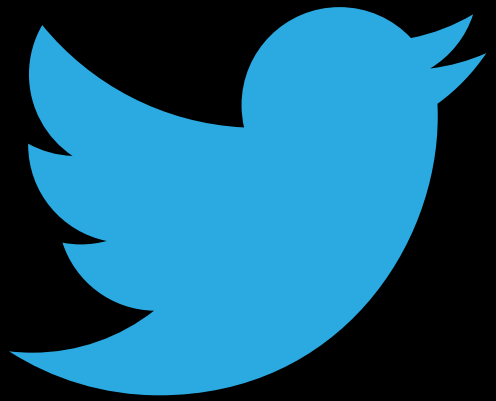


instantly connect

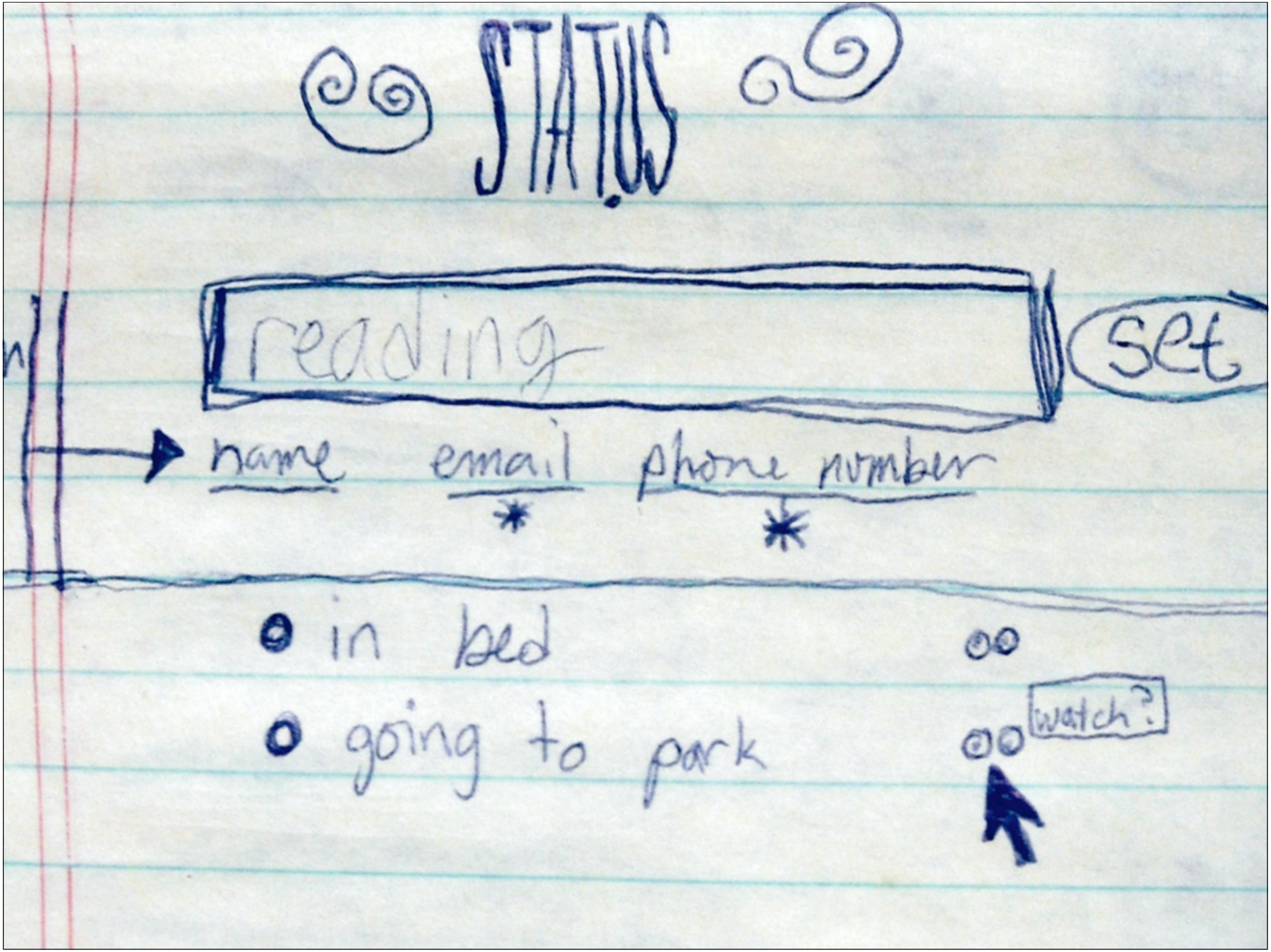
people everywhere

to what's most meaningful to them

http://twitpic.com/135xa - There's a plane in the Hudson. I'm on a ferry going to pick up the people. Crazy.
15 Jan 09
Janis Krums @jkrums
US AIRWAYS

Magnitude	**9.0**
Date-Time	**Friday, March 11, 2011 at 05:46:24 UTC** Friday, March 11, 2011 at 02:46:24 PM at epicenter Time of Earthquake in other Time Zones
Location	38.297°N, 142.372°E
Depth	30 km (18.6 miles) set by location program
Region	NEAR THE EAST COAST OF HONSHU, JAPAN
Distances	129 km (80 miles) E of **Sendai, Honshu, Japan** 177 km (109 miles) E of **Yamagata, Honshu, Japan** 177 km (109 miles) ENE of **Fukushima, Honshu, Japan** 373 km (231 miles) NE of **TOKYO, Japan**
Location Uncertainty	horizontal +/- 13.5 km (8.4 miles); depth fixed by location program
Parameters	NST=350, Nph=351, Dmin=416.3 km, Rmss=0.1 sec, Gp= 29°, M-type=centroid moment magnitude (Mw), Version=A
Source	USGS NEIC (WDCS-D)
Event ID	usc0001xgp

Barack Obama
@BarackObama
Following
Four more years.
pic.twitter.com/bAJE6Vom
Reply
Retweet
Favorite
More
811,575
RETWEETS
302,583
FAVORITES
8:16 PM - 6 Nov 12
Flag media


STATUS
reading
set
name
email
phone number
*
*
in bed
going to park
watch?

twitter

Language: English

Username or email

Password

Sign in

Remember me · Forgot password?

New to Twitter? Sign up

Full name

Email

Password

Sign up for Twitter

About Help Blog Mobile Status Jobs Terms Privacy Advertisers Businesses Media Developers Resources © 2012 Twitter

48 characters
+1 for the bird

what's a tweet?

