



HOW A TWEET WENT VIRAL

Mark Rittman, Oracle ACE Director & Independent Analyst
MJR Analytics Ltd (<http://www.mjr-analytics.com>)

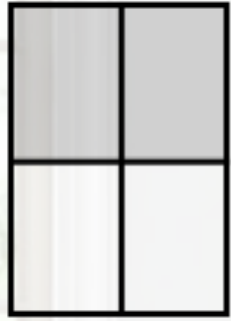
BIWA SUMMIT 2017, SAN FRANCISCO

About The Presenter

- Oracle ACE Director, Independent Analyst
- Past ODTUG Exec Board Member + Oracle Scene Editor
- Author of two books on Oracle BI
- Co-founder & CTO of Rittman Mead
- 15+ Years in Oracle BI, DW, ETL + now Big Data
- Host of the Drill to Detail Podcast (www.drilltodetail.com)
- Based in Brighton & work in London, UK



DRILL TO DETAIL
WITH MARK RITTMAN



Shades

Open the shades and
let the morning
light in.



Electric Kettle

Start the electric kettle
so the water is ready
for your tea.

HOME AUTOMATION



Thermostat

Turn up the
thermostat before
you get out of bed.

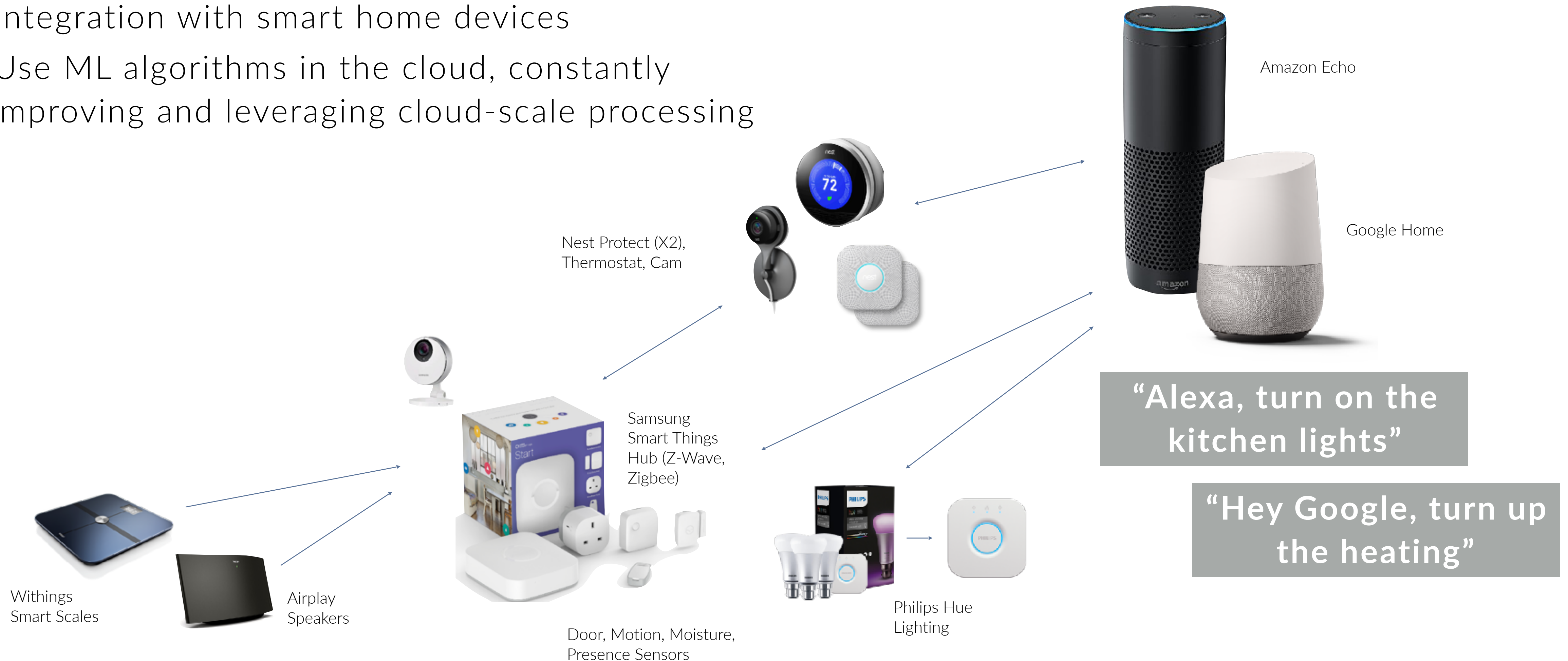
Home Automation and Smart 'IoT' Devices

- One of my personal interests is Home Automation
- Started with Nest thermostat and Philips Hue lights
