

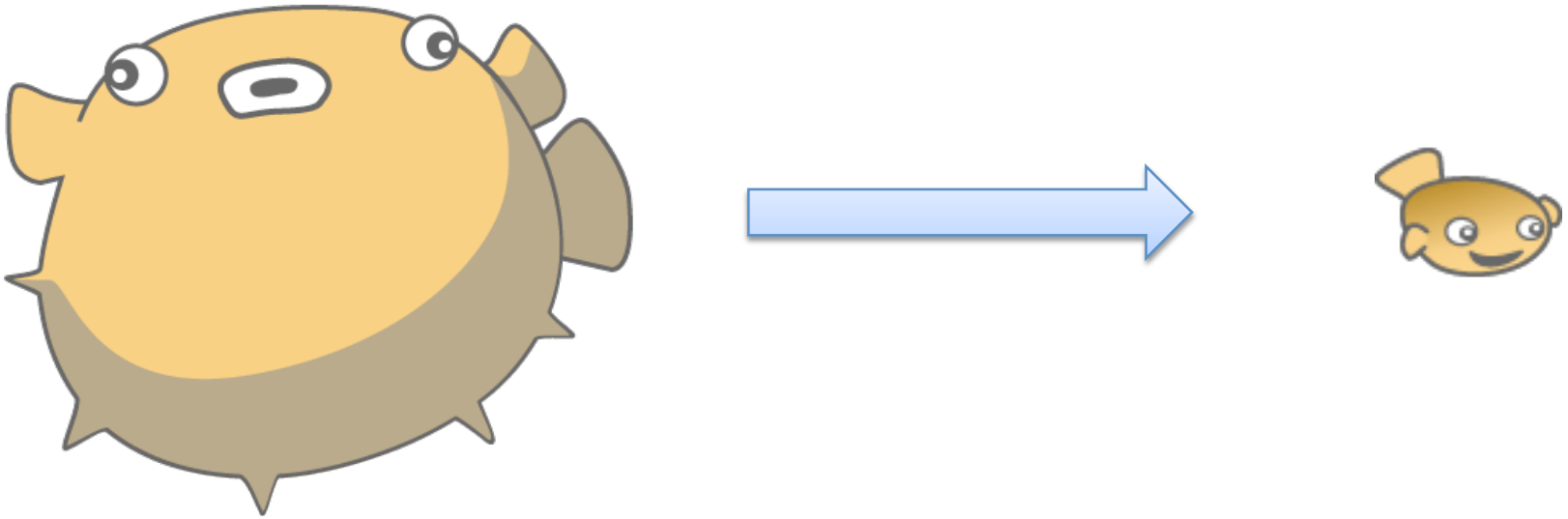
Short URLs, Big Fun:
Understanding the World in Realtime

Hilary Mason
Chief Scientist, bitly

@hmason
h@bit.ly



Our goal is to understand what people are paying attention to on the internet in realtime.



http://blogs.plos.org/obesitypanacea/2012/02/07/who-can-do-more-pushups-michelle-obama-or-ellen-degeneres/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+plos/blogs/obesitypanacea+(Blogs+-+Obesity+Panacea)&utm_content=Google+Feedfetcher



http://bit.ly/xQRglm



301

Moved Permanently


Home
Connect
Discover
Search
Don Metzler
@metzlerd
Following
paper w/ @bemikelive (bit.ly/zXpB6r) received the best search paper "runner-up" award
#wsdm2012
1:03 PM - 10 Feb 12 via web · Embed this Tweet
Reply
Retweet
Favorite
Buffer
Jimmy Lin @lintool
2h
@metzlerd @bemikelive Congrats! Totally kick ass!
twitter
© 2012 Twitter
About
Help

facebook Search



Dalai Lama

There will be live webcasts of His Holiness the Dalai Lama's public talk, discussion and press conference from Prague, Czech Republic, on December 11–12, 2011. Webcasts can be viewed at http://dalaila.ma/vdj91l

All times Central European Time (GMT+1.00) in Prague, Czech Republic

December 11: Roundtable discussion

...

See More



Live webcasts from Prague, Czech Republic

Like · Comment · Share · December 9, 2011 at 5:28am ·

6,291 people like this.

View all 230 comments 1,491 shares

Write a comment...



Dalai Lama

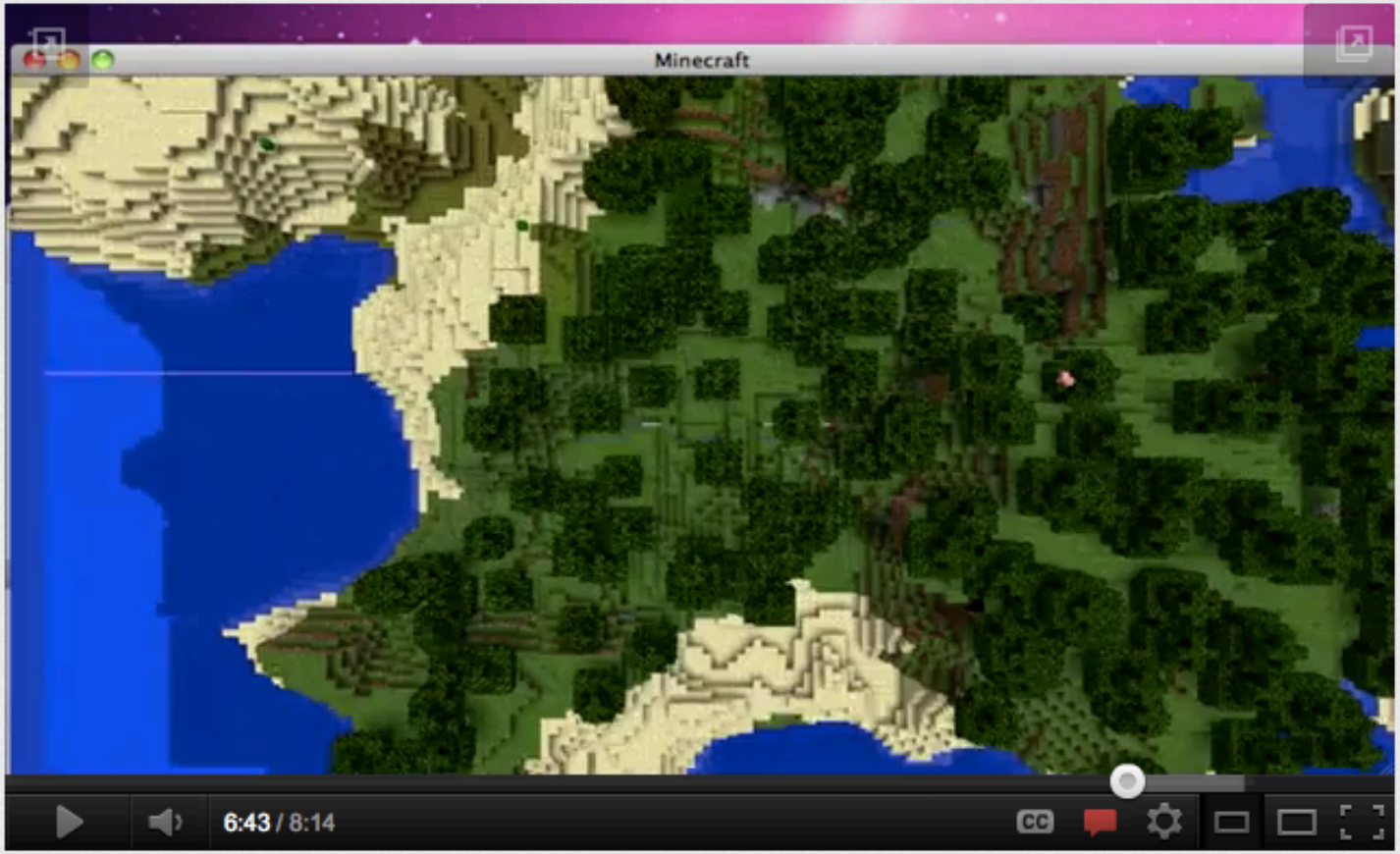
In his new book "Beyond Religion: Ethics for a Whole World" His Holiness

YouTube

Browse | Movies | Upload

How to Install Explosives+ Mod (Minecraft 1.1.0) (HD)

TheBlackstealth | Subscribe | 8 videos



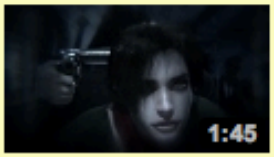
Like | + Add to | Share

1,552

16 likes, 0 dislikes

Uploaded by TheBlackstealth on Feb 4, 2012

This will Show you how to install the Explo[illegible]lod, otherwise known as the Predator Missile mod. This was a Requ[illegible]om HammerLaxLover Here is their channel: http://bit.ly/A016AZ



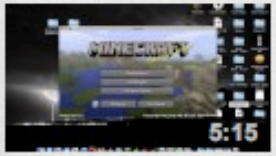
Can You
by 2KGame
434,953 vie



How To I
Explosive
by GamingW
188 views



Minecraft
to Install
by Minecraf
3,290 views



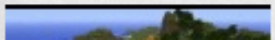
How To I
Explosive
by Minecraf
760 views



