



**#Influence12 – Symposium & Workshop on Measuring Influence on Social Media  
Sep. 28-29, 2012  
Dalhousie University, Halifax, Canada**

**“A Networked Take on Influence: What We Learn From Data”**

By Gilad Lotan(SocialFlow, Vice President of R&D)

**Abstract:**

Analyzing data from social interactions on Twitter and Facebook gives us clues as to how people choose to manage their attention. When intelligently predicted, captured and visualized, we witness emerging patterns. Some swear by a certain time of day. Others spend an inordinate amount of time trying to reach certain users deemed "influencers." But its clear that the networked dynamics at play are much more complicated. While there is no simple recipe for predicting how information will spread in online social spaces, there's plenty of room for optimization.

**Bio:**

Gilad Lotan is the VP of Research and Development at SocialFlow, a New York City company that uses science and real-time data to help businesses earn greater attention and engagement on Twitter and Facebook. Previously, Gilad built social data visualizations at Microsoft's FUSE labs. Past work includes 'Retweet Revolution', visualizing the flow of information during the 2009 #IranElection riots, and a study investigating the relationship between mainstream media and social media channels during the Tunisian and Egyptian revolutions. Gilad's work has been presented at PDF, TED, SXSW, published at IJOC, ICWSM, HICCS and covered by the New York Times, the Guardian, Fast Company and the Atlantic Wire.