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

Automatically Conceptualizing Social Media Analytics Data via Personas

Soon-Gyo Jung, Joni Salminen, Jisun An, Haewoon Kwak, Bernard J. Jansen   Qatar Computing Research Institute, Hamad Bin Khalifa University

QCRI
معهد قطر لبحوث الحوسبة
Qatar Computing Research Institute

جامعة حمد بن خليفة
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
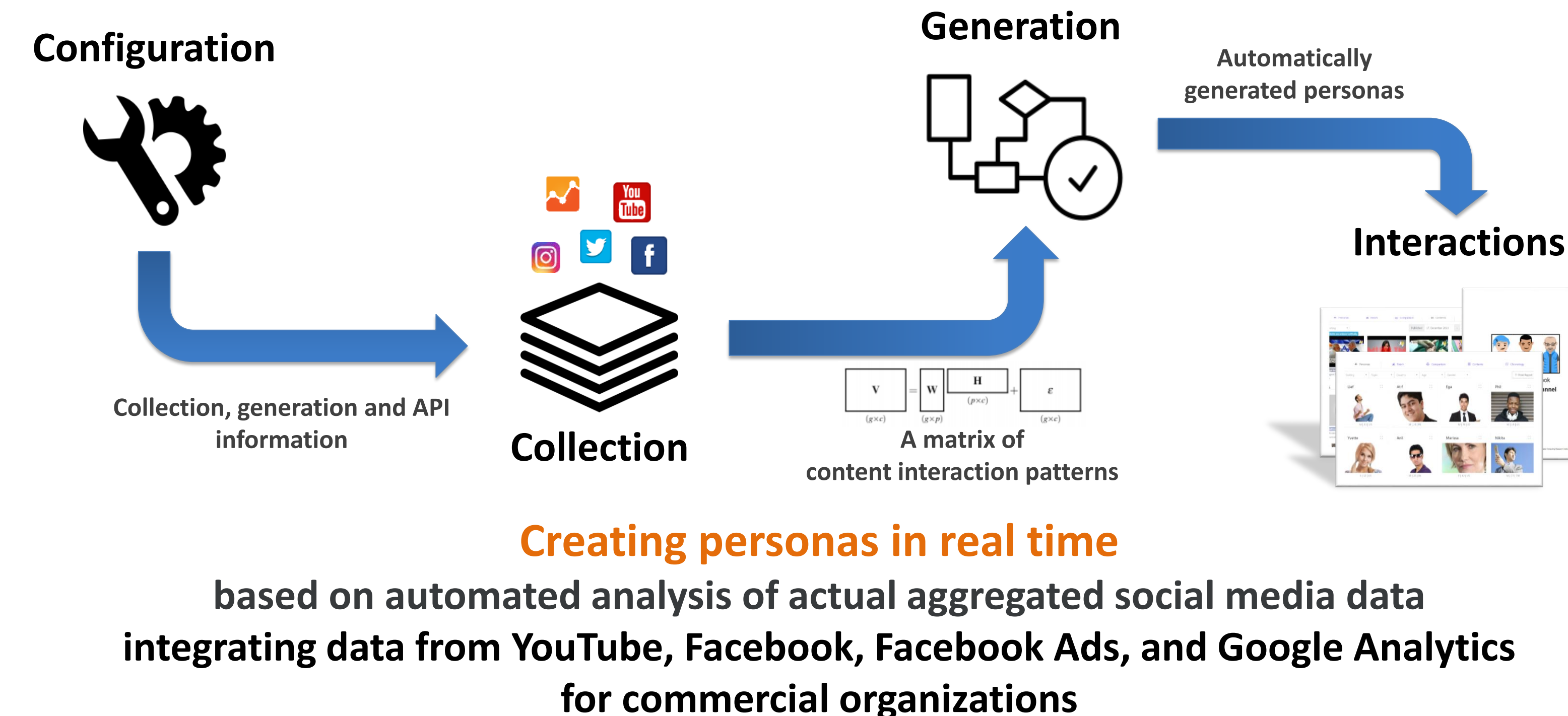

Why Automate Persona?

