

Growing Up Nerdette

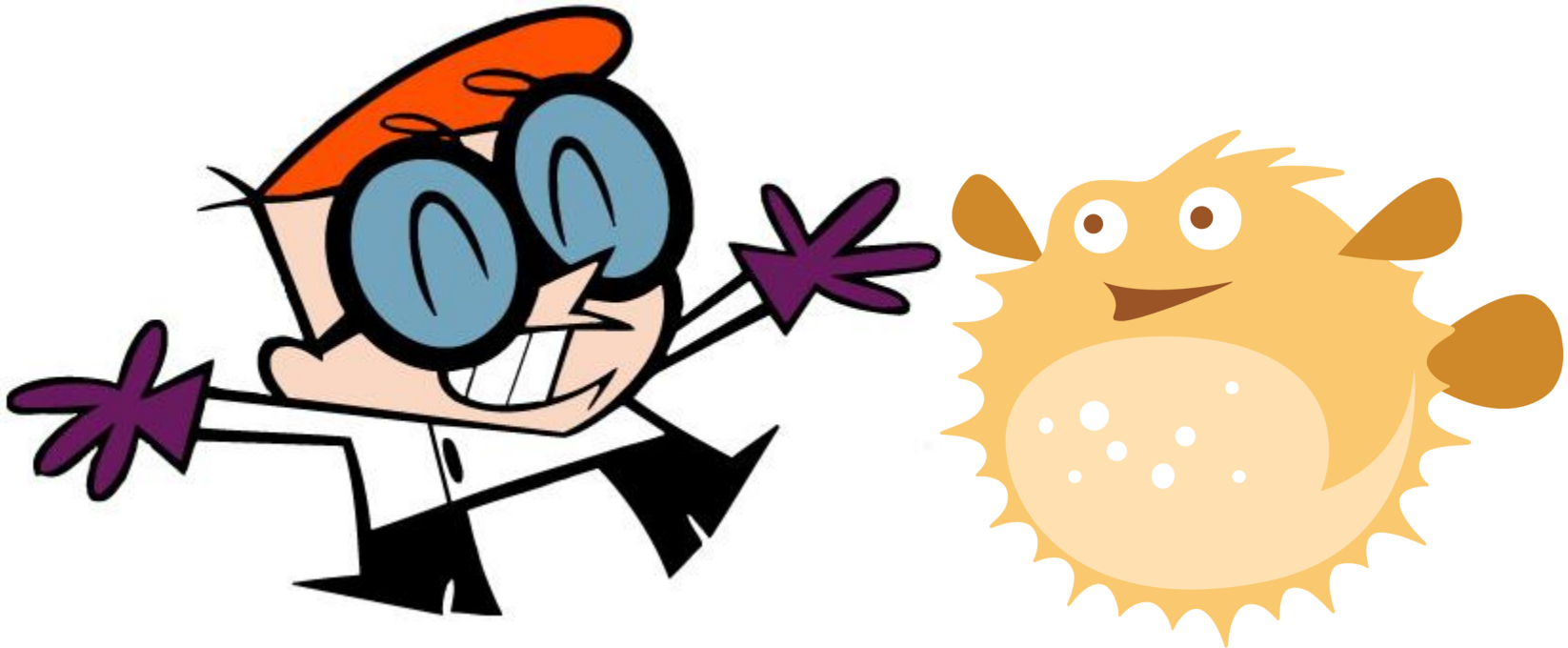
Anna Smith

15 May 2013

anna@bit.ly

Data Scientist

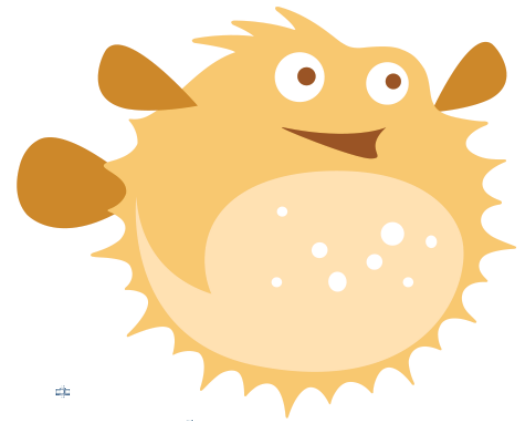
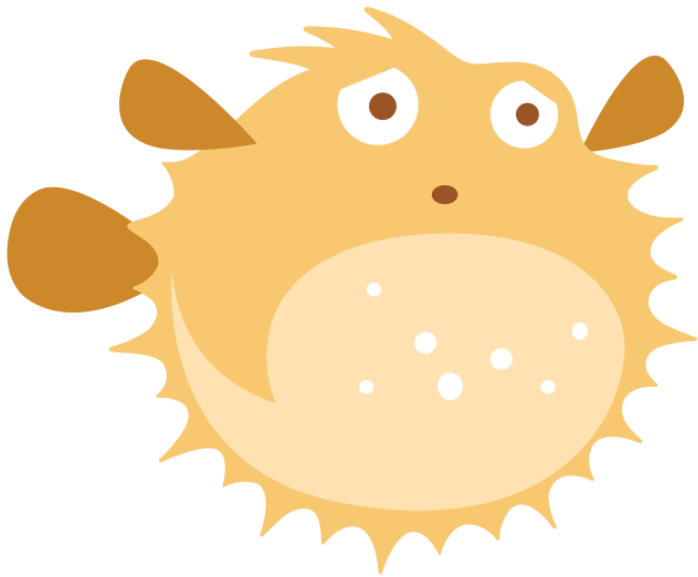
@ bitly





