

TAPP: TUMBLR ANALYTICS

#tumblr #analytics #tvx #fandoms #socialnetworking



System Functionality

Analyze Tumblr users' behaviour and facilitate interactions with key Tumblr users.
Targeted audiences are media producers and Tumblr users.

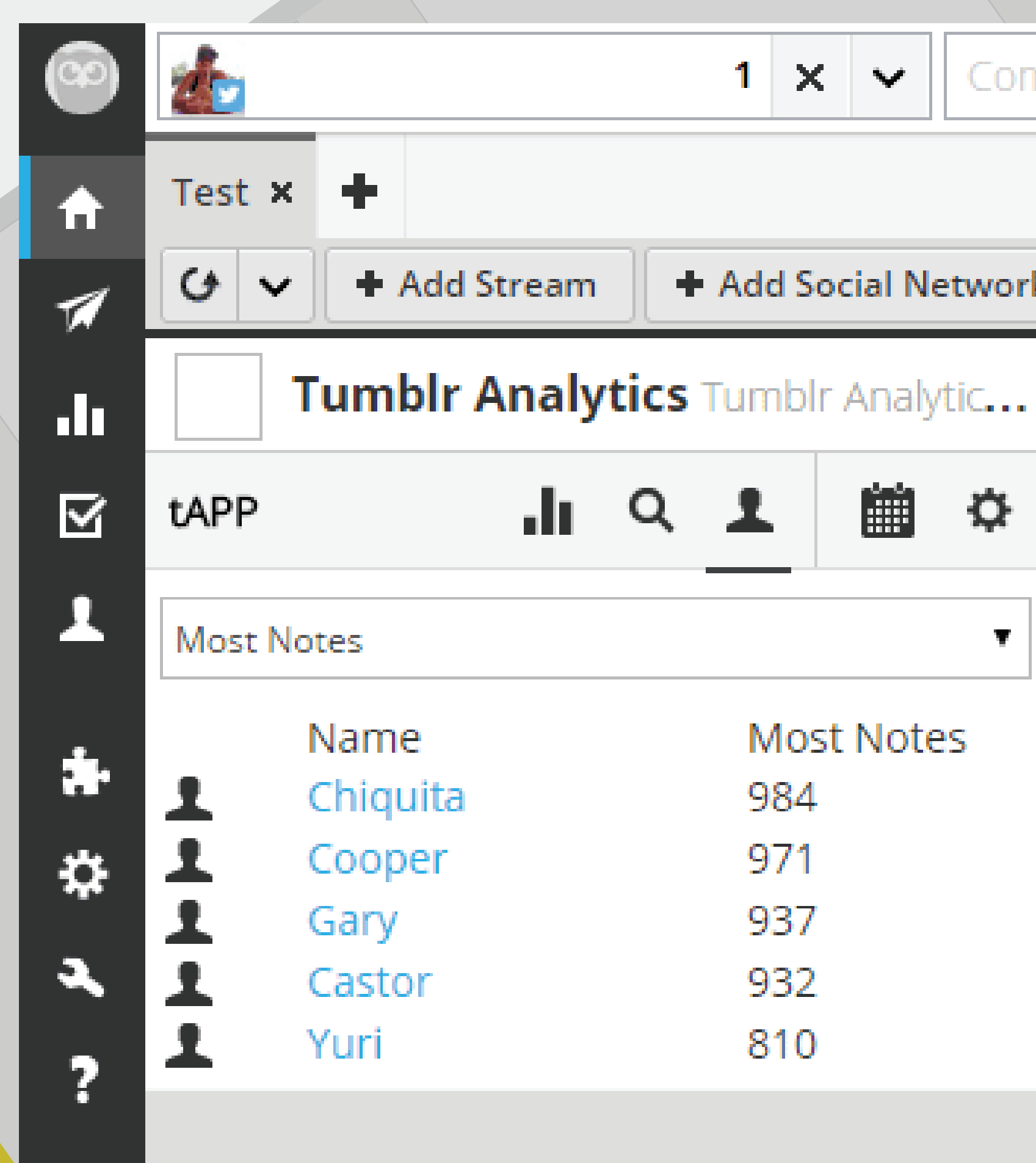
System Goal

To extend traditional metrics on TV show viewership by supplying both quantitative and qualitative data, including missed viewership around pirated torrents and DVDs.

