

Making Sense of the Chatter

Information Retrieval in a Crazy World (Wide Web)

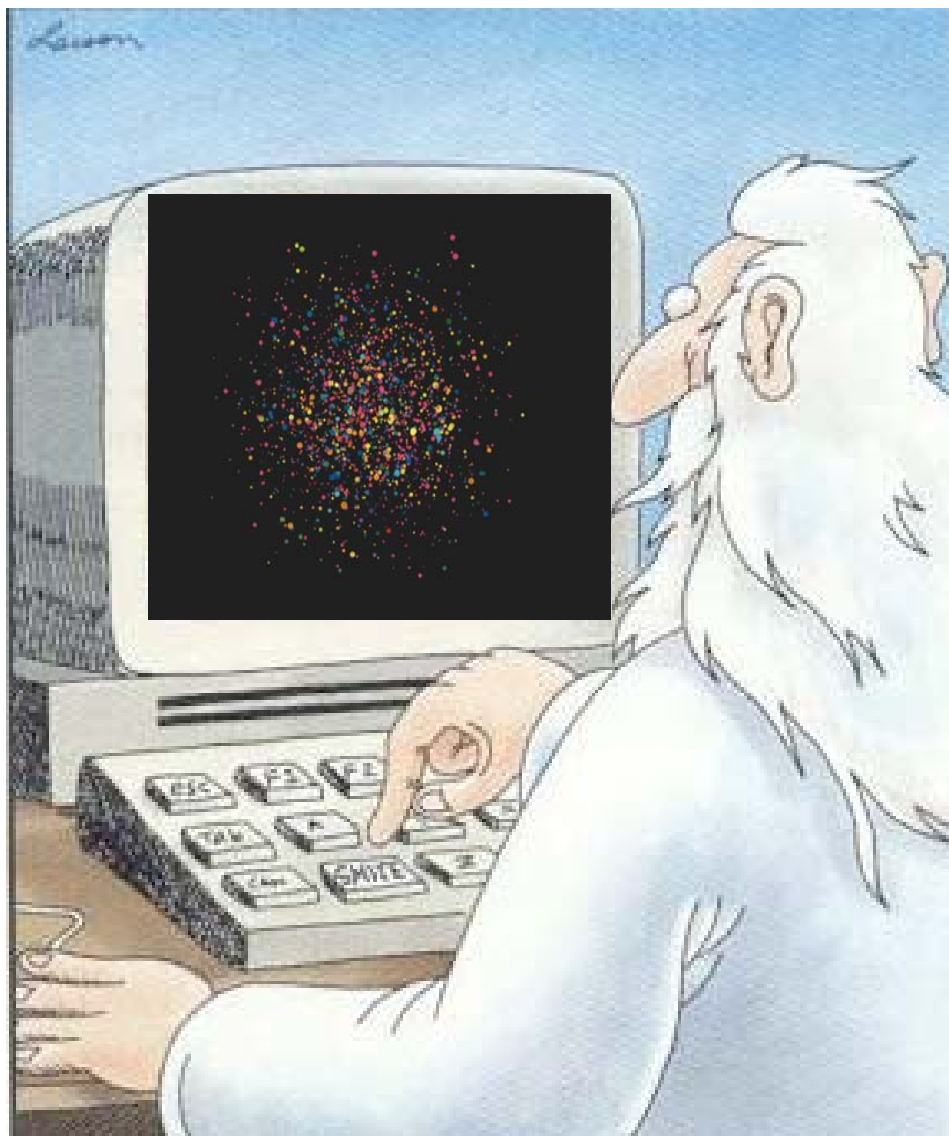
Sep Kamvar

Stanford University





How do you search in this crazy world?



A Couple of Forays

- **We Feel Fine:** continuously crawls the blogosphere for sentences that contain “**I feel**” or “**I am feeling**”
- **I Want You To Want Me:** continuously crawls online dating sites.



