

Title (en)
METHODS AND SYSTEMS FOR IDENTIFYING MARKERS OF COORDINATED ACTIVITY IN SOCIAL MEDIA MOVEMENTS

Title (de)
VERFAHREN UND SYSTEME ZUR IDENTIFIZIERUNG VON MARKERN KOORDINierter AKTIVITÄT BEI BEWEGUNGEN SOZIALER MEDIEN

Title (fr)
PROCÉDÉS ET SYSTÈMES D'IDENTIFICATION DE MARQUEURS D'ACTIVITÉ COORDONNÉE DANS DES MOUVEMENTS DE MÉDIAS SOCIAUX

Publication
EP 3642739 A4 20201111 (EN)

Application
EP 18819788 A 20180620

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- US 201762534172 P 20170718
- US 2018038639 W 20180620

Abstract (en)
[origin: WO2018237098A1] Methods and systems generally include determining coordinated activity in social media movements on a social media channel. The method includes identifying a plurality of markers of coordinated activity through analysis of campaign signals from the social media movements. The method includes configuring a data structure of the plurality of markers for a social media campaign on a social media channel. The plurality of markers includes a network dimension for representing how accounts are connected, a temporal dimension for representing patterns of messages over time, and a semantic dimension for representing a diversity of topics and meanings of the social media movements. The method includes analyzing the campaign signals indicative of the coordinate activity of the social media movements in the social media campaign including determining users within the social media campaign, determining clusters of users that make up the social media campaign, and determining relationships between the users participating in the social media movements, and determining propagation patterns across clusters of users, of the social media campaign.

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CPC (source: EP)
G06Q 30/0201 (2013.01); **G06Q 50/01** (2013.01)

Citation (search report)

- [I] US 2016048556 A1 20160218 - KELLY JOHN W [US], et al
- [I] US 2013232263 A1 20130905 - KELLY JOHN W [US], et al
- See references of WO 2018237098A1

Designated contracting state (EPC)
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