WAT?

bitly

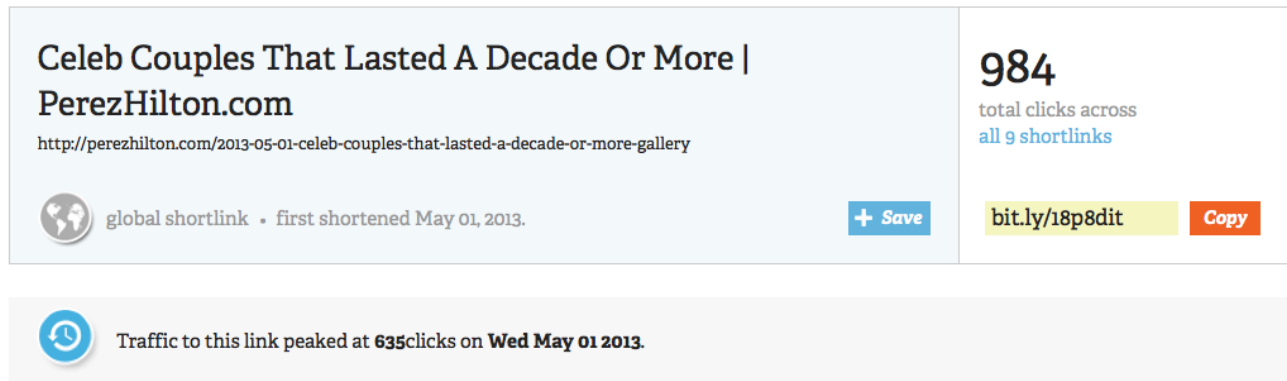


<http://www.youtube.com/watch?v=QH2-TGULwu4>

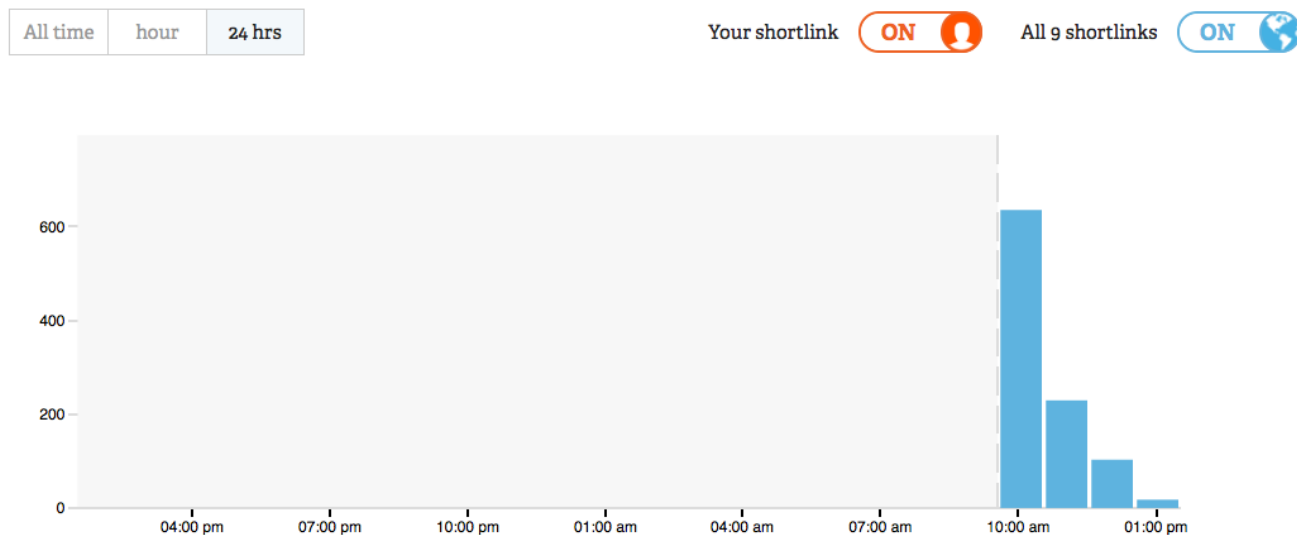


<http://bit.ly/nyantime>

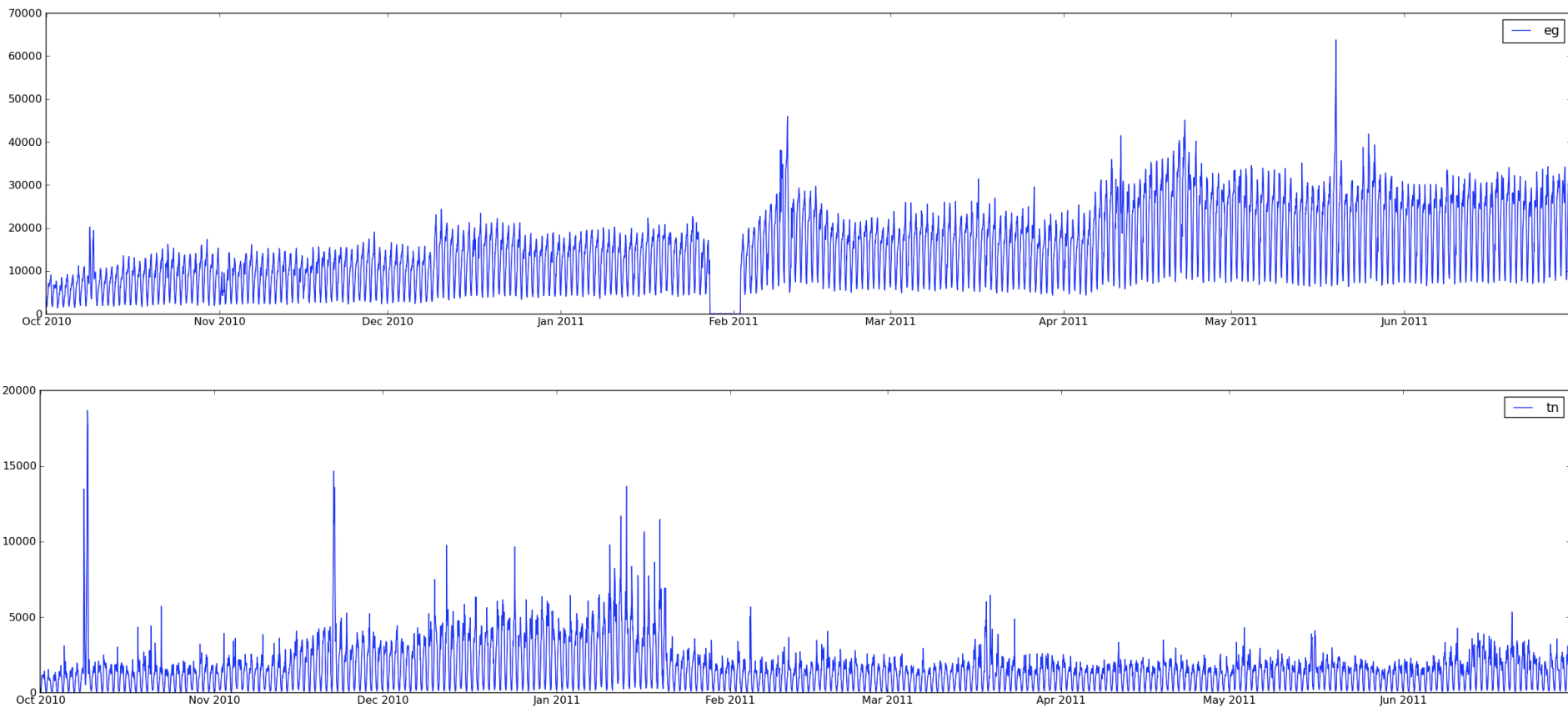
info page: adding a '+' to end of bitly URL



Clicks



click patterns



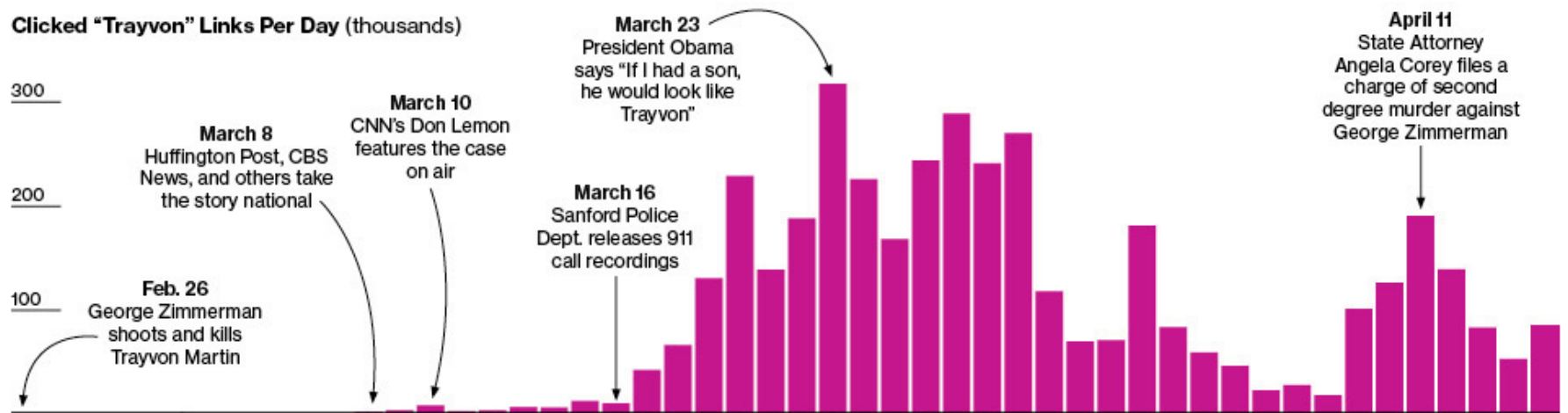
... on a specific story, over location

Bloomberg Businessweek Companies & Industries



Global Economics	Companies & Industries	Politics & Policy	Technology	Markets & Finance	Innovation	Lifestyle	Business Schools	Small Business	Video & Multimedia
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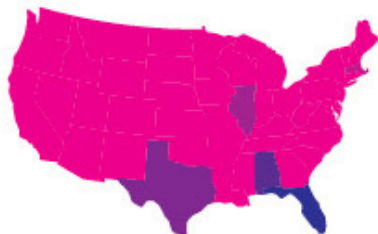
Clicked "Trayvon" Links Per Day (thousands)