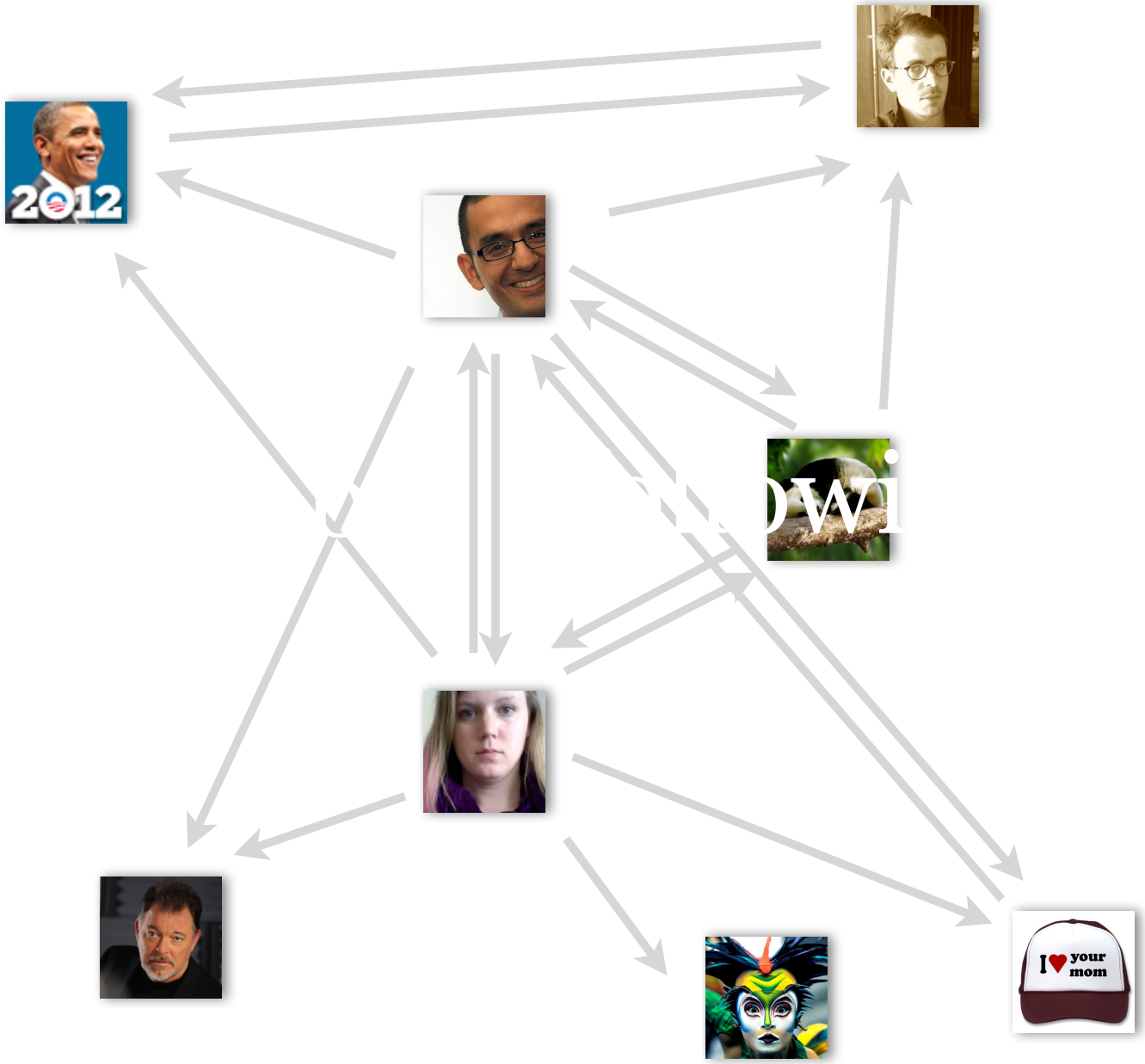
it's a short message that's sent through

140 characters max

`sizeof(1 tweet)` $= 140$ characters
≈ 200 bytes

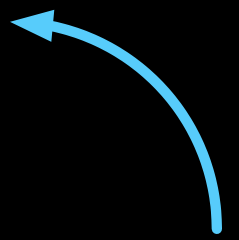
Soichi Noguchi 野口　聡一
@Astro_Soichi
Follow
http://twitpic.com/17dfqb - 今晩の東京湾の様子です。東京都心は曇ってますが千葉側は晴れてました。では皆さんおやすみなさい。私はこれから京都芸大その他が提案している「宇宙庭」実験の総仕上げにかかります！

Soichi Noguchi 野口　聡一
@Astro_Soichi
Follow
http://twitpic.com/17dfqb - 今晩の東京湾の様子です。東京都心は曇ってますが千葉側は晴れてました。では皆さんおやすみなさい。私はこれから京都芸大その他が提案している「宇宙庭」実験の総仕上げにかかります！
Astro_Soichi
TwitPic
Flag this media


2012
I ♥ your mom

@DanaDanger
Dana Contreras
Tweet!
1 min ago via Twitter for iPhone
Favorite
Retweet
Reply
I your mom

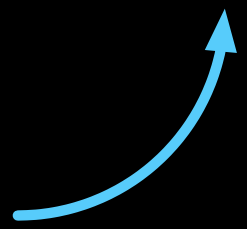
sounds easy, right?



