

Personalizing Places of Interest Using Social Media Analysis

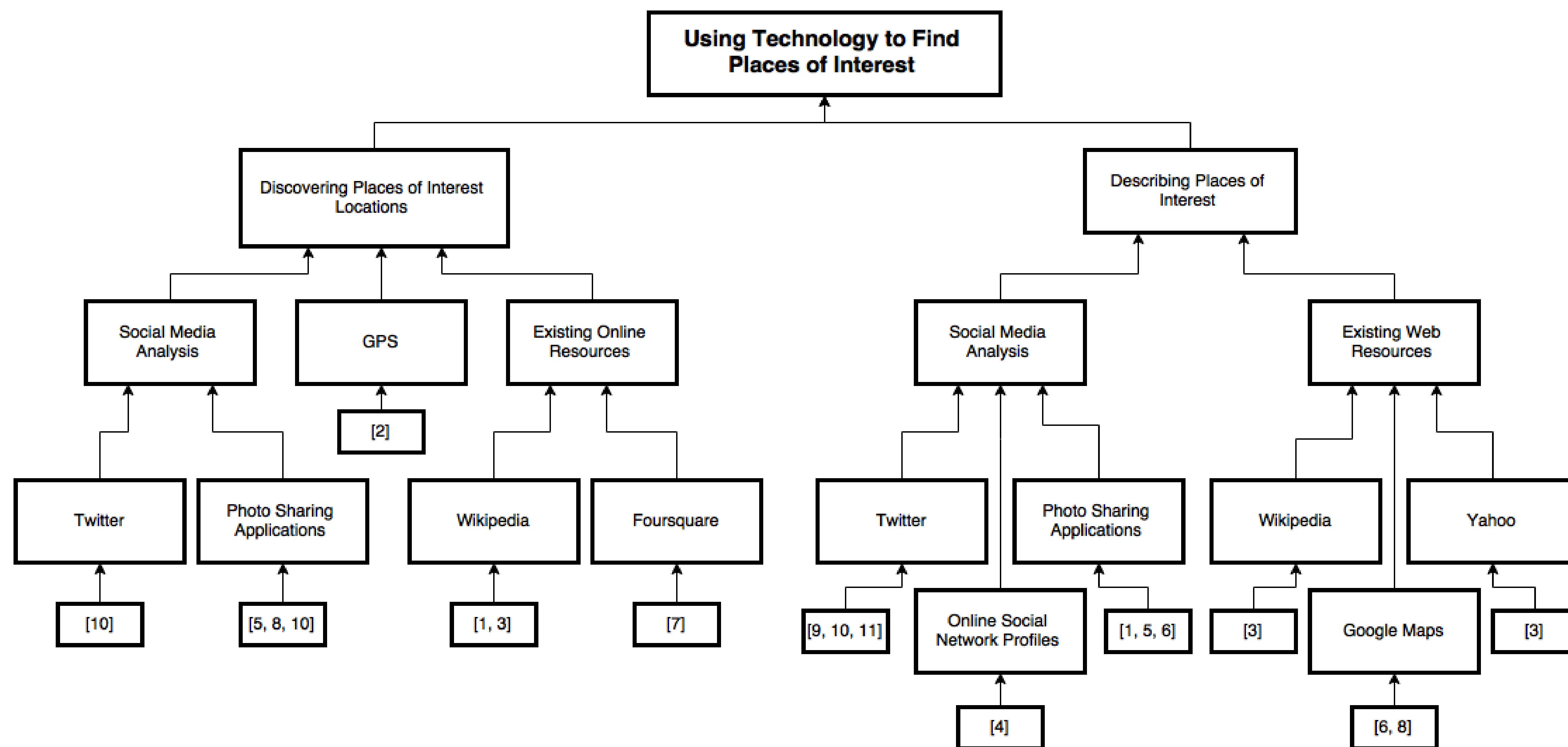
Phil Martinkus and Dr. Praveen Madiraju, MSCS, Marquette University

Introduction

Travelers are always looking for easier ways to discover places of interest within a city. Travel books and websites can be difficult to navigate because they are unable to personalize the travel advice given to users. We propose that social media can be used to help an application tailor its results for a travel destination for the needs of an individual. People post the activities they enjoy and the places they frequent on social media websites such as Twitter and this data can be mined from a user's tweets to give our application a better idea of the results the user would want to see most.