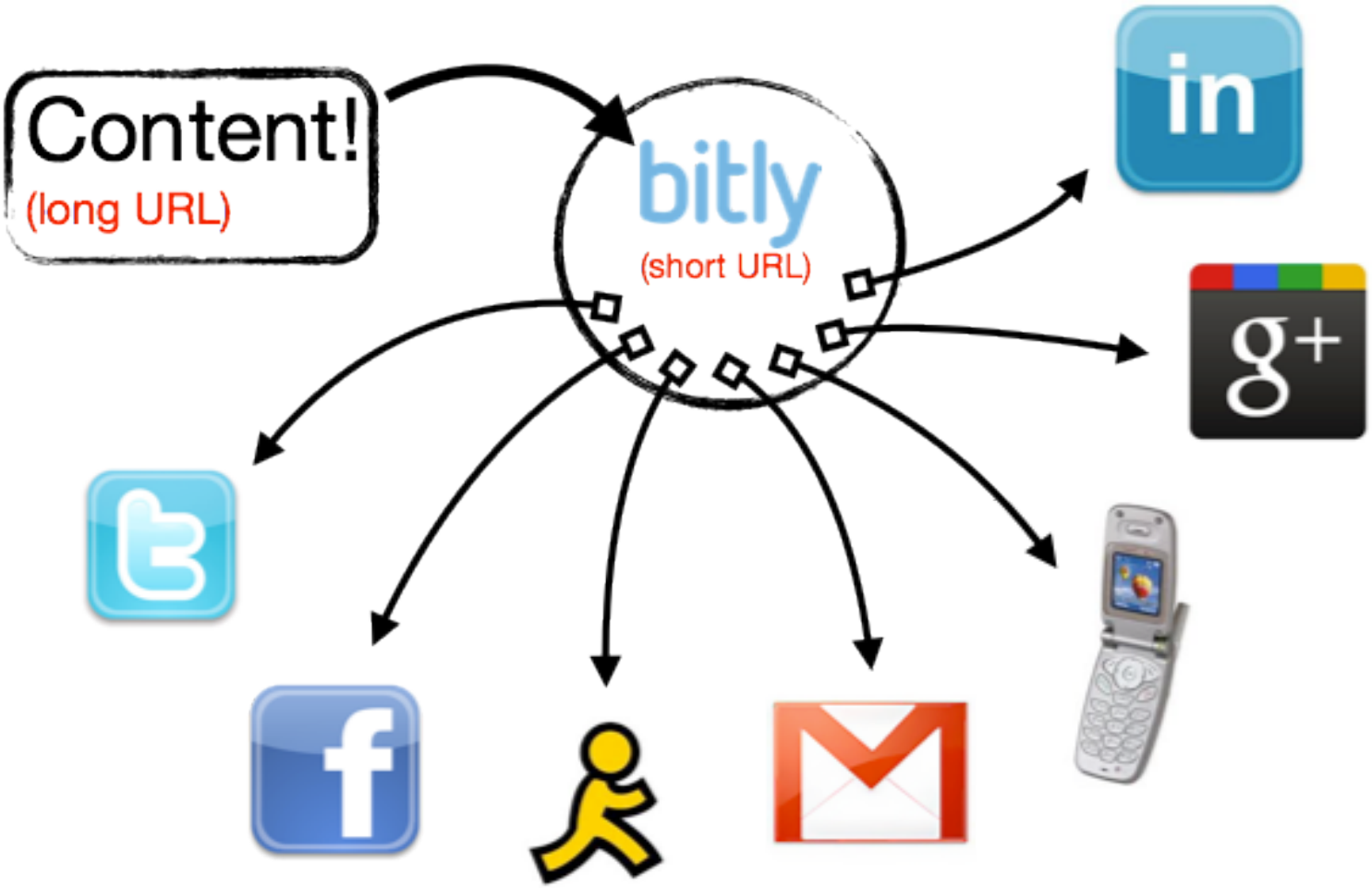
How To I
Explosive
by anthonyh
750 views