trick question

$$\frac{5.0E6 \text{ tweets}}{\text{day}}$$

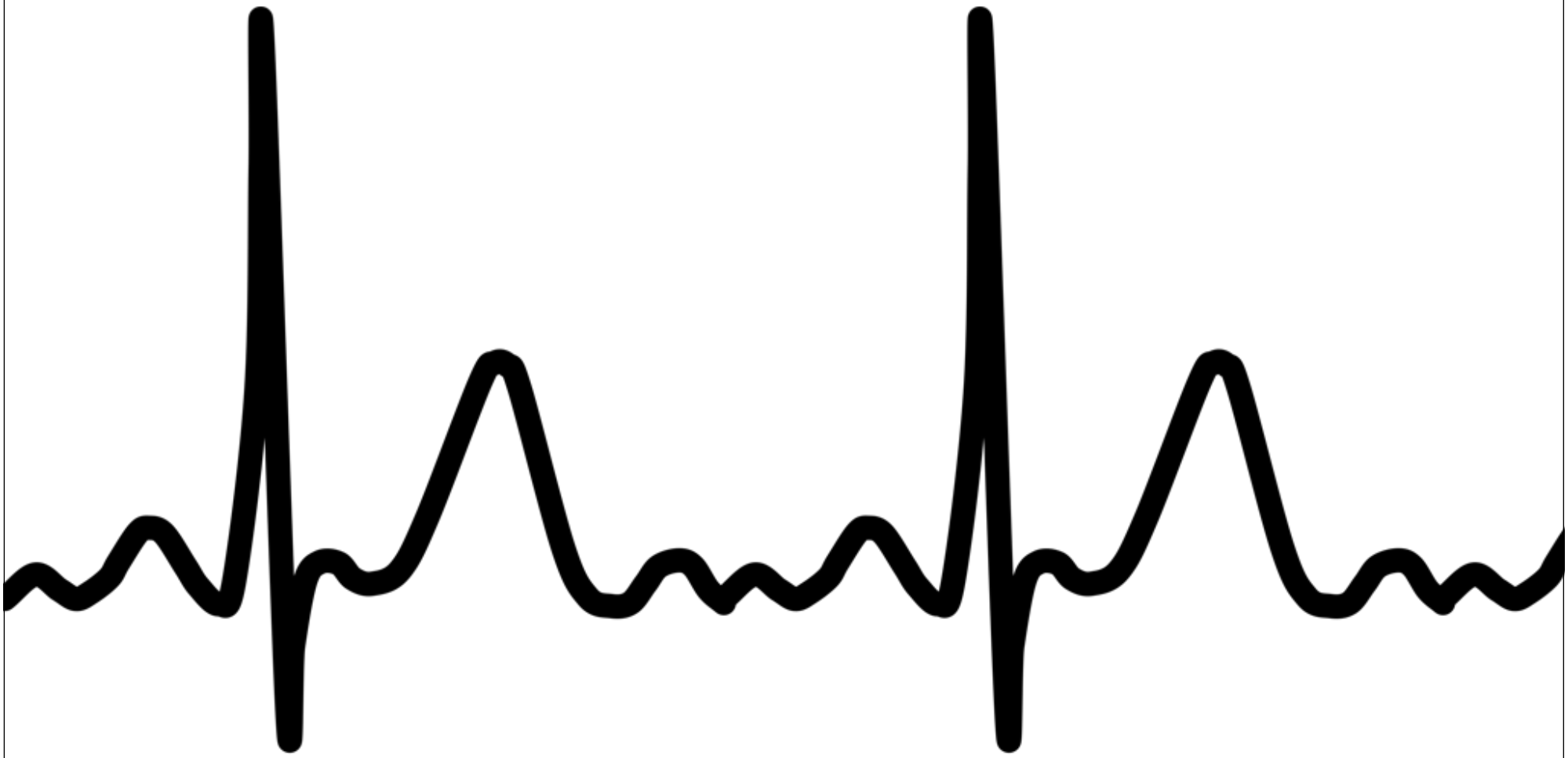
steady state

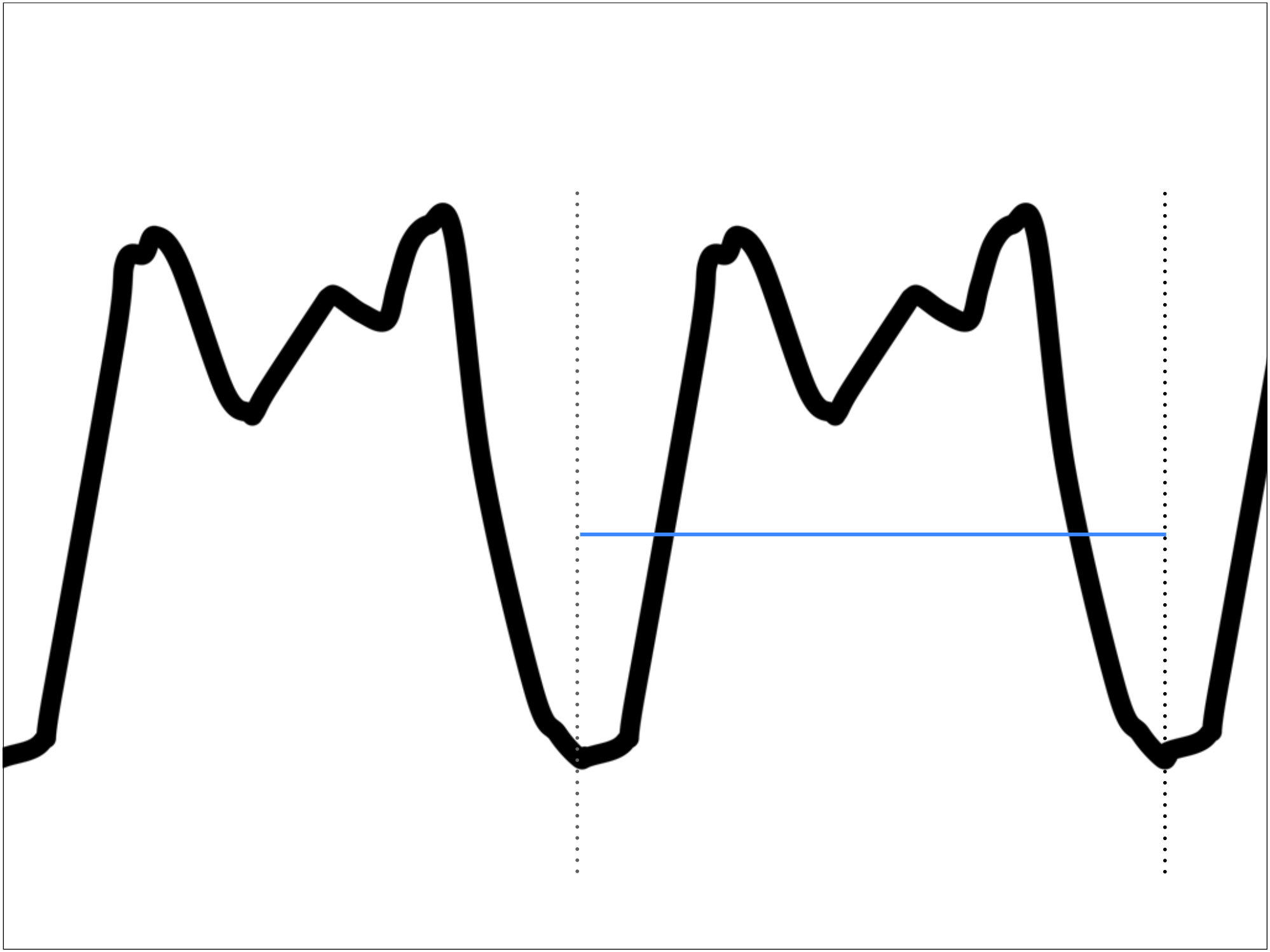


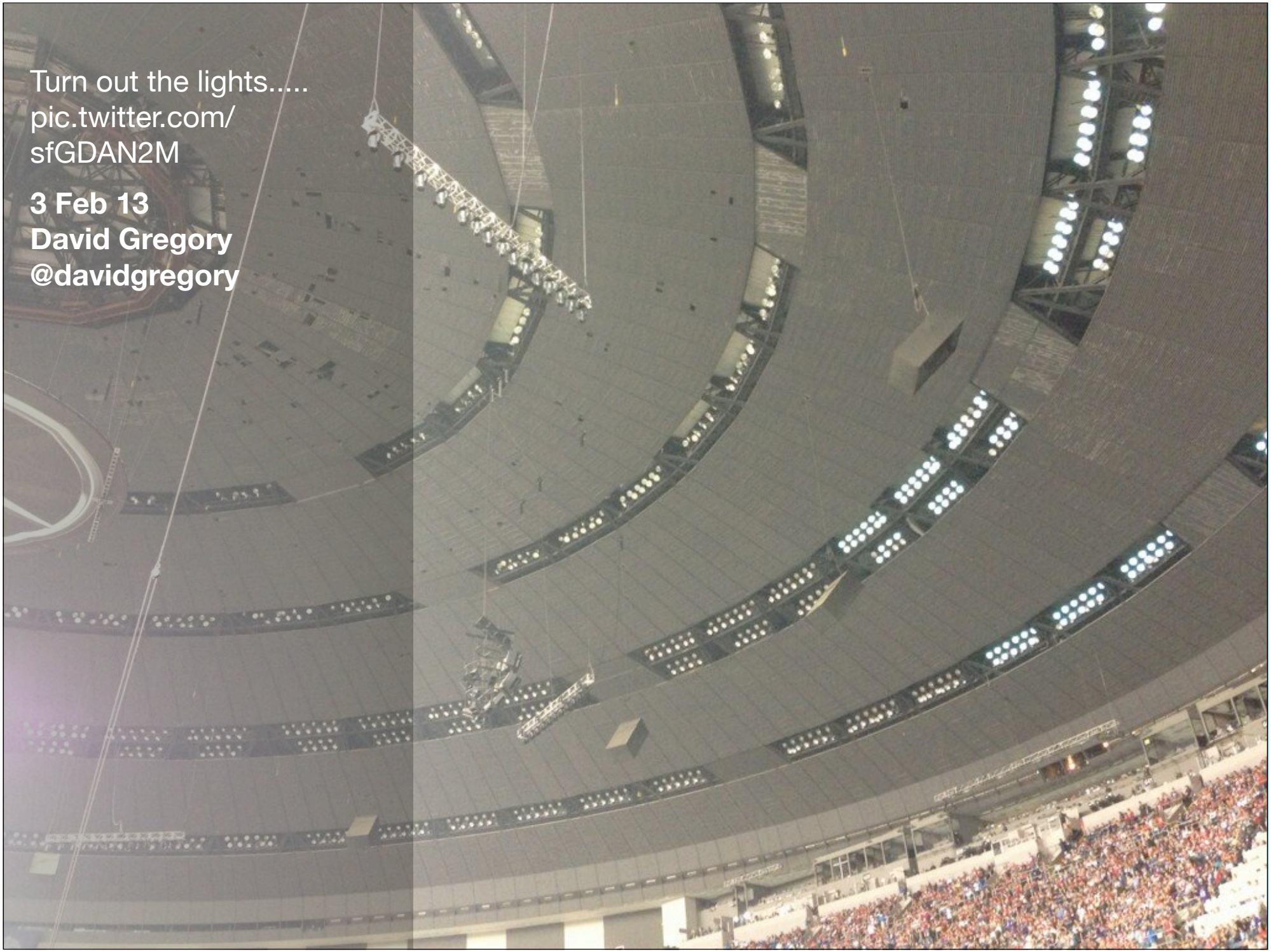
my heart beats

