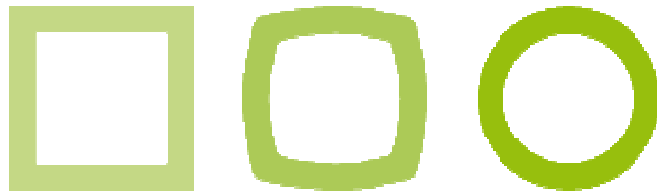


**decima**  
conferenza nazionale  
di statistica



**statistica 2.0**

**vivere l'innovazione**  
al servizio della società

# La cultura del dato nei social networks

Davide Bennato  
Università di Catania  
[dbennato@unict.it](mailto:dbennato@unict.it)

# Una rete di dati

- Una nuova visibilità sociale del dato
  - La ricerca di dati grezzi per motivi professionali
    - Presentazioni aziendali, dati marketing
  - La necessità di condividere informazioni via web
    - Gruppi di lavoro delocalizzati e asincroni
  - La consapevolezza di essere fonte di dati online
    - Il numero di “amici”, il numero di *follower*, gli accessi al blog
- Le modalità di rappresentazione dei dati nei social media
  - Numeri: informazioni quantitative (torte, grafici, istogrammi)
  - Testo: informazioni testuali (quantitative, qualitative/tagcloud)
  - Tempo: informazioni cronologiche (timeline)
  - Relazioni astratte: grafi di rapporti o di idee (network: social, semantic)
  - Relazioni geografiche: elementi su una mappa (mapping, GPS, LBN)

# Le nuove forme di cultura del dato

- Nuovi usi sociali dei dati e del loro trattamento reso possibile dalle piattaforme del web partecipativo
  - Datasharing
    - Strumenti che consentono la condivisione di set di dati
  - Data visualization
    - Strumenti che consentono di rappresentare visivamente una serie di dati
  - Personal datamining
    - Strumenti che consentono di raccogliere dati sulle proprie attività (online/offline)
  - Data-storytelling
    - Strumenti che usano i dati per raccontare storie

**factual.** Develop | Login | Create Account

## Build on Living Data

Simple data APIs for building web & mobile apps

### Explore Data

Factual has constantly evolving data on thousands of topics. Explore a few verticals:

- » Local
- » Entertainment
- » Education
- » Government
- » Health
- » See all....

Access great data without paying much (or anything!)

### Connect to Data

An array of developer APIs and tools for what you want to do:

- Server APIs
- Web Apps
- Geo Tools
- Coming Soon Mobile SDKs

**Developers: Get Started Here**

### We need awesome engineers

to work on mind-blowingly hard data problems.

» [Learn more](#)

See how companies are using Factual:

Newsweek | Demand Media | Kosmix | spatialMatch

Twitter | Facebook | RSS

Factual

<http://www.factual.com/>

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Contact Details & About Us

## PublishMyData a Linked Data publishing platform

Our approach makes data easy to find and use

Explore the data now!



Got data to publish?



What is Linked Data and why is it important?

