“Hey, I am Watching U !”

—— Modeling and Visualizing Regular Tweeting Pattern of Purdue Campus

YUKI HUANG
How to find out a user’s pattern?
Behavior Probability

\[
\text{Probability} = \text{Spatial Probability} \times \text{Temporal Probability}
\]

\[
= \frac{\text{No. of Points in a Cluster}}{\text{No. of Points in the Period}} \times \frac{\text{End Time} - \text{Start Time}}{\text{Duration}}
\]

Clustering Method: Density-based spatial clustering of applications with noise (DBSCAN)
Data Visualization

Web Map

- JavaScript
  - DBSCAN Lib
  - Google Map API
  - ArcGIS API
  - CanvasJS

- PHP

- MySQL
http://purduetweets.azurewebsites.net/
Thinking

Detect and Describe Potential Patterns
Change Detection
Highly Diversified Crowd Data
Thank you.