



INTERSOCIAL
MONITORING

Monitoring Tool for Facebook and Twitter

Kotrotsios Ioannis

Msc Student, University of Ioannina

ikotrots@cs.uoi.gr

Koletsou Eftychia

Researcher –Software Developer

ekoletso@cs.uoi.gr

- Most **Online Social Networks** provide API's that allow third-party applications to access public data such as user profiles or user-generated content.
 - A variety of networking tools take advantage of these API's in order to **explore** and **analyze** online social network data.
-

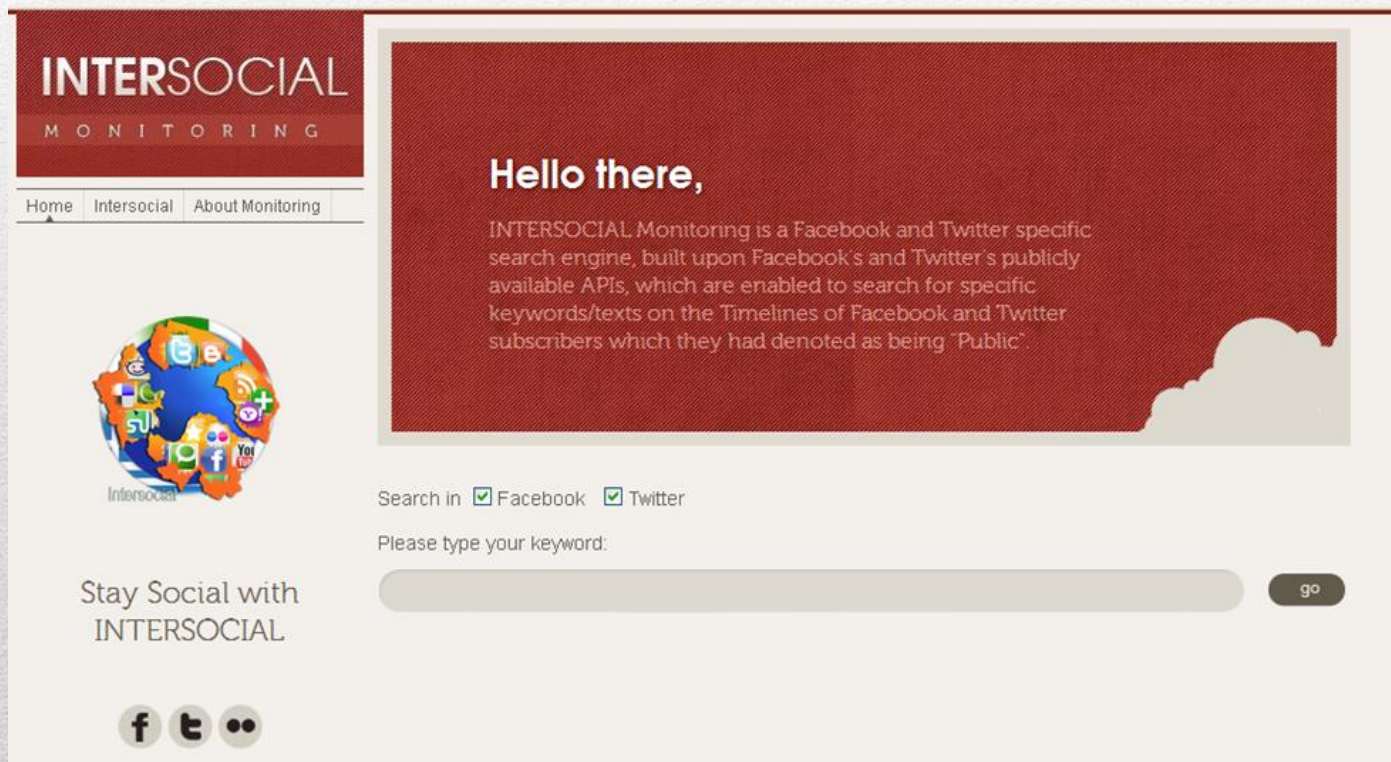
- **Search and Monitoring tools** offer functionality for searching or monitoring the huge amount of user generated content towards discovering useful information
 - Search may be on the information **currently** being generated or may include **historic data** collected over long periods of time
 - The simplest type of search or monitor is **keyword-based** search
-