i feel loved

September 12, 2005 / from a 90 year old in louisville kentucky united states



Save



i wouldn't hide it if society didn't make me feel like i needed to

Jun 4, 2006 / from someone

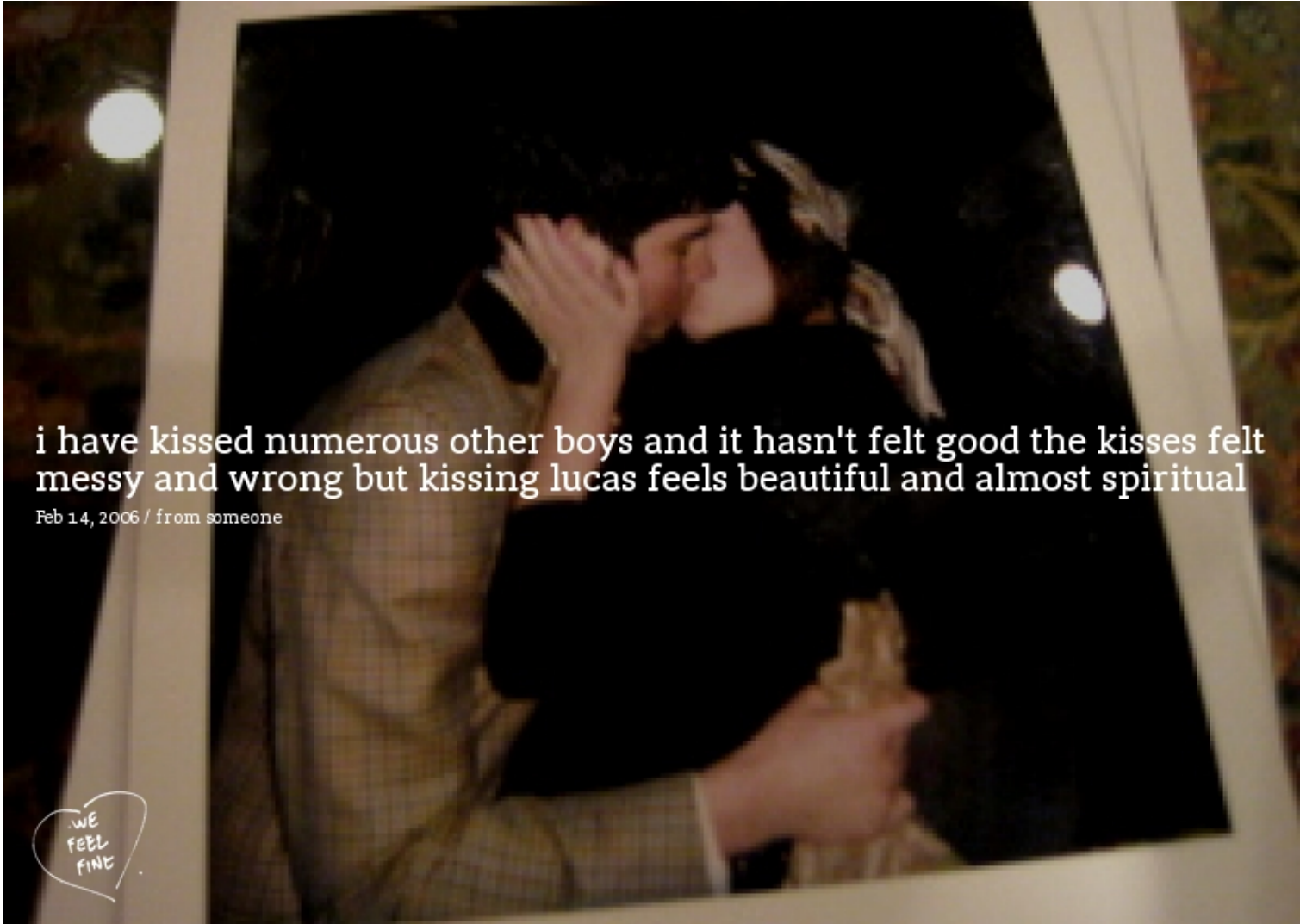
WE
FEEL
FINE



i feel these weirdos are actually an asset to college life

May 9, 2006 / from a 29 year old female in milford connecticut united states

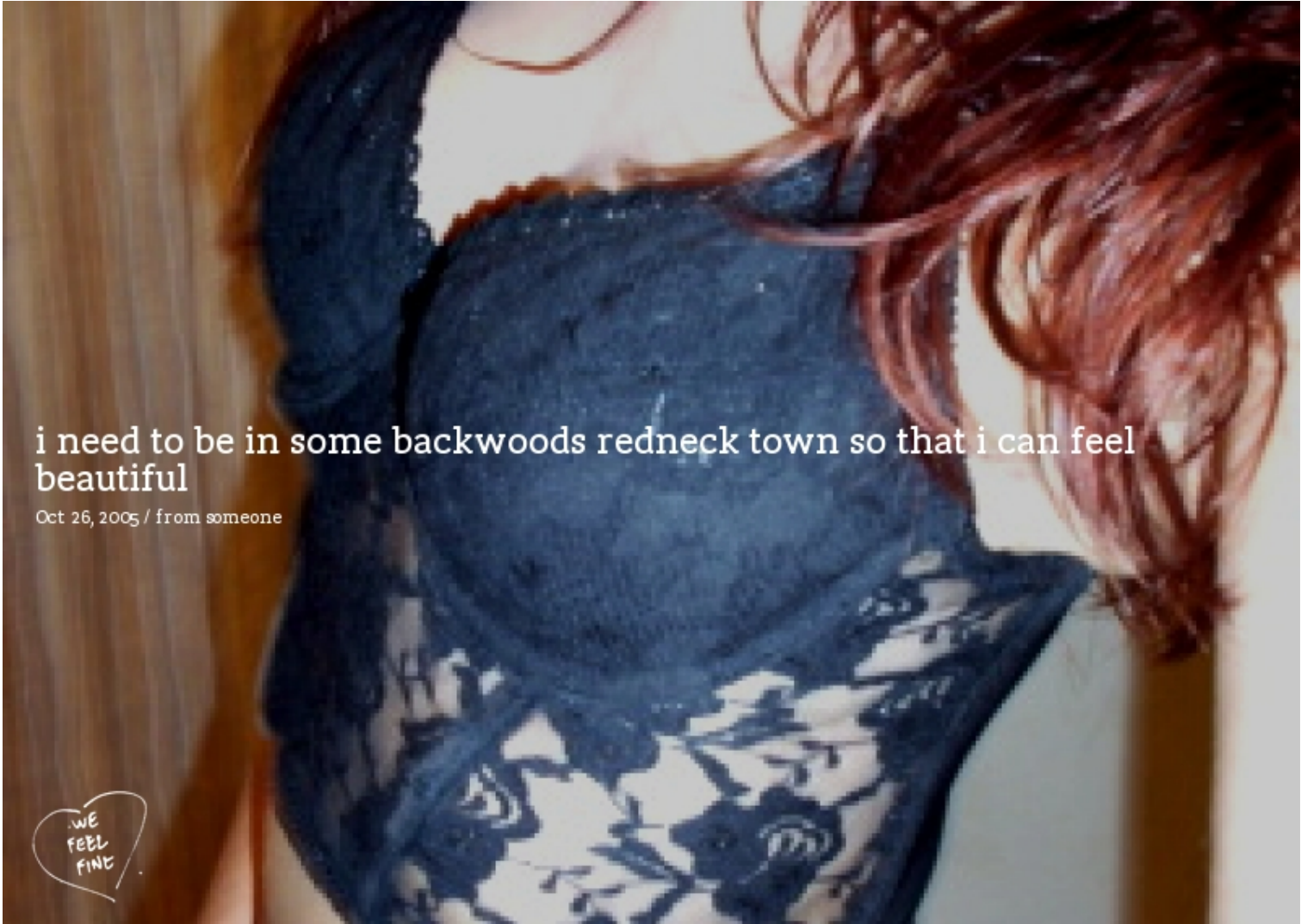
WE
FEEL
FINE



i have kissed numerous other boys and it hasn't felt good the kisses felt messy and wrong but kissing lucas feels beautiful and almost spiritual

Feb 14, 2006 / from someone





i need to be in some backwoods redneck town so that i can feel
beautiful

Oct 26, 2005 / from someone





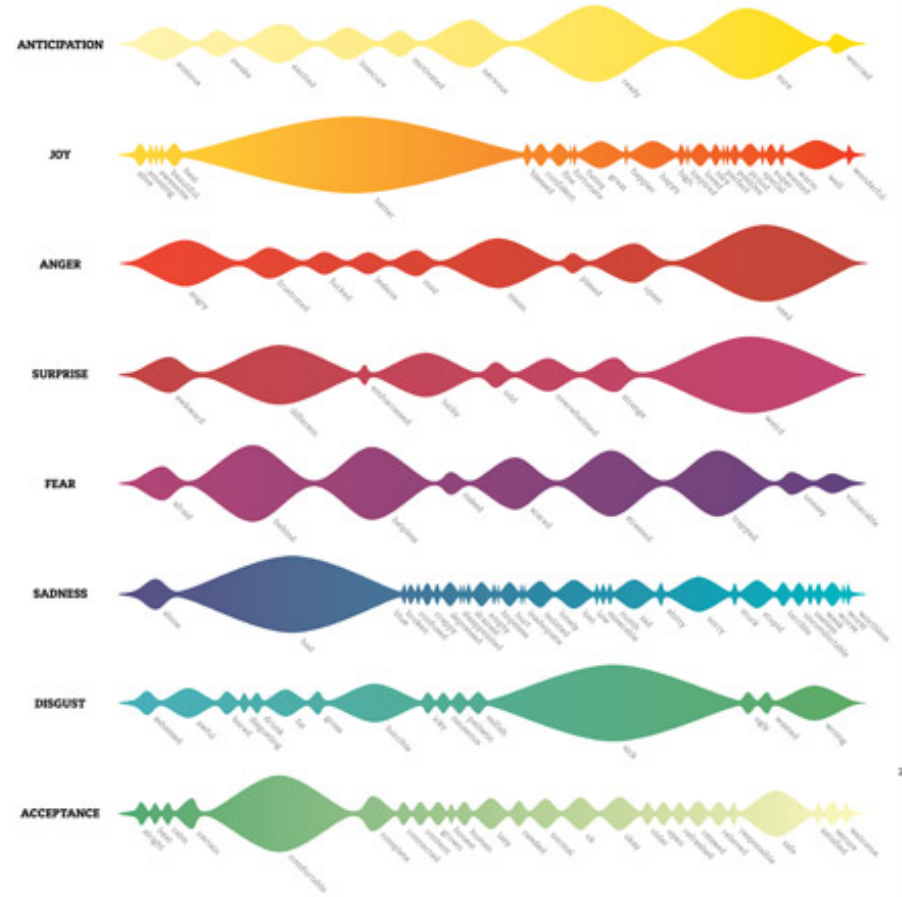
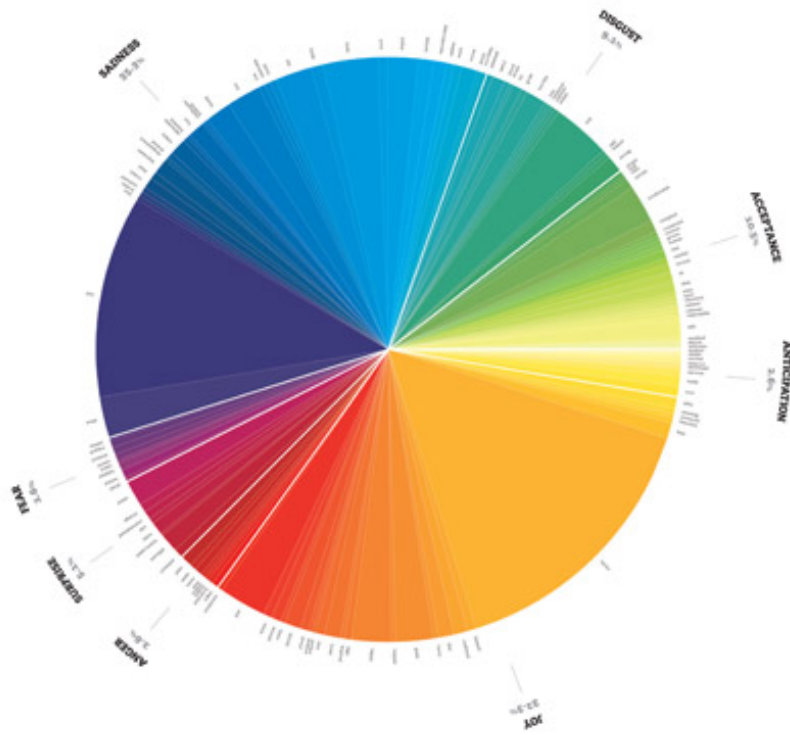
i really feel something special when we're together

Oct 7, 2006 / from a 32 year old male in new york united states

WE
FEEL
FINE

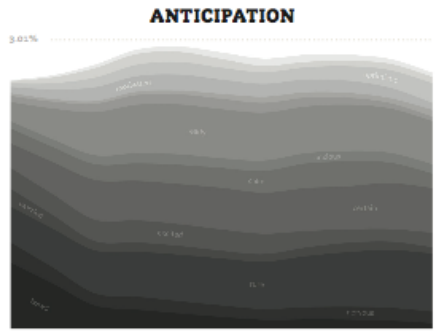
Mood Swings

The top 130 feelings from 2006-2009, organized into the eight basic emotions.

