

# Система статистического анализа профилей в социальных медиа

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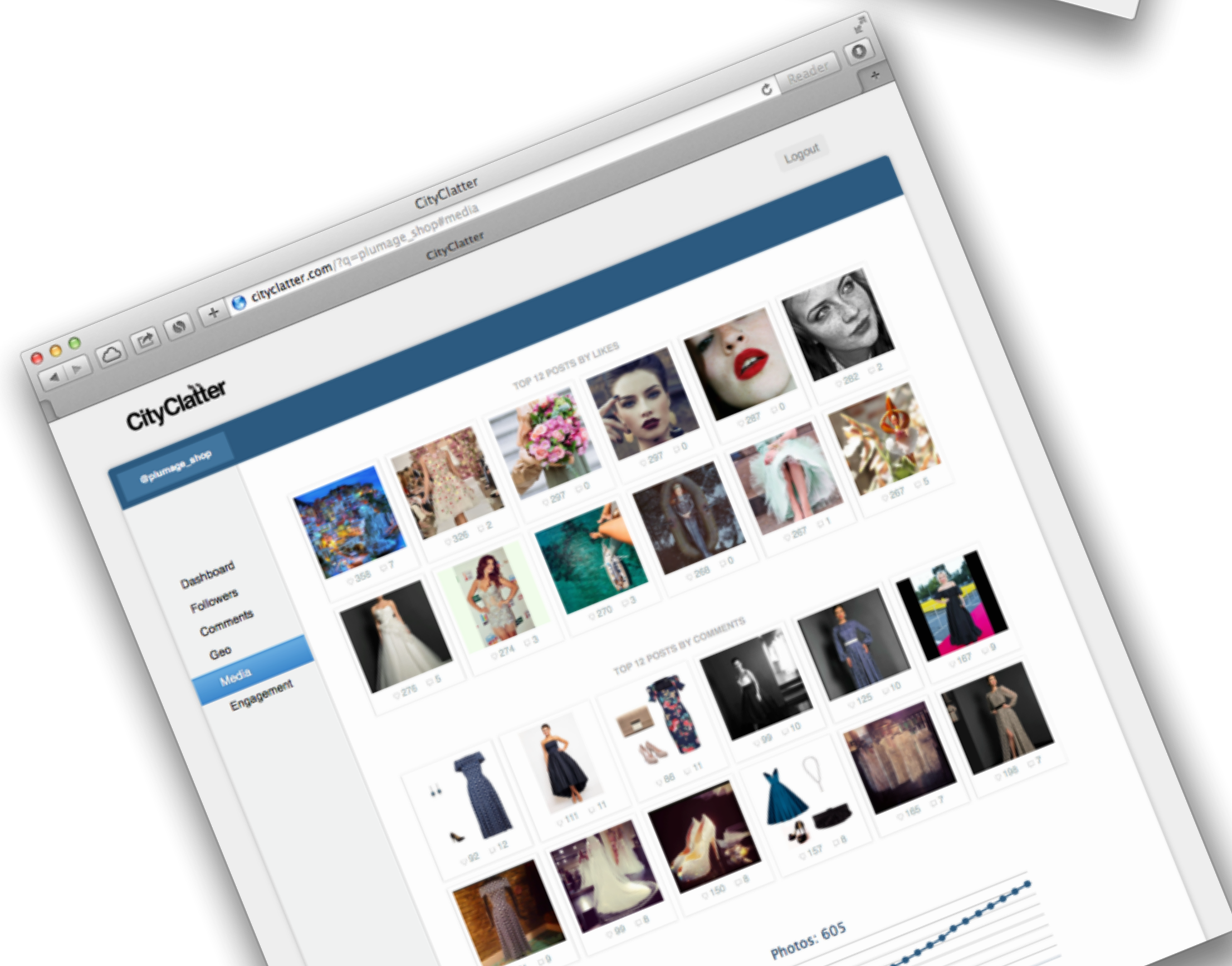
на примере 