*Latest News: UK postcodes now on PublishMyData. [Read more on our blog.](#)*

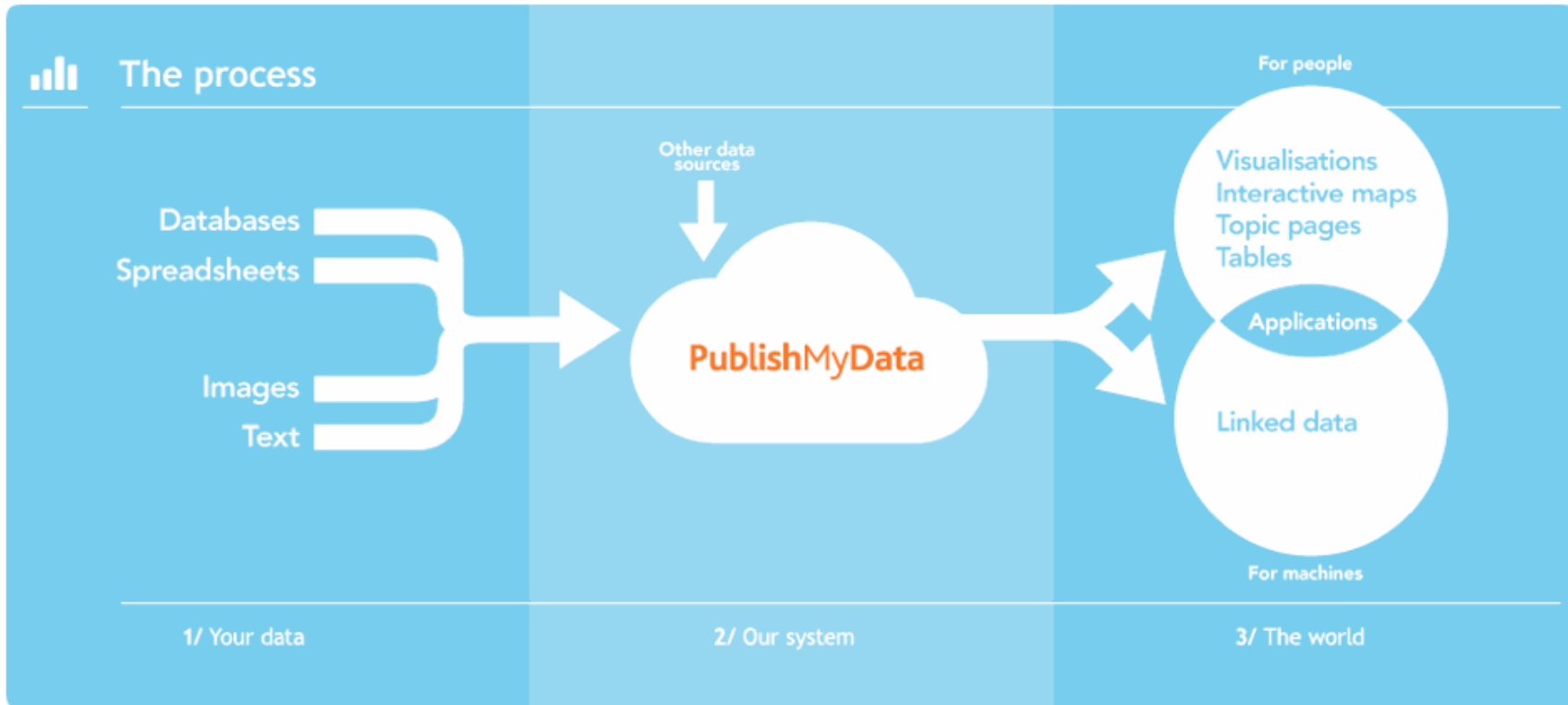
*You can [Register your interest](#) to keep up to date with developments.*

## PublishMyData

<http://publishmydata.com/>

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PublishMyData  
<http://publishmydata.com/>

Many Eyes

Explore

- Visualizations
- Data sets
- Comments
- Topic centers

Participate

- Create a visualization
- Upload a data set
- Create a topic center
- Register

Learn more

- Quick start
- Visualization types
- About Many Eyes
- Privacy
- Blog

Try our featured visualizations

Median Household Income



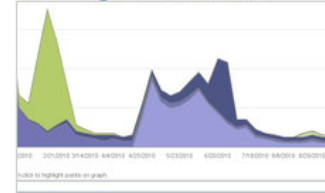
American Community Survey 2005-09 average  
by crampell