- Extended the Nest system to include Nest Protect and Nest Cam
- Used Apple HomeKit, Apple TV for Siri voice control
- Added Samsung Smart Things hub for Z-wave, Zigbee compatibility
- Linked Smart Things to Homekit using open-source HomeBridge project to enable for Siri control
- Added Logitech Harmony for TV, Console, Roku
- Then Amazon Echo (x2) and Echo Dots (x4) to extend voice control + add Alexa skills
- ... and then Google Home + Chromecasts for hangouts, Google Assistant + Google Search



Voice Control - When Home Automation Gets Real

- Position multiple units around the house for ubiquitous voice control and music playback
- Integration with smart home devices
- Use ML algorithms in the cloud, constantly improving and leveraging cloud-scale processing



ONE DAY BACK IN SEPTEMBER 2016 ...



Mark Rittman
@markrittman

3 hrs later and still no tea. Mandatory recalibration caused wifi base-station

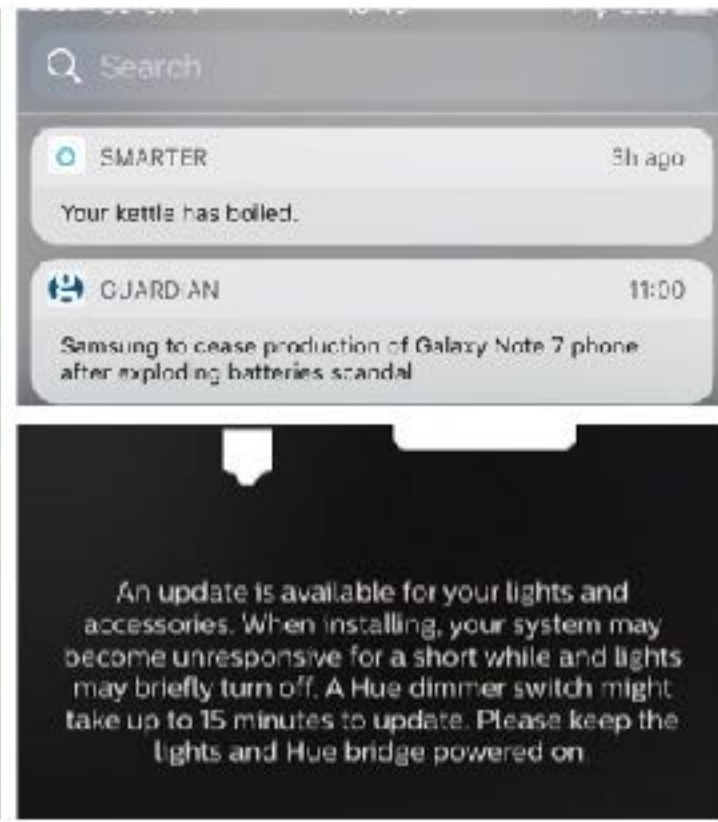
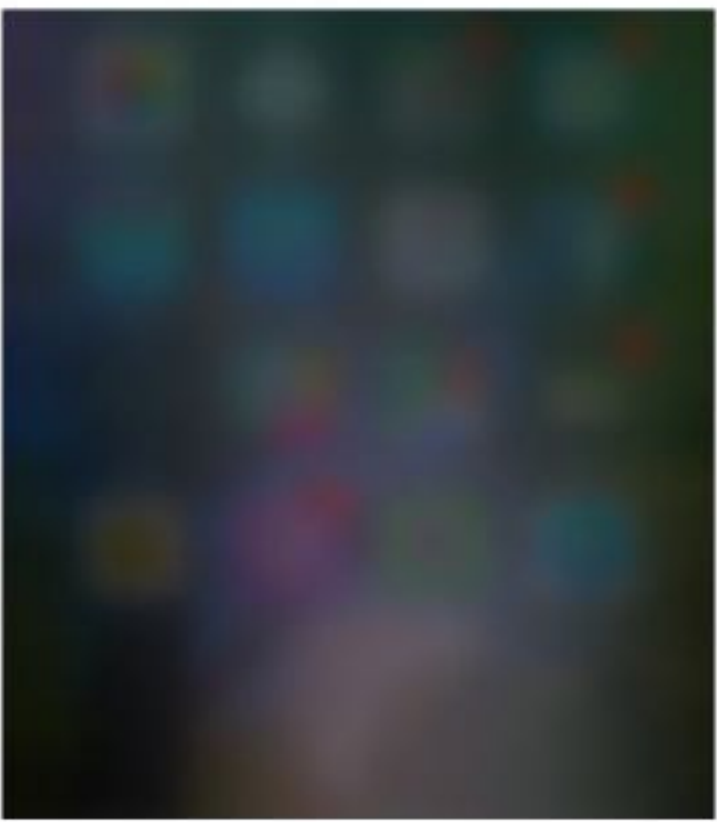
reset
when



