

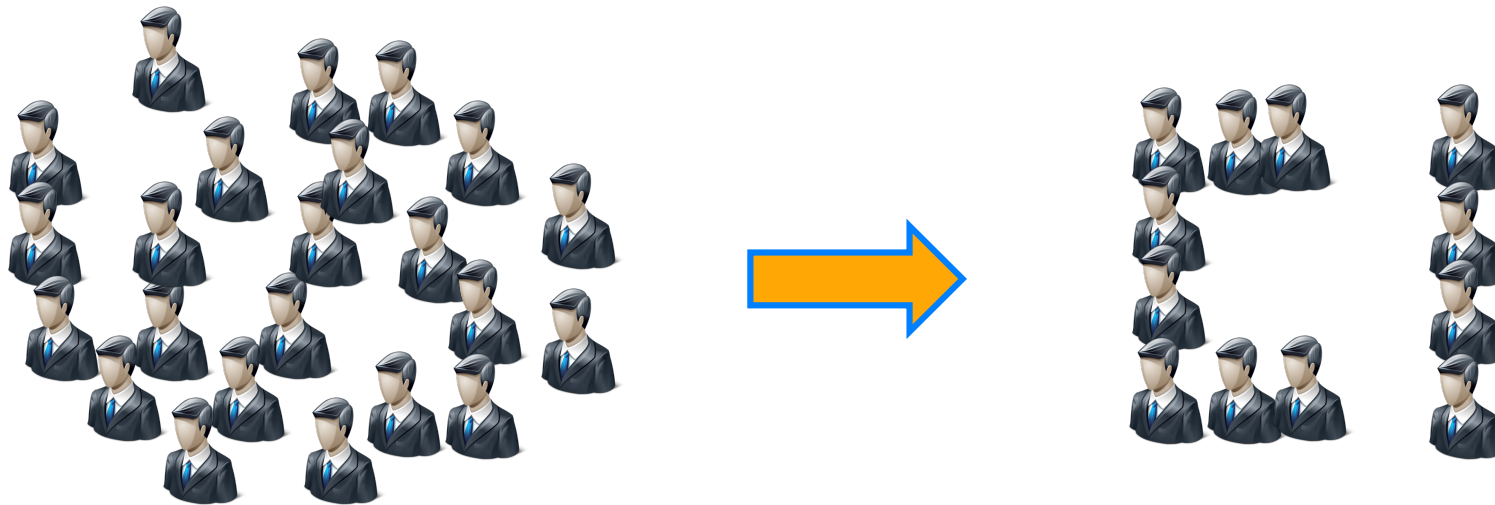
Capturing and Exploiting Collective Intelligence

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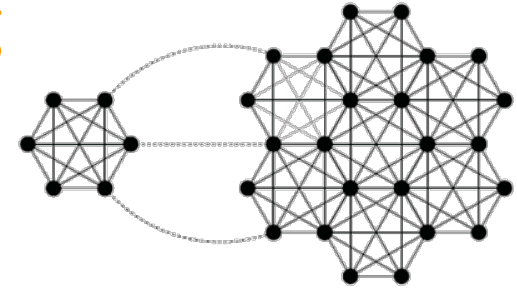
EU Social Networks

