



flight



The Power of Twitter Data

Mark Callahan

Data Product Marketing | @MDCin303

**Imagine what's possible when you know
what the whole world is thinking about
any topic, at any time...**

What Is Unique About Twitter Data?



Realtime



Public



Enterprise



Comprehensive

Save lives

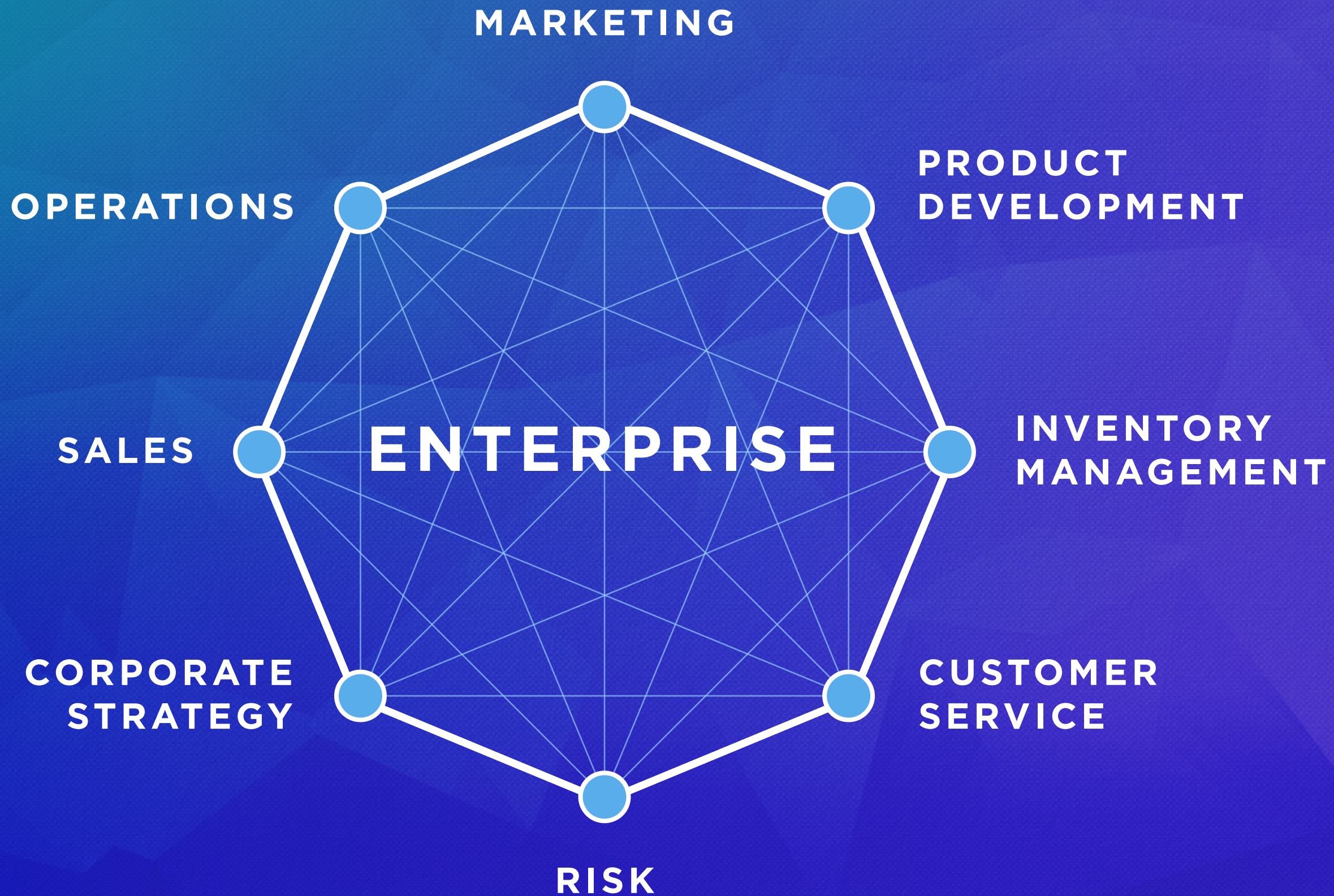
UNIVERSITY OF
WOLLONGONG



Identify
food-borne
illnesses



HARVARD
MEDICAL SCHOOL



The IBM logo, consisting of eight horizontal blue stripes of varying lengths, is centered on the white wall. A thin vertical line is positioned to the right of the logo.