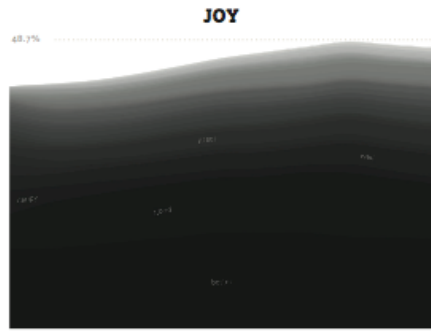


A Moody Life

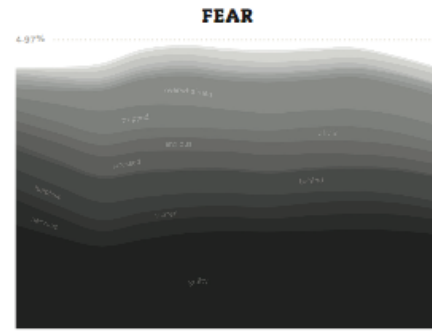
The rise and fall of our various moods as we age



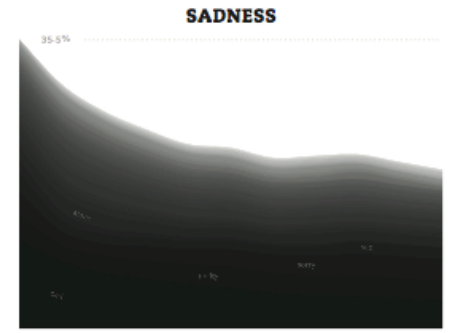
Anticipation contains: bored, nervous, sure, worried, excited, certain, calm, anxious, ready, inspired, hopeful, motivated, optimistic, prepared, threatened



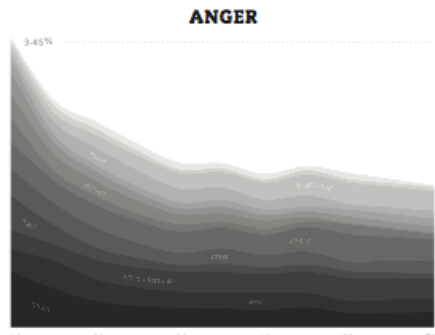
Joy contains: better, good, happy, well, special, loved, great, safe, proud, nice, fine, best, wanted, complete, warm, super, alive, high, confident, happier, perfect, excited, relieved, content, beautiful, secure, lucky, biased, awesome, wonderful, relaxed, liked, inspired, energetic, amazing, loving, glad, giddy, hopeful, accepted, satisfied, refreshed, honored, fortunate, fantastic, optimistic, grateful, fulfilled, incredible, peaceful



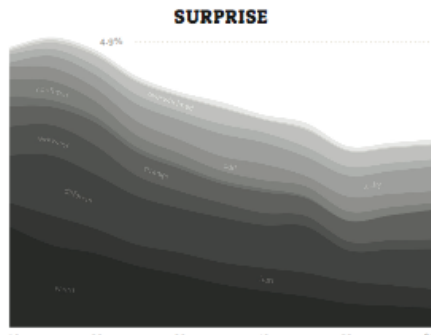
Fear contains: guilty, nervous, helpless, scared, behind, worried, stressed, anxious, afraid, trapped, overwhelmed, tense, desperate, unprepared, queasy, uneasy, threatened, unsure



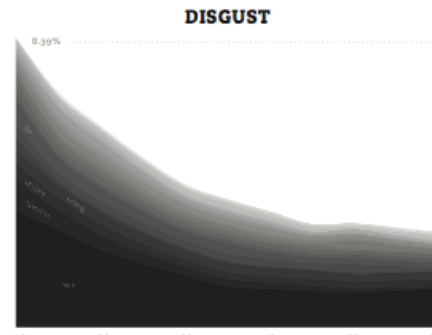
Sadness contains: bad, guilty, sorry, sad, horrible, alone, lonely, depressed, terrible, lost, worse, wrong, empty, awful, hurt, dead, crappy, used, uncomfortable, useless, miserable, helpless, broken, shitty, jealous, confused, ashamed, weak, unloved, numb, ignored, drained, worst, hopeless, worthless, stuck, low, disappointed, violated, rejected, crushed, melancholy, incomplete, frustrated, unhappy, lousy, homesick, embarrassed, deprived, blue, hollow, abandoned, lacking, isolated, inadequate, defeated



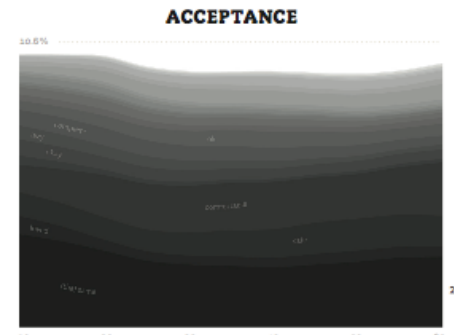
Anger contains: mean, used, uncomfortable, mad, upset, angry, jealous, fucked, pissed, annoyed, stuck, frustrated, screwed, bitter



Surprise contains: weird, hurt, different, awkward, strange, fucked, confused, odd, lucky, disappointed, overwhelmed, screwed, embarrassed



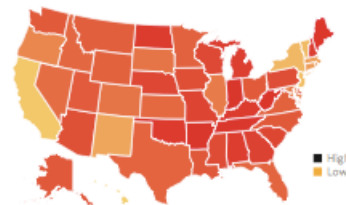
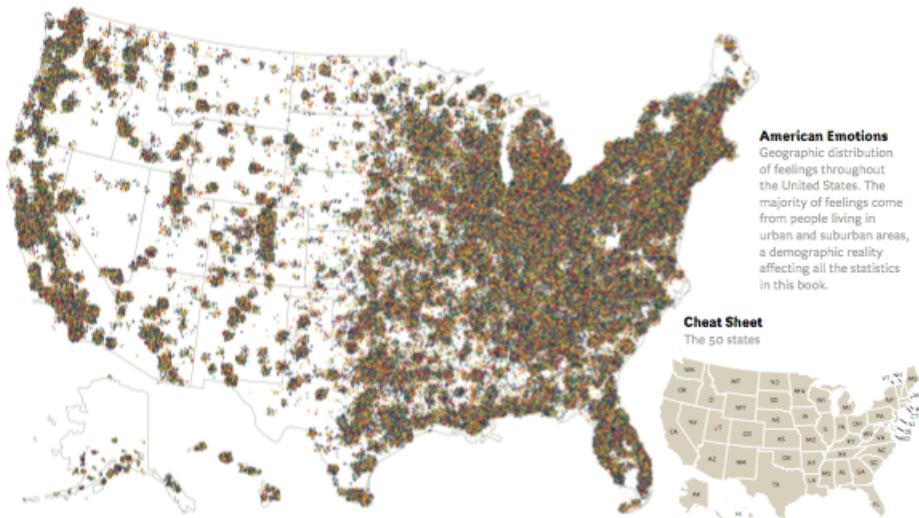
Disgust contains: sick, horrible, terrible, wrong, bored, awful, fat, miserable, selfish, ugly, ashamed, pathetic, icky, worthless, gross, evil, disgusting, nauseous, yucky, nauseated, disgusted



Acceptance contains: (the) same, loved, safe, comfortable, dead, okay, lazy, complete, ok, relieved, numb, drained, hopeless, alright, content, secure, normal, beat, relaxed, loving, satisfied, fulfilled, peaceful, defeated

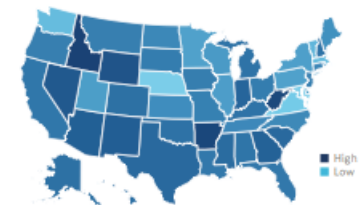
The Geography of Emotion

Geographical insights into our feelings, focusing on the U.S., where the vast majority of *We Feel Fine's* feelings originate



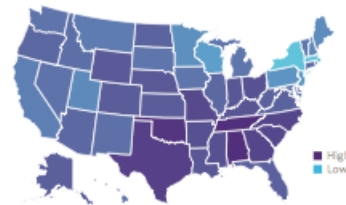
Feeling Happy

Some of the richest states (New York, California, Massachusetts, New Jersey, Illinois) are those that feel least happy, while many that focus on family (Arkansas, West Virginia, Tennessee, Oklahoma, Kentucky) feel happiest.



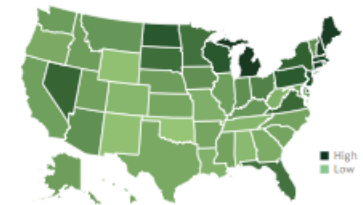
Feeling Lonely

Loneliness is highest in big states with small populations (Idaho, Wyoming, Nevada, New Mexico, Arizona), and in states with few or no big cities (West Virginia, Arkansas). Loneliness is lowest in Nebraska, Virginia and Maryland.



