

User behaviour study via social network data

Framework

Social network data

- Facebook 'Likes'
- Facebook status
- Tweets
- Profile images
- ...

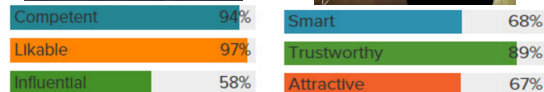
Computational models

- Machine learning
- Pattern recognition
- Language processing
- Image processing
-

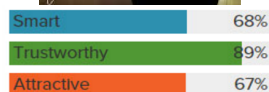
Psychological & behavioural traits

- Gender / age / relationship...
- Big5 personality
- Intelligence
- Happiness
- ...

User self-representation



Nice pic!
Put it in your CV!



Hot pic! Put it in
dating app!

Applications

User personality prediction