Social Networks as a Sensor

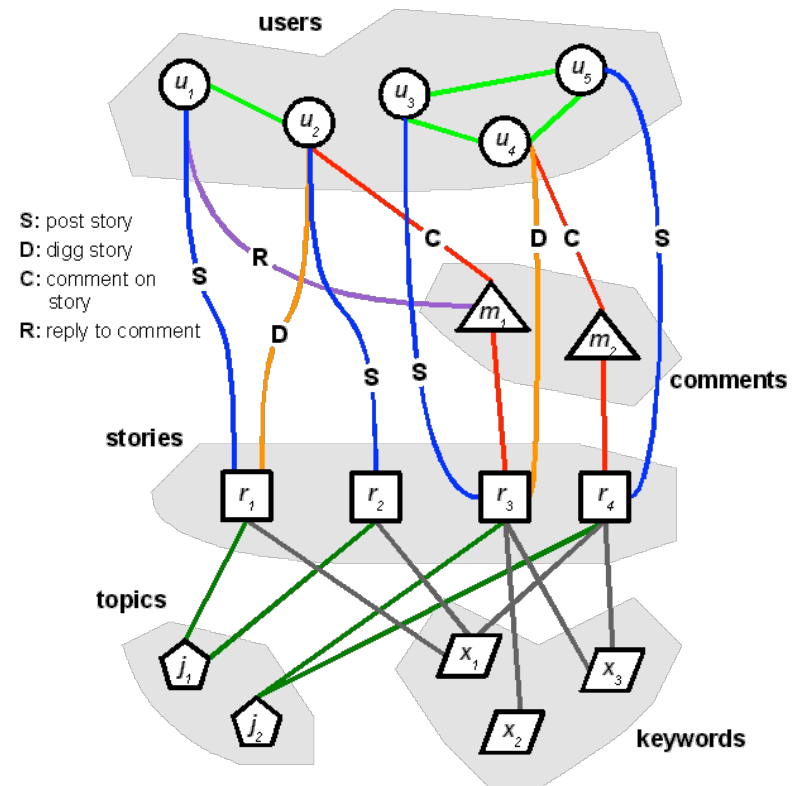
- Social Networks is a data source with an extremely dynamic nature that reflects events and the evolution of community focus
- Scalable approaches taking into account the content and social context of social networks
- Transform Social Media to a Sensor of meaningful topics, entities, points of interest, social connections and events



Community detection clustering



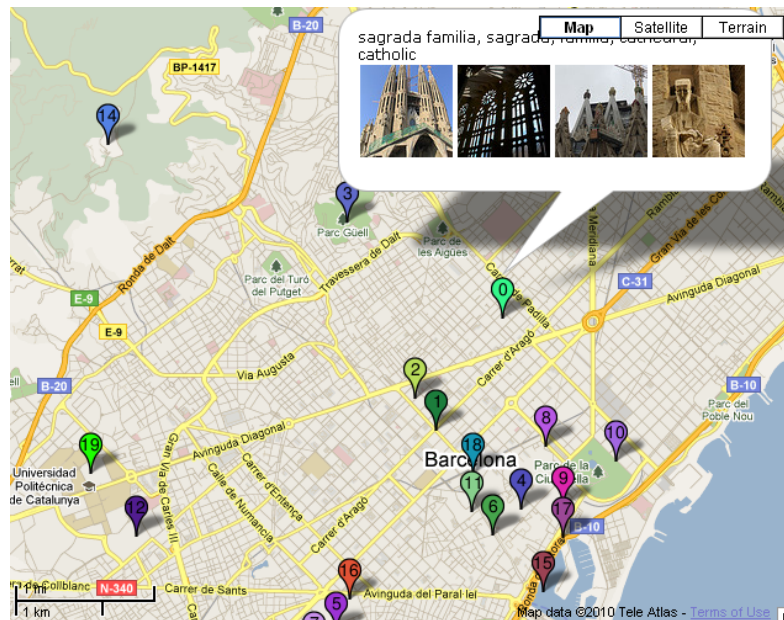
- Local and graph-based
- Highly efficient and scalable approach
- Not necessary to know the number of communities
- Noise resilience
- Not all nodes need to be part of a community
- Generic approach adaptable to many applications
 - Depending on nodes – edge representation



Applications and Results (ClustTour)

- Automatic detection of landmarks and events through hybrid image clustering:
 - Very high geographic localization of results
- Other applications
 - Topic detection in social tagging systems
 - Wikipedia POI clustering
 - Extract similar tagging patterns and events over time periods (time-aware clustering)
 - Social media assisted machine learning (creation of training data)

LANDMARKS



<http://www.clusttour.gr>

EVENTS

baptism



conference



castels