Charles Dickens Classic... A Christmas Carol



Novella from 1843.  
by Jenshi

2010 Google news searches



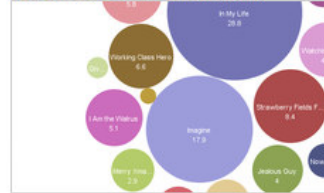
Select Topics  
by HLoney

Histogram of Calories in Fish



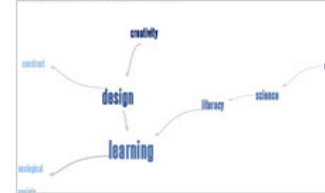
Based on 100g  
by Steve\_McD

Favourite John Lennon song

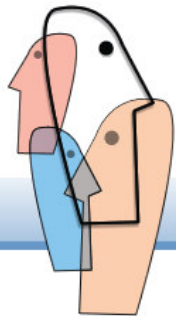


Liverpool ECHO readers' favourite John Lennon song  
by sbrad

BigIdeasFest 2010



Tweet data  
by MultiLinguaTags



An experiment brought to you by IBM Research and the IBM Cognos software group

# Many Eyes

<http://www-958.ibm.com/software/data/cognos/manyeyes/>



13

Get started! Enter Workspace

About Support Blog Gallery Videos Social

FileLoader 0 file loaded String

compareLists 79 Table

stringTransformations 20 String

splitString 13 StringList

string

true boolean

stringTransformations 6 String

splitString 3 StringList

compareLists 30 Table

string


About Terms of Service Privacy



Impure

<http://www.impure.com/>

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™ USER NAME:  PASSWORD:   (  REMEMBER ME ON THIS COMPUTER )

---

# HELLO...

DAYTUM HELPS YOU COLLECT,  
CATEGORIZE AND COMMUNICATE  
YOUR EVERYDAY DATA.

---

START USING DAYTUM

BEGIN COLLECTING AND EXPLORING YOUR DATA TO REVEAL THE BIGGER PICTURE. [LEARN MORE...](#)

CREATE YOUR ACCOUNT

---


WHAT'S NEW?

**BACKEND UPGRADE**  
MAY 23, 2010: NUMEROUS SERVER AND CODE IMPROVEMENTS TO ALLOW TESTING OF THE API.


MORE RECENT UPDATES...

---


WHO USES DAYTUM?

 [RYAN](#) USES DAYTUM TO TRACK HIS 1220 BIKE MILES


---

 [FSANTELLO](#): (4 MINUTES AGO)  
ADDED 1.0 THE ANGLERS OF ARZ TO "LENDO ATUALMENTE"


---

 [HVARCEGOVAC](#): (4 MINUTES AGO)  
ADDED 1.0 BUFFET TO "LUNCH DATA"

---

 [HVARCEGOVAC](#): (4 MINUTES AGO)  
ADDED 1.0 SUIT DAY TO "NUMBER OF TIMES THAT I HAVE WORN A SUIT TO WORK"

---

 [FSANTELLO](#): (7 MINUTES AGO)  
ADDED 1.0 COPO 250 ML TO "ÁGUA INGERIDA"

---

MORE ACTIVITY...

Daytum

<http://www.daytum.com/>

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bedpost BETA It's business time.
 A FUNCTIONAL, INC PRODUCT    FEEDBACK & SUPPORT    CONTACT US

---

## Ever wonder how often you get busy?

Bedpost is a **personal** web application that will give you some insight into **your** sex life.

**My stats for September, 2008**  
You're getting laid almost every other day

33 times    15 times    0 time

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13

**May 2, 2008**

What time did you start?

And this was with whom?

How long did it last?

How was it? ☆☆☆☆☆

Enter some descriptive tags:

Separate your tags with commas, & you start to type, we'll auto-fill the

For your eyes only, Bedpost offers zero social networking features other than partner logins (coming soon).

Simply log in after every time you have sex and fill out a few simple fields.

[July](#)

[August](#)

[September](#)

[October](#)

[November](#)

[December](#)

Pretty soon, you'll have a rolling history of your sex life on which to reflect.