INTERSOCIAL Monitoring Tool

- A Facebook and Twitter specific search engine
 - Built upon Facebook's and Twitter's publicly available API's
 - Enabled to search for specific keywords/texts on the Facebook timelines and Twitter subscribers denoted as being "Public"
 - Created by Koletsou Eftychia
 - Available at: <http://dmod.eu/intersocial/monitoringtool/>
-

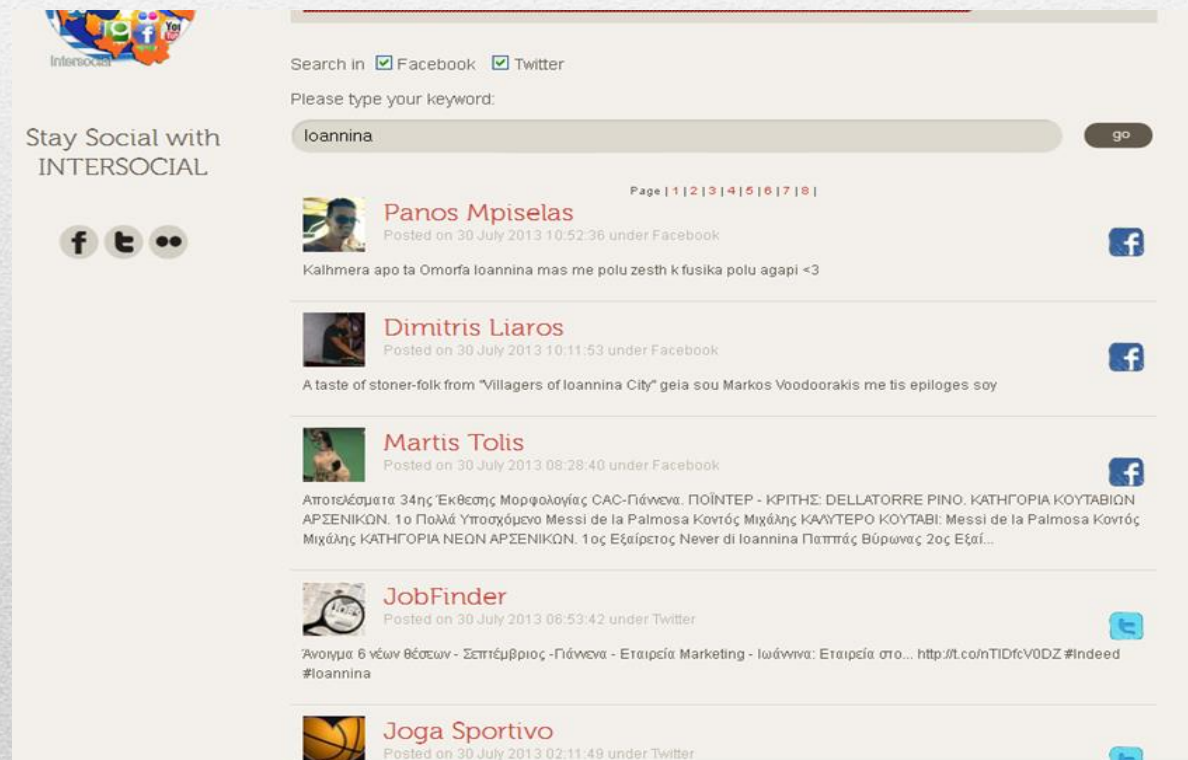
How to use:

- User can select to search and retrieve public posts from Facebook, Twitter or both.



The screenshot displays the website's layout. At the top left, the header reads "INTERSOCIAL MONITORING" in white text on a dark red background. Below this is a navigation menu with "Home", "Intersocial", and "About Monitoring" links. The main content area features a large red banner with the text "Hello there," followed by a paragraph: "INTERSOCIAL Monitoring is a Facebook and Twitter specific search engine, built upon Facebook's and Twitter's publicly available APIs, which are enabled to search for specific keywords/texts on the Timelines of Facebook and Twitter subscribers which they had denoted as being 'Public'." Below the banner, there are search options: "Search in" with checkboxes for "Facebook" and "Twitter", both of which are checked. A text input field is labeled "Please type your keyword:" and is followed by a "go" button. On the left side of the page, there is a globe icon with various social media logos (Facebook, Twitter, YouTube, etc.) and the text "Intersocial" below it. At the bottom left, there is a tagline "Stay Social with INTERSOCIAL" and icons for Facebook, Twitter, and a generic social media icon.