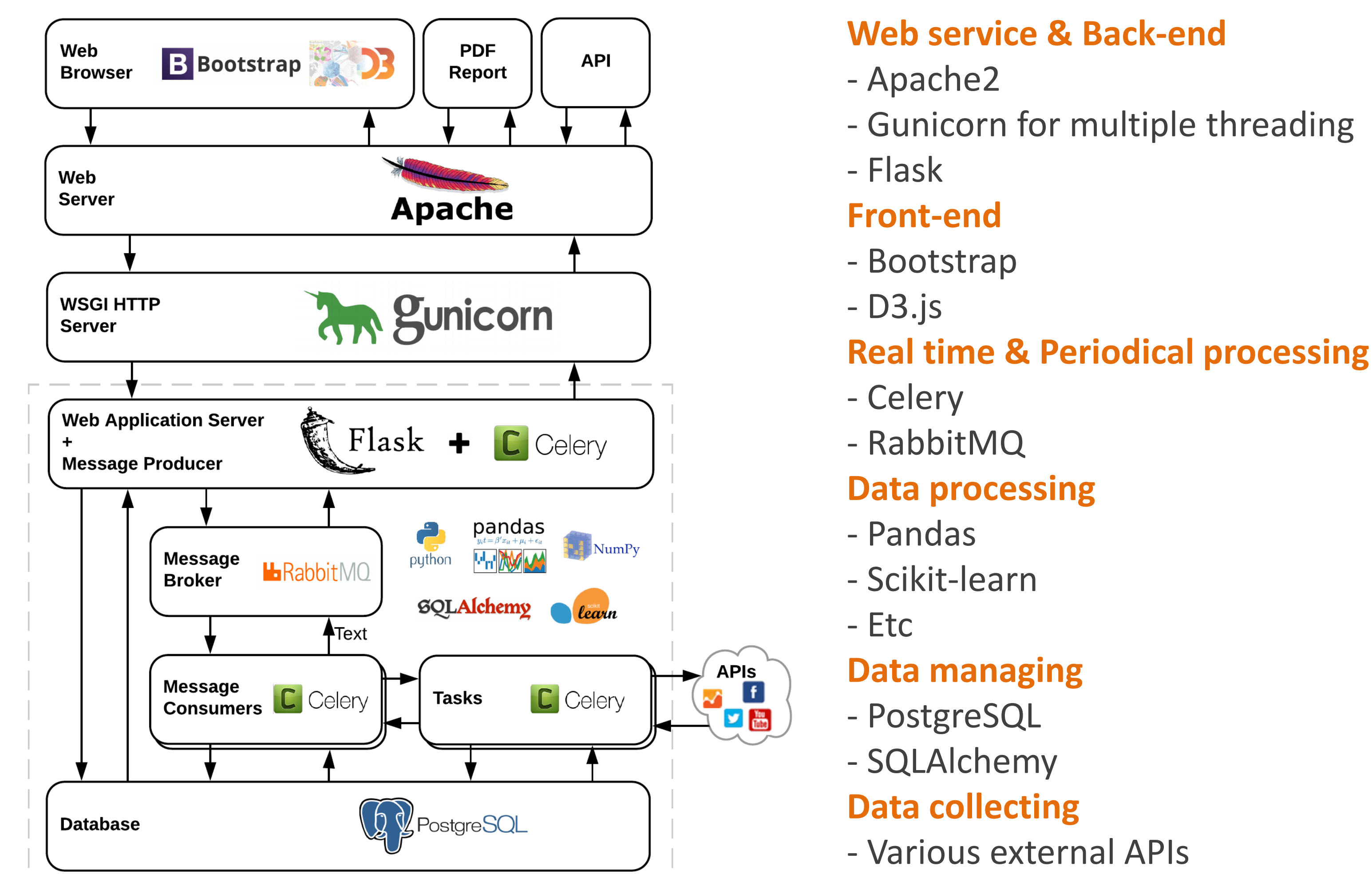**Numbers are not always good
But, users want less data, more insights!**

VS.