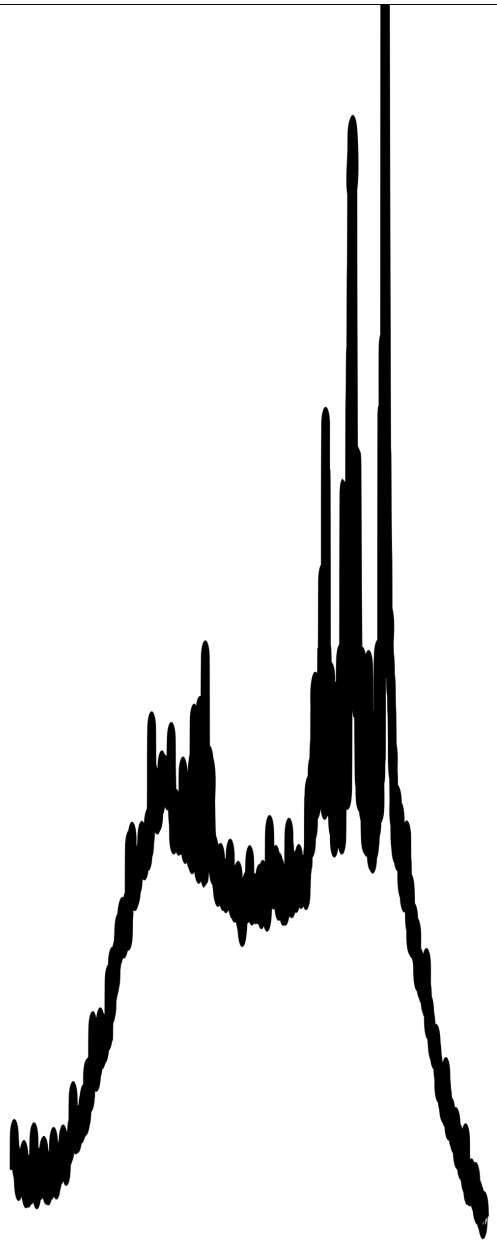
90,000

times a day

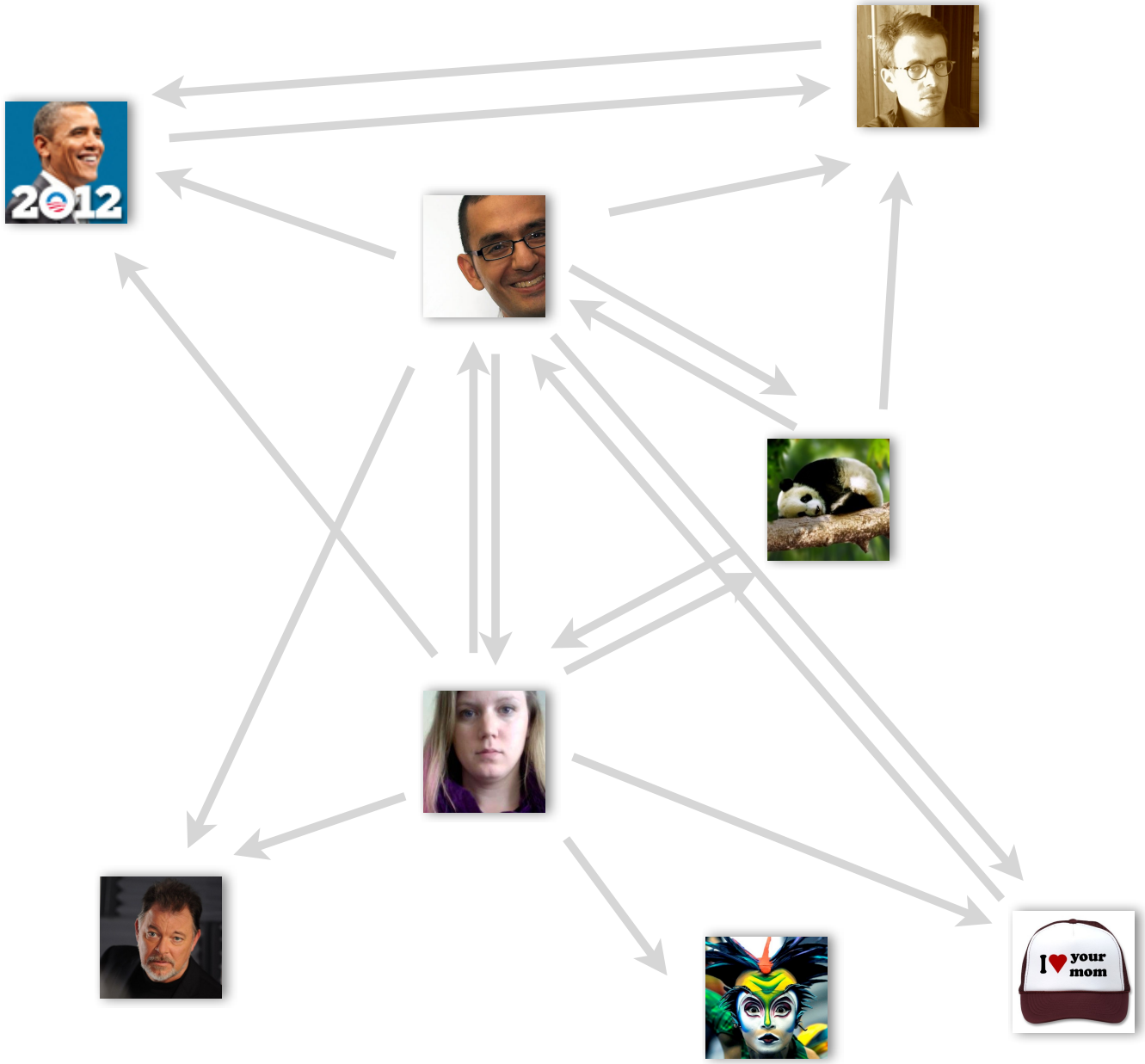





Turn out the lights.....
pic.twitter.com/
sfGDAN2M
3 Feb 13
David Gregory
@davidgregory



UTC-8
Los Angeles, Vancouver
Tweets/Second: 7137
UTC+9
Tokyo, Seoul
Tweets/Second: 33388
UTC+7
Bangkok, Jakarta
Tweets/Second: 11675
UTC-5
New York, Bogota
Tweets/Second: 13336
UTC
London, Lisbon
Tweets/Second: 9455


2012
I ♥ your mom

What's the max vertex degree?

