Identifying Mavens, Connectors and Salesmen on Last.fm

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Machon Gregory
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The Tipping Point by Malcolm Gladwell

• Phenomena of “Social Epidemics”
  – For Example:
    • A band goes from playing dive bars to selling out arenas.
    • A neighborhood transitions from an unsafe ghetto to a trendy commercial center.

• Three specific types of enablers
  – Mavens, Salesmen, and Connectors
  – Identifying these individuals is key to creating a social epidemic
The Tipping Point by Malcolm Gladwell

• Mavens
  – Early adopters “up” on new trends
  – Like to gather & share information

• Salesmen
  – Influential members of social groups
  – Charismatic, good negotiators

• Connectors
  – Keep friends in many disparate social groups
  – Know influential people within groups
Last.FM

- Social Networking site centered around music
- User profiles available as web service!

http://www.last.fm
Dataset

- User's Profiles
- User's Friends
- Recommendations
- Recent Weekly Track Charts
- Recent Loved Tracks
- User's Top 50 Tracks
Identifying Mavens, Connectors, Salesmen

- Mavens – Recommended songs were listened to by the receiver
- Salemen – Recommended a lot of songs
- Connectors – Make recommendations to friends in disparate social groups
If You Want Someone to Listen Talk to Yourself

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Recommended Track that was listened to by the Receiver

Sender

Receiver

- [ ]

- [ ]

- [ ]

- [ ]
Can You Spot the Connectors?
Males Dominate User Statistics

Users by Gender
- 72.3% Males
- 20.0% Females
- 7.7% Other

Songs listened by Gender
- 74.2% Males
- 18.1% Females
- 7.7% Other

Recommendations made by Gender
- 71.4% Males
- 22.5% Females
- 6.1% Other

Recommendations Taken by Gender
- 59.4% Males
- 20.2% Females
- 11.3% Other
Users don't trust Men

Average number of listens per recommendation

Color by:
Gender
- f
- m
- n

Gender

f  m  n
Critique

- Linux Compatibility (Spotfire, HCE)
- Presentation Output (Treemap)
- Data formatting