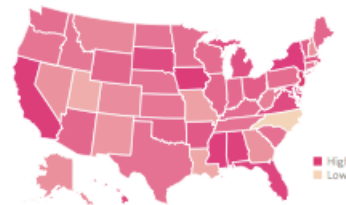
Feeling God

The so-called "Bible Belt" is also an emotional Bible Belt, as feelings about God are strongest in Oklahoma, Tennessee, Alabama, Texas, and Georgia. Feelings about God are lowest in New York, Massachusetts and Wisconsin.



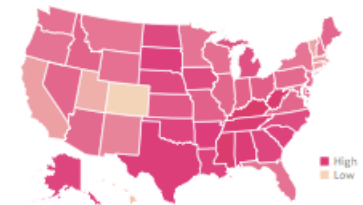
Feeling Sick

Cold weather seems to be the main cause of sickness, as chilly northeastern states (Maine, New Hampshire, Michigan, Pennsylvania, Wisconsin) feel most sick. States with older populations (Florida, Nevada), also feel quite sick.



Feeling Fat

Some of the thinnest states (California, New York) are those that feel the fattest. Of the states with high obesity levels, some feel very fat (Mississippi, Alabama), while others don't feel too fat (Louisiana, Missouri), even though they should.



Being Fat

The 15 fattest states (in 2008, by obesity level) are Mississippi, West Virginia, Alabama, Louisiana, South Carolina, Tennessee, Kentucky, Oklahoma, Arkansas, Michigan, Indiana, Georgia, Missouri, Alaska and Texas.

Most Religious Countries *

The U.S. leads the English speaking world in feelings about God.



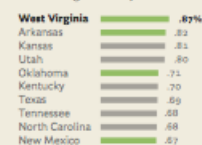
Most Sexual Countries *

The U.S. is slightly prudish about sexuality, while Canada is randy!



Most Family-Oriented States

Rural farming states and Mormon Utah are big on family.



States that are among the poorest 15 in the nation, in GDP per capita.

Most Career-Oriented States

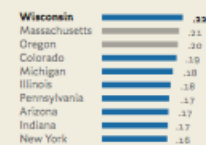
States with high GDP and big cities are big on career.



States that are among the richest 15 in the nation, in GDP per capita.

Most Drunken States

States with big college towns dominate the drunken list.



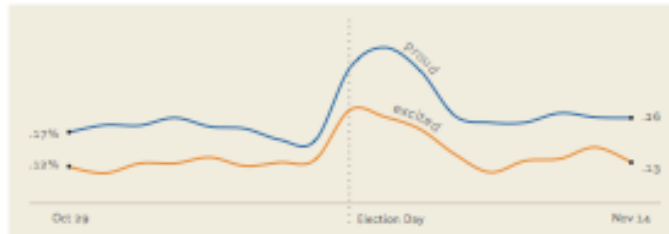
States with colleges on The Princeton Review's Top Party Schools List

* English-speaking countries only

Rankings are by percentage of all feelings that contain the words "god", "sex", "family", "career", and "drunk", respectively

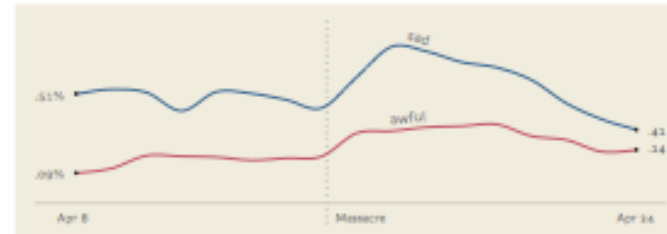
Feeling the Calendar and the Clock

A calendrical (and chronological) view of our feelings



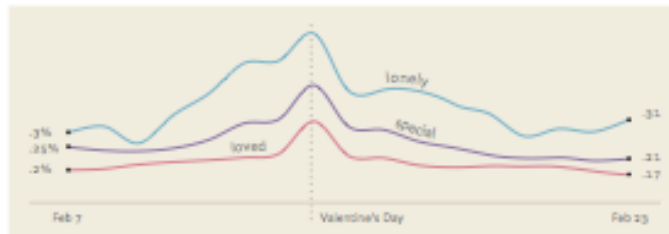
Obama's Election Day / Nov 4, 2008

There was a dramatic spike in excitement and a swelling sense of pride, which lingered for several days after the election, during the palpable state of national euphoria.



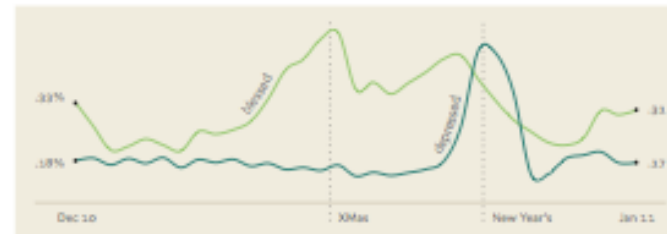
Virginia Tech Massacre / Apr 16, 2007

There was a steady rise in sadness and feeling awful, both of which remained high for some time afterwards, taking about a week to return to normal levels.



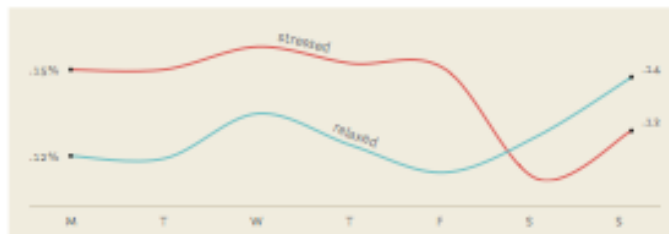
Valentine's Day / 2006 - 2008 average

Loneliness sees the biggest rise, starting a few days before Valentine's Day and remaining high for a few days afterwards. Feeling special and loved is also typical of the holiday.



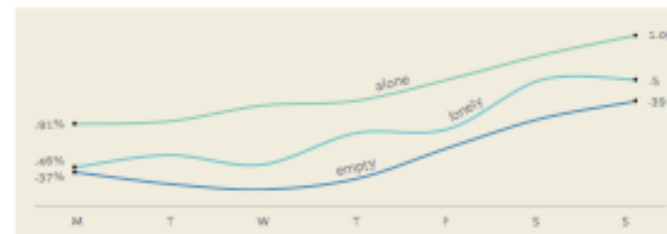
Christmas / New Year's / 2006 - 2008 average

Feeling blessed is common during the holidays, when people are home with the family. Depression rises sharply just before the New Year. Back to business as usual in January.



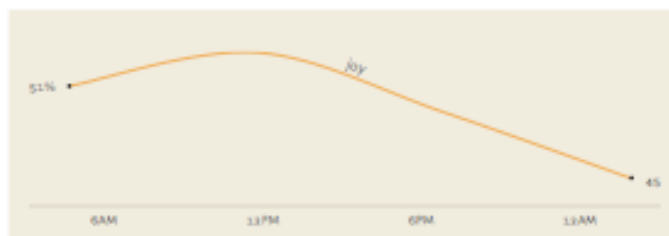
Stressful Weeks

Stress is high throughout the working week, but begins to decline on Friday, just as relaxation starts to rise, climbing to its Sunday high. Stress begins again on Sunday.



Lonely Weekends

Loneliness and emptiness rise steadily during the week, peaking on Sunday. Saturday night is the loneliest of all, which can make Monday (the least lonely day) a welcome relief.



Joyful Mornings

Joy is high in the morning, and peaks just before lunchtime, before beginning its steady decline through the rest of the day as food coma and fatigue set in.



Sad Nights

Sadness is low in the morning, lowest around lunchtime, and begins to rise as the day presses on, peaking just before we go to sleep.