**Beta Testers Sign In**

Username:

Password:

Remember me on this computer

[Sign In](#)

[Forgot your password?](#)

PRIVATE BETA SIGN-UP

**Bedpost Micro-blog**

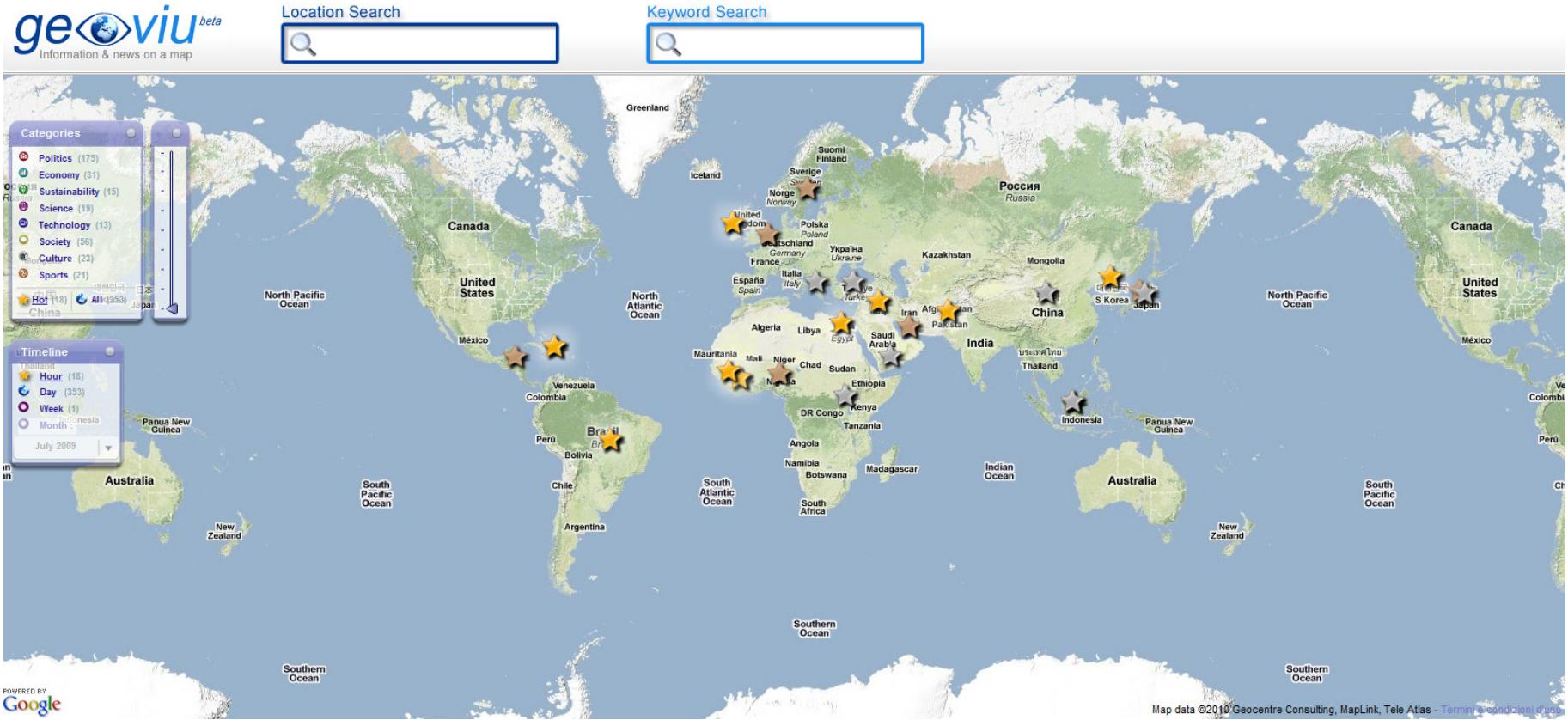
# Holy shit, I worked on Bedpost tonight. Fixed a bug with the matrix chart and fixed some bugs on v1.5.  
from [Twitter for iPad](#)

# Bedpost isn't dead, I promise. Just incubating on ideas for how to push it in a new direction. Open source? WordPress plugin? Thoughts?  
from [Tweeie for Mac](#)

# Having some problems with the user invite script. If you've signed up in the past couple months and haven't received an invite, stay tuned.  
from [Twitter for iPhone](#)