A. 0

B. 10

C. 1 million

D. There is no max

@justinbieber

36 million followers

@ladygaga

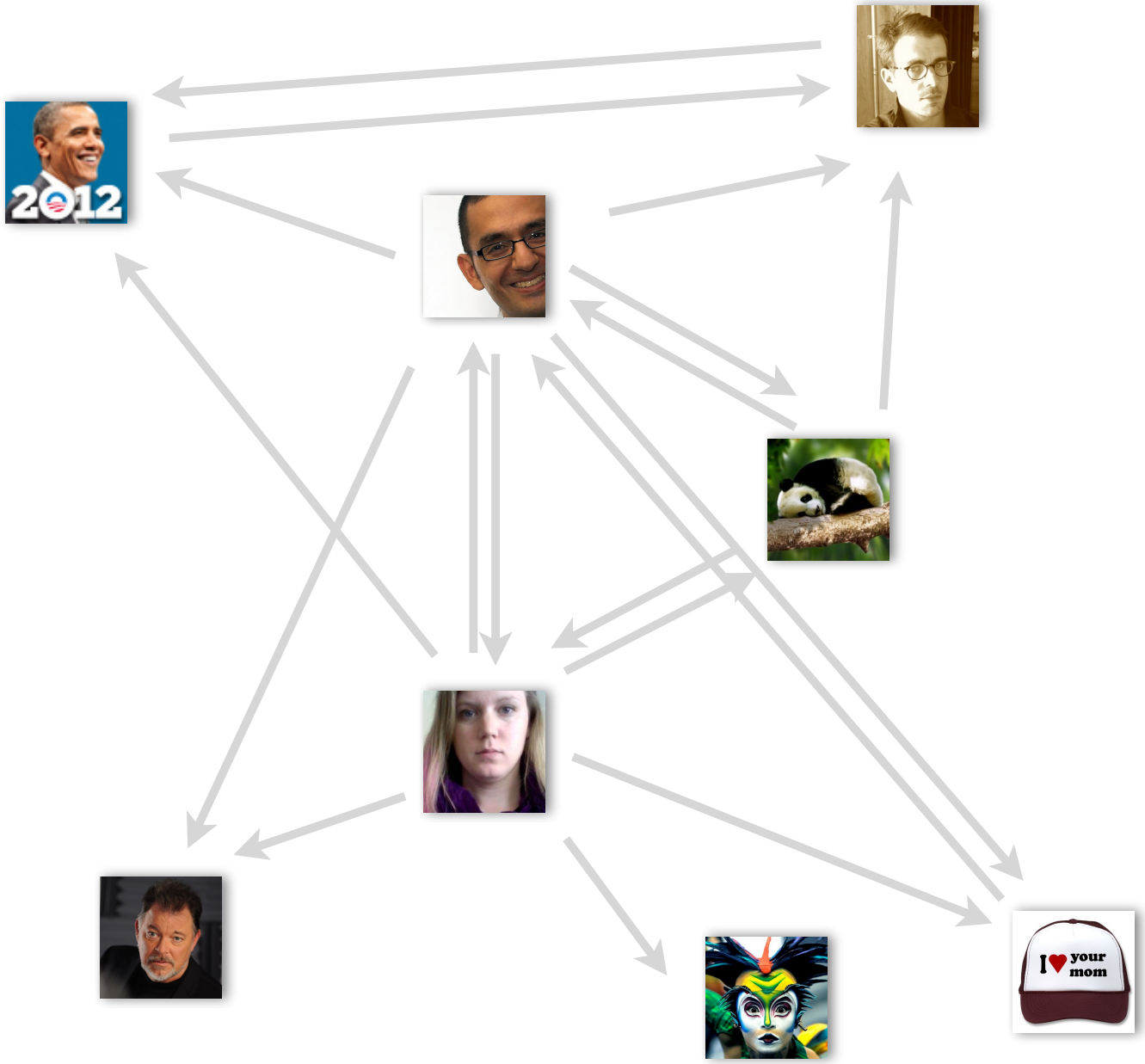
35 million followers

@BarackObama

28 million followers

@rlotun

0.000002 million followers

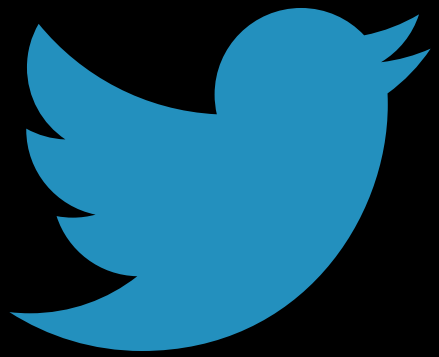

2012
I ♥ your mom

about

BILLIONS

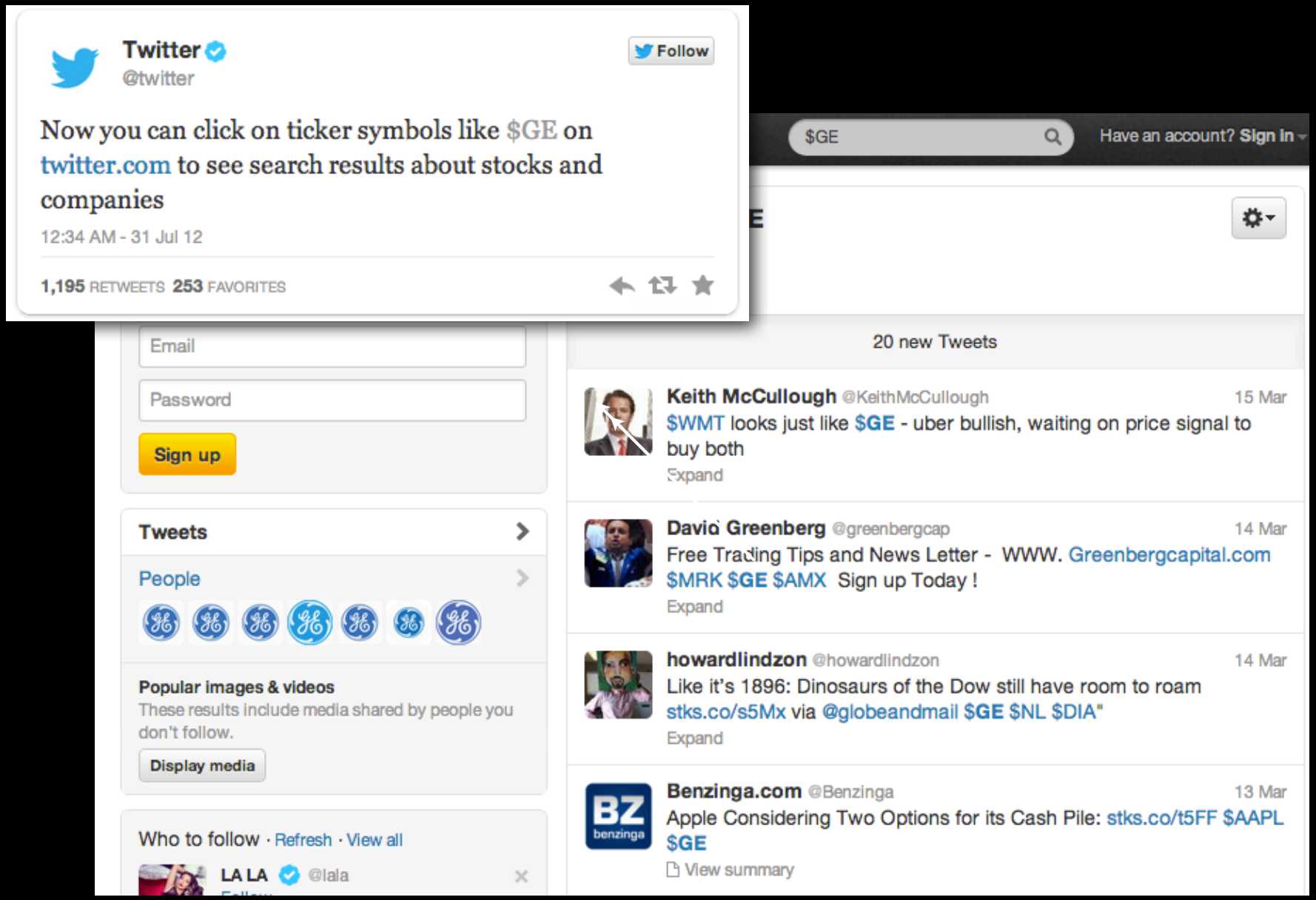