Approval Ratings

How we feel about those most ogled and adored, mocked and maligned members of society—our sacred celebrities

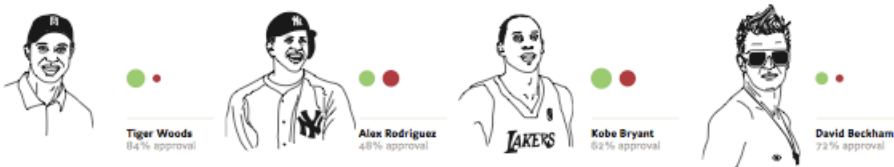
Masterminds



Moguls



Athletes



Actors

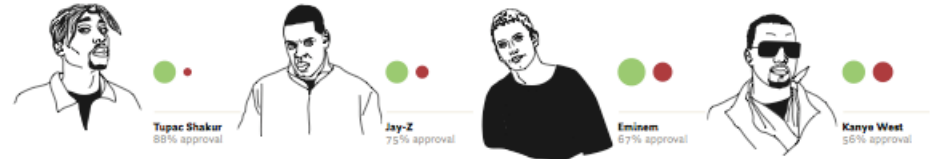


● Positive sentiment ● Negative sentiment ○ Circle size denotes volume of sentiment

Rockers



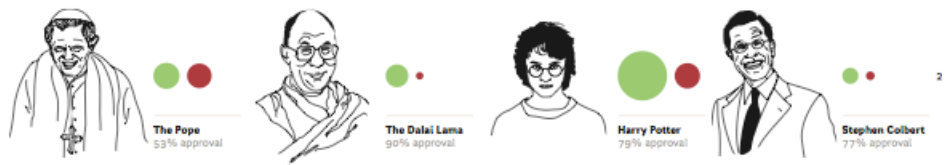
Rappers



Idols

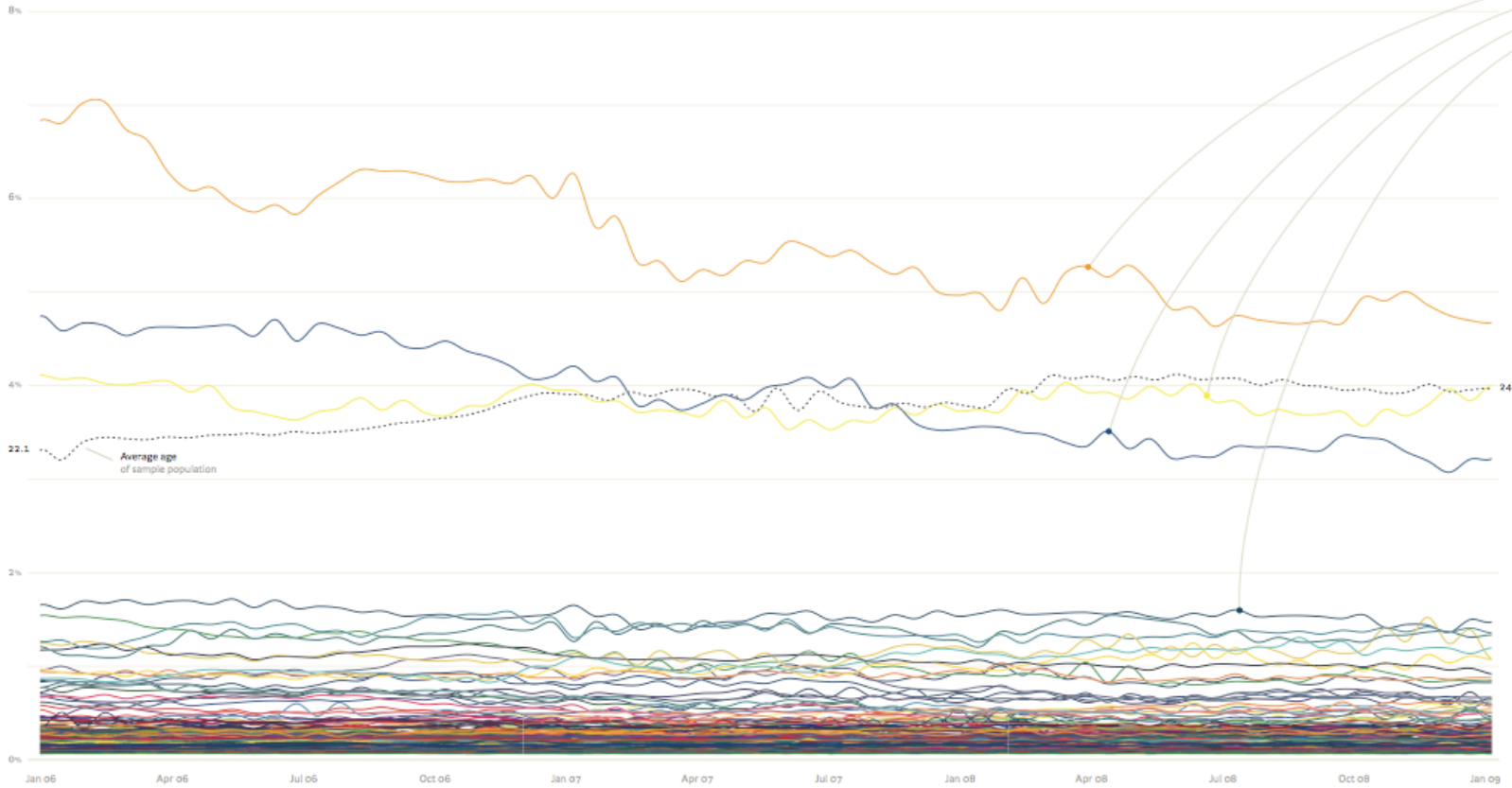


Icons



Top Feelings over Time

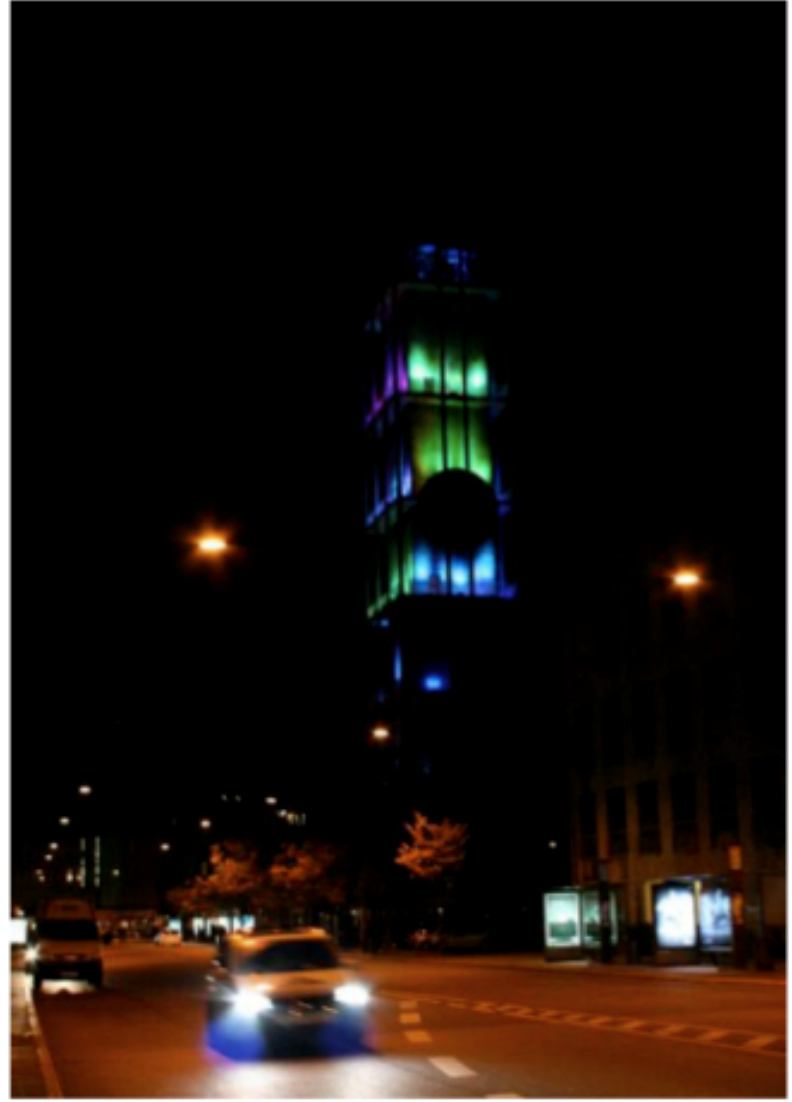
Showing each feeling's prevalence (as a percentage of all feelings) over time