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

Better personas, better decisions -> Better results

APG Overview

Configuration

Generation

Automatically generated personas

Collection, generation and API information

Collection

A matrix of content interaction patterns

Interactions

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

APG Architecture

Web service & Back-end
- Apache2
- Gunicorn for multiple threading
- Flask

Front-end
- Bootstrap
- D3.js

Real time & Periodical processing
- Celery
- RabbitMQ

Data processing
- Pandas
- Scikit-learn
- Etc

Data managing
- PostgreSQL
- SQLAlchemy

Data collecting
- Various external APIs
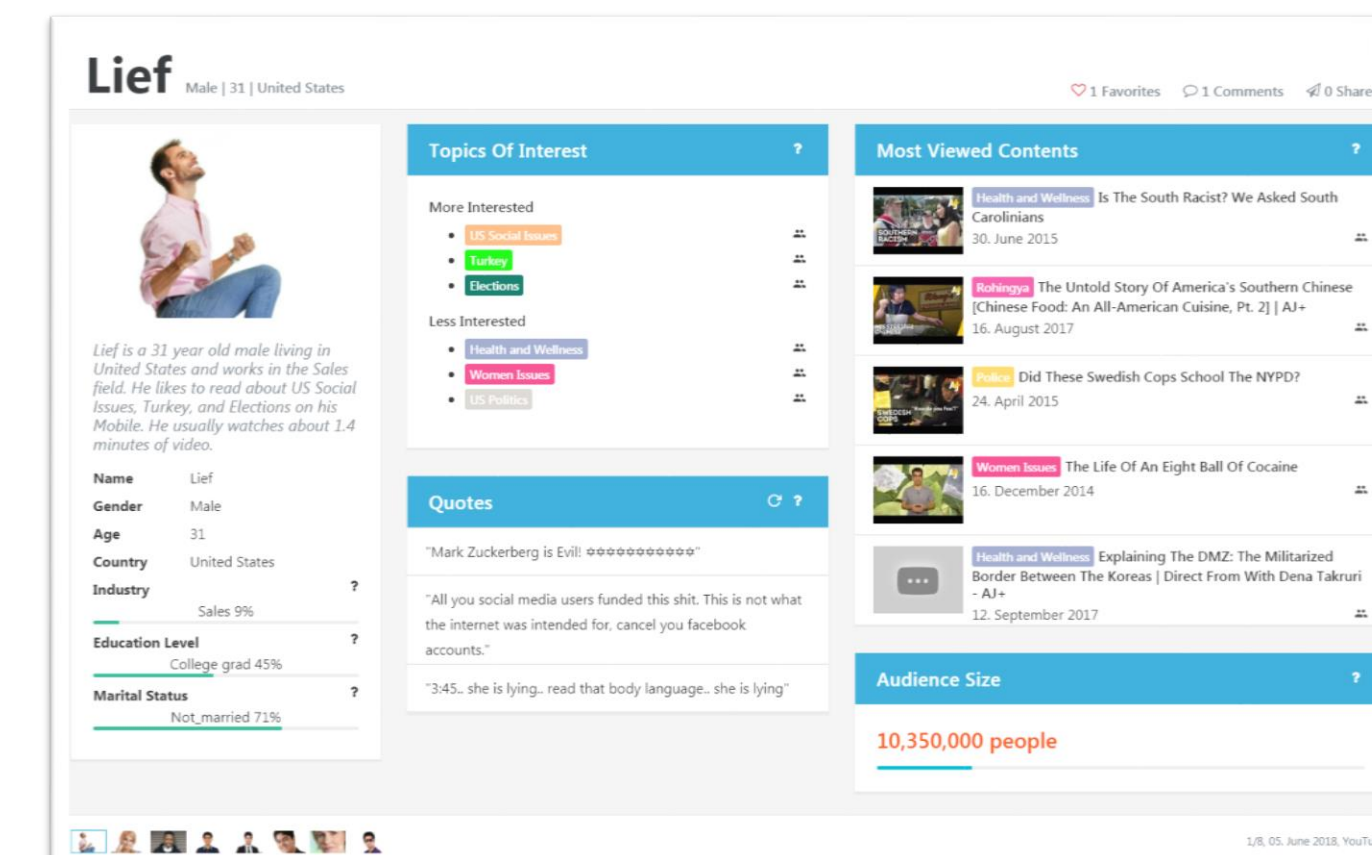

APG Features

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
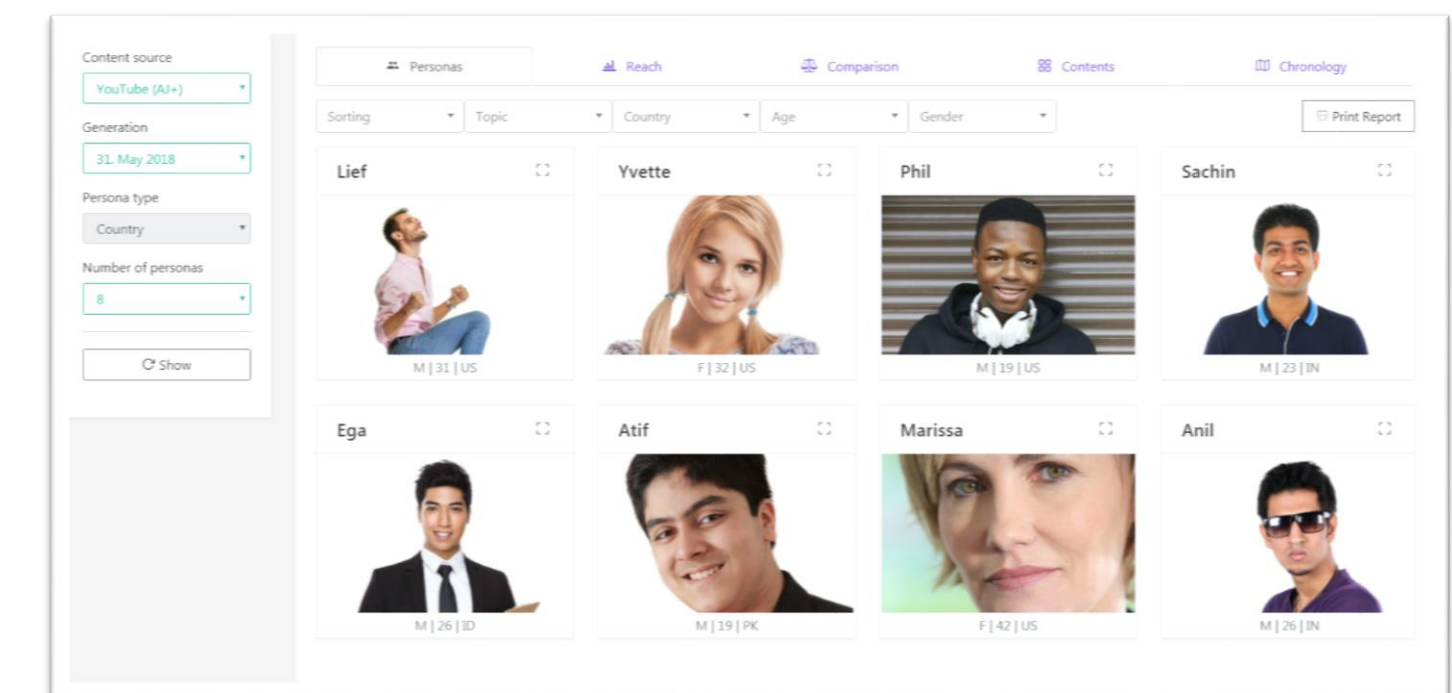
Pictures copyrights purchased, age, gender and country appropriate as tagged by stock photo companies
Names ethnically appropriate and where possible appropriate by age, gender and country