Mark Rittman
@markrittman

IP Range: 192.168.2.0
Hostname: officemac.uk
IP 192.168.2.119 [m]
192.168.2.120 [m]
192.168.2.121 [m]
100.168.2.122 [m]
100.168.2.123 [m]
100.168.2.124 [m]
100.168.2.125 [m]
100.168.2.126 [m]
100.168.2.127 [m]
100.168.2.128 [m]
100.168.2.129 [m]
100.168.2.130 [m]
100.168.2.131 [m]
100.168.2.132 [m]
100.168.2.133 [m]
100.168.2.134 [m]
100.168.2.135 [m]
100.168.2.136 [m]
100.168.2.137 [m]
100.168.2.138 [m]
100.168.2.139 [m]
100.168.2.140 [m]
100.168.2.141 [m]
100.168.2.142 [m]
100.168.2.143 [m]
100.168.2.144 [m]
100.168.2.145 [m]
100.168.2.146 [m]
100.168.2.147 [m]
100.168.2.148 [m]
100.168.2.149 [m]
Heavy

Well the kettle is back online and responding to voice control, but now we're eating dinner in dark while lights download a firmware update



11/10/2016, 19:10 from [Hove, England](#)

VIEW TWEET ACTIVITY

973 RETWEETS 1,563 LIKES

Search 11:04 38%

Click on the hand to select your preferred handle side.

29 MINUTES AGO

This Man Has Been Trying to Make Tea for 11 Hours

Erin Burr, sir @erinscafe

Next

@MarkRittman is trying to get his wifi-enabled tea kettle online. Someone get the man some caffeine. Photo via @markrittman

SWIPE TO BEGIN



THE FOLLOWING MORNING...

Smart homes

English man spends 11 hours trying to make cup of tea with Wi-Fi kettle

Data specialist Mark Rittman spent an entire day attempting to set up his new appliance so that it would boil on command

Bonnie Malkin

@bonniemalkin

Wednesday 12 October 2016 02.29 BST



< Shares 2,747 Comments 591



Mark Rittman sat about trying to make a cup of tea at 8pm but night had fallen by the time his new Wi-Fi

Advertisement



1 English man spends 11 hours trying to make cup of tea with Wi-Fi kettle

2 Former boyfriend of murdered British woman killed by Philippines police

3 Brexit adviser: leaving EU customs union will cost UK £25bn a year

4 Obama savages Trump over groping boast and urges party to abandon him

5 Labour's Liam Byrne: I was at my lowest point after 'there's no money' note

6 “Honey G's X Factor funny. It's modern-c

7 Will Young quits Str Dancing on personal

8 Is our world a simulation some scientists say i than not

9 Sloppy England earn Slovenia thanks to J stunning saves

10 “If you see a killer run



This Guy's 12-Hour Battle With His Wi-Fi Kettle For A Cup Of Tea Is The Most British Struggle

Though it might have helped if he wasn't using such a complex home network...

posted on Oct. 12, 2016, at 11:11 a.m.