IBM®



ibm.com/ibmandtwitter



TEST PRODUCT PACKAGING

Learn realtime
feedback around
new packaging
concepts



UNCOVER DESIGN ISSUES

Learn about geo-specific vehicle design problems





TRANSFORM CUSTOMER SERVICE

Turn a cost-center
into a powerful public
marketing opportunity



 **jade** 
@p4cifier

the new spotify for iphone is f***ing horrible it makes me sad





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@p4cifier

the new spotify for iphone is f***ing horrible it makes me sad



SpotifyCares 

@SpotifyCares

@p4cifier Hi there, we're sorry to hear this. If you let us know the problems you're experiencing then we'll be happy to help /J





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 **jade** 

@p4cifier

@SpotifyCares SHUT UP B***H YOU WILL NEVER UNDO THE DAMAGE U DID





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SpotifyCares 
@SpotifyCares

@p4cifier We'd sure like to give it a go... if you'll let us? /J





SpotifyCares 
@SpotifyCares

@p4cifier We'd sure like to give it a go... if you'll let us? /J



 **jade** 
@p4cifier

@SpotifyCares WELL FIRST OF ALL WHY IS IT SO UGLY
NOW LIKE I HATE THE LAYOUT ALSO IT ALWAYS FREEZES
WHEN IM SKIPPING SONGS





 **jade** 

@p4cifier

[@SpotifyCares](#) WELL FIRST OF ALL WHY IS IT SO UGLY NOW LIKE I HATE THE LAYOUT ALSO IT ALWAYS FREEZES WHEN IM SKIPPING SONGS



 **jade** 

@p4cifier

[@SpotifyCares](#) ALSO GET MORE JOAN JETT SONGS YOU'RE A DISGRACE





 **jade** 

@p4cifier

[@SpotifyCares](#) ALSO GET MORE JOAN JETT SONGS
YOU'RE A DISGRACE



SpotifyCares 

@SpotifyCares

[@p4cifier](#) 1: Which device are you using when the freezing happens? We'd love more Joan Jett songs, but I'm afraid we have to be





SpotifyCares 

@SpotifyCares

@p4cifier 1: Which device are you using when the freezing happens? We'd love more Joan Jett songs, but I'm afraid we have to be



SpotifyCares 

@SpotifyCares

@p4cifier 2: sent them by the rights holders before we can put them up for listening /J





SpotifyCares

@SpotifyCares

@p4cifier 2: sent them by the rights holders before we can put them up for listening /J



jade

@p4cifier

@SpotifyCares spotify i am sorry for being so rude im just having a hard time lately and the layout of your update was the last straw





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@SpotifyCares spotify i am sorry for being so rude im just having a hard time lately and the layout of your update was the last straw



SpotifyCares 
@SpotifyCares

@p4cifier It's no problem, we understand :) We're determined to help get things working again for you /J





SpotifyCares 

@SpotifyCares

[@p4cifier](#) It's no problem, we understand :) We're determined to help get things working again for you /J



 **jade** 

@p4cifier

[@SpotifyCares](#) i lov u spotify



When is a Tweet more than a Tweet?



A screenshot of a tweet from Mark D. Callahan (@MDCin303) posted on August 5, 2015, at 9:29 AM. The tweet text reads: "Apparently it is 'cake for breakfast' day @twitterboulder and I'm certainly NOT complaining!! :) :)". The tweet has 8 favorites, indicated by a 'FAVORITES 8' label and a row of 8 user profile pictures. The bottom of the tweet shows standard Twitter interaction icons: reply, retweet, favorite, share, and a menu icon.

