Using Social Conversational Context For Detecting Users Interactions on Microblogging Sites

Rami BELKAROUI*, Rim FAIZ**, Aymen ELKHLIFI***

* LARODEC, ISG Tunis, University of Tunis, Tunisia
rami.belkaroui@gmail.com
** LARODEC, IHEC, University of Carthage, Tunisia
rim.faiz@ihec.rnu.tn
***LALIC, Paris Sorbonne University, France
aymen.elkhlifi@paris4.sorbonne.fr

Abstract. In the current era, microblogging services like Twitter, gives people the ability to communicate, interact, collaborate with each other, reply to messages from others and create conversations. These services can be seen as very large information repository containing millions of text messages usually organized into complex networks involving users interacting with each other at specific times. Several works have proposed tools for tweets search focused only to retrieve relevant tweets. Therefore, users are unable to explore the results or retrieve more relevant tweets based on the content, and may get lost or become frustrated by the information overload.

In this paper, we propose a new method to retrieve conversation on microblogging sites particularly Twitter. It's based on content analysis and content enrichment. The goal of our method is to present a more informative result compared to conventional search engine. The proposed method has been implemented and evaluated by comparing it to Google and Twitter Search engines and we obtained very promising results.

1 Introduction

Last years, People are becoming more communicative through expansion of services and multi-platform applications such as blogs, forums and social networks which establishes social and collaborative backgrounds. This behavior leads to an accumulation of an enormous amount of information. Among these platforms are so-called microblogs. Furthermore, microblogging services (Boyd et al., 2010) gives people the ability to communicate, interact, collaborate with each other, reply to messages from others and create conversations. While communicating people share different kind of information like common knowledge, opinions, emotions, information resources and their likes or dislikes. The analysis of those communications can be useful for commercial applications such as trends monitoring, reputation management and news broadcasting. In addition, one of main characteristic of microblogging services is that users are not limited to produce contents; they can get involved indirectly in conversations with other