System Overview

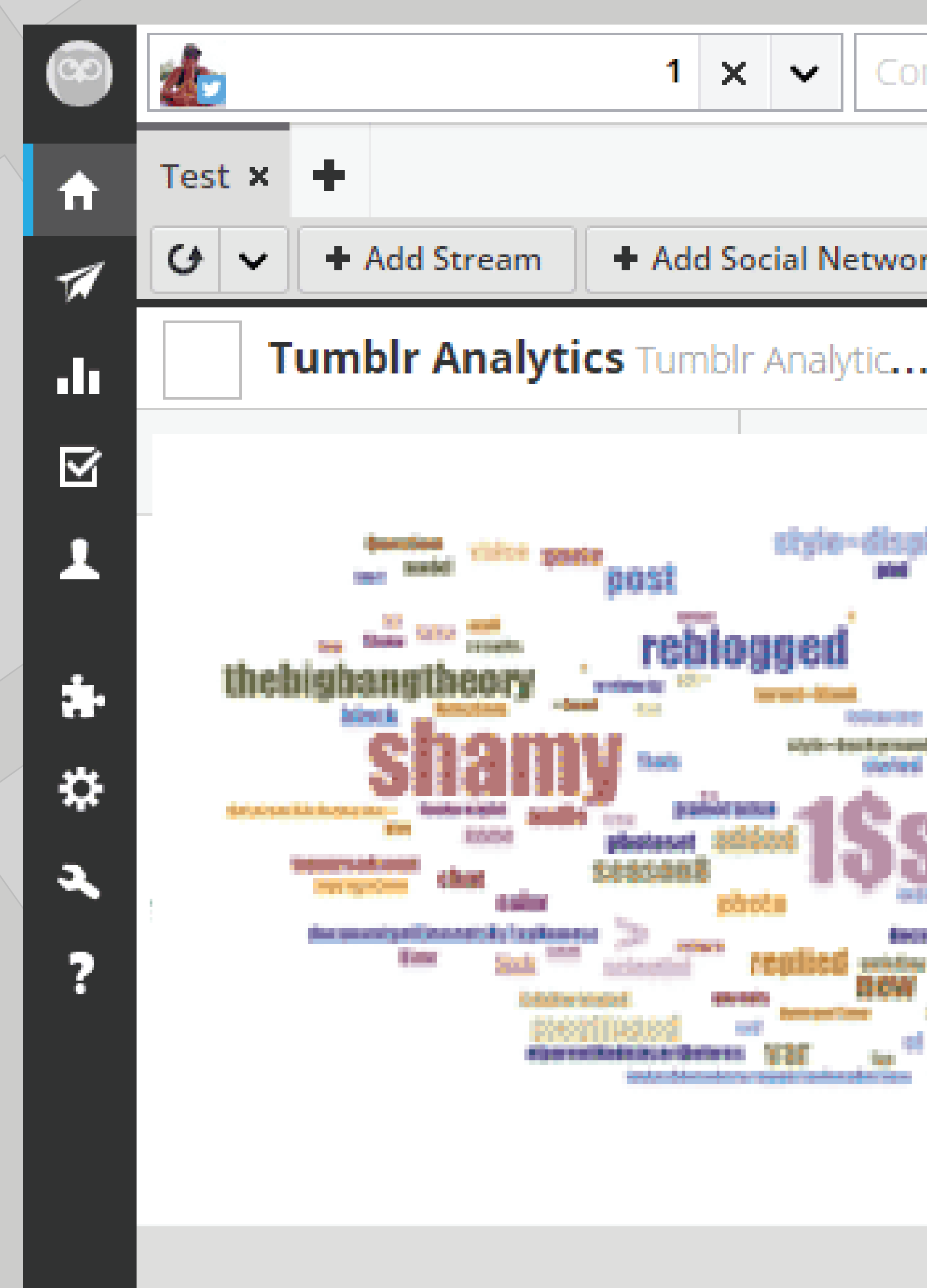


Interface Design



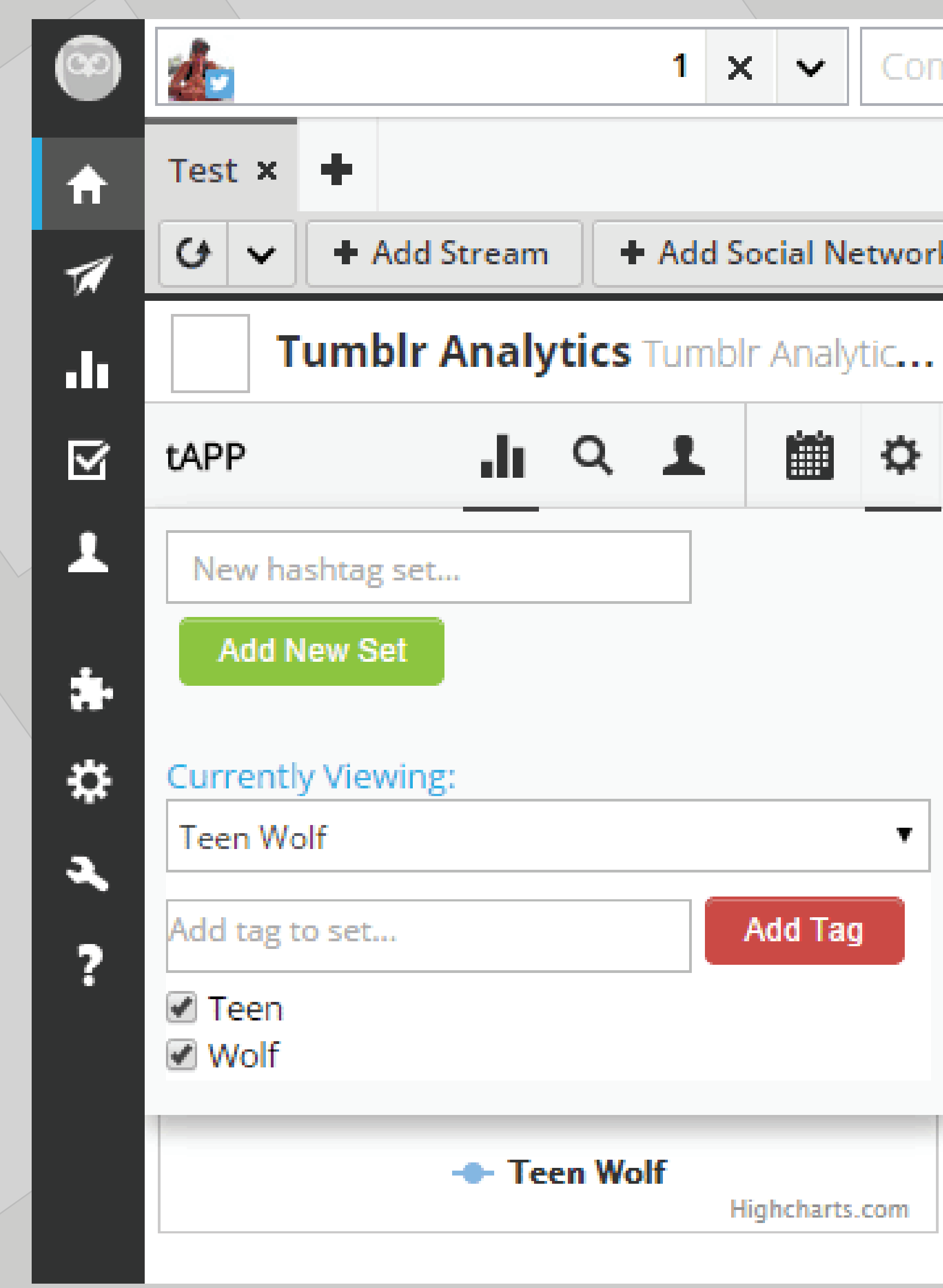
Key Contributors

- Top followed users
- Top contributing users
- Top re-blogged posts
- Top liked posts