Mark D. Callahan
@MDCin303

Apparently it is "cake for breakfast" day @twitterboulder and I'm certainly NOT complaining!! :) :)

FAVORITES
8

9:29 AM - 5 Aug 2015

While a Tweet may only be 140 characters long... it has over 65 different metadata elements

```
{
  "id": "tag:search.twitter.com,2005:628951005414060032",
  "objectType": "activity",
  "verb": "post",
  "postedTime": "2015-08-05T15:29:39.000Z",
  "generator": {
    "displayName": "TweetDeck",
    "link": "https://about.twitter.com/products/tweetdeck"
  },
  "provider": {
    "objectType": "service",
    "displayName": "Twitter",
    "link": "http://www.twitter.com"
  }
}
```



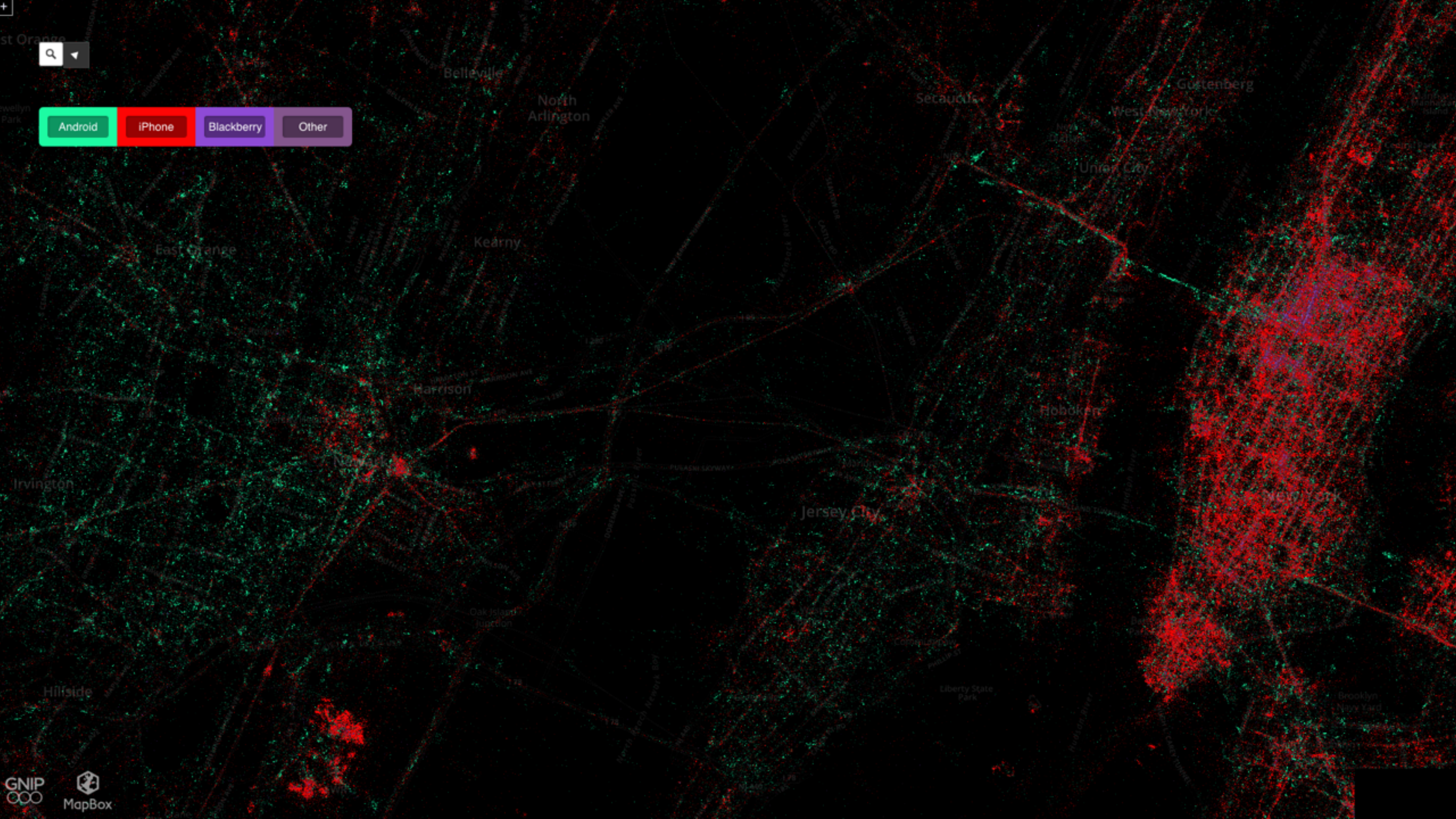
A Tweet may only be 140 Characters, but... it has over 65 data elements

```
{
  "id": "tag:search.twitter.com,2005:628951005414060032",
  "objectType": "activity",
  "verb": "post",
  "postedTime": "2015-08-05T15:29:39.000Z",
  "generator": {
    "displayName": "TweetDeck",
    "link": "https://about.twitter.com/products/tweetdeck"
  },
  "provider": {
    "objectType": "service",
    "displayName": "Twitter",
    "link": "http://www.twitter.com"
  },
  "link": "http://twitter.com/MDCin303/statuses/628951005414060032",
  "body": "Apparently it is \"cake for breakfast\" day @twitterboulder and I'm certainly NOT complaining!! :) :)",
  "actor": {
    "objectType": "person",
    "id": "id:twitter.com:21216071",
    "link": "http://www.twitter.com/MDCin303",
    "displayName": "Mark D. Callahan",
    "postedTime": "2009-02-18T17:13:18.000Z",
    "image": "https://pbs.twimg.com/profile_images/378800000553337997/0d6cc04c72163c0945eccc7414d672e9_normal.jpeg",
    "summary": "Writer, tech geek, snowboarder, fly fisherman and bike nerd. Data and Platform Growth @Twitter... And how!",
    "friendsCount": 1407,
    "followersCount": 786,
    "listedCount": 32,
