Demo: sigSocial: A Novel Social Media Aggregation Service using a Tiny Text Intelligence

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1. INTRODUCTION

We present an entirely novel concept of retrieving social media data, called *sigSocial*. It integrates social media data of various sources, using a semantic classifier. Nowadays, people use multiple social media simultaneously, acquiring information with ease. However, accessing numerous services to reach different channels is bothersome. Also, the volume of information one can process is limited. Our aim is to reduce this burden, providing easiness and efficiency. In other words, we attempt to build a single service that integrates information from various platforms.

The application has three main features. First, it enables users to explore multiple social media without accessing them separately. Second, it organizes information retrieved from social medias into well-defined classes. Finally, it works as a stand-alone application, the mechanism of which is internal to the device, not relying on any external servers or networks. This method respects user privacy, which has recently gained much attention.

2. TECHNIQUES

The biggest obstacle is to combine information obtained from multiple sources. In addition, protecting personal information is also crucial. We use open APIs and collection tools for social media, and direct live information to a single database. The subsequent challenge is the classification, which typically requires extensive computational resources, within limited resources of a mobile device. The solution we use is the *tiny text intelligence* [1], optimized for mobile environment. It consists of the light-weight classifier and the similarity model on the compressed knowledge base which requires only 34.3MB storage. The tiny text intelligence has been utilized and its effectiveness has already been proven for several intelligent services [2][3]. In this demo, we utilize the classifier to organize social media data according to their classified classes. Using the classifier, *sigSocial* works in a privacy-protecting manner without sending out any personal information. Users read the semantically well-organized so-
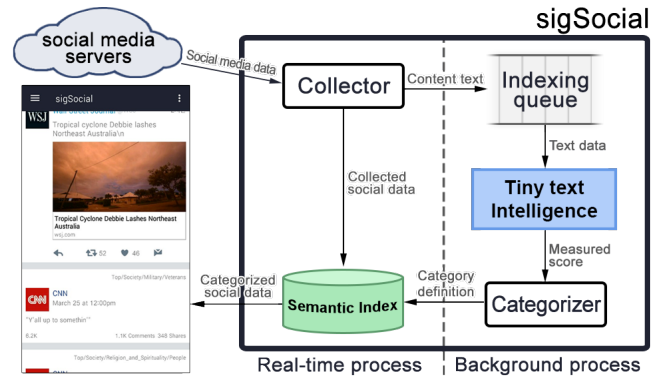
Figure 1: System Architecture

cial media data. The entire process is illustrated in Figure 1. *sigSocial* demonstrates the concept of collecting and organizing social media data on a user's device.

3. DEMONSTRATION

In this demo, we present *sigSocial* in the form of an Android application. *sigSocial* gathers and processes social media data from different sources, including Facebook, Twitter, RSS feeds, and YouTube subscription feeds. Three main features are provided within the program: gathering social media data, classifying social media data semantically, and presenting the classified data.

Acknowledgment

4. REFERENCES

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