Content Mining of Microblogs

M. Özgür CİNGİZ
Computer Engineering Department
Yıldız Technical University
İstanbul, Turkey
e-mail: mozgur@ce.yildiz.edu.tr

Banu DİRİ
Computer Engineering Department
Yıldız Technical University
İstanbul, Turkey
e-mail: banu@ce.yildiz.edu.tr

Abstract— **Emergence of Web 2.0, internet users can share their contents with other users using social networks. In this paper microbloggers' contents are evaluated with respect to how they reflect their categories. Migrobloggers' category information, which is one of the four categories that are economy sport, entertainment or technology, is taken from wefollow.com application. 2105 RSS news feeds, whose category labels are same with microbloggers' contributions, are used as training data for classification. In this study two types of users' contributions are taken as test data. These users are normal microbloggers and bots. Classification results show that bots provide more categorical content than normal users.**

Keywords-component; microblogging; social web mining; content mining; classification; data mining

I. INTRODUCTION

Recent advancements in Web 2.0, people can't be regarded as simple content reader they can also contribute content as writers. Web 2.0 introduces concepts like social network, blog and microblogs with internet users. Users share their opinions, feelings, images, favorite videos and other user's contributions as microblog content.

Microblogs differ from blogs. Microblogs have size limitation for content. Twitter is one of the most popular microblog application because of its easy sign up process, easy to use and mobile access. It has limitation of 140 characters for content. User contribution is called as tweet in Twitter.

In Twitter users can follow other users with respect to their field of interest. Followers expect users who are followed in terms of their categorical information, to share content about their field of interests. Users can find out microblogger's category information with using some applications such as wefollow.com. Users can describe their field of interests and category which they provide tweet about. This study aims to evaluate two types of users' contents according to specifying they reflect their category or not.

Similar studies can be separated into two area. First one is to find out user who shares similar interest. Second is to obtain patterns from microblogs. Degırmencioglu[1] extracts word-hashtag, word-user and hashtag-user pairs from tweets to discover users' common interest areas. Yurtsever[2] classifies microbloggers according to their contents with using semantic resources. Akman[3] extract categorical features from 150 microbloggers' contents. Aslan[4] uses news pattern similarity for discovering microbloggers who broadcast news content. Pilavcilar[5] classify texts with using text mining techniques that some of them are used in this study. Güc[6] uses microbloggers' contents and text classification techniques to measure convenience of users' categories.

In this study in part two we examine data sets and their features. In third part analyzing prepared model and model steps to find out users whose contents are more valuable for its related category. In last part we refer classification results and feature work.

II. DATA SET

This study consists of two parts. First part is training part and second is test part. Training part data consists of RSS news feeds. Content suppliers like BBC, CNN, SKYNews provide their subscribers news with RSS format. Users can follow news with using web browsers or aggregators. 2105 RSS news feeds whose category is one of the four categories which are economy sport, entertainment or technology. 544 entertainment, 470 technology, 548 economy and 543 sport RSS news feeds are taken for build training model.

In test part 26 bot users' tweets and 27 normal users' tweets are used as test data. Category information of bot users and normal users are taken from wefollow.com application. Category labels are the same with training case.

III. PROPOSED SYSTEM

Figure 1 shows the steps of the proposed system. Proposed system consists of two phase. These phases are training and testing phases.

In training phase RSS news feeds are used for building training model. Content distributors supply categorical information of RSS news feeds so we can obtain category of training data. However, summaries of news also consist of valuable features so taking RSS news feeds as training data reduce feature of training data set. RSS news feeds and microbloggers' contents are taken in same time period for checking up-to-dateness of microblogers' contents.

After retrieval of RSS news feeds, RSS news feeds are processed for text classification. In text classification area vector space model is used as representing text documents as vectors in vector space. Every term in document is represented as dimensions in vector space. In training phase

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steps of text preprocessing, feature weighting, dimension reduction, specifying term count threshold are applied to RSS news feeds respectively. After preprocessing steps support vector machines and multinominal naive bayes are used separately as classifier for training phase.