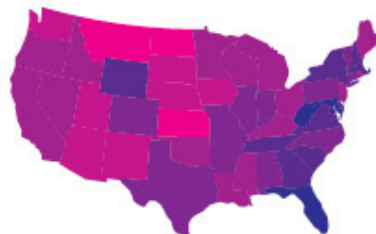
State Interest*

LESS MORE

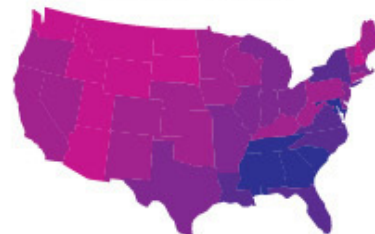
Friday, March 2



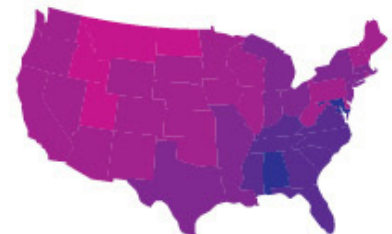
Thursday, March 8



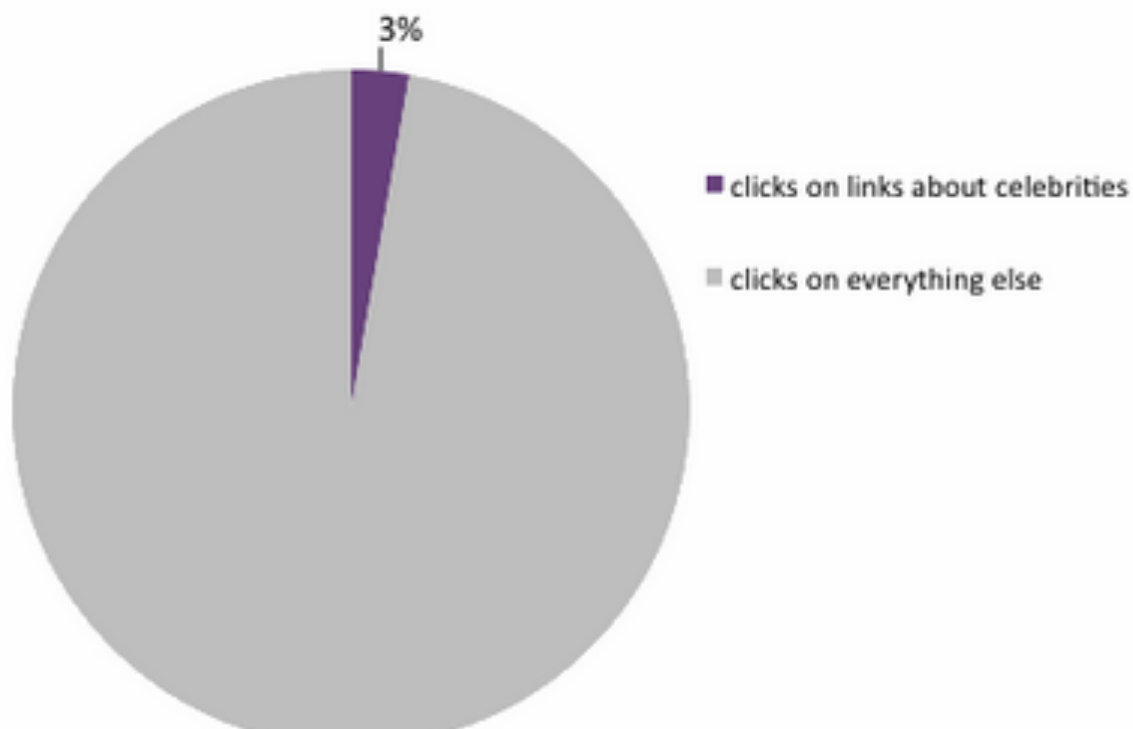
Friday, March 23



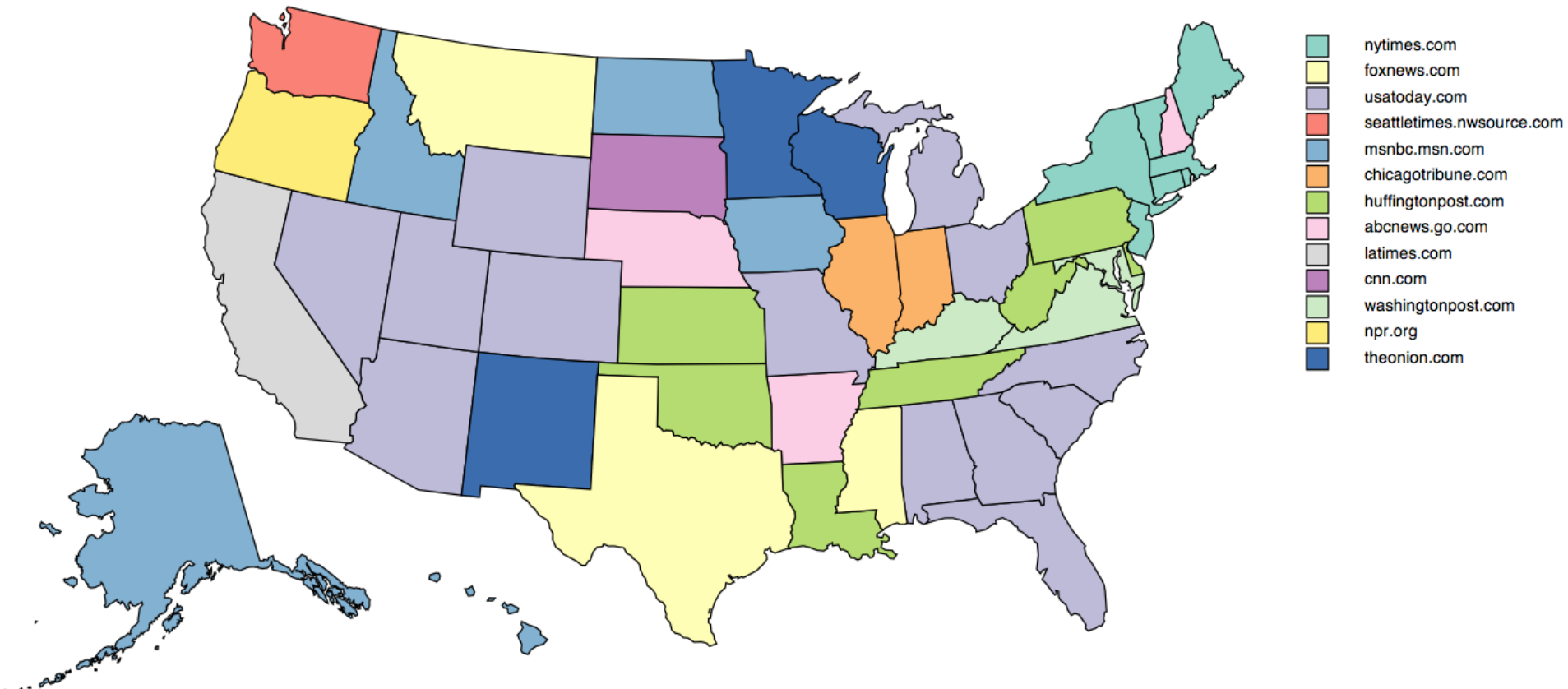
Wednesday, April 11



*STATE INTEREST IS THE PORTION OF CLICKED LINKS THAT RELATE TO TRAYVON MARTIN COMPARED WITH OTHER STATES IN ONE DAY;
GRAPHIC BY BLOOMBERG BUSINESSWEEK; DATA: BITLY