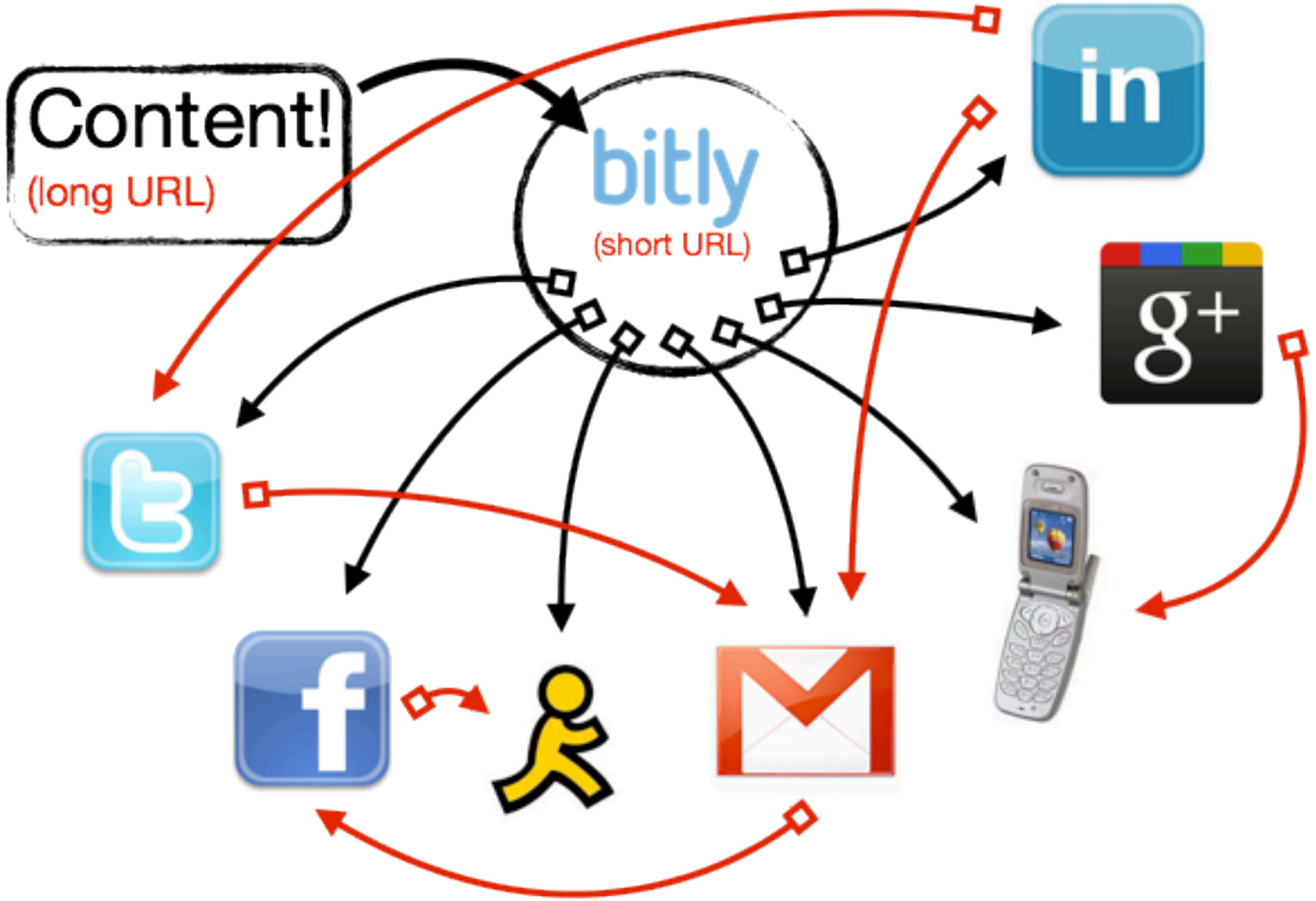


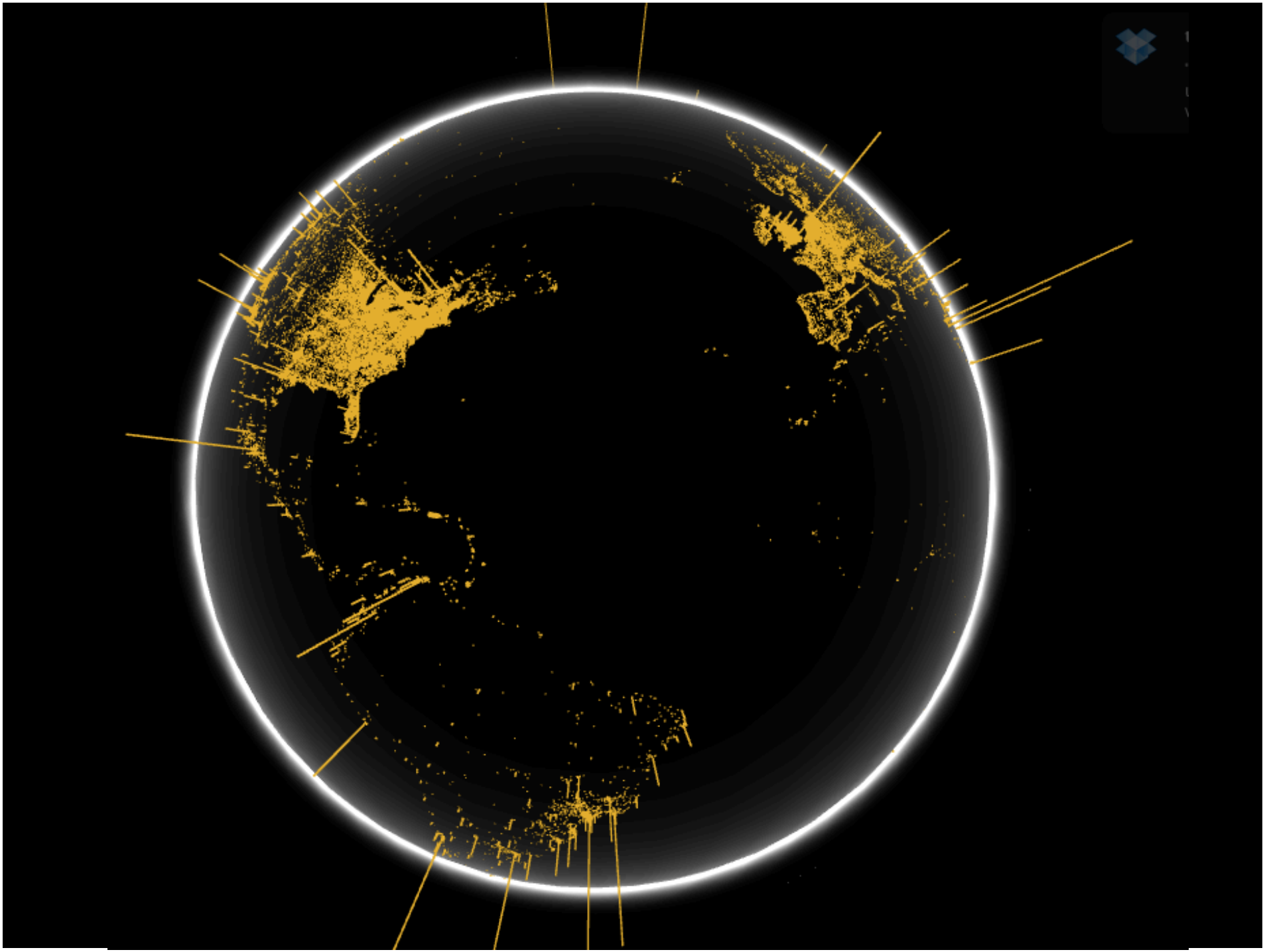
Explosive
Tutorial
by Pheenixr
8,576 views



Minecraft


Content!
(long URL)
bitly
(short URL)
in
g+


Content!
(long URL)
bitly
(short URL)
in
g+





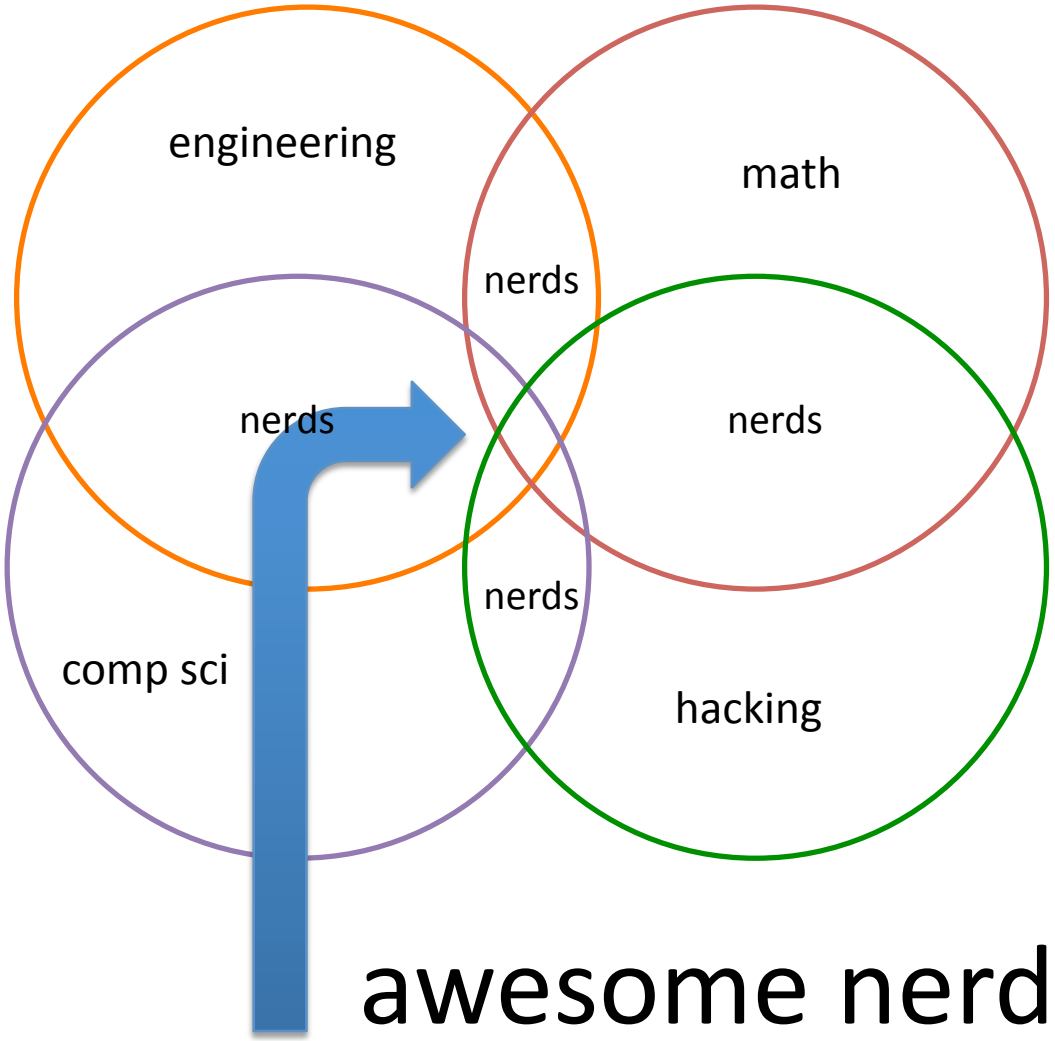
10s of millions of URLs per day
100s of millions of clicks per day

10s of billions of URLs

Big Data

Data

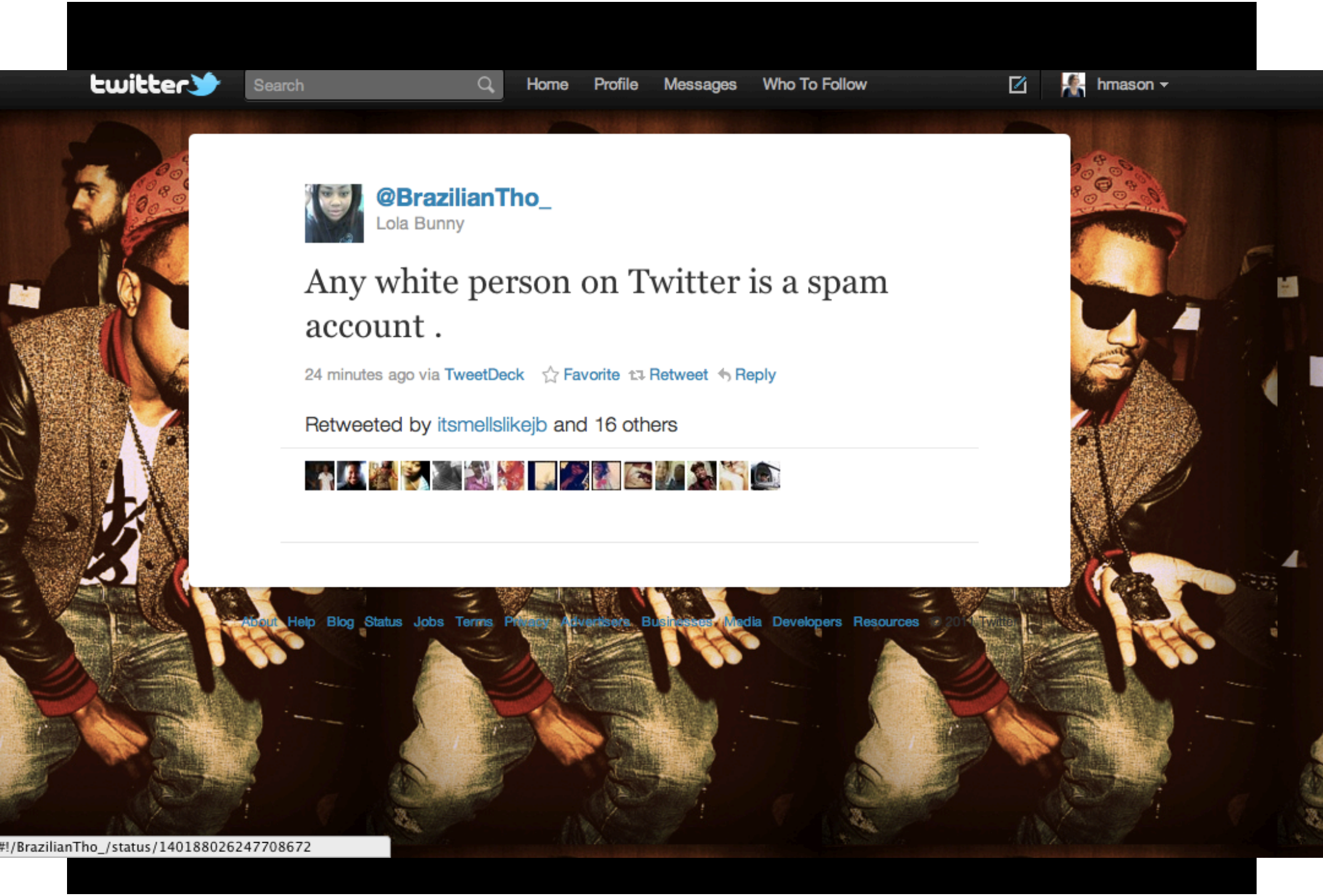
Data scientists?



awesome nerds

What can we learn from a lot of people talking to each other?