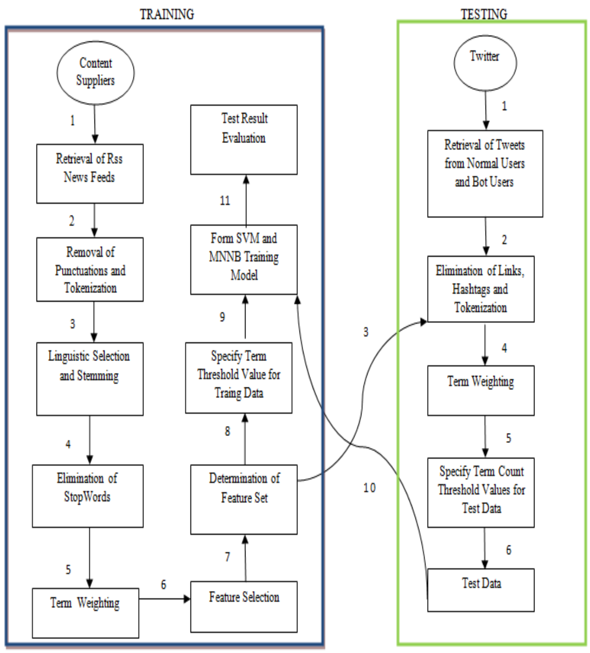

Figure 1. Proposed System Structure

In test phase tweets of 26 normal microbloggers and tweets of 27 bots, which their categorical information is obtained from wefollow.com application, are used. Microbloggers' categories are sport, economy, entertainment and technology. Before the selection of features of microbloggers' contents, removing punctuations and tokenization steps are applied. Microbloggers' tweets split into their tokens (features, words). If any word that is part of microbloggers' tweet doesn't be in training feature set, this word is omitted. Features are only taken from training set and search these features in microbloggers' contents because of abbreviations and nonsense words in microblogs. If these words are regard as features, classification success rate is decreasing and testing phase results are specious. After feature specifying steps, features are weighted. In this section we explain all training and testing steps clearly.

A. Preprocessing

Removal of punctuations, tokenization, and selection of features in terms of their linguistic information, stemming and elimination of stop words are preprocessing steps that are used in text mining area. According to selection of linguistic features only nouns and verbs are used as features.

B. Term Weighting

In vector space model a text document is symbolized as vectors, words (features, terms) in this text document are symbolized as dimensions of vector. In vector space model every word has a weight value if it is in text document. In this study term frequency-inverse document frequency (tf-idf) is used for weighting for features. In related works show that selection of weighting approach is more important than selection of kernel function for support vector machine classifier [7, 8].

In tf-idf weighting term frequency, tf, gives number of times a term occurs in a text document. Inverse document frequency, idf, gives number of times a term occurs in whole text documents. If any terms occur in every document, it is worthless feature for classification. Valuable features for classification have high term frequency score and low inverse document score.

C. Feature Reduction

In text mining works every term is represented as feature so this makes vector high dimensional in vector space model. Classification is hard, ineffective and time consuming to implement in high dimensional feature space so dimension reduction is necessity. We eliminate stop words and taking only nouns and pronouns for elimination.

Two common approaches are used in dimension reduction. These are feature selection methods and feature extraction methods. Feature selection methods are used for feature reduction in this work. Chi square statistics, document frequency, information gain, mutual information is well known feature selection filtering methods. In similar works [9, 10] chi square statistics and information gain methods give better result than other filtering methods so these two methods are applied separately as feature selection methods in this study.

Chi square statistics and information gain methods are applied to RSS news feeds for dimension reduction. The most successful classification result ,which is equal to % 95.2 F_1 measure, are taken with using multinominal naive bayes classifier and chi square statistics. 7212 feature is reduced to 1277 feature with chi square statistics method.

D. Retrieval of Test Data

This study aims to evaluate contents of microblogs. 26 bot users' tweets and 27 normal users' tweets are taken as test data. Study also makes comparison between bots and normal users according to their contributions. Categorical information of bots and normal users are taken from wefollow.com. After retrieval of tweets from these two different user types, removal of punctuations and tokenization, which are preprocessing steps, are implemented to test data. Links of images and videos are omitted from tweets. Hashtags are also omitted from tweets. Some tweets consist of only links so after elimination of links make tweets featureless. Featureless tweets or tweets that have one or two features decrease classification success rate. So in test phase description of term count threshold is necessity. We specify three term count threshold values for tweets.

TABLE I. USER TWEETS AND TERM COUNT THRESHOLD VALUES

	Term Count Threshold Values		
	>2	>3	>4
Number of Normal Users' Tweets	1056	473	197
Number of Bots' Tweets	627	285	107

Tweets that are used as test data are arranged according to its term count in testing. Tweets which have more than two terms, three terms and four terms are only evaluated as test data. Table 1 shows that if term counts in tweets and number of tweets which have more than specified term count threshold value is inversely proportional.

This study use only training feature set in training phase and testing phase. After tokenization steps of tweets, features are obtained. If a feature of tweet doesn't occur in RSS news feeds then feature is eliminated from test data set. Tweets have 140 character limitations so microbloggers use abbrevations and nonsense words that belong to social networks. Elimination of words which don't occur in training feature set provides to omit abbreviations and nonsense words so this process enables to make correct classification.