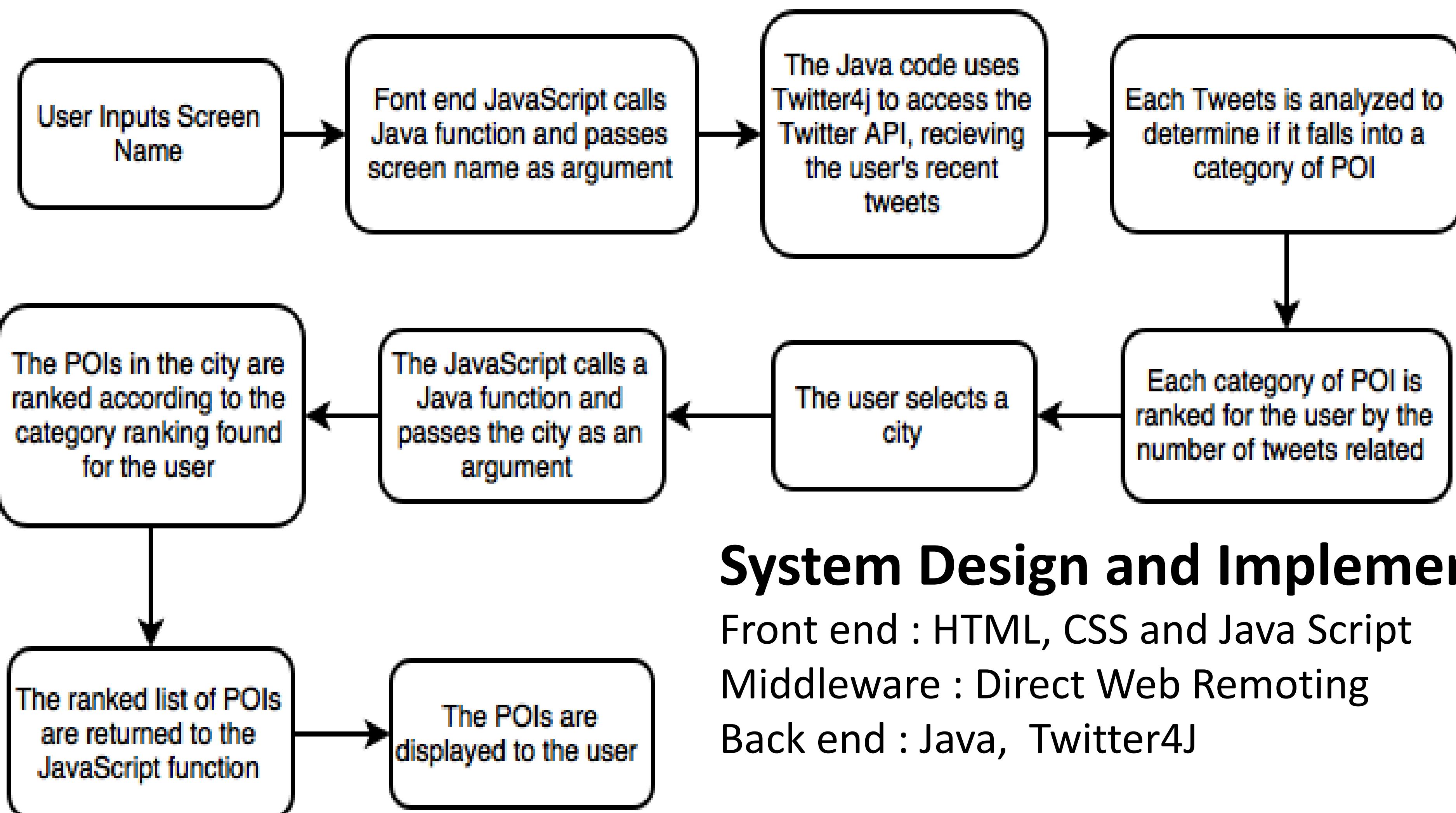
Related Work

Other research involving places of interest focus on finding the locations and extracting the name and type of place from online resources. However, these projects do not personalize the results for a given user.



References

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System Design and Implementation

Front end : HTML, CSS and Java Script

Middleware : Direct Web Remoting

Back end : Java, Twitter4J

Example

The example below and to the right demonstrates the application with a Twitter account. The right shows the Tweets of the user and the image below shows the output of the application. The user tweeted about mostly about museums and sports around campus and in Milwaukee and the application was able to output places of interest in Chicago that most closely adheres to the user's tweets.

The screenshot shows a Twitter search interface for the user "Marquette REU Test" (@REUtestaccount). The search bar contains "Chicago" and the dropdown shows "Chicago". Below the search bar, there are sections for "Tweets", "Following", and "Followers". The "Tweets" section lists several tweets from the user, including:

- Marquette REU Test @REUtestaccount · 32m There's a new gallery over at Haggerty on Campus
- Marquette REU Test @REUtestaccount · 36m Milwaukee Art Museum is the coolest looking building in the city
- Marquette REU Test @REUtestaccount · 37m Might check out some of Milwaukee's museums this weekend
- Marquette REU Test @REUtestaccount · 38m Grabbing some Solberman's for dinner tonight
- Marquette REU Test @REUtestaccount · 41m @Brewers playing @SFGiants today in San Francisco. Hopefully they will get the win
- Marquette REU Test @REUtestaccount · 43m Can't wait for Marquette Basketball season to start!

Below the tweets, there is a section for "Chicago History Museum" (@ChicagoMuseum) with the message "We share Chicago's stories." and a link to their profile. Other listed accounts include Adler Planetarium (@AdlerPlanetarium), The Field Museum (@FieldMuseum), Art Institute (@artinstitutetechi), MSI Chicago (@msichicago), and Wrigley Field (@WrigleyBlog).