I'm
lying


twitter
Search
Home
Profile
Messages
Who To Follow
hmason
@BrazilianTho_
Lola Bunny
Any white person on Twitter is a spam account .
24 minutes ago via TweetDeck
Favorite
Retweet
Reply
Retweeted by itsmellslikejb and 16 others
About
Help
Blog
Status
Jobs
Terms
Privacy
Advertisers
Businesses
Media
Developers
Resources
#!/BrazilianTho_/status/140188026247708672



George
Rest in Peace, Squirtle the goldfish. Your bubbling antics are forever in my heart. The funeral was well attended and rightfully so.

Share · about an hour ago near Woodham Ferrers

and 53 others like this.

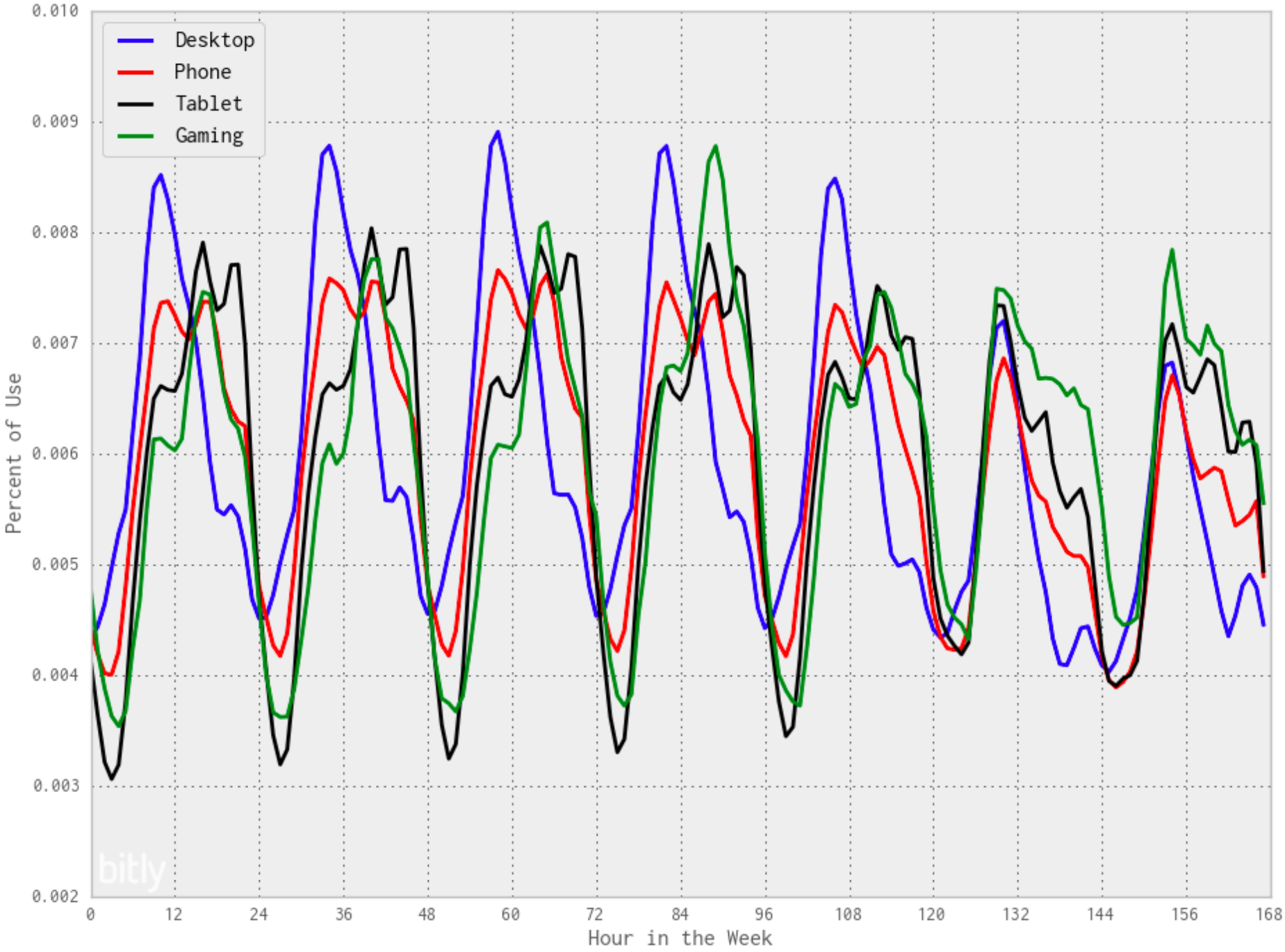
Lauren George, why would you do this?
about an hour ago · 1

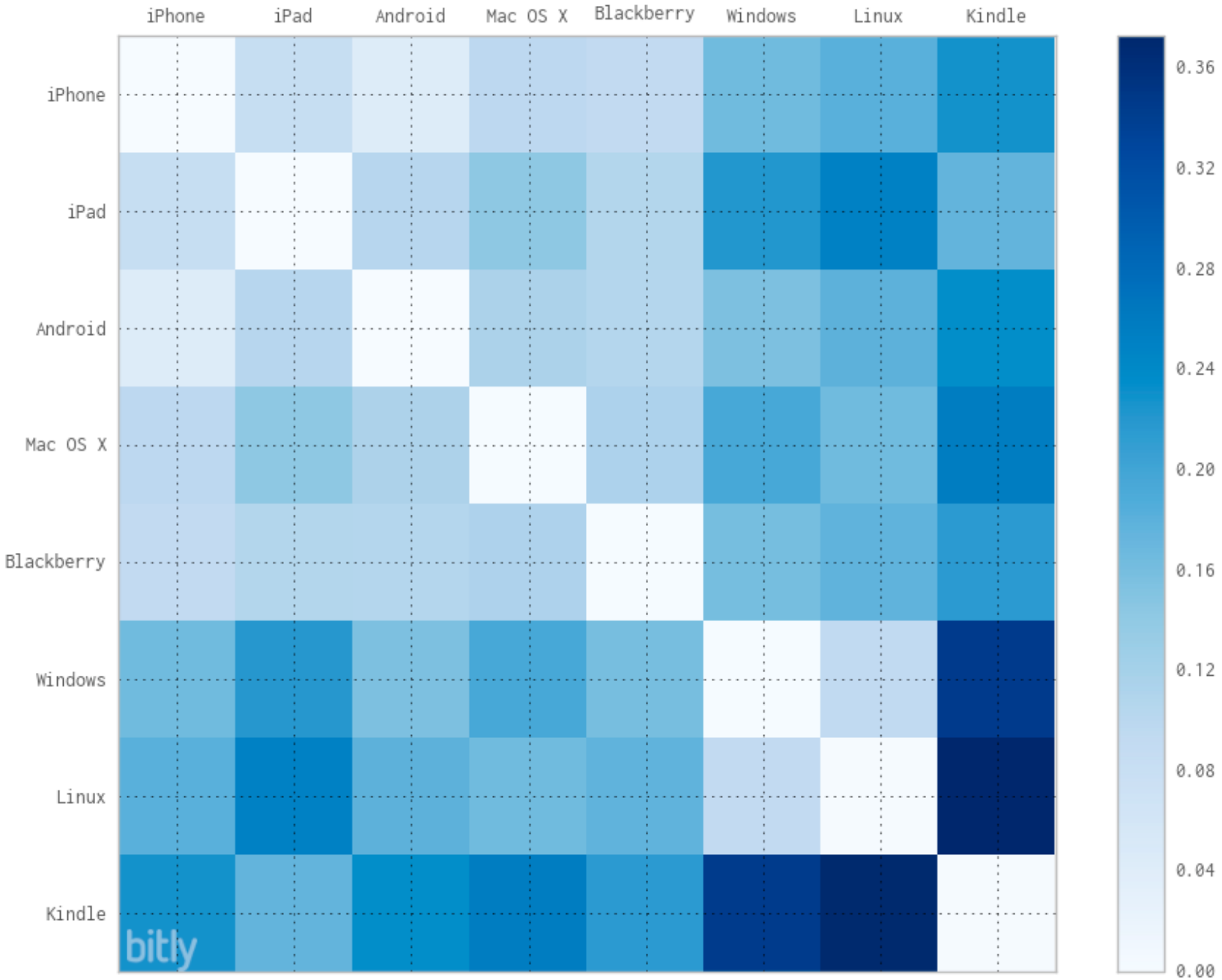
Ashton May cod rest his soul.
about an hour ago · 23

