group topically relevant contacts/accounts in one place to see their content activity
  - Search across social networks with key words and see results within one list (screen)
  - Filter results list in different ways (e.g. by date or by social network)
  - Filter media items by a “5-Star-Ranking” and/or view the ranking level for each item
  - Select media items and view their metadata (context information)
  - View selected photos/videos (see a photo enlarged or play a video)
  - Review selected items in their original source by linking to the social media platform
  - Add new contacts/accounts found via the keyword search to your topical group
  - Invoke the recommendation service to locate the most popular/interesting/valuable media items (authored by users that are not part of the topical group)
  - Contact a social media account holder/user by linking to their profile page
  - Start a negotiation with a content contributor (e.g. to purchase a photo/video)
  - Conduct a purchase transaction via the “FlexiPrice” service
  - Monitor the content activity within your topical group to see “trending media items”
SocIoS Object Model

- Defines both a meta-API (SocIoS API) and a data model
  - Implements the “least common denominators" of all the underlying API methods
  - Extends a subset of OpenSocial data model specification for metadata harmonization
- Reusable and simple
Media Item Ranking/Recommendation Service (MIRS)

- Supports an advanced search over social content
- Measures and ranks the social value of media items
  - visibility within the social network
  - reaction and feedback it gains
- Recommends “the best” content for the journalist
- Based on aggregating information and metadata from multiple sources
Event detection service

• Monitors the activity of a given community for uncommon, intense behavior which may be associated to a real world event

• Presents event-related clusters by grouping together the documents containing the identified event terms
Front-End

- A web-based portal that handles the authentication, authorization and accounting and guides through application workflows
- Adapts content and functionality so as to deliver a uniform user experience to the journalist
See SocIoS in action

• Video
More Questions? Feel free to visit our website or contact us directly:

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