

## MARKET NEED

- Finding persons of interest on social media is not a trivial task
- Current approaches to people search are simplistic and based on collaborative filtering
- Growing need to find people in a particular area of expertise/ location/business

## TECHNOLOGY SOLUTION

- Statistical text analytics and advanced network analysis
- Incorporate Twitter metrics such as followers/following ratio or number of retweets
- Topic augmentation
- Dynamic keyword relevancy



## APPLICABILITY

- Increasing volume of accounts on social media
- People search engines augmented with thematic clustering and recommendation algorithms
- Cluster social media users based on area of expertise
- Near-real time retrieval of results from user searches



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Data Analytics

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