Matthew Champion

BuzzFeed News Reporter



— BuzzFeedNEWS —



Portraits That Capture
The Difference Between
The Morning You And
Night You

by Laura Gallant

— Connect With **BuzzFeed** UKNews —

www.standard.co.uk/news/uk/british-man-in-12-hour-struggle-to-make-cup-of-tea-with-wi-fi-kettle

ApplicationsServersNode-RED: r.a.littman.co.ukReadingPexOracle BIEE HomeHuePost to SquarespaceMark Rittman

English man spends 11 hours trying to...British man in 12-hour struggle to make single cup of tea with...Man spends 11 hours trying to make cup of tea in gruelling b...

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News > UK

British man in 12-hour struggle to make single cup of tea with Wi-Fi kettle

TOM POWELL | Wednesday 12 October 2016 | 7 comments

f

136 shares



TOP STORY
Driver charged over road rage clash with Jeremy Vine
2 hours

Struggle: Mr Rittman spent hours trying to make a tea

www.hln.be/hln/n/959/Bizar/article/detail/2816147/2016/10/12/Engelsman-doet-elf-uur-over-het-zetten-van-een-kopje-thee-met-een-wifi-ketel

ApplicationsServersNode-RED: r.a.littman.co.ukReadingPexOracle BIEE HomeHuePost to SquarespaceMark Rittman

Couldn't he just flip the switch? Geek buys...Engelsman doet elf uur over het zetten van... (3) Mark RittmanArthur Meljula (@arthurmeljula) has sent you...

Woensdag 12 oktober 2016 - 10u29:20
Aanmelden0 bewaard

HET LAATSTE NIEUWS
LozcrserviceDigikrantAbonnement

Vind ik leuk: 767KVolgen

HLN.BE NIEUWS REGIO SPORT SHOWBIZZ NINA MEER HLN

24U NIEUWS & SPORT BIZAR BIZARRE UITVINDINGEN

Engelsman doet elf uur over het zetten van een kopje thee met een wifi-ketel

Aanbevelen 3DelenTweetG+U

REAGEER

GERELATEERD NIEUWS

Door: redactie
12/10/16 - 07u17 Bron: The Guardian, Twitter

BEWAAR ARTIKEL




© thinkstock.

Alles wat Mark Rittman wilde, was een kopje thee om zijn dag mee te beginnen. Dat hij door technische problemen elf uur later nog steeds geen thee zou hebben, kon de Engelsman (gelukkig) niet vermoeden...

In plaats van gewoon de ketel op het vuur te zetten of de waterkoker te pakken, wilde de dataspecialist namelijk zijn thee maken met zijn nieuwste gadget: een hi-tech wifi-ketel, die op zijn stem reageert en het theewater voor hem zou moeten koken.

Technologie is vooruitgang?
De technologie stond echter nog niet helemaal op punt, waardoor hij urenlang bezig was met het fixen van het ene na het andere opduikende probleem. Intussen meldde hij al zijn progressie op Twitter, waar hij al gauw werd...



Mark Rittman
@markrittman

Still haven't had a first cup of tea this morning, debugging the kettle and now iWifi base-station has reset. Boiling water in saucepan now.

8:56 AM - 11 Oct 2016 · Hove, England, United Kingdom

1,263 retweets1,733 likes

Meer over Bizarre uitvindingen, Thee, Bizar, Engeland

MEER VAN HLN

Jan: trotseert tekenfilmimpersonage en shoppingcentermaagd

Georges Meus verschijnt plots in keuken 'Dagelijkse Kost' met prangende vraag

"Zayn Malik is slecht in bed"

Francesca Vanthielen doet trieste vaststelling: "Ik krijg geen televisiewerk meer"

aanbevelen door Outbrain

HLN.BE NIEUW

11u18 Krijgt prinses Elizabeth strake ...