Bedpost  
<http://bedposted.com/>



Geoviu

<http://www.geoviu.com/>

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The screenshot shows the DataMasher website interface. At the top, there is a navigation bar with 'Register or Login', 'About', 'Contact', and 'Privacy' links. The main header features the 'DataMasher' logo with the tagline 'State data. Mash it!' and buttons for 'The Mashups' and 'The Data'. Below the header, the 'How it works' section outlines a three-step process: 1. Pick a data set (Poverty Rate), 2. Choose an operator (+, -, ×, ÷), and 3. Pick another data set (Unemployment), resulting in 'Your Mashup!' (Poverty Rate + Unemployment). The 'What you get' section lists features: a map of state rankings, a table of state rankings, a discussion of the mashup, and a rating of the mashup (represented by three stars). Below this, there are filter tabs for 'Latest Mashups', 'Highest Rated', and 'Most Discussed'. A list of mashups is shown, including 'vascular mash' (Doctors per 100,000 resident population plus % of Population Covered by Health Insurance), 'Population: Census 2008 [plus] Tax Rates', and 'Earning potential based on high school graduation, GED or drop out [plus] earnings by unemployment'. On the right side, there are three call-to-action boxes: 'Ready? 1,570 Mashups and counting! Create a Mashup', 'Not registered? It's cool. Register Here', and 'Not enough data? Suggest some more! Suggest a Data Set'. A final box says 'Need something more statistically rigorous? Analyze This!'.




DataMasher

<http://www.datamasher.org/>

**TRUTHY**

Home Memes Gallery FAQ About Search

Truthy is a research project that helps you understand how memes spread online. With our images and statistics, you can help identify misuse of Twitter. Our first application was the study of astroturf campaigns in elections. Now we're extending our focus to the diffusion of *all* types of information in social media.

Click  Truthy when you see a **suspicious meme** on the Truthy site!

**Recent Updates**

Truthy @ Indiana  
[truthyatindiana](http://truthyatindiana)

Truthy interview aired on German radio:  
<http://on3.de/element/88...>  
2 days ago · reply


Just nominated <http://truthy.indiana.edu> for Most Creative Social Good Campaign  
<http://mash.to/2ImZn> #MashableAwards  
19 days ago · reply

Fake Tsunami Warning Sent from Hacked Twitter Account <http://t.co/dc9LPiP> via @ciro @mashable  
19 days ago · reply

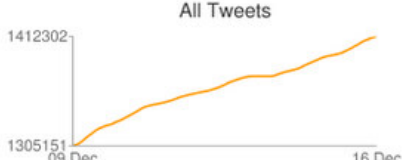
[Join the conversation](#)

**System Info**

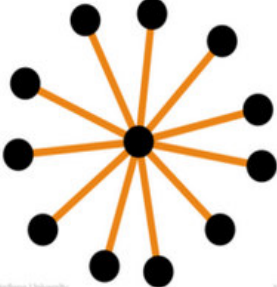
New Tweets



All Tweets




**From the Gallery**



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truthy.indiana.edu

One of a set of truthy memes smearing a candidate for U.S. Senate

© 2010 Truthy @ Indiana University Center for Complex Networks and Systems Research 

Truthy

<http://truthy.indiana.edu/>

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# Il futuro?

- Diffusione professionale della Visual analytics
  - L'editoria: infografica e mappe interattive (es.: NYT [Visualization Lab](#))
  - Il marketing: il social media monitoring
  - La gestione di processi: il *dashboarding*
- Cultura della visualizzazione diffusa
  - Informazione giornalistica
  - Interfacce sofisticate
  - Prodotti editoriali per specifiche piattaforme (iPad, Android)
- Le sfide: avvicinare ad una cultura del dato consapevole



Grazie dell'attenzione



**Skype**

davide.bennato

**Blog**

[www.tecnoetica.it](http://www.tecnoetica.it)

[www.processiculturali.it](http://www.processiculturali.it)

**Socialmedia**

<http://twitter.com/tecnoetica>

<http://friendfeed.com/davidebennato>

<http://www.facebook.com/davide.bennato>

<http://www.linkedin.com/in/davidebennato>

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