- The most recent results matching the given keyword are displayed.
- Every result contains also the name, the photo and a link to the user's profile



The screenshot displays the Intersocial search interface. On the left, there is a logo for Intersocial and the text "Stay Social with INTERSOCIAL" with icons for Facebook, Twitter, and a general social media icon. The main search area includes a search bar with the keyword "Ioannina" and a "go" button. Below the search bar, there are search results for the keyword "Ioannina". Each result includes a user profile picture, the user's name, the date and time of the post, the platform (Facebook or Twitter), and a snippet of the post content. The results are as follows:

- Panos Mpiselas**: Posted on 30 July 2013 10:52:36 under Facebook. Content: "Kalhmera apo ta Omorfa Ioannina mas me polu zesth k fusika polu agapi <3".
- Dimitris Liaros**: Posted on 30 July 2013 10:11:53 under Facebook. Content: "A taste of stoner-folk from "Villagers of Ioannina City" geia sou Markos Voodooarakis me tis epiloges soy".
- Martis Tolis**: Posted on 30 July 2013 08:28:40 under Facebook. Content: "Αποτελέσματα 34ης Έκθεσης Μορφολογίας CAC-Πάνανα. ΠΟΪΝΤΕΡ - ΚΡΙΤΗΣ: DELLATORRE PINO. ΚΑΤΗΓΟΡΙΑ ΚΟΥΤΑΒΙΩΝ ΑΡΣΕΝΙΚΩΝ. 1ο Πολλά Υποσχόμενο Messi de la Palmosa Κοντός Μιχάλης ΚΑΛΥΤΕΡΟ ΚΟΥΤΑΒΙ: Messi de la Palmosa Κοντός Μιχάλης ΚΑΤΗΓΟΡΙΑ ΝΕΩΝ ΑΡΣΕΝΙΚΩΝ. 1ος Εξάιριτος Never di Ioannina Παππάς Βύρωνας 2ος Εξάι...".
- JobFinder**: Posted on 30 July 2013 06:53:42 under Twitter. Content: "Άνοιγμα 6 νέων θέσεων - Σεπτέμβριος - Πάνανα - Εταιρεία Marketing - Ιωάννα: Εταιρεία στο... http://t.co/nTIDfcV0DZ #indeed #Ioannina".
- Joga Sportivo**: Posted on 30 July 2013 02:11:49 under Twitter.

Implementation

For the Facebook part:

- A new web application was registered to Facebook
- The open source *facebook-php-sdk* is used for accessing Facebook API using php code.
- This library provides a rich set of server-side functionality for accessing Facebook's server-side API calls and simplifies processes such as authentication.
- Data are obtained using Facebook's Graph API
- The first time a user accesses the Monitoring Tool he is requested to login to Facebook and connect the app to his profile

Search in Facebook Twitter

Please type your keyword:

loannina

go

In order to use the Facebook search feature you need to **login** to your account first.

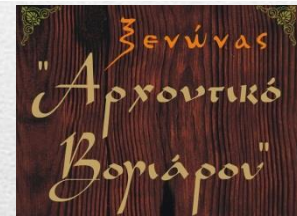
Implementation

For the **Twitter** part:

- A new web application was registered to Twitter
 - The open source *twitterOAuth* library was used for authentication and manipulation of token credentials
 - Data are obtained using Twitter's Rest API (GET search/tweets)
 - User login to Twitter is not required
-

Within the Intersocial project the following regional SME's have been educated on how to use Social Networks for enhancing their activity:

- **Berris S.A.**
Traditional bakery and cookies company
- **Archontiko Vogiarou**
Traditional Guest House in Kallarites, Ioannina
- **Gountas traditional jewelry**
- **Lakmos Plast S.A.**
Production of plastic boxes and other plastic materials.



- We have helped them build web pages and personal accounts on Facebook and Twitter and other social networks
 - Seen as a great opportunity to advertise themselves
 - But:
Reluctant to invest on time and personnel
-

- Let us see a small demo of the tool...