of deliveries a day

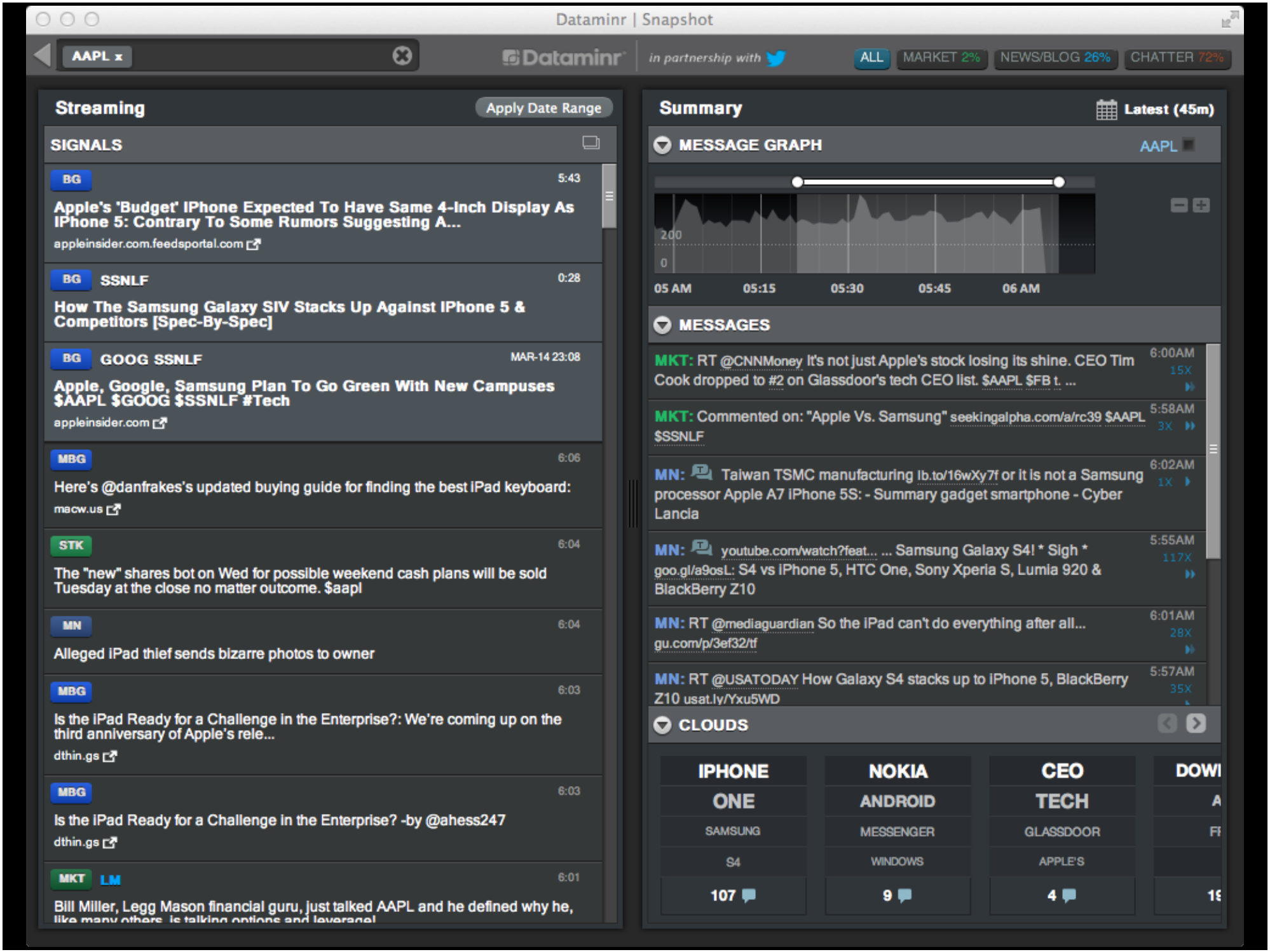
We have a lot of data

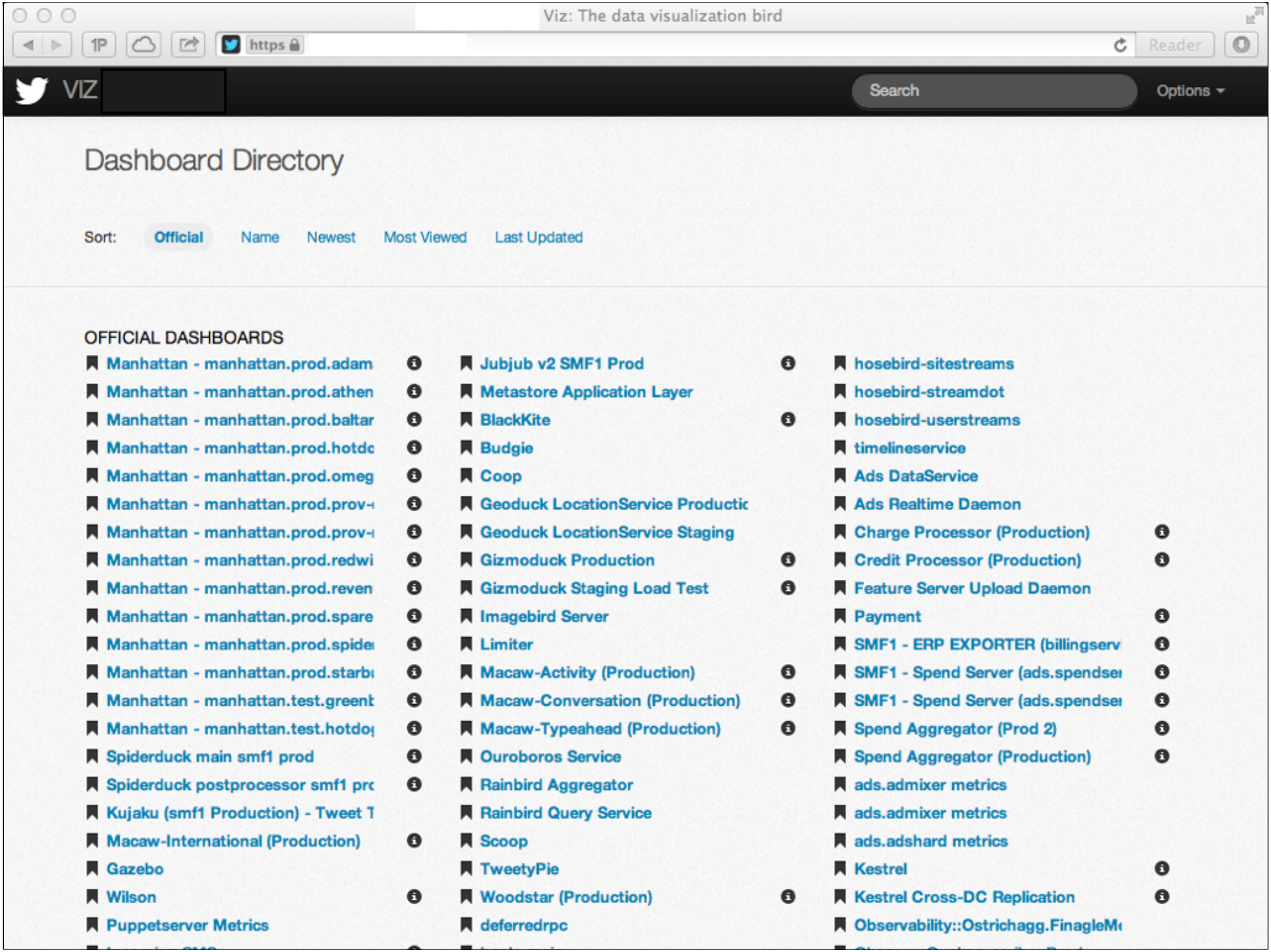


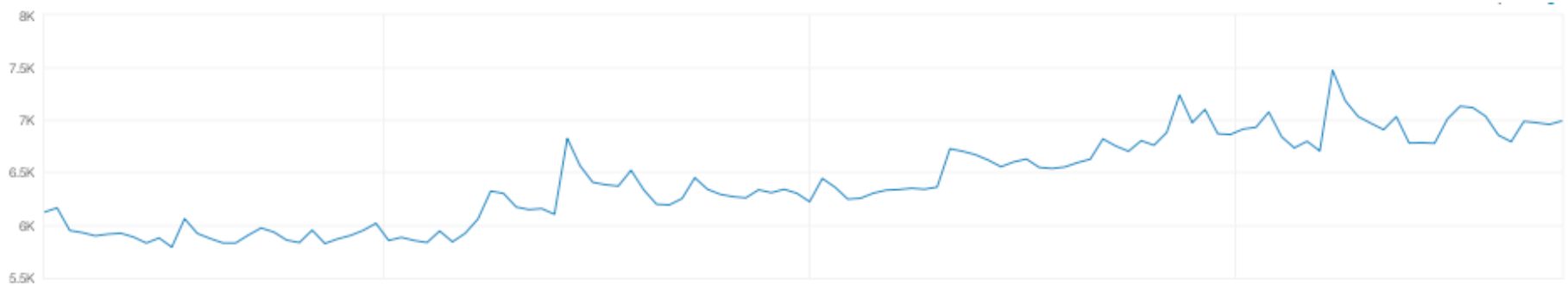
User generated	Tweets, DMs, follows, favorites
System generated	User behavior, activity, system-level metrics, logs

What are the questions we want to answer?