lamebook.com

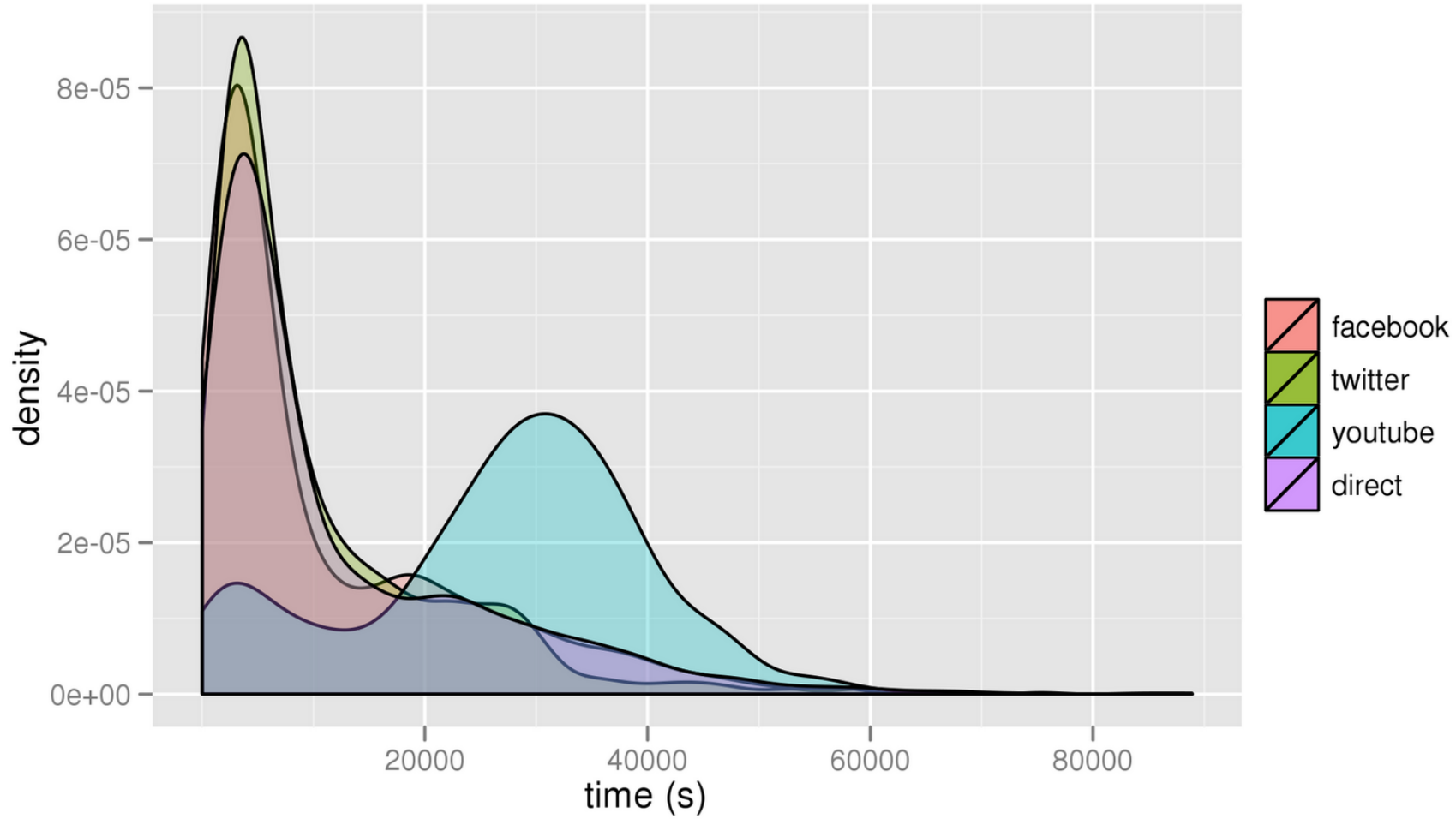
Your experience of a site is *not* my experience of that site.

Devices matter.

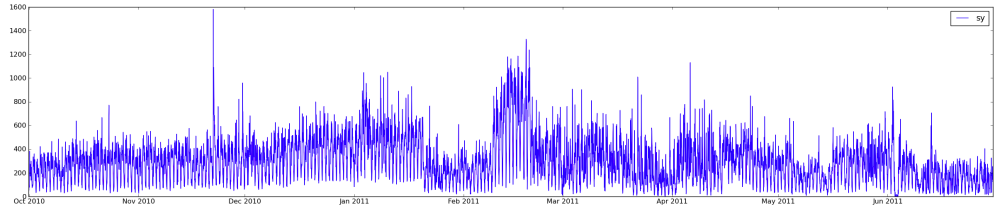

Desktop
Phone
Tablet
Gaming
0.010
0.009
0.008
0.007
0.006
0.005
0.004
0.003
0.002
Percent of Use
0
12
24
36
48
60
72
84
96
108
120
132
144
156
168
Hour in the Week
bitly

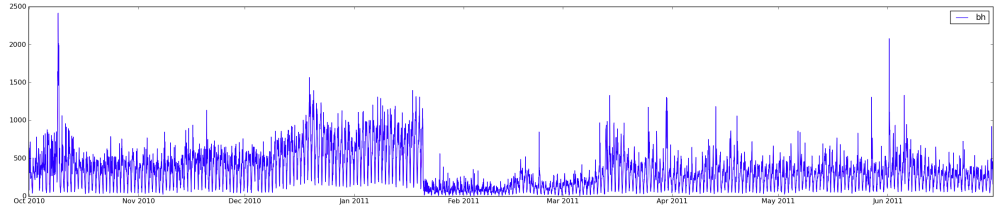

iPhone
iPad
Android
Mac OS X
Blackberry
Windows
Linux
Kindle
0.36
0.32
0.28
0.24
0.20
0.16
0.12
0.08
0.04
0.00
bitly

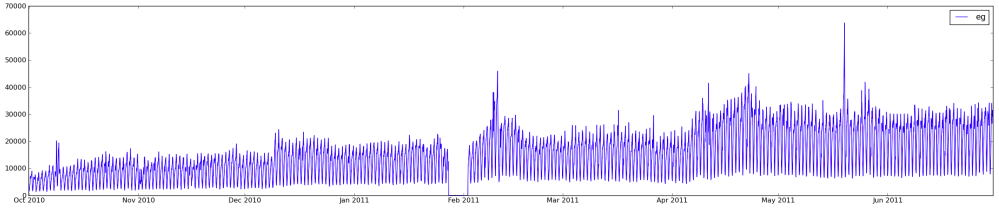
Networks matter.

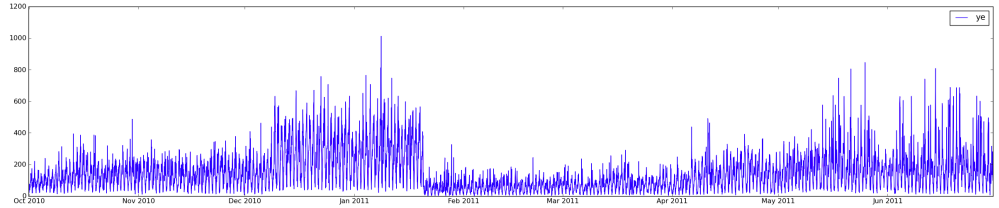

8e-05
6e-05
4e-05
2e-05
0e+00
density
20000
40000
60000
80000
time (s)
facebook
twitter
youtube
direct

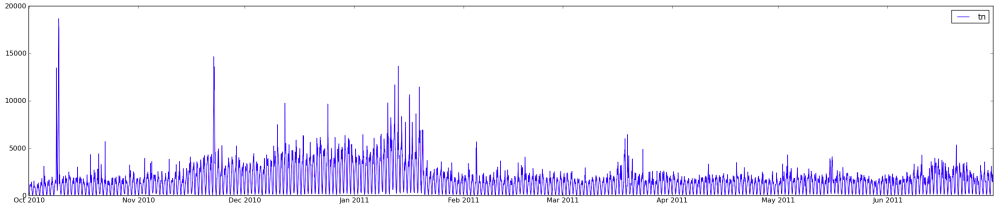
The (real) world matters.

