What is Data Mining?

Data mining in Data is the *non-trivial* process of identifying

- **valid**
- **novel**
- potentially **useful**
- ultimately **understandable patterns** in data
What is twitter?

- It is a kind of micro-blogging platform
- It is an intermediate between blogging and chatting
- Answer the question “what are you doing now?” in 140 characters
- People connected to you view your updates
Why would you use twitter

From a professional point of view

- you can build a network of people in your field

- you will also be aware of what happens in a particular domain
Why mine twitter data?

• Helps consider a proposition from the consumer point of view

• trend/buzz analysis

• sentiment/opinion mining

• authority/influence analysis
A few examples of twitter-mining:

• Dell computers monitoring customer feedback/complaints
• Comcast addresses a customer complaint
• Mixx – a company monitoring twitter data
How do you twitter-mine?

Web-services make it possible
- Salesforce.com
- Tweet scan
  - Rom wants to know about the new Pike Place blend
  - Winterheart is drinking Italian Roast.
  - Stlplace thinks Starbucks should be worried because the McCafe iced latte not too bad and it's cheaper ($2.79 for medium size, no extra for syrup)
  - RonHubbard is also digging the new Pike Place blend.
  - tdcool is listening to Starbucks' Ambient Luxe album and thinks it's quite relaxing.
What does the consumer gain?

- Many companies have “community managers” who are active on twitter.
  - Marilyn Pratt – SAP Labs (@marilynpratt)
  - Jennifer Puckett – Disney
  - Anand Iyer - Microsoft (@anandiyer)
  - Richard – Dell (@RichardatDELL)
And recently...

- Linux greeted Microsoft in twitter
- Coca Cola welcomed Pepsi in twitter

Can World peace be far behind?
THANK YOU