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

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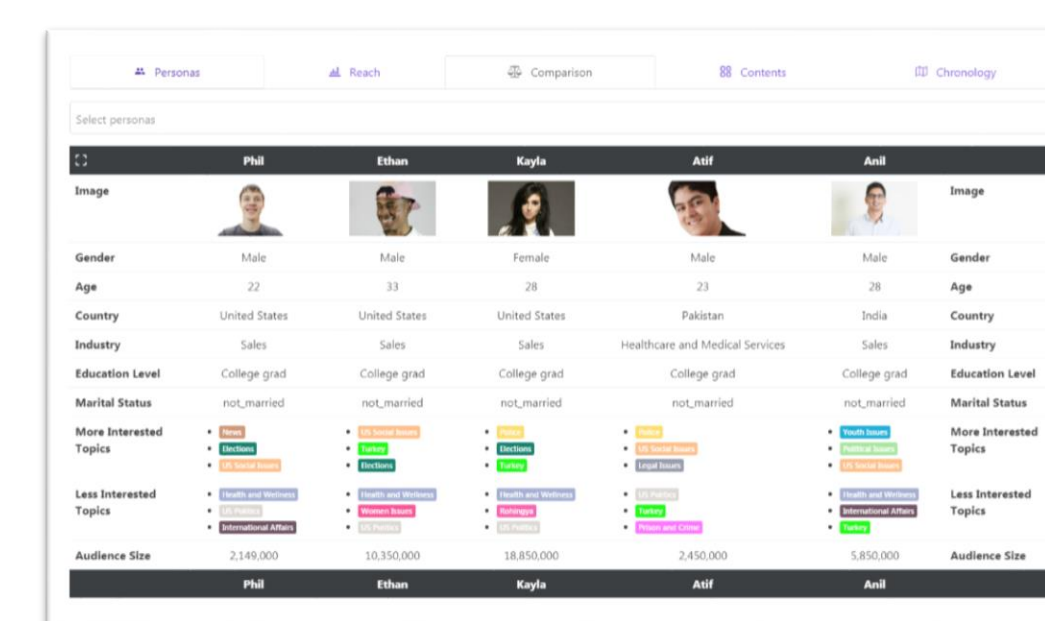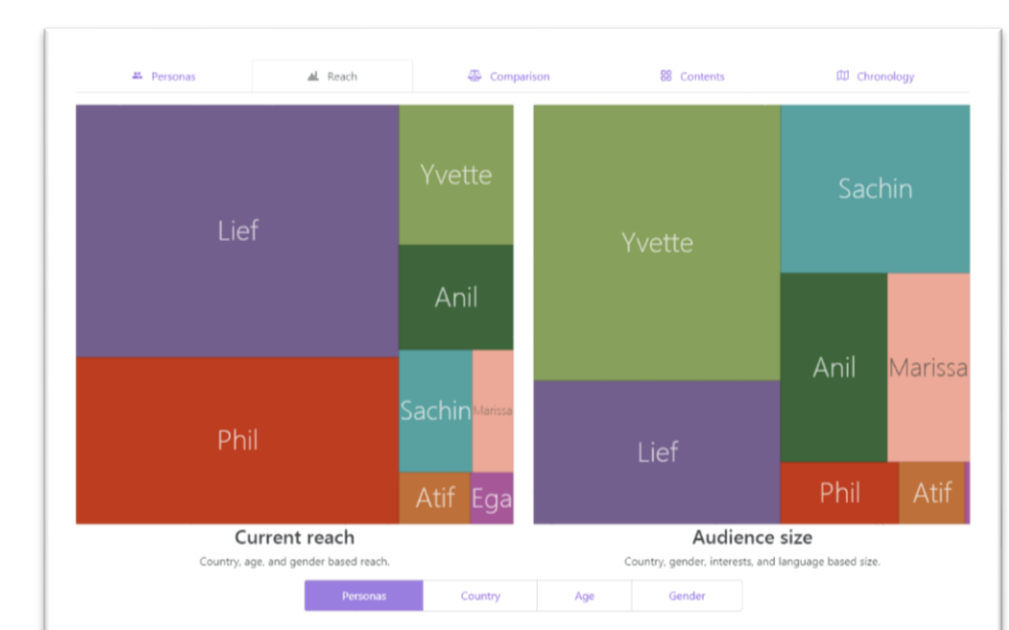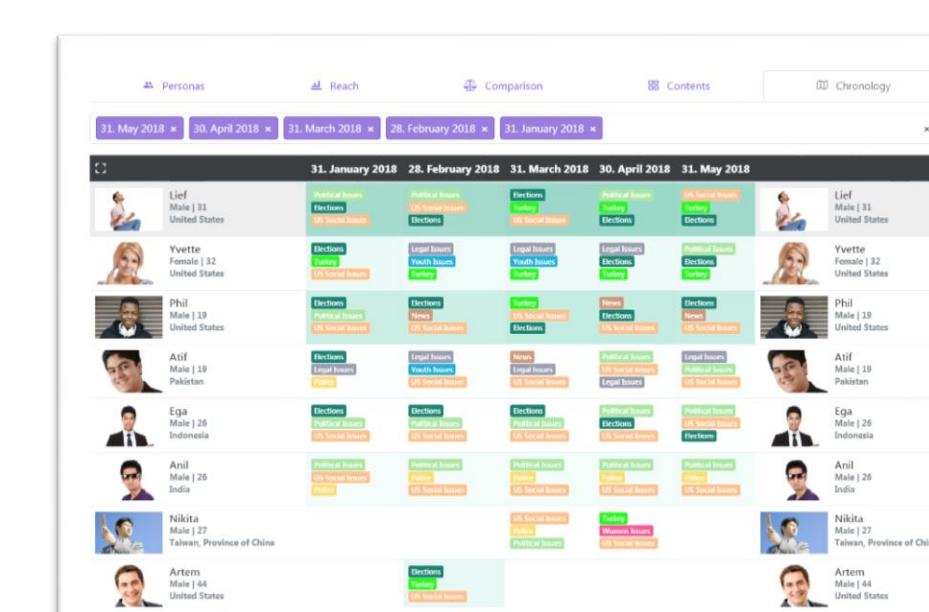