11u18 Gerechtelijk onderzoek naar ...

11u10 Ze wordt ervan verdacht een ...

11u07 Gentse burgemeester verbiedt ...

11u07 Politie pakt fraude met ...

Sexy! Jonas doet Robbie's instagramfoto's na

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VERDERGAAN

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Wednesday, Oct 12th 2016 10AM 12°C 1PM 14°C 5-Day Forecast

MailOnline

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Couldn't he just flip the switch? Geek buys himself a WiFi kettle then spends 11 HOURS trying to make it boil

- Mark Rittman spent 11 frustrating hours trying to make his WiFi kettle boil
- The data specialist ran into troubles at 9am when trying to use the device
- Had problems with the connection between kettle and WiFi base station
- People were left confused as to what was wrong with a 'normal' kettle

By THOMAS BURROWS FOR MAILONLINE

PUBLISHED: 10:14, 12 October 2016 | UPDATED: 10:14, 12 October 2016

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DON'T MISS

► PICTURED: Downcast Will Young is seen for the first time since QUITTING Strictly as he reveals he is 'dandy' following spat with head judge Len Goodman



► TOWIE babe Jasmin Walia shows off slim



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Salzburg Airport
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Due to the large number of comments, they are being shown 100 per page.



Camohan 12 Oct 2016 2:40

This is what hell looks like.

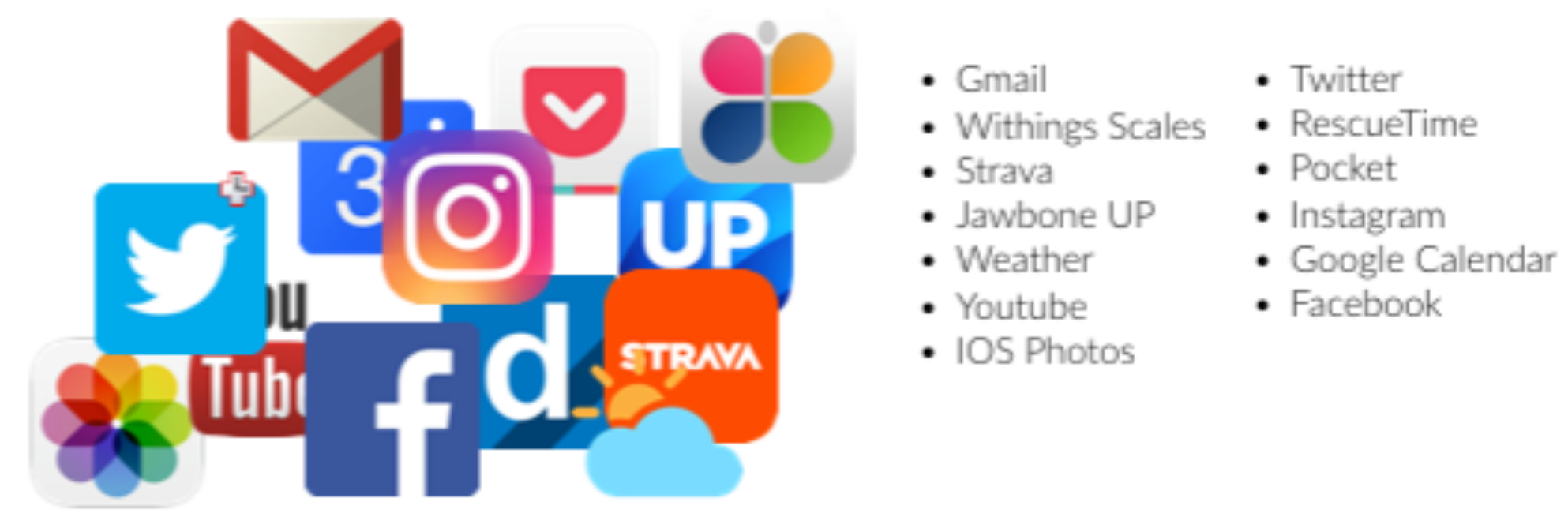
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BUT WAIT...