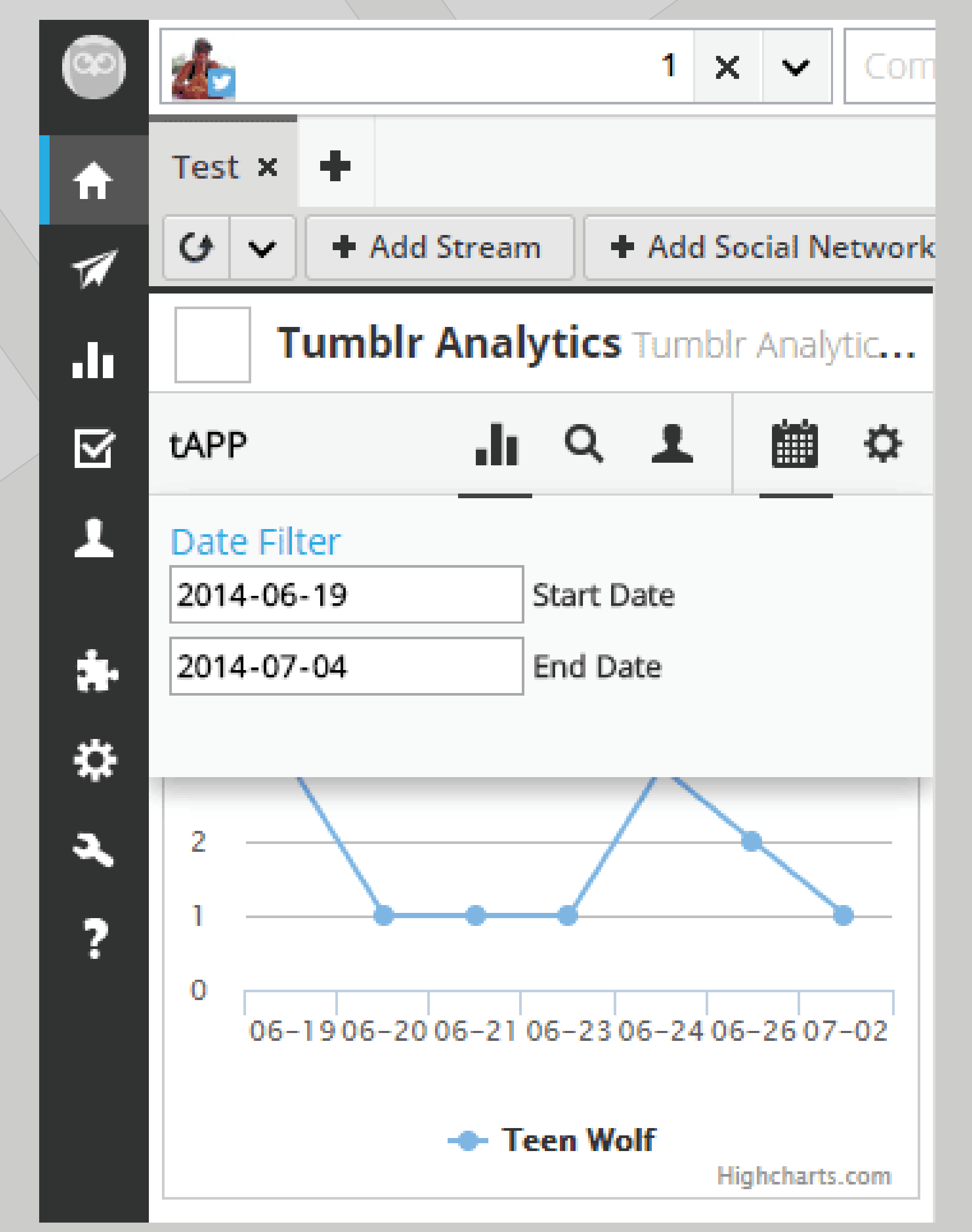
Explore Hashtags

Word cloud of the key contributors posted content to show the tApp user possible hashtags they could add to a hashtag set.



Tag Setting

Create new hashtag sets or edit existing hashtag sets. Hashtag sets are a user defined set of hashtags. These sets include like hashtags that represent a key metric.



Trending

Provides trending data on key performance metrics (e.g., number of mentions and popular posts specific to hashtags or hashtag sets).

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