differences in media websites across US

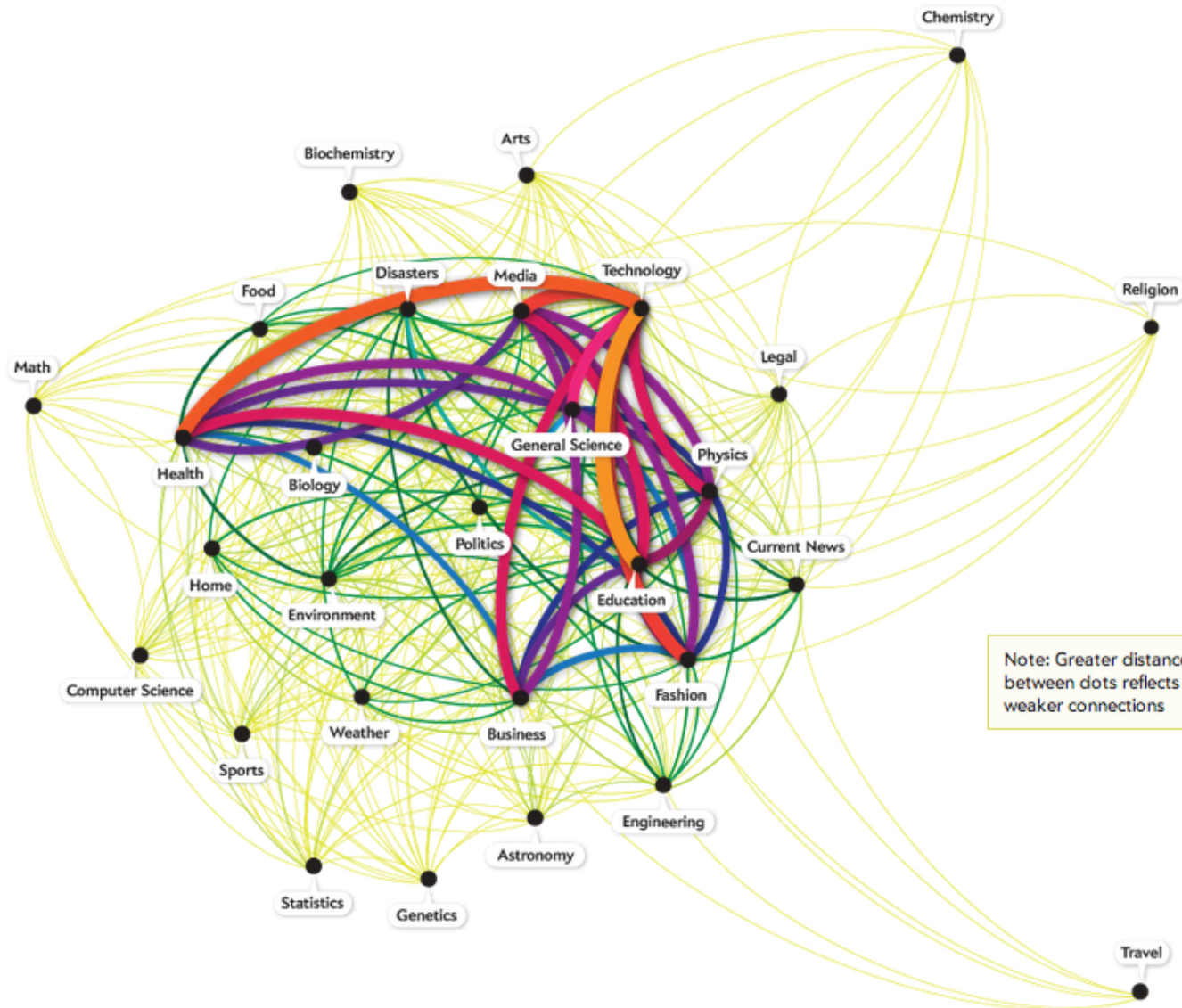


Science Lovers' Web Traffic

Number of clicks between topics (Data for Aug. 23-24, 2011)