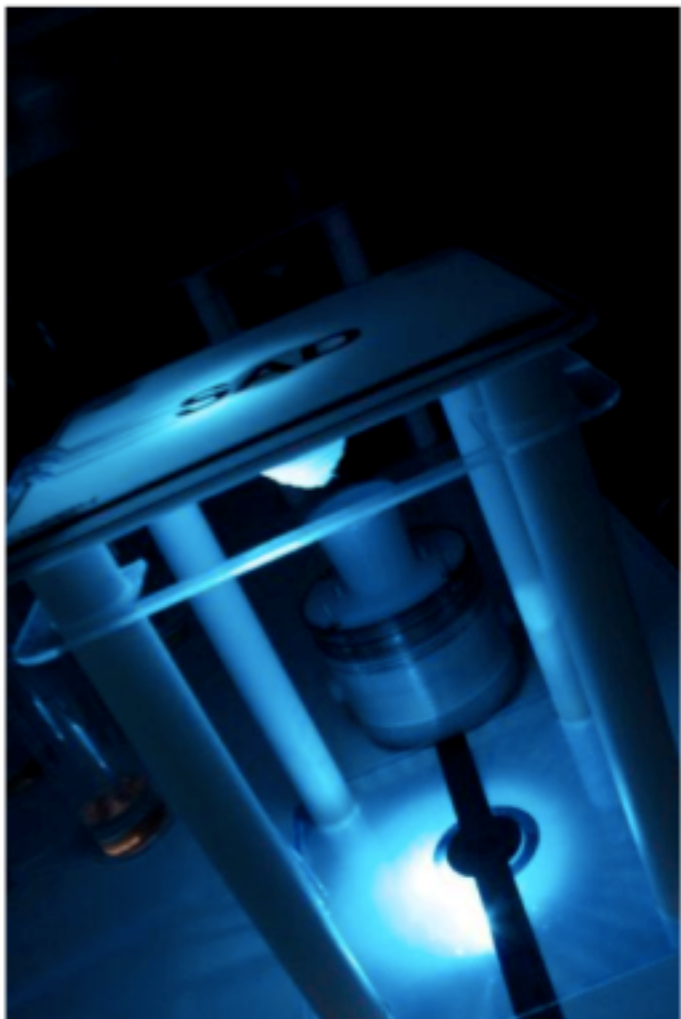


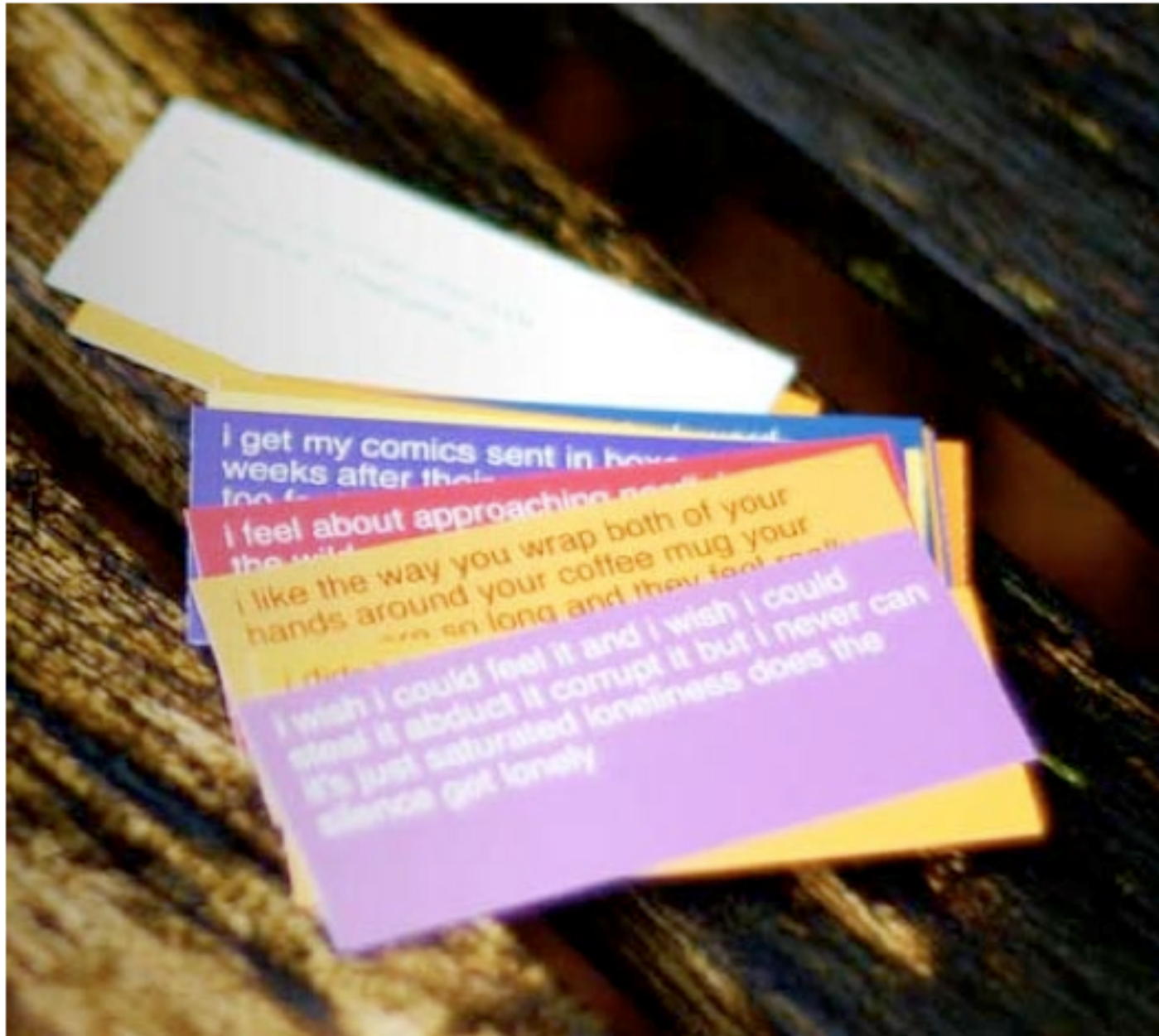
Top 100 feelings

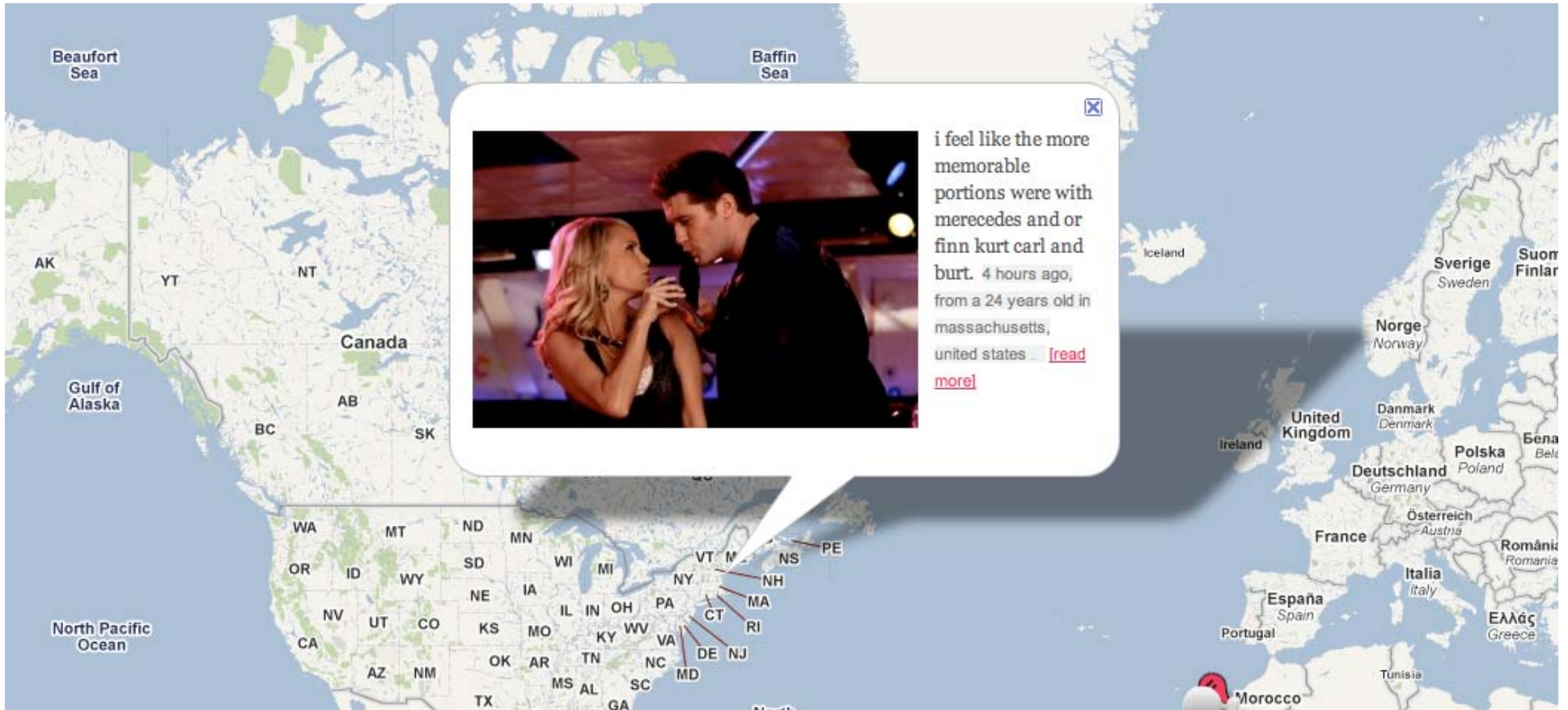
- | | |
|------------------|----------------|
| 1 better | 51 sure |
| 2 bad | 52 strong |
| 3 good | 53 okay |
| 4 guilty | 54 wanted |
| 5 (the) same | 55 certain |
| 6 sorry | 56 proud |
| 7 sick | 57 fat |
| 8 well | 58 full |
| 9 down | 59 awkward |
| 10 comfortable | 60 ok |
| 11 great | 61 shitty |
| 12 happy | 62 warm |
| 13 alone | 63 taxing |
| 14 sad | 64 normal |
| 15 lost | 65 behind |
| 16 tired | 66 nice |
| 17 old | 67 overwhelmed |
| 18 (at) home | 68 strange |
| 19 stupid | 69 stuck |
| 20 ill | 70 weak |
| 21 weird | 71 lazy |
| 22 lonely | 72 crappy |
| 23 safe | 73 small |
| 24 different | 74 dirty |
| 25 best | 75 helpless |
| 26 horrible | 76 crazy |
| 27 confident | 77 high |
| 28 wrong | 78 ashamed |
| 29 fine | 79 hot |
| 30 important | 80 angry |
| 31 empty | 81 trapped |
| 32 hurt | 82 mean |
| 33 terrible | 83 stressed |
| 34 lucky | 84 pretty |
| 35 loved | 85 dead |
| 36 special | 86 useless |
| 37 worse | 87 nervous |
| 38 close | 88 obligated |
| 39 uncomfortable | 89 silly |
| 40 depressed | 90 young |
| 41 able | 91 needed |
| 42 compelled | 92 dumb |
| 43 alive | 93 excited |
| 44 used | 94 low |
| 45 complete | 95 numb |
| 46 awful | 96 scared |
| 47 ready | 97 relaxed |
| 48 blessed | 98 miserable |
| 49 cold | 99 light |
| 50 accomplished | 100 hungry |