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# CityClatter

CityClatter.com



# Качество аудитории

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Прирост/убыль подписчиков в день

$$followersPerDay = \sum_{i=1}^{n-1} followers_{i+1} - followers_i$$

Среднее число комментариев

$$avgComments = \sum_{i=1}^n comments_i$$

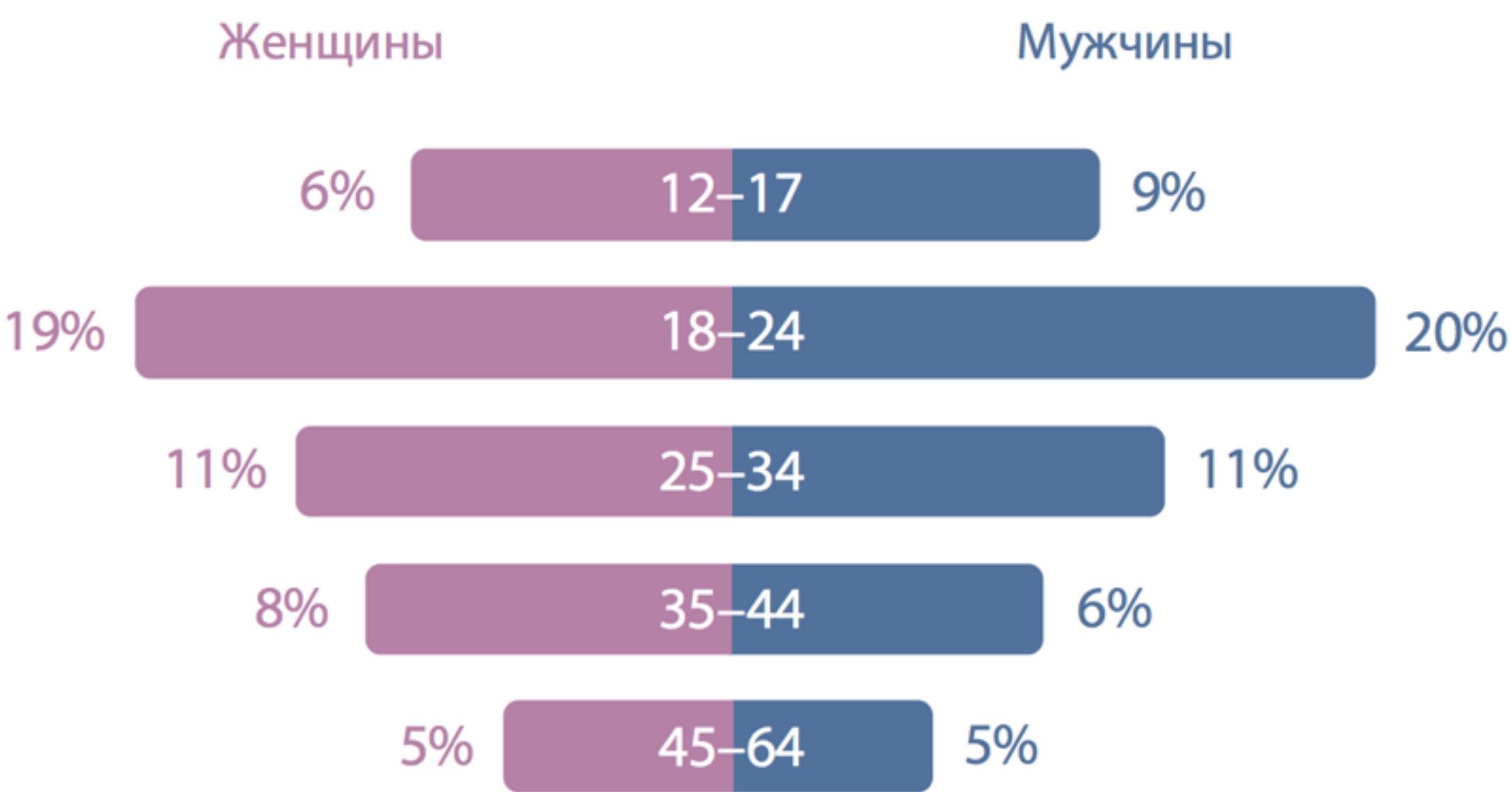
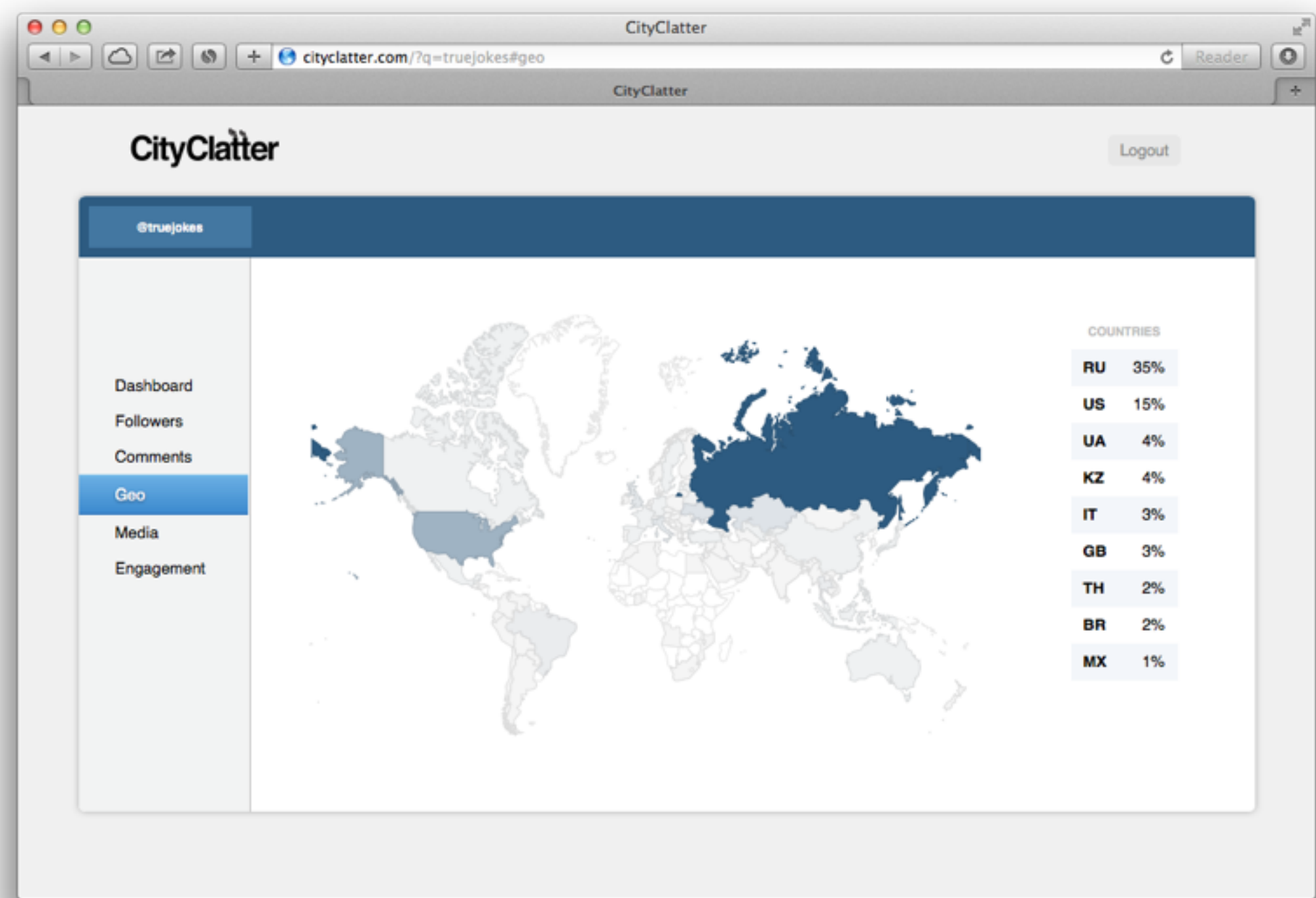
Среднее число лайков