(Click on each colored step to isolate connections on the diagram)

Reset

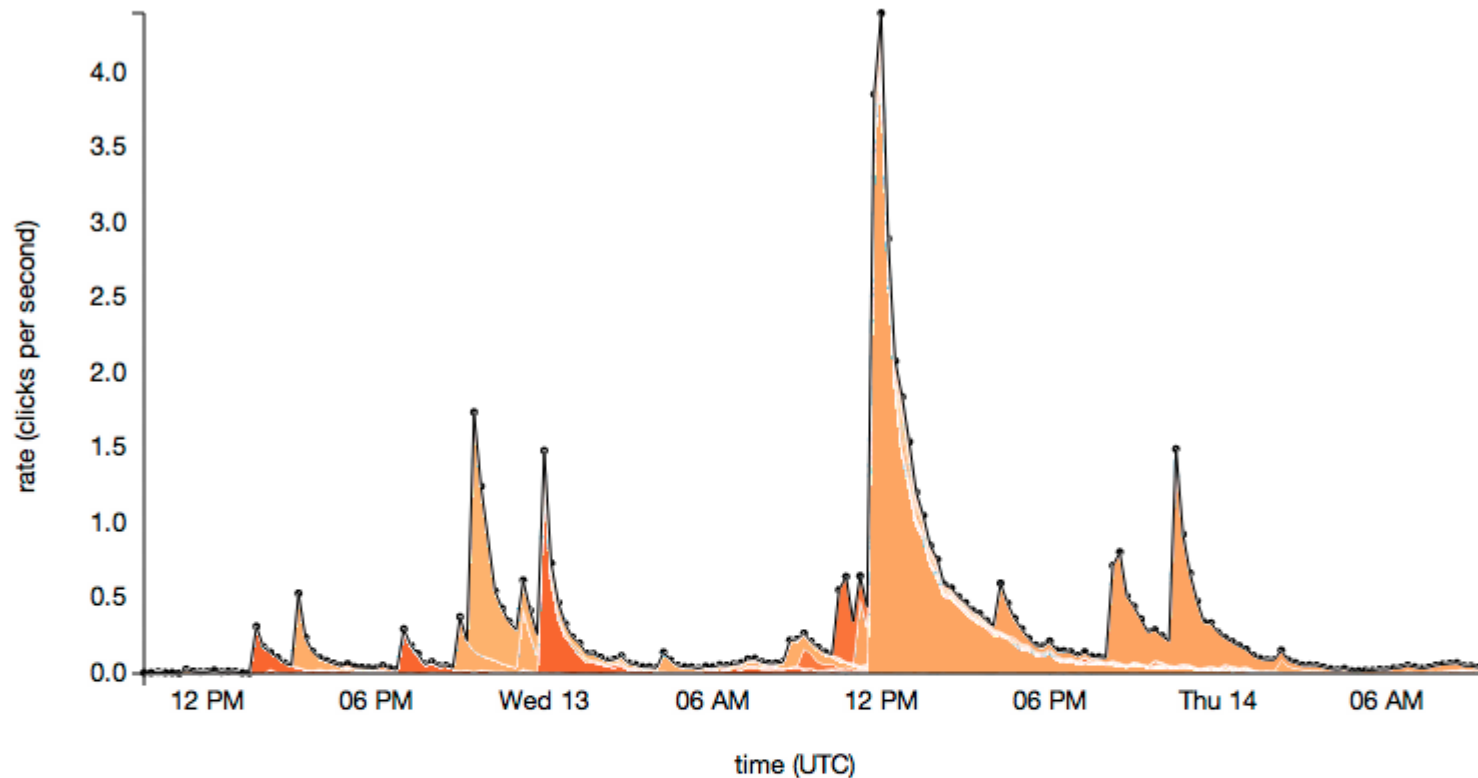
minimum: 1 2,500 5,000 7,500 10,000 12,500 maximum: 13,385