THIS COULD BE INTERESTING...

All Device Data at Home Logged to Hadoop Cluster



- Gmail
- Withings Scales
- Strava
- Jawbone UP
- Weather
- Youtube
- IOS Photos
- Twitter
- RescueTime
- Pocket
- Instagram
- Google Calendar
- Facebook

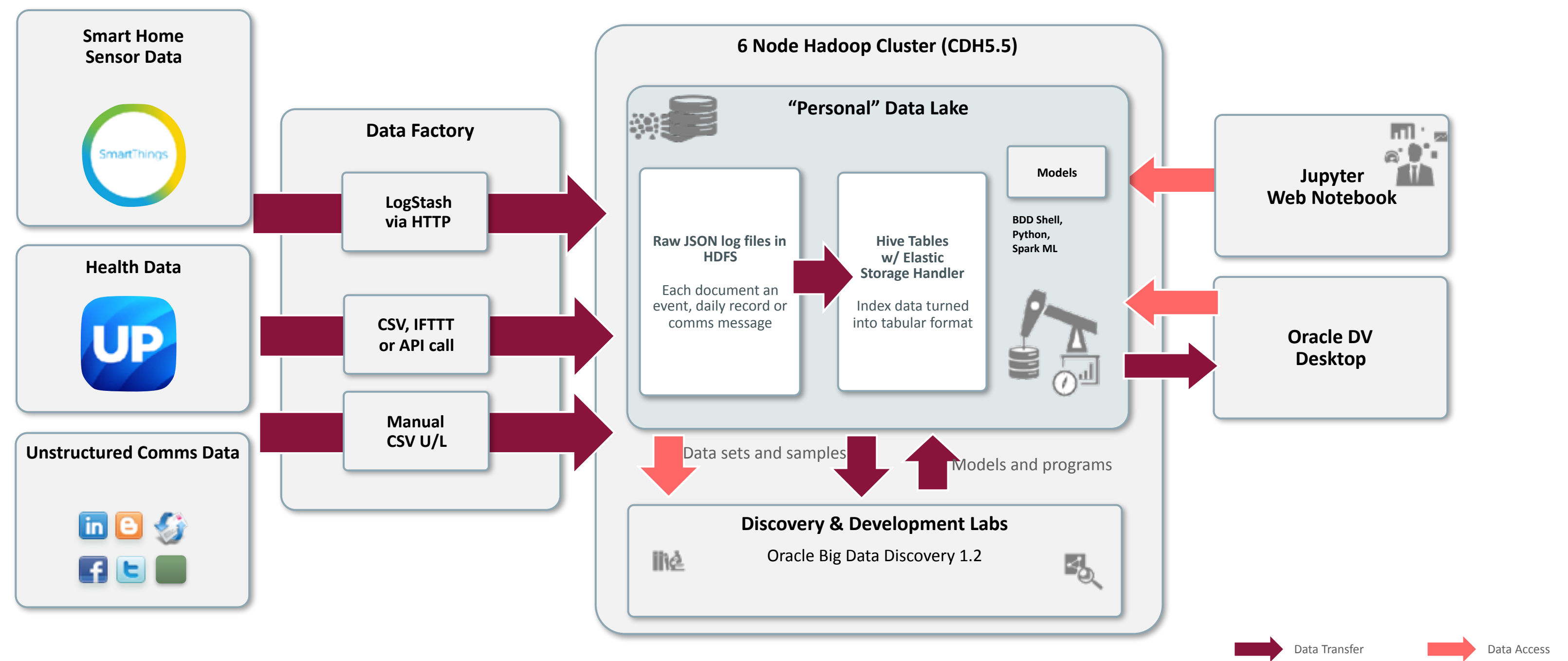


6-Node CDH5.8 Hadoop Cluster in garage,
+ Oracle Big Data Discovery 1.2.0
on VMWare ESXi 4-node cluster



Other Personal Project : Home + Wearables Analytics

- Data extracted or transported to target platform using LogStash, CSV file batch loads
- Landed into HDFS as JSON documents, then exposed as Hive tables using Storage Handler
- Cataloged, visualised and analysed using Oracle Big Data Discovery + Python ML





```
1 select * from st_events_kudu_rt2
```

Execute

Save

Save as...