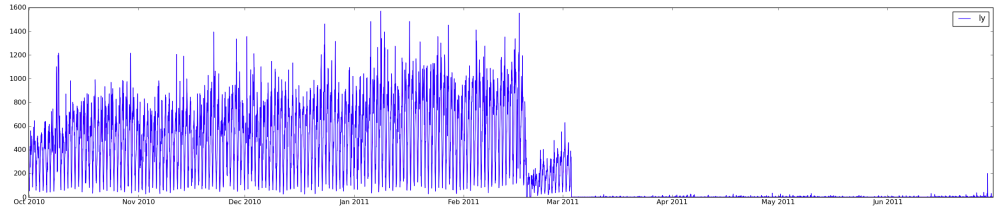

sy
1600
1400
1200
1000
800
600
400
200
0
Oct 2010
Nov 2010
Dec 2010
Jan 2011
Feb 2011
Mar 2011
Apr 2011
May 2011
Jun 2011

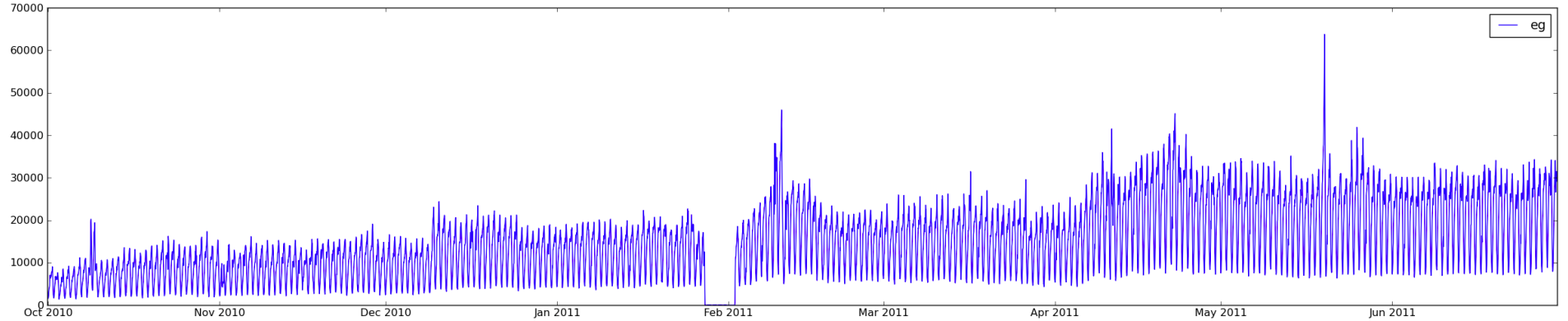

bh
2500
2000
1500
1000
500
0
Oct 2010
Nov 2010
Dec 2010
Jan 2011
Feb 2011
Mar 2011
Apr 2011
May 2011
Jun 2011

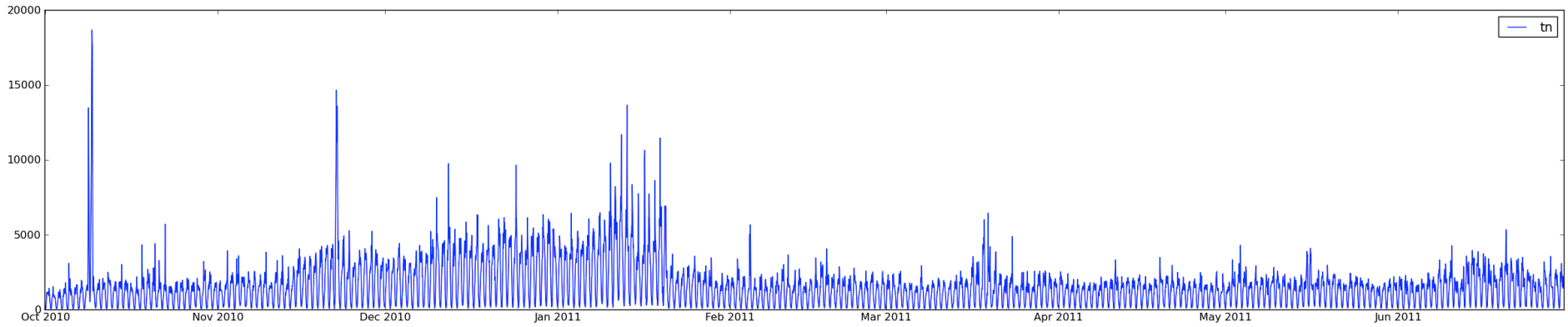

eg
70000
60000
50000
40000
30000
20000
10000
0
Oct 2010
Nov 2010
Dec 2010
Jan 2011
Feb 2011
Mar 2011
Apr 2011
May 2011
Jun 2011

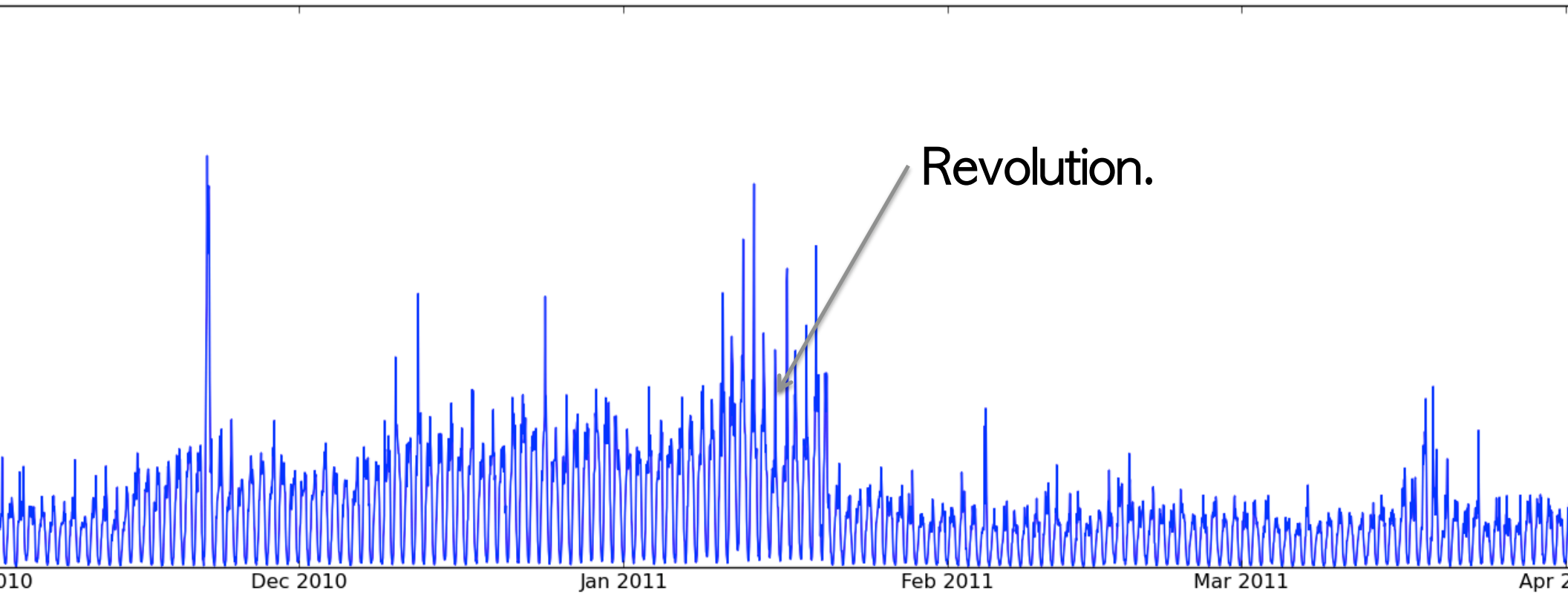

ye
1200
1000
800
600
400
200
0
Oct 2010
Nov 2010
Dec 2010
Jan 2011
Feb 2011
Mar 2011
Apr 2011
May 2011
Jun 2011


tn
20000
15000
10000
5000
0
Oct 2010
Nov 2010
Dec 2010
Jan 2011
Feb 2011
Mar 2011
Apr 2011
May 2011
Jun 2011

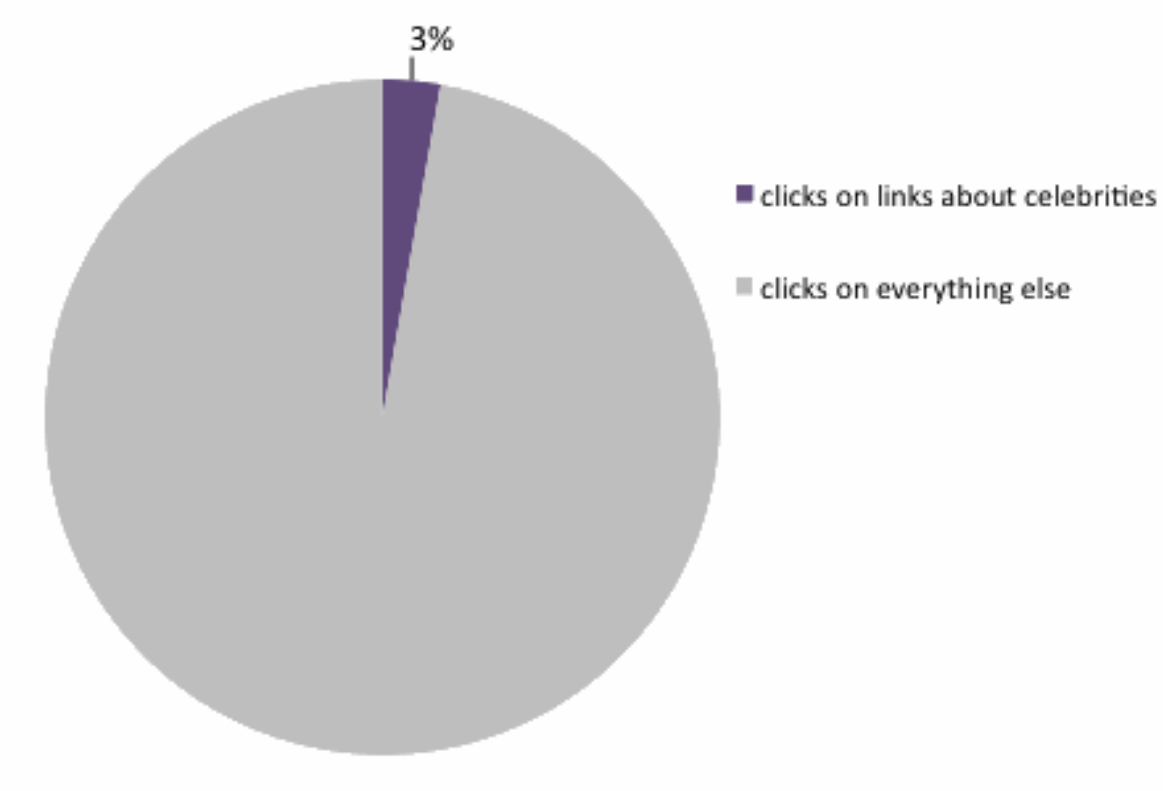

ly
1600
1400
1200
1000
800
600
400
200
0
Oct 2010
Nov 2010
Dec 2010
Jan 2011
Feb 2011
Mar 2011
Apr 2011
May 2011
Jun 2011