Note: Greater distance between dots reflects weaker connections

finding important words in the page

kim kardashian current latency: 5s



dragoneye results

- [Kanye West Tweets Out Naked Kim Kardashian Pic? Or Is It](#)

search results

- [Kanye West's Camp Responds to Nude Kim Kardashian](#)

surfaces stories by unusual phrases

realtime powered by **bitly**

What is a story?

STORY

Jennifer Lawrence explains fall at the Oscars

currently receiving **585.3** clicks/minute on **10** links

22
SAVES

8454
CLICKS

COMPOSITIONAL AND TREND ANALYSIS

Top Links

clicks/ total
minute clicks

Jennifer Lawrence sends special gift to childhood friend
www.14news.com/story/21323977/jennifer-lawrence-

0.2 636

Oscar Fashion 2013 reviewed
www.newyorker.com/online/blogs/culture/2013/02/oscar-fashion-2013-reviewed

0.4 2917

Video: Jennifer Lawrence cae en la entrega del Oscar - LosGrillos.com
losgrillos.com/notas/farandula/video-jennifer-lawrence-cae-en-la-entrega-del-oscar/

2.4 125

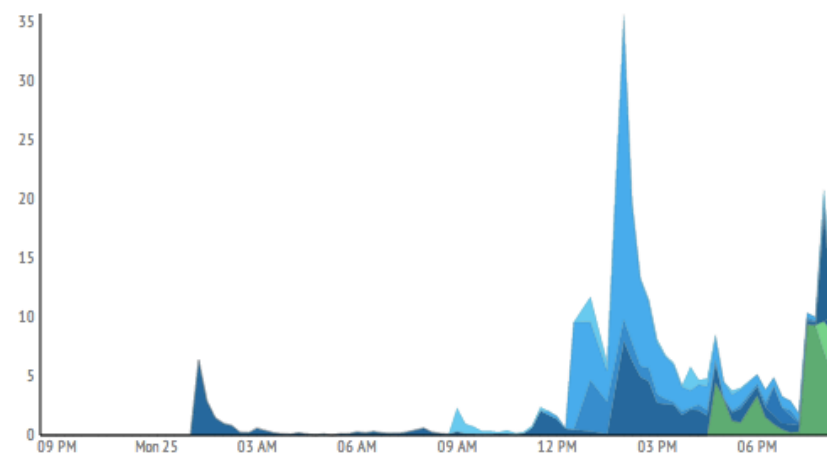
La caída de Jennifer Lawrence en los Oscar | RCN Radio
www.rcnradio.com/videos/la-caida-de-jennifer-lawre

2.6 214

+ More

» [Create a bundle from these links](#)

Click Rate Over 48 Hours clicks/minute, displayed as stacked sum of links





INTERNET.
SERIOUS BUSINESS.

[science] problems on the internet

who is human?

crawlers, bots, spammers

[classification]

what are humans doing on the internet?

websites visited, topics, traffic patterns

[network graphs]

what content is important?

human, timely, news, personalized

[recommendations]



