# APG (Automatic Persona Generation) - https://persona.qcri.org

**Automatically Conceptualizing Social Media Analytics Data via Personas**

Qatar Computing Research Institute, Hamad Bin Khalifa University

## What is Persona?

Representations of segments of actual users, presented as an imaginary person

- Being integrated into many design, product, marketing, content, and advertising development processes in order to describe and communicate about core users, customers, or audiences
- Assisting in defining organizational strategy, develop new products, and improve customer operations

## Why Automate Persona?

**Benefits**

- Real data on demographics and behavior
- Rapid creation time
- Frequently updated

**Numbers are not always good**
**But, users want less data, more insights!**

**Better personas, better decisions -> Better results**

## APG Overview

**Creating personas in real time**

based on automated analysis of actual aggregated social media data

integrating data from YouTube, Facebook, Facebook Ads, and Google Analytics for commercial organizations

### Configuration

- Collection, generation and API information

### Generation

- Automatically generated personas

### Interactions

- A matrix of content interaction patterns

## APG Features

### Persona Retrieve

- A user can select the desired content source and a specific generation of personas
- The user can also select a persona type and the number of personas, from a minimum of 5 and a maximum of 15

### About Persona

- Snippet containing information about the persona, such as device used, duration of watching contents, etc

### Topics of Interest

- Top three most preferred topics and three least preferred

### Quotes

- Three comments posted on social media platforms corresponding to the most viewed contents

### Most Viewed Contents

- Displays the ‘favorite’ contents
- Hyperlinked to actual contents

### Audience Size

- The audience size on Facebook Marketing for this persona

### Personas Comparison

- Displays personas with comparable information
- Compare how personas are different or similar with each other in the same generation

### Reach of Personas

- See the proportions of each persona in current reach and audience size
- Measure how the proportion of target audience size is different with the proportion of current reach

### Persona Content Preference

- Listing of content with associated personas
- Analyze how your content interests different segments

### Chronology of Personas

- Shows the similarities and changes in the persona set over time
- See how the content preferences of the audience are changing over time

...and many more!

## APG Architecture

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## APG Team

- **Jim Jansen**
- **Haewoon Kwak**
- **Joni Salminen**
- **Soon-gyo Jung**

Partnering with Al Jazeera Media Network, Qatar Airways, Qatar Foundation, and other organizations

**LOOKING FOR COLLABORATORS**

jjsalminen@hbku.edu.qa

**Be a new partner and Take your personas!**

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“Personas give faces to data.”

Dr. Jim Jansen