

Using sociological needs to characterize profiles and contents for Microblog search

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Abstract. In this work we investigate the issue of modeling users' sociological needs. We introduce a sociological model approach for Microblog Search based sociological needs Categorization and Opinion Mining from textual content to explain why Vodkaster's 100,000 users express their opinions and how it can be used for Microblog Search about Festival.

1 Summary

Queries used for the Microblog Search task from Micro Blog Cultural Contextualization CLEF lab are extracted from the French VodKaster Film Micro Reviews dealing with festival. Microblog Search task aims at finding the most relevant tweets to each queries.

Since 2009, Vodkaster has been providing an unique digital movie experience, by self establishing a position as a pioneer in tomorrow's movie experience. As an online social media, Vodkaster carries the proven concept of Twitter's 140 characters to allow its users to share their movies experiences using Microblog like reviews combined with typical five stars ratings. Later, from 2014 to 2016, Vodkaster launched the first digital DVD market-place [1] mastering the whole process from digitization to personalized recommendation [2] and selling [3] going from DVD to E-Cinema experience.

As well as on each Social Media, Vodkaster users' are getting used to talk about anything and everything related to movies. More than explicit vote and implicitly by the mean of natural language, these users express different kind of opinion. As these reviews affect popularity and reputation of movies, directors, and then business, both reviews and authors may not have the same importance.

In this work we investigate the issue of modeling users' sociological needs. We introduce a sociological model approach for Microblog search based on sociological needs Categorization and Opinion Mining from textual content to explain why these users expressed their opinions.

Our objective is to observe why Vodkaster's users write their opinions, then by looking at the most similar twitter contents we aim at retrieving the same

writing reasons. For this analysis, we rely on the tweet corpus collected on in the framework of the CLEF 2017 Microblog Cultural Contextualization Track (the MC2@CLEF2017 lab has released a collection of 70 000 000 microblogs over 18 months dealing with cultural events the Microblog) [4]. Within this large corpus, we will study the .

2 VodKaster users' need categorization

We did analyze the 75 micro critics used as topics for the MC2 microblog search task in French. All these micro-critics mention some festival. We identified the following needs:

- Social relations (68%): socialization, identification with others, feeling of belonging, subjects of social conversations and interactions, substitution of interaction in real life,
- Emotional needs(21%): emotions, pleasure or feelings.
- Personal integration needs (1%): credibility, stability, status
- Personal identification (1%): developing, strengthening one's identity and values, seeking models, or behaving, identifying with an ideal
- Search for information (1%)
- Others (8%)

3 Correspondence with twitter users' need

Based on the Indri index provided by organizers we identified few microblogs that correspond to VodKaster users' need meanwhile they deal with similar topics like Cannes festival and films. Therefore, while syntactic and semantic analysis highlight the similarity between micro-critics and twitts, the in deep sociological analysis explains the existence of two distinct communities.

Among first 20 topics only 21 retrieved microblogs based on language model did correspond to VodKaster user's identified need. These 21 microblogs refer to the following seven topics:

- MC22017fr09 (Social Relations), The Rover: "Vide et poseur, le film de clture de festival pour bobos par excellence". ,
- MC22017fr10 (Social Relations), Maps to the Stars: "Le vrai meilleur film du festival de Cannes.",
- MC22017fr12 (Social Relations), Phnomnes: "La chronique du festival de Kyan est suffisamment loquente je crois...",
- MC22017fr13 (Emotional needs), Take Shelter: "Je me souviens en 2011, de cette claue au festival de Deauville. En 2014, le film repasse au festival et la claue est toujours l",
- MC22017fr17 (Social Relations), This is not a love story: "This is not a love story, c'est comme le festival de Sundance plein de bonnes ides et de bon sentiment mais force cela devient strotyp",

- MC22017fr18 (Emotional needs), Chante ton bac d’abord: “ Un documentaire que j’ai eu l’occasion de voir au festival du FIGRA du Touquet, et que j’ai ador, un film que je recommande grandement.”
- MC22017fr19 (Emotional needs), Prsum coupable: “ Le dsarroi criant que le spectateur n’a aucun mal ressentir... Merci pour ce festival d’motions... Qui tord les tripes !”

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