$$avgLikes = \sum_{i=1}^n likes_i$$

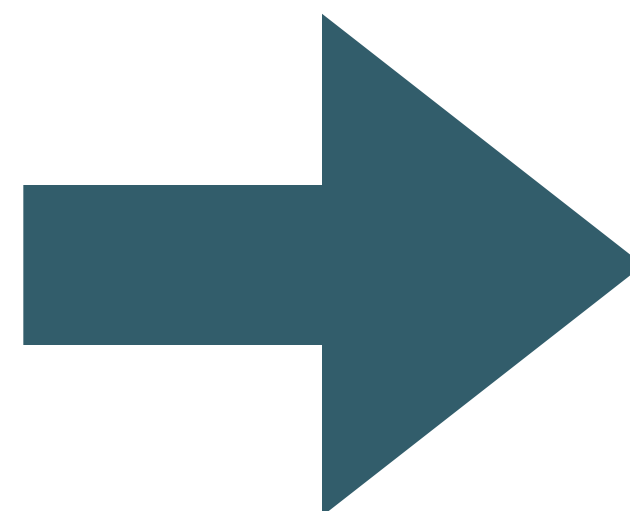
Уровень вовлеченности

$$ER = \frac{avgLikes}{followers}$$

# Аффинитивность аудитории

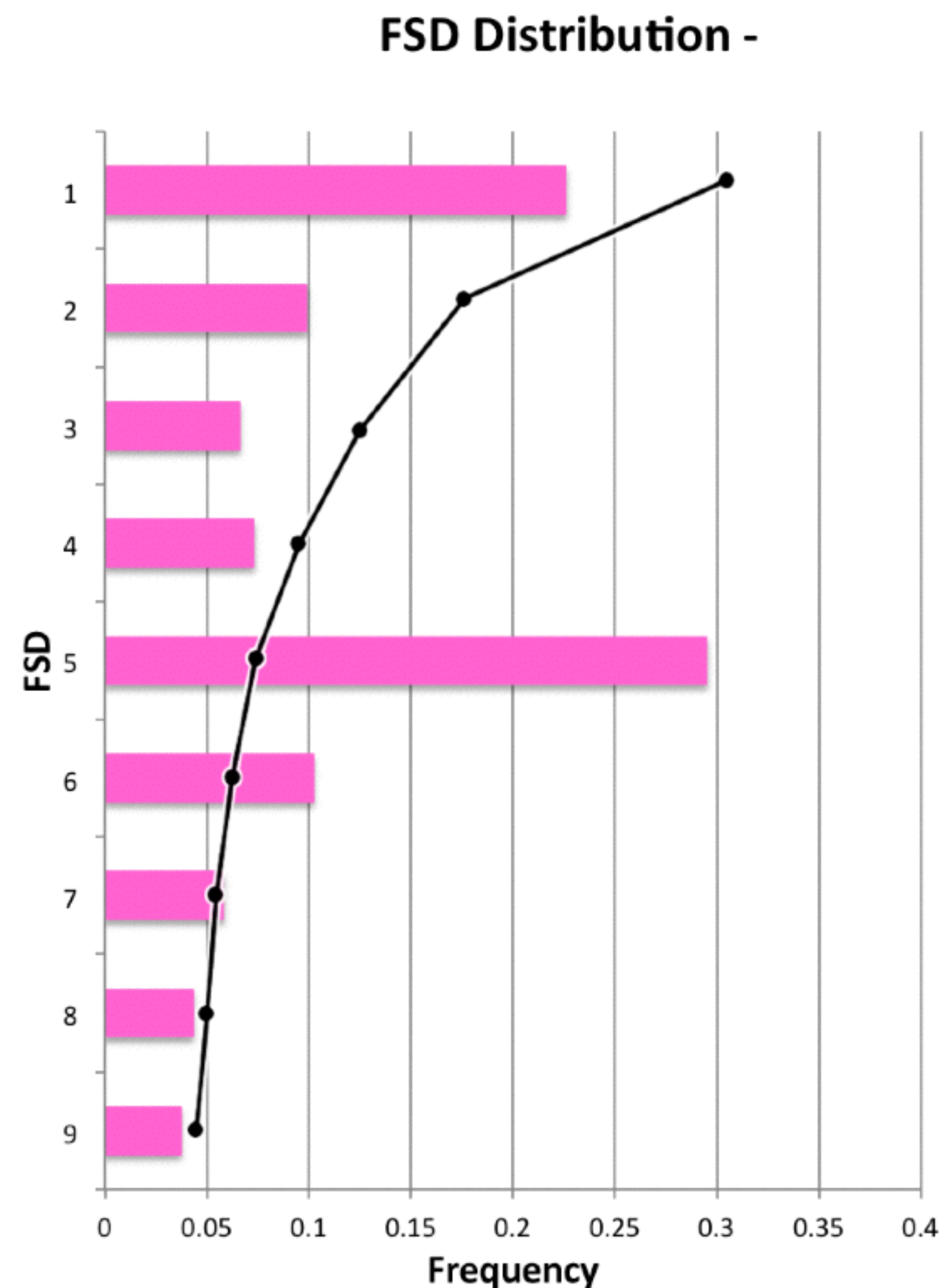


# Кейс #1: определение половозрастной структуры



```
{
  "face": {
    "attribute": {
      "age": {
        "range": 10,
        "value": 45
      },
      "gender": {
        "confidence": 99.9972,
        "value": "Male"
      },
      "glass": {
        "confidence": 97.6849,
        "value": "None"
      },
      "pose": {
        "pitch_angle": {
          "value": -0.000846
        },
        "roll_angle": {
          "value": 6.02433
        },
        "yaw_angle": {
          "value": 22.52703
        }
      },
      "race": {
        "confidence": 87.0517,
        "value": "Asian"
      },
      "smiling": {
        "value": 2.60039
      }
    }
  }
}
```

# Кейс #2: выявление ботов среди подписчиков



Some accounts were spam, but most were part of a network of Russian bots that posted random snippets of literary works or quotations, often pulled arbitrarily from the middle of a sentence. All the Russian accounts behaved the same way, following other accounts of their type, posting exactly one stock photo image, using a different stock photo image as the profile picture.

Зведенюк Евгений

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