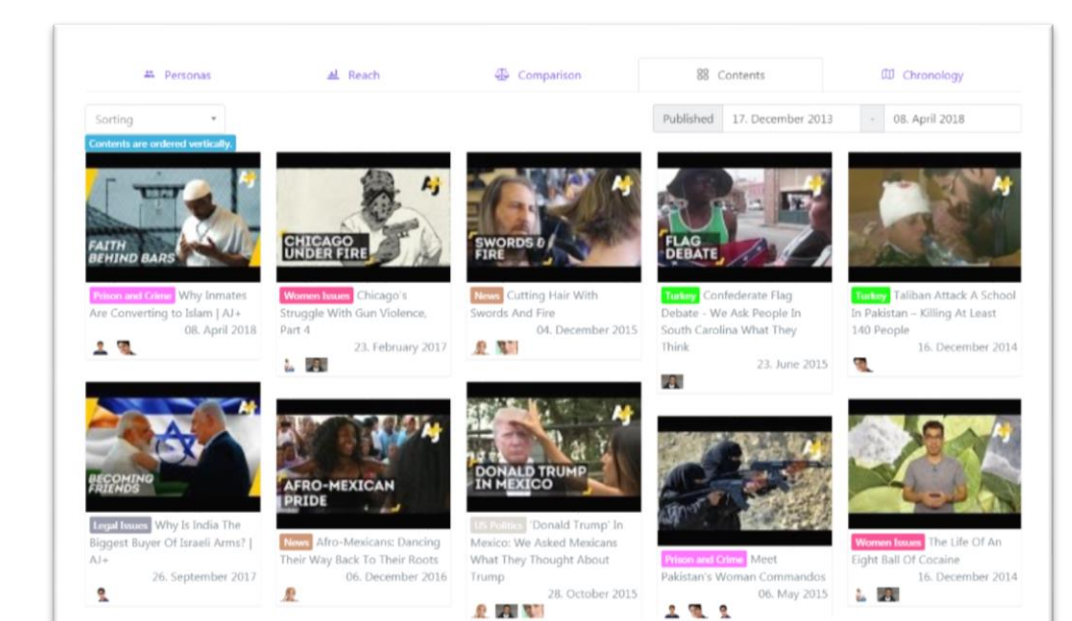
Personas Comparison
- Displays **personas with comparable** information
- Compare how personas are different or similar with each other in the same generation