Tweet of normal users and bots are taken in the same time period with RSS news feeds for checking users' up-to-dateness.

E. Classification

Multinominal naive bayes (MNNB) and support vector machines (SVM) are used as classifier in training and test phases.

Support vector machines try to determine the most suitable decision boundary which separate data into their correct classes. The decision boundary must be as far away from data of all classes as possible. SVM is popular classifier in text classification area. SVM outperforms k-nearest neighbor, linear least square, naive bayes, neural networks and decision methods in terms of classification results [11, 12]. Linear SVM is used in this work.

Naive bayes assumes that occurrence of terms are independent from each other. Multinominal naive bayes (MNNB) differs from naive bayes according to count of term occurrences in text document. Count of term occurrences is used for calculating probability which shows occurence of term in related class. After probabilities of all classes are calculated, the class which has the highest probability value is selected as correct class among all the probable classes.

IV. EXPERIMENT RESULTS AND DISCUSSION

Training model is formed by 2105 RSS news feeds. Categorical information of RSS news feeds is given by content suppliers. Four categories are used in this study. These categories are sport, economy, entertainment and technology. RSS news feeds which are preprocessed for text classification are used to form training models by multinominal naive bayes and support vector machines separately.

TABLE II. USER TWEETS AND TERM COUNT THRESHOLD VALUES

	Number of Normal Users	Number of Bot Users
Sport	7	11
Entertainment	7	5
Technology	6	5
Economy	7	5

In testing phase 26 bot users' tweets and 27 normal users' tweets are taken as test data. Categorical information of users is taken from wefollow.com application. Table 2 shows categorical information of user. Number of bot users whose category is sport is higher than other users who have different category. However, numbers of tweets which are taken from bot users whose category is sport are less than other users. Tweets of two different types of users are given as test data to the training model which is formed by RSS news feeds. Three different term count threshold values are used for test data.

F-measure measures for evaluating the performance of classification. F-measure is weighted harmonic mean of precision and recall. Precision and recall weights are taken equal to each other. This is also know F_1 measure. Table 3 gives f-measure values of classification results. First value that is given under the threshold value indicates f-measure of SVM and second indicates f-measure of MNNB. Table 3 shows performance of classification.

TABLE III. CLASSIFICATION RESULTS, F-MEASURE VALUES

SVM || MNNB	Term Count Threshold Values					
	>2		>3		>4	
F-Measure of Bot Users	%69.2	%86.6	%73.7	%90.9	%78	%93.7
F-Measure of Normal Users	%63.3	%77.7	%67.1	%80.4	%75.7	%86.8

Bot users' tweets give the best classification result with any threshold value and classifier. Tweets of bot user are more valuable than tweets of normal users as categorical information. Contents of bot users reflect its own category more than contents of normal users.

Figure 3 and Table 3 shows that using multinominal naive bayes as classifier and tweets of bot users as test data gives the best classification results. Choosing of a classifier affects classification results more than choosing of different types of users' content. Classification performance is also increased by term count threshold value. Selecting of tweets which have more than four terms gives the best classification results with any given classifier. It proves that if a tweet consists of more terms, this makes tweet valuable as test data.

Rate of correctly classified data is changeable from class to class. Normal users whose categorical information is sport or economy supply more categorical tweets. Rate of correctly classified data is higher than data of other normal users whose categorical information isn't sport or economy.

Bot users whose categorical information is also sport or economy supply more categorical tweets. Rate of correctly classified data is higher than data of other bots users whose categorical information isn't sport or economy. Both normal users and bot users whose categorical information is technology has the lowest rate of correctly classified data.

V. EXPERIMENT RESULTS AND DISCUSSION

Bot users' content is more categorical than normal users' content. Classification performance of bot users' tweets are higher than normal users' tweets. %93.7 f-measure value can be assumed as good result for microblogs. Microblogs consists of abbreviations and nonsense words because of character limitation so we use only training feature set as complete feature set. In the future we can collect more than 2105 RSS news feeds for training for precision of classification. After putting term count threshold for tweets it decreases number of tweets which has more terms than threshold values so we can get more tweet for precision of classification.

Working on content mining of microblogs is popular recently. Microblogs reflects microbloggers' thoughts and field of interests. Companies observe content of microbloggers for marketing. Police department also follows contents of microbloggers. Police department observe microbloggers' thoughts and action with using contents of microblogs. Activities of terrorism or crime can be distinguished by this observation. To sum up content mining of microblogs can be used in different areas. Popularity of microblogs is increasing rapidly so works on content mining of microblogs are important for all these different areas.

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