ABOUT A SEVEN

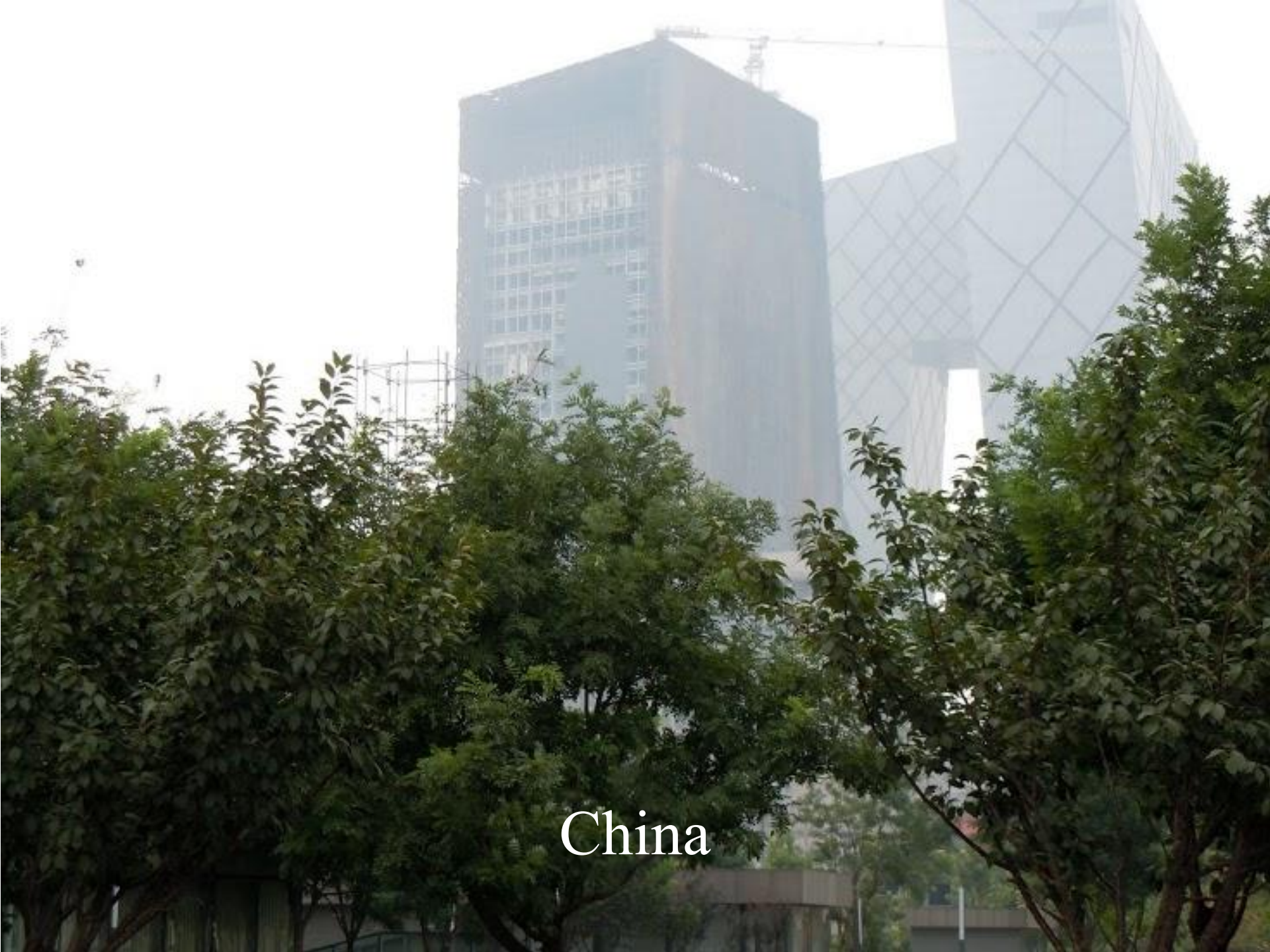
There's no earthly way of knowing
which direction we are going.



Research Experience for Undergraduates



DAAD RISE
German Academic Exchange Service



China





me on most days...

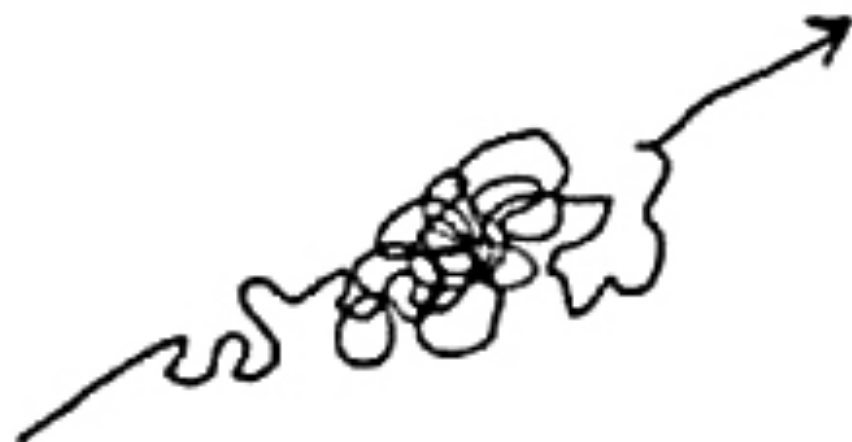


Success



what people think
it looks like

Success



what it really
looks like

A cartoon illustration of Homer Simpson from The Simpsons. He is shown from the chest up, looking at a computer monitor with a wide-eyed, open-mouthed expression of confusion or frustration. His right hand is raised towards the keyboard. The computer is a large, beige CRT monitor with a keyboard in front of it. The screen displays green text. Homer has his signature yellow skin, a large nose, and a blue shirt with a pink tie. The background is a simple blue wall with some yellow vertical lines.

TO START
PRESS ANY KEY

"To start, press any key."
Where's the "any" key?

internships - places to look

- * published lists,
- * people you hardly know that inspire you,
- * family and friends.

INFORMATIONAL INTERVIEWS!

- * is there a place you are interested in?
- * is there someone you want to talk ask advice of?

When people come to me (surprising)

- * find a data set you are interested in
- * ask a question
- * start googling/find other solutions
- * ask other people questions
- * play around
- * put it up on github or write a blog post about it





NO..

**YOU MAKE ME A
SANDWICH**

"You are braver than you
believe, stronger than
you seem, and smarter
than you think."

- A.A.Milne