    "statusesCount": 1104,
    "twitterTimeZone": "Mountain Time (US & Canada)",
    "verified": false,
    "utcOffset": "-21600",
    "preferredUsername": "MDCin303",
    "languages": [
      "en"
    ],
    "links": [
      {
        "href": "http://www.twitter.com",
        "rel": "me"
      }
    ],
    "location": {
      "objectType": "place",
      "displayName": "Boulder, CO",
      "favoritesCount": 2265
    },
    "object": {
      "objectType": "note",
      "id": "object:search.twitter.com,2005:628951005414060032",
      "summary": "Apparently it is \"cake for breakfast\" day @twitterboulder and I'm certainly NOT complaining!! :) :)",
      "link": "http://twitter.com/MDCin303/statuses/628951005414060032",
      "postedTime": "2015-08-05T15:29:39.000Z"
    },
    "favoritesCount": 8,
    "twitter_entities": {
      "hashtags": [],
      "urls": [],
      "user_mentions": [
        {
          "screen_name": "TwitterBoulder",
          "name": "Twitter Boulder",
          "id": 2249227634,
          "id_str": "2249227634",
          "indices": [
            42,
            57
          ]
        }
      ],
      "symbols": []
    },
    "twitter_lang": "en",
    "retweetCount": 0,
    "gnip": {
      "matching_rules": [
        {
          "tag": null
        }
      ],
      "profileLocations": [
        {
          "address": {
            "country": "United States",
            "countryCode": "US",
            "locality": "Boulder",
            "region": "Colorado",
            "subRegion": "Boulder County"
          },
          "displayName": "Boulder, Colorado, United States",
          "geo": {
            "coordinates": [
              -105.27055,
              40.01499
            ],
            "type": "point"
          },
          "objectType": "place"
        }
      ],
      "twitter_filter_level": "low"
    }
  }
}
```