Persona Content Preference
- **Listing of content** with associated personas
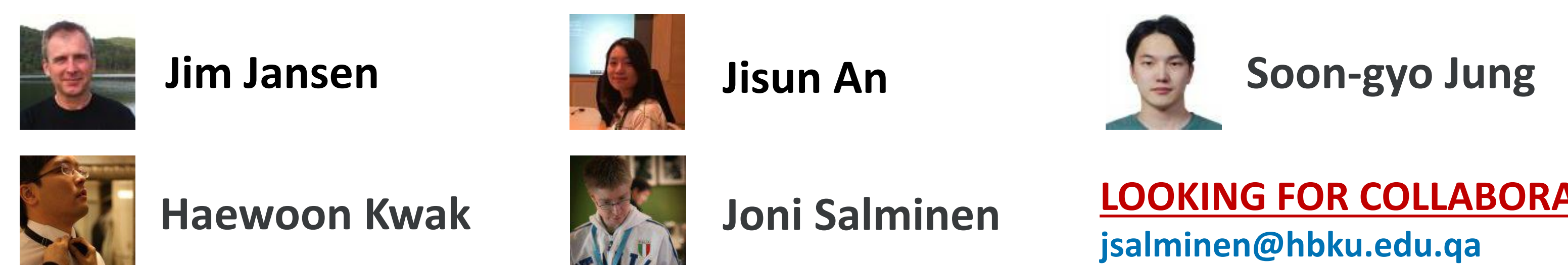- Analyze how your content interests different segments

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 Team

Jim Jansen

Jisun An

Soon-gyo Jung

Haewoon Kwak

Joni Salminen

LOOKING FOR COLLABORATORS
jsalminen@hbku.edu.qa

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

Qatar Foundation   AJ+   ALJAZEERA   الجزيرة   QATAR AIRWAYS

Be a new partner and Take your personas!

"Personas give faces to data."
Dr. Jim Jansen