* Data sampled at weekly intervals



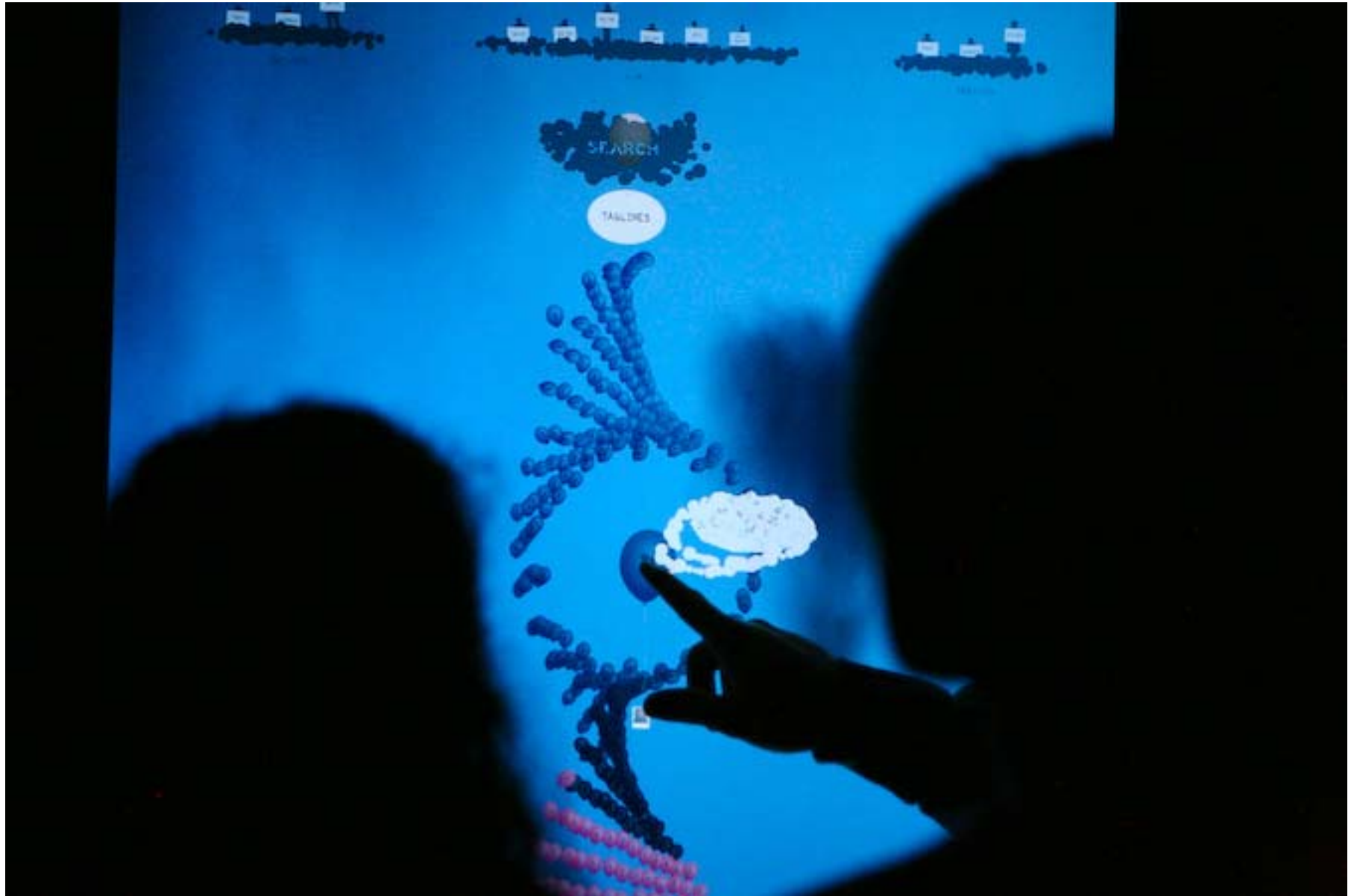






i feel like the more memorable portions were with mercedes and or finn kurt carl and burt. 4 hours ago, from a 24 years old in massachusetts, united states... [\[read more\]](#)

