

Scheduling Tweets in a Campaign

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Twitter is a lossy network. An user reads tweets as per his convenience and tweets not appearing in his attention window are not read. Further, an user only retweets those tweets that he finds interesting. Thus tweets only reach a fraction of the potential audience. Also users not interested in a specific tweet campaign may also get irritated. In this talk, we address a) modeling of these aspects of Twitter, b) estimation of associated parameters from tweet data collected from thousands of nodes, c) measurement of metrics capturing the reach as well as irritation of a tweet campaign, and d) strategies for scheduling tweets (when some delay is acceptable). We compare several scheduling schemes with the aim to reach as large an audience as possible while keeping the net irritation caused to disinterested users below a threshold. We report analytical as well as simulation results.