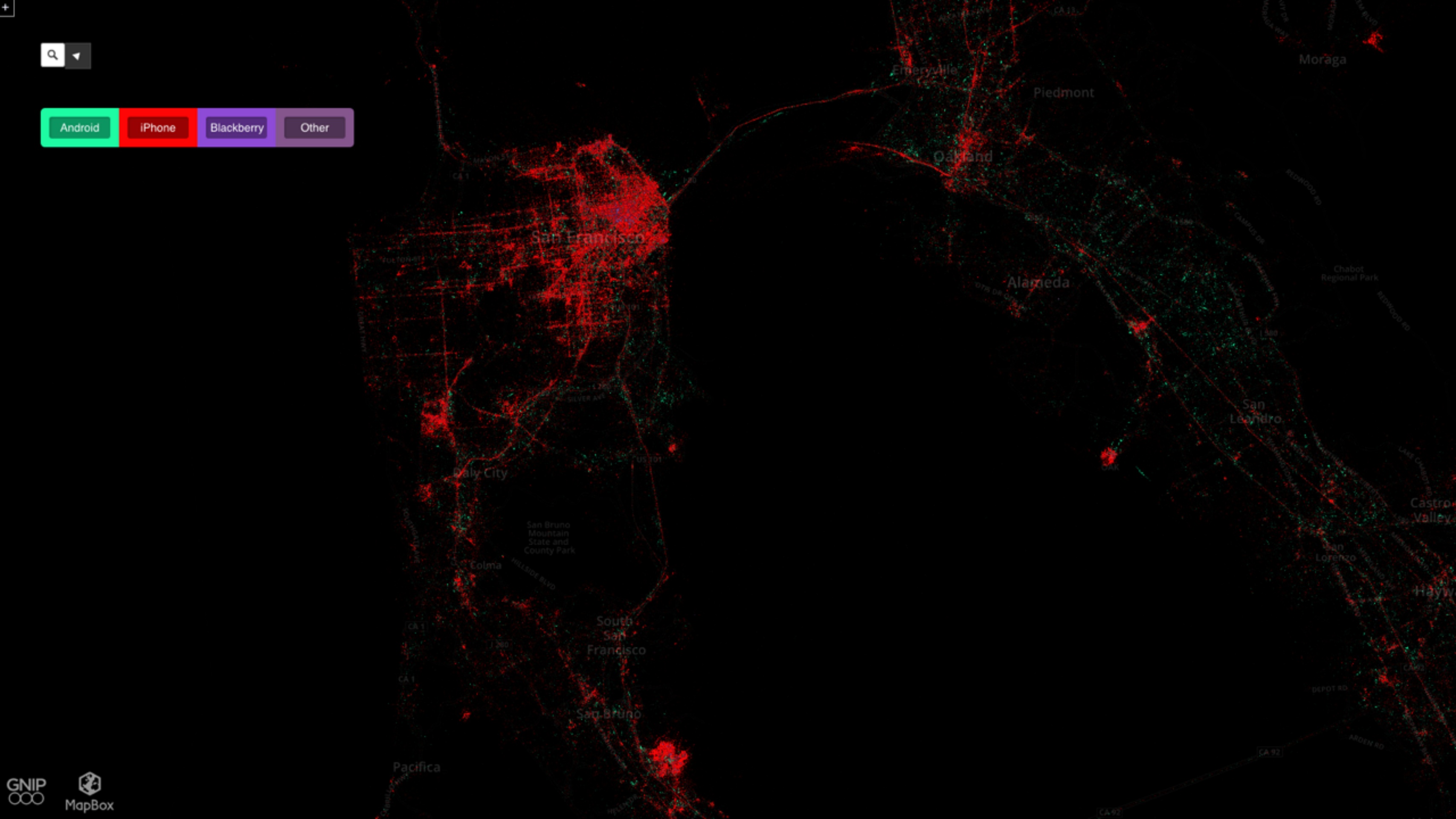


Application + Point Geo = User Insights

```
"generator": {  
  "displayName": "Twitter for Android",  
  "link": "http://twitter.com/download/android"  
},  
  
"geo": {  
  "type": "Point",  
  "coordinates": [  
    30.622496,  
    -96.3283527  
  ]  
}
```



- Android
- iPhone
- Blackberry
- Other



- Android
- iPhone
- Blackberry
- Other

Public vs. Enterprise APIs



Public
APIs



Enterprise
APIs

Gnip Enterprise Data APIs

Realtime



.....
Every public Tweet,
as it is created
.....

Understand what's
happening

Historical



.....
Any public Tweet, back
to 2006
.....