Twitter
@twitter
Follow
Now you can click on ticker symbols like $GE on twitter.com to see search results about stocks and companies
12:34 AM - 31 Jul 12
1,195 RETWEETS 253 FAVORITES
$GE
Have an account? Sign in
Email
Password
Sign up
Tweets
People
Popular images & videos
These results include media shared by people you don't follow.
Display media
Who to follow · Refresh · View all
LA LA @lala
20 new Tweets
Keith McCullough @KeithMcCullough 15 Mar
$WMT looks just like $GE - uber bullish, waiting on price signal to buy both
Expand
David Greenberg @greenbergcap 14 Mar
Free Trading Tips and News Letter - WWW. Greenbergcapital.com $MRK $GE $AMX Sign up Today !
Expand
howardlindzon @howardlindzon 14 Mar
Like it's 1896: Dinosaurs of the Dow still have room to roam stks.co/s5Mx via @globeandmail $GE $NL $DIA"
Expand
Benzinga.com @Benzinga 13 Mar
Apple Considering Two Options for its Cash Pile: stks.co/t5FF $AAPL $GE
View summary


Dataminr | Snapshot
AAPL x
Dataminr
in partnership with
ALL
MARKET 2%
NEWS/BLOG 26%
CHATTER 72%
Streaming
Apply Date Range
SIGNALS
BG 5:43
Apple's 'Budget' IPhone Expected To Have Same 4-Inch Display As IPhone 5: Contrary To Some Rumors Suggesting A...
appleinsider.com.feedsportal.com
BG SSNLF 0:28
How The Samsung Galaxy SIV Stacks Up Against IPhone 5 & Competitors [Spec-By-Spec]
BG GOOG SSNLF MAR-14 23:08
Apple, Google, Samsung Plan To Go Green With New Campuses $AAPL $GOOG $SSNLF #Tech
appleinsider.com
MBG 6:06
Here's @danfrakes's updated buying guide for finding the best iPad keyboard:
macw.us
STK 6:04
The "new" shares bot on Wed for possible weekend cash plans will be sold Tuesday at the close no matter outcome. $aapl
MN 6:04
Alleged iPad thief sends bizarre photos to owner
MBG 6:03
Is the iPad Ready for a Challenge in the Enterprise?: We're coming up on the third anniversary of Apple's rele...
dthin.gs
MBG 6:03
Is the iPad Ready for a Challenge in the Enterprise? -by @ahess247
dthin.gs
MKT LM 6:01
Bill Miller, Legg Mason financial guru, just talked AAPL and he defined why he,
Summary
Latest (45m)
MESSAGE GRAPH
AAPL
200
0
05 AM
05:15
05:30
05:45
06 AM
MESSAGES
MKT: RT @CNNMoney It's not just Apple's stock losing its shine. CEO Tim Cook dropped to #2 on Glassdoor's tech CEO list. $AAPL $FB t. ... 6:00AM 15X
MKT: Commented on: "Apple Vs. Samsung" seekingalpha.com/a/rc39 $AAPL $SSNLF 5:58AM 3X
MN: Taiwan TSMC manufacturing lb.to/16wXy7f or it is not a Samsung processor Apple A7 iPhone 5S: - Summary gadget smartphone - Cyber Lancia 6:02AM 1X
MN: youtube.com/watch?feat... ... Samsung Galaxy S4! * Sigh * goo.gl/a9osL: S4 vs iPhone 5, HTC One, Sony Xperia S, Lumia 920 & BlackBerry Z10 5:55AM 117X
MN: RT @mediaguardian So the iPad can't do everything after all... gu.com/p/3ef32/tf 6:01AM 28X
MN: RT @USATODAY How Galaxy S4 stacks up to iPhone 5, BlackBerry Z10 usat.ly/Yxu5WD 5:57AM 35X
CLOUDS
IPHONE ONE SAMSUNG S4 107
NOKIA ANDROID MESSENGER WINDOWS 9
CEO TECH GLASSDOOR APPLE'S 4
DOWI


Viz: The data visualization bird
https
Reader
VIZ
Search
Options
Dashboard Directory
Sort:
Official
Name
Newest
Most Viewed
Last Updated
OFFICIAL DASHBOARDS
Manhattan - manhattan.prod.adam
Manhattan - manhattan.prod.athen
Manhattan - manhattan.prod.baltar
Manhattan - manhattan.prod.hotdc
Manhattan - manhattan.prod.omeg
Manhattan - manhattan.prod.prov-
Manhattan - manhattan.prod.prov-
Manhattan - manhattan.prod.redwi
Manhattan - manhattan.prod.reven
Manhattan - manhattan.prod.spare
Manhattan - manhattan.prod.spide
Manhattan - manhattan.prod.starbu
Manhattan - manhattan.test.greent
Manhattan - manhattan.test.hotdo
Spiderduck main smf1 prod
Spiderduck postprocessor smf1 prc
Kujaku (smf1 Production) - Tweet T
Macaw-International (Production)
Gazebo
Wilson
Puppetserver Metrics
Jubjub v2 SMF1 Prod
Metastore Application Layer
BlackKite
Budgie
Coop
Geoduck LocationService Productic
Geoduck LocationService Staging
Gizmoduck Production
Gizmoduck Staging Load Test
Imagebird Server
Limiter
Macaw-Activity (Production)
Macaw-Conversation (Production)
Macaw-Typeahead (Production)
Ouroboros Service
Rainbird Aggregator
Rainbird Query Service
Scoop
TweetyPie
Woodstar (Production)
deferredrpc
hosebird-sitestreams
hosebird-streamdot
hosebird-userstreams
timelineservice
Ads DataService
Ads Realtime Daemon
Charge Processor (Production)
Credit Processor (Production)
Feature Server Upload Daemon
Payment
SMF1 - ERP EXPORTER (billingserv
SMF1 - Spend Server (ads.spendse
SMF1 - Spend Server (ads.spendse
Spend Aggregator (Prod 2)
Spend Aggregator (Production)
ads.admixer metrics
ads.admixer metrics
ads.adshard metrics
Kestrel
Kestrel Cross-DC Replication
Observability::Ostrichagg.FinagleM


8K
7.5K
7K
6.5K
6K
5.5K

Batch vs Real-time

Batch: "A quantity or number taken together"

- think search engine: building the search index
- 'solved problem': Google's MapReduce

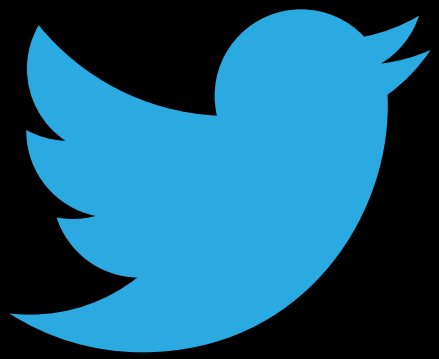
Real-time: "Now. This instant"

- knowing what to look for in advance
- Twitter is a specific implementation of a "real-time" system

what happens in the

world

happens on



Thank you!

Questions?

@rlotun