I Want You To Want Me

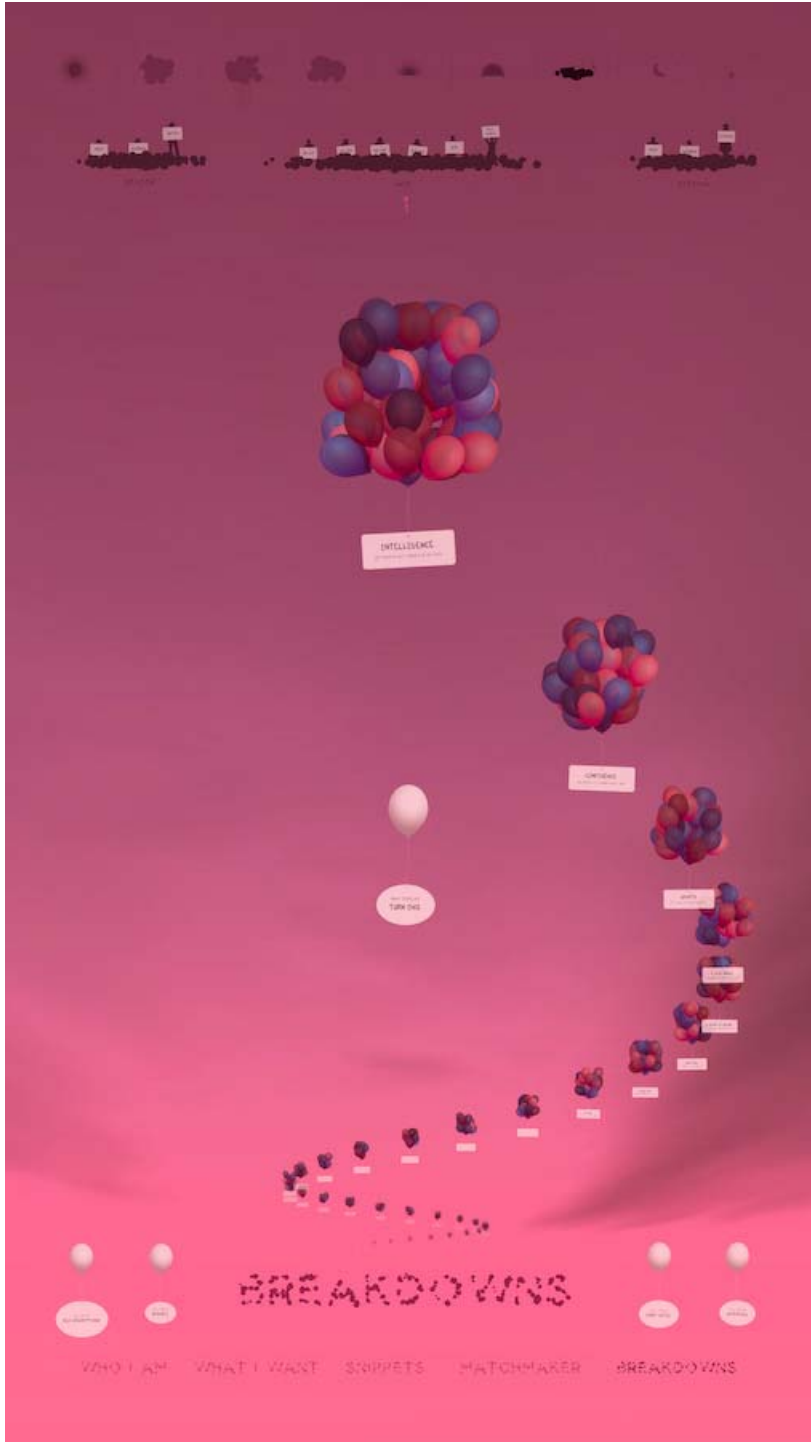


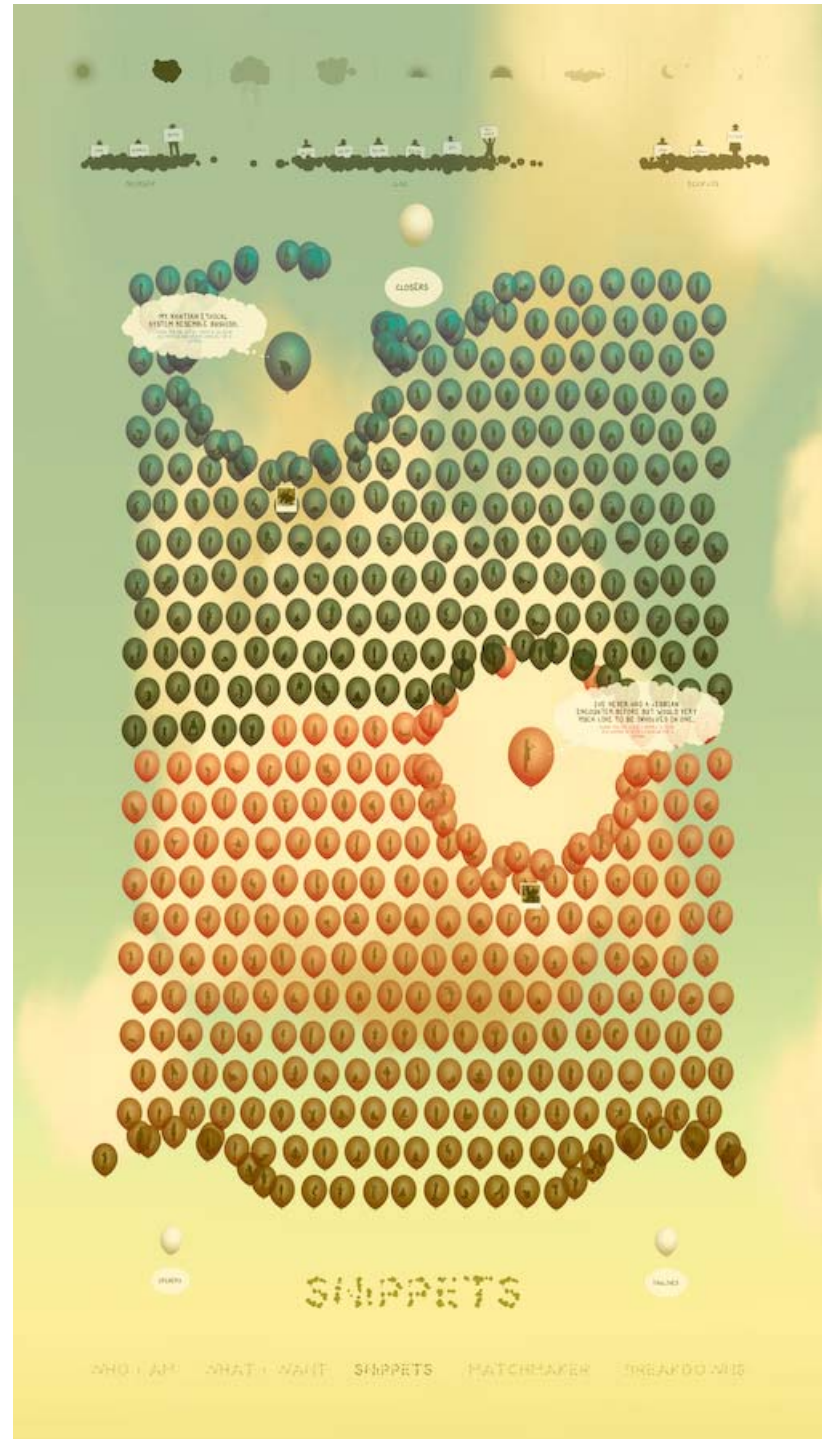
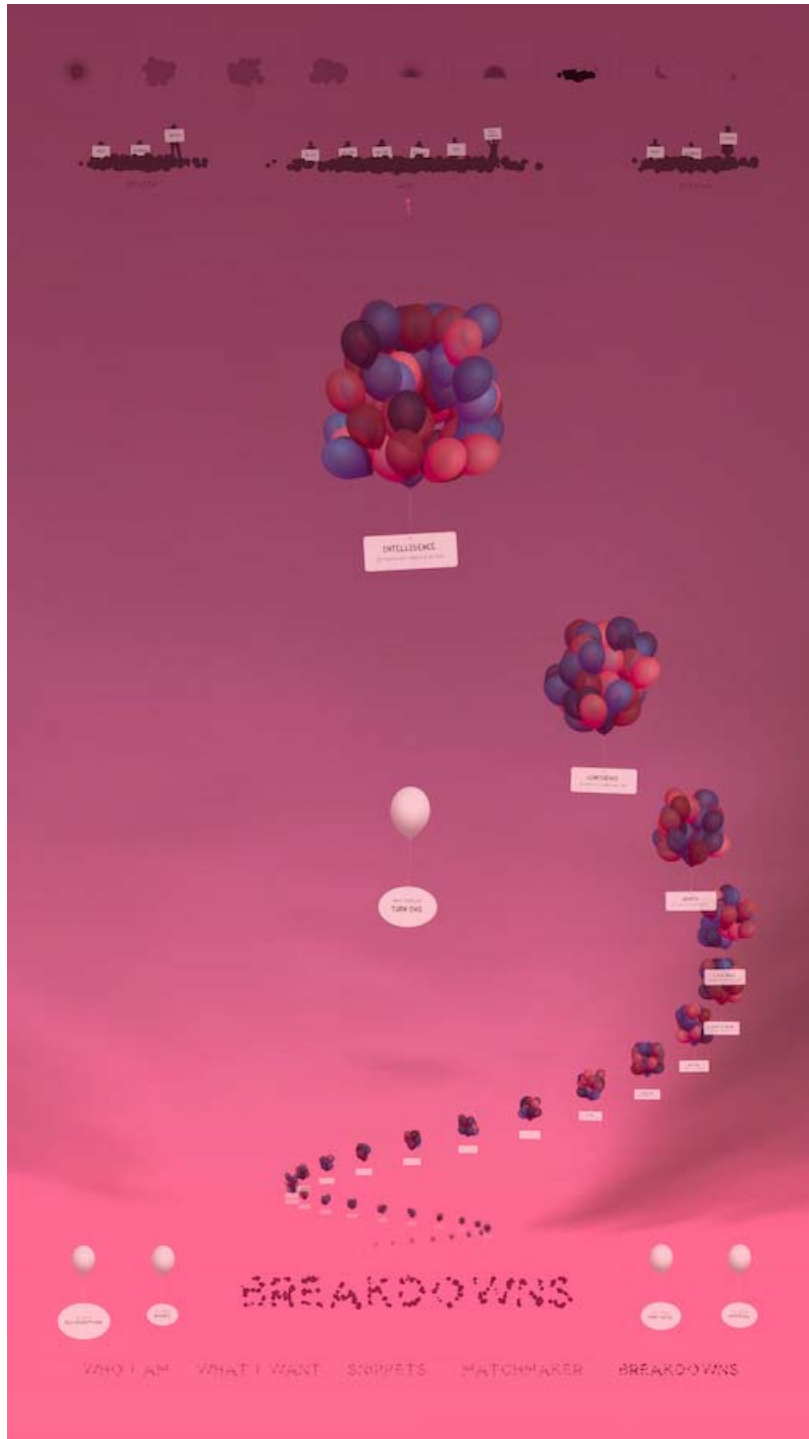


WHAT I WANT

WHO I AM | WHAT I WANT | SECRETS | MATCHMAKER | BREAKDOWNS









Design Principles

Make people feel it

Make people feel it

Make it playful

Make people feel it

Make it playful

Allow easy shifting between macro and micro



"I'm trying to find myself."