Understand what
already happened

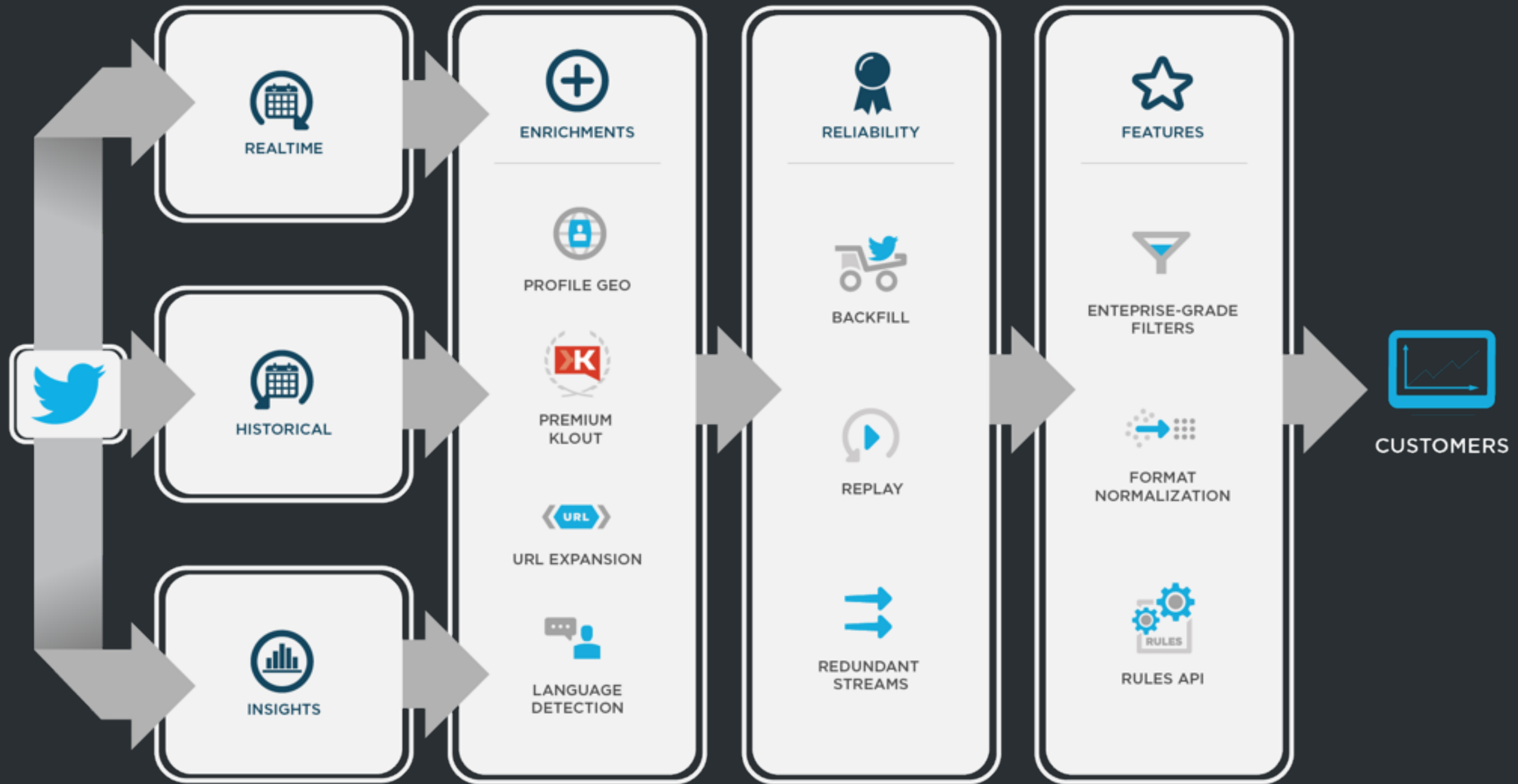
Insights



.....
Audience and Tweet
Performance Data
.....

Understand your
audiences & top
performing content

The Making Of Enterprise Data



BUILD YOUR BRAND

Identify unique opportunities to build your brand

#speakbeautiful 

 +  A partnership for social change

Last year women sent over 5 million negative
Tweets about beauty and body image.

@*****

I HATE MY BODY. I give up.



Dove



A partnership for social change



Thank You

@MDCin303