70000
60000
50000
40000
30000
20000
10000
0
Oct 2010
Nov 2010
Dec 2010
Jan 2011
Feb 2011
Mar 2011
Apr 2011
May 2011
Jun 2011
eg


20000
15000
10000
5000
0
tn
Oct 2010
Nov 2010
Dec 2010
Jan 2011
Feb 2011
Mar 2011
Apr 2011
May 2011
Jun 2011


Revolution.
010
Dec 2010
Jan 2011
Feb 2011
Mar 2011
Apr 2

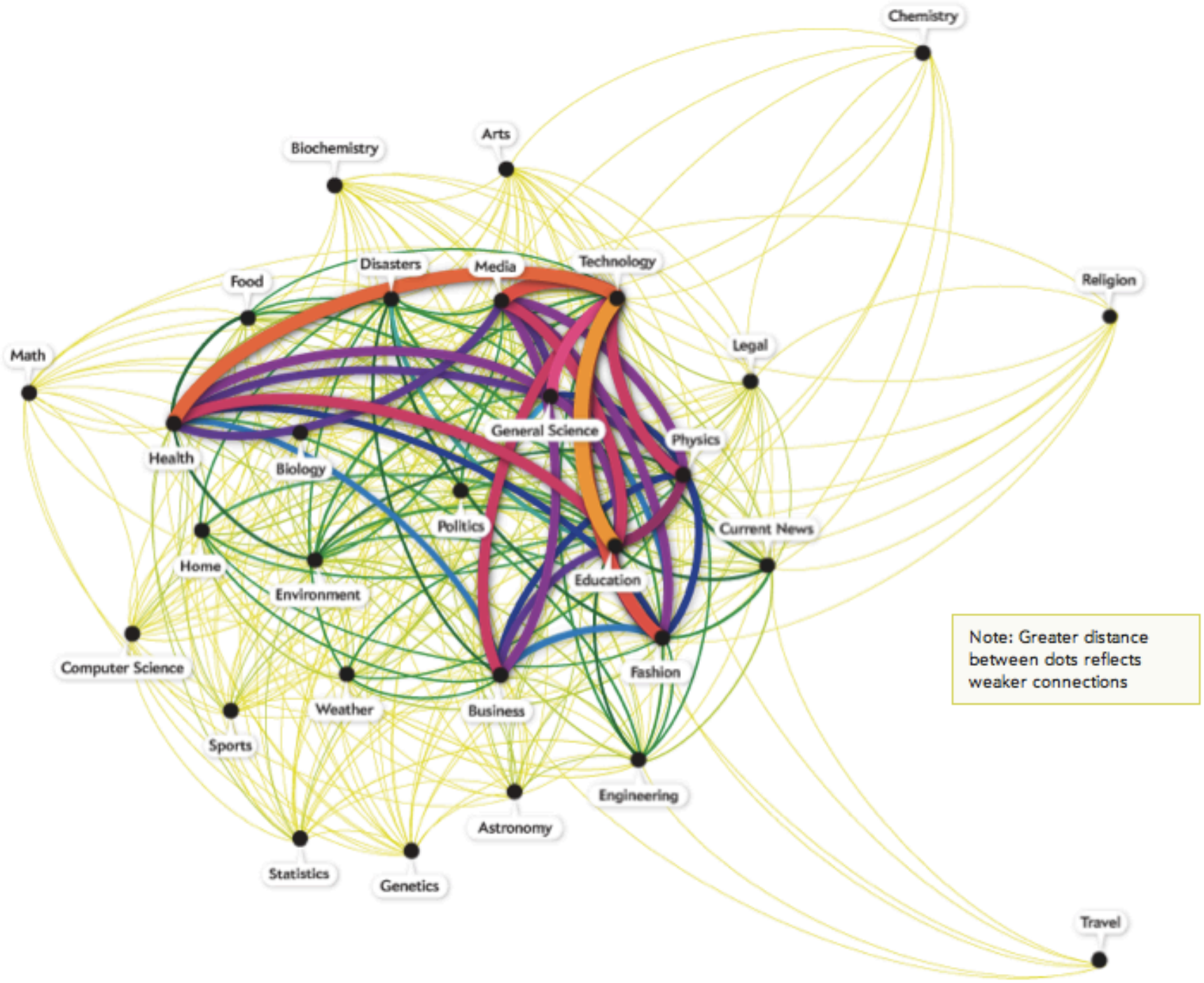
(Silly Things on the Internet)

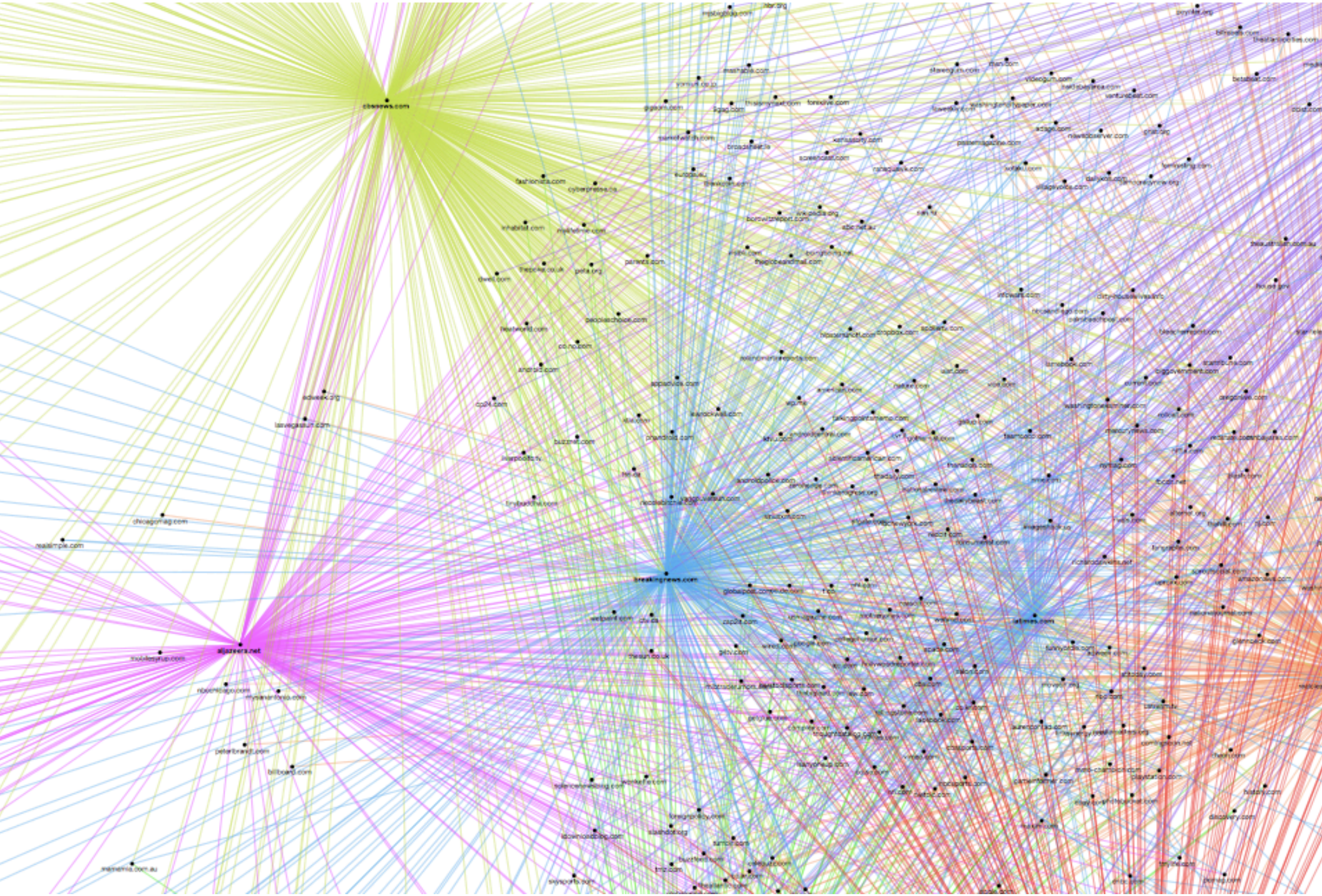

3%
clicks on links about celebrities
clicks on everything else

the *cutest* kitten



Context matters.