Explain

or create a

New query

...



Recent queries

Query

Log

Columns

Results

Chart

	iso_date	display_name	device	value	name	description	unit	descriptio
0	2016-09-09T17:20:04.344Z	Nest Thermostat - Entryway	Nest Thermostat - Entryway	22	temperature		C	Ambient Tem
1	2016-09-09T17:38:03.443Z	Nest Weather (Pws:ihove65)	Nest Weather (Pws:ihove65)	19	temperature		C	Ambient Tem
2	2016-09-09T19:38:30.160Z	Mark's Desk Lamp	Mark's Desk Lamp	0	switch		null	Mark's Desk
3	2016-09-09T19:35:02.797Z	Nest Thermostat - Entryway	Nest Thermostat - Entryway	22	temperature		C	Ambient Tem
4	2016-09-09T19:38:31.127Z	Mark's Desk Lamp	Mark's Desk Lamp	0	switch		null	Mark's Desk
5	2016-09-09T19:38:29.599Z	Mark's Desk Lamp	Mark's Desk Lamp	0	switch		null	Mark's Desk



Home



Visual Analyzer



Data Sources



Search



- Name
- Dist km
- Elv m
- Elapsed Time
- Moving Time
- Speed km/h
- Max Speed km/h
- Pace /km
- Max Pace /km
- Pwr W
- Max Heart
- Elev/Dist m/km
- Elev/Time m/h
- Temp C
- Cal
- Energy kJ
- Segs
- PRs
- Others
- Kudos
- Comments

Add Calculation

Oracle Magazine

Click here or drag data elements to add a filter



Combo



Trellis Columns



Trellis Rows



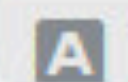
Values (Y-Axis)



Dist km

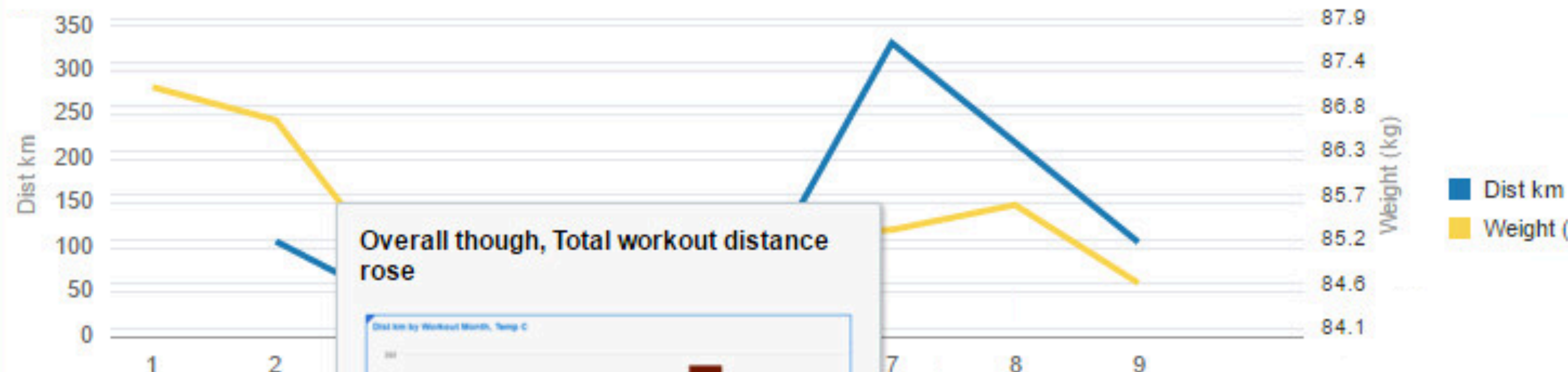


Weight (kg)

