Memetracker

- Me = Kyle Mathews

- Memetracker = 2008 Google Summer of Code project

- Mentor = Bill Fitzgerald

Road map

- Problem memetracker (is trying) to solve

- How it goes about solving the problem

- Use cases

- Memetracker development roadmap

- Side occursions – what is a meme? A brief look at other web sites doing similar stuff to memetracker.

The PROBLEM

- Too much information

- How to find the most interesting and relavent info?

- Many many different approaches to solve this problem.

Intro to Memetracker

- A memetracker:

    - Filters information

    - Organizes information

    - Displays information

    - Therefore a memetracker can do X

Demo

- Technology Memetracker

- Drupal Memetracker

What is a meme???

- Some definitions
    - viral encapsulated idea, with built-in feedback loop.
    - an idea, project, statement or even a question that is posted by one blog and responded to by other blogs.
    - a cultural unit (an idea or value or pattern of behavior) that is passed from one person to another by non-genetic means (as by imitation)
    - My definition – a current topic of discussion

Filter

- Signal = wanted information

- Noise = not wanted information

Signal/Noise examples

- Examples:
  - Radio
    - Signal = Music
    - Noise = Noise
  - Search engine
    - Signal = useful pages
    - Noise = Not useful page

Filter

- Memetracker tries to filter out uninteresting information by making various assumptions
  - Main assumption is large memes are better than small memes

Organize

- Collect together information somehow so it easier to find and browse.

    - Categories

    - Tags

    - Hierarchy

    - Order of display (above and below the fold)

- Memetracker organizes by "memes"

Display

- Hundreds of ways to display information

- Straightforward display of meme

    - Headline (preferably the starter of meme)

    - Related items (content on same meme but not as closely related)

    - Many many other options

Situate Memetracker

- Age old problem – filtering/organizing/displaying information

- Other examples:
  - New York Times
  - Digg
  - Polymeme
  - Google Reader
  - A website
  - Techmeme

Memetracker detailed demo

- Memetracker configuration

- Add new feeds

- Edit Feed List

Flow of Information

- Remove python dependancy

Use Cases

- RSS Reader

    - Memes – what your favorite blog authors are saying about same topic

    - Learns what topics you're interested in and displays these first

- Topical memetracker

    - Technology

    - Drupal

    - Economics

    - Regional news, etc.

Use Cases

- Internal conversation tracker
  - Who's talking about what?
  - What are the hottest topics?
    - Number of clicks (click momentum)
    - Number of blog posts in meme
  - Solidify emergent order
  - Internal/external memetracker hybrid
    - Integrate with trigger – create forum post when meme reaches certain level.

Future Directions (my todo list)

- Detect interlinking between content
  - Several blogs linking to another indicates a start of a meme
- Add several hooks so add simple rules for custom filtering, organizing, and display of information
  - Branded news site wants certain sources and topics to show up high on the memebrowser page

Future Directions (my todo list)

- Auto import images

- Use Baysian logic to auto-categorize content (Much like what esciencenews.com does)

- Views integration

- Documentation

- Fill out test coverage