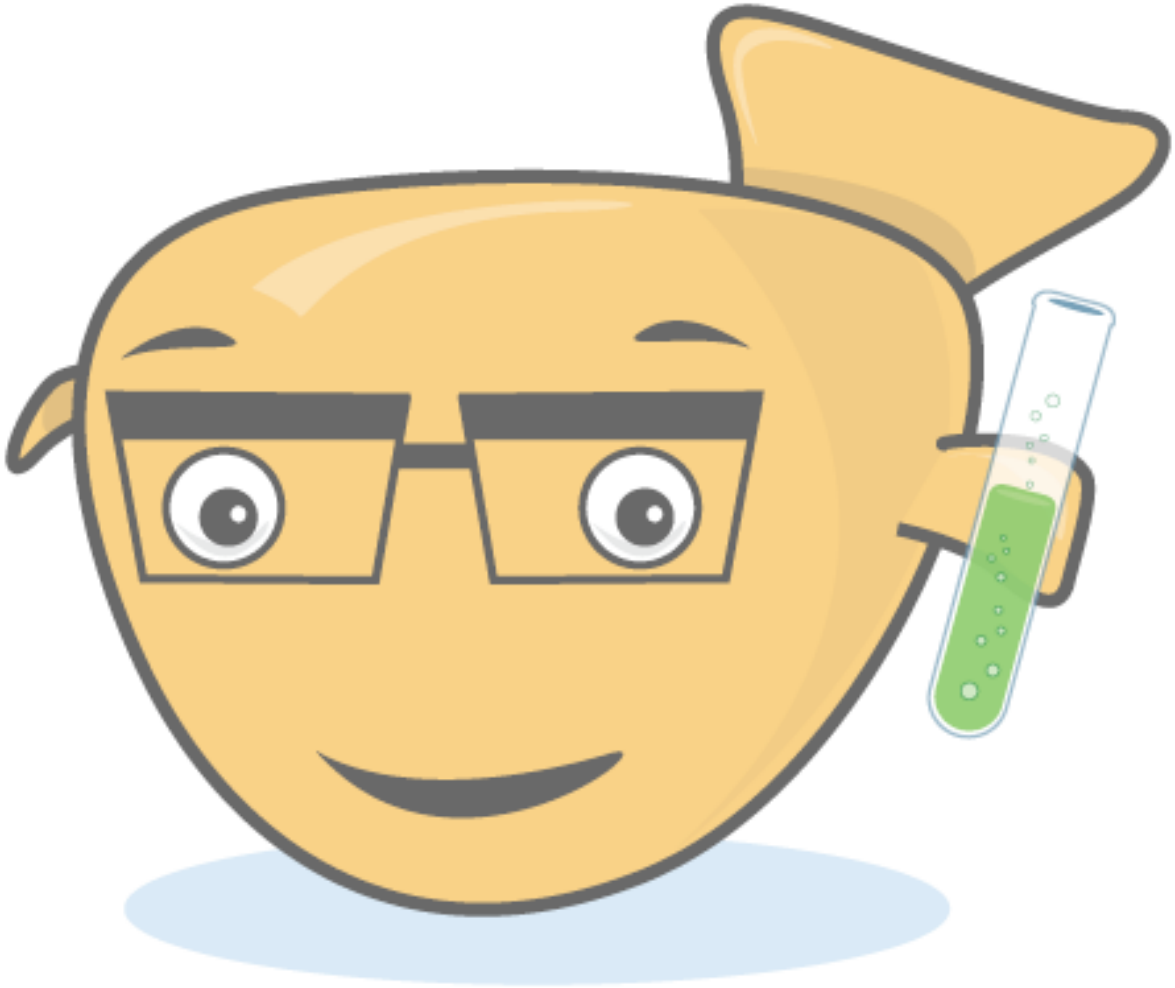

Chemistry
Arts
Biochemistry
Disasters
Media
Technology
Food
Religion
Math
Legal
General Science
Physics
Health
Biology
Politics
Current News
Home
Education
Environment
Computer Science
Fashion
Weather
Business
Sports
Engineering
Astronomy
Statistics
Genetics
Travel
Note: Greater distance between dots reflects weaker connections


cbsnews.com
aljazeera.net
breakingnews.com
nytimes.com
bbc.co.uk
cnn.com
foxnews.com
reuters.com
usatoday.com
latimes.com
nbcnews.com
abcnews.com
washingtonpost.com
guardian.co.uk
huffingtonpost.com
time.com
forbes.com
bloomberg.com
wsj.com
ft.com
economist.com
newsweek.com
npr.org
pbs.org
cnbc.com
msnbc.msn.com
chicagotribune.com
sfgate.com
boston.com
dallasnews.com
denverpost.com
seattletimes.com
latimes.com
miamiherald.com
ajc.com
startribune.com
oregonlive.com
philly.com
mercurynews.com
dailynews.com
ocregister.com
pressdemocrat.com
sacbee.com
modbee.com
fresnobee.com
bakersfield.com
sanluisobispo.com
thedesertsun.com
pe.com
inlandnews.com
vcstar.com
thestar.com
torontosun.com
globeandmail.com
canada.com
vancouversun.com
calgaryherald.com
edmontonjournal.com
ottawacitizen.com
montrealgazette.com
winnipegfreepress.com
thestar.com
timesonline.co.uk
telegraph.co.uk
guardian.co.uk
independent.co.uk
dailymail.co.uk
mirror.co.uk
express.co.uk
scotsman.com
heraldscotland.com
walesonline.co.uk
belfasttelegraph.co.uk
irishtimes.com
rte.ie
abc.net.au
smh.com.au
theage.com.au
news.com.au
heraldsun.com.au
couriermail.com.au
nzherald.co.nz
stuff.co.nz
3news.co.nz
radionz.co.nz
sabcnews.com
iol.co.za
timeslive.co.za
news24.com
mg.co.za
thehindu.com
timesofindia.indiatimes.com
ndtv.com
indiatimes.com
rediff.com
hindustantimes.com
dawn.com
thenews.com.pk
geo.tv
arabnews.com
gulfnews.com
thenational.ae
khaleejtimes.com
zawya.com
jpost.com
haaretz.com
ynetnews.com
timesofmalta.com
maltatoday.com.mt
independent.ie
rte.ie
examiner.ie
irishtimes.com
sundayworld.com
herald.ie
sundaymirror.com.lk
dailynews.lk
thenews.com.pk
nation.com.pk
bdnews24.com
thedailystar.net
kathmandupost.com
ekantipur.com
himalmedia.com
myrepublica.com
bbc.co.uk
itv.com
channel4.com
five.tv
sky.com
skysports.com
skynews.com
metro.co.uk
standard.co.uk
guardian.co.uk
theguardian.com
observer.co.uk
telegraph.co.uk
dailymail.co.uk
mirror.co.uk
express.co.uk
thesun.co.uk
dailystar.co.uk
ft.com
economist.com
newstatesman.com
spectator.co.uk
prospectmagazine.co.uk
theoldie.co.uk
countryliving.com
housebeautiful.com
goodhousekeeping.com
cosmopolitan.com
marieclaire.com
elle.com
vogue.com
harpersbazaar.com
instyle.com
glamour.com
allure.com
self.com
shape.com
fitnessmagazine.com
menshealth.com
mensfitness.com
menshealth.com.au
gq.com
esquire.com
maxim.com
fhm.com
loaded.co.uk
nuts.com
zoo.com
askmen.com
playboy.com
penthouse.com
hustler.com
fashionista.com
cyberpresse.ca
lapresse.ca
lefigaro.fr
lemonde.fr
liberation.fr
spiegel.de
bild.de
faz.net
sueddeutsche.de
welt.de
zeit.de
stern.de
focus.de
tagesschau.de
n-tv.de
rtl.de
kicker.de
transfermarkt.de
sport1.de
sportschau.de
eurosport.com
uefa.com
fifa.com
olympic.org
nbcolympics.com
bbcsport.com
espn.com
espnstar.com
espncricinfo.com
cricinfo.com
cricket.com.au
rugbyworld.com
rugbyleague.com
skysports.com
sportingnews.com
sportsillustrated.cnn.com
si.com
golfdigest.com
golf.com
golfchannel.com
tennis.com
tennisworldusa.org
atpworldtour.com
wtatennis.com
usopen.org
wimbledon.com
rolandgarros.com
australianopen.com
nba.com
nbatv.com
hoopsworld.com
slamonline.com
nfl.com
nflnetwork.com
nfldraftscout.com
mlb.com
baseballamerica.com
baseballprospectus.com
baseballreference.com
nhl.com
hockeyfights.com
hockeybuzz.com
puckdaddy.com
collegehockeynews.com
ncaa.com
ncaasports.com
collegesports.com
collegeathletics.com
collegefootballnews.com
collegebasketballnews.com
rivals.com
scout.com
247sports.com
espnu.com
collegeandjuco.com
collegeathletics.com
collegesportsmadness.com
collegesportsnet.com
collegesportsnews.com
collegesportsreport.com
collegesportsscene.com
collegesportsweekly.com
collegesportsworld.com
collegesportsyear.com
collegesportsyearbook.com
collegesportsyearbooks.com
collegesportsyearbooks.net
collegesportsyearbooks.org

What are people paying attention to right now?

〔demo〕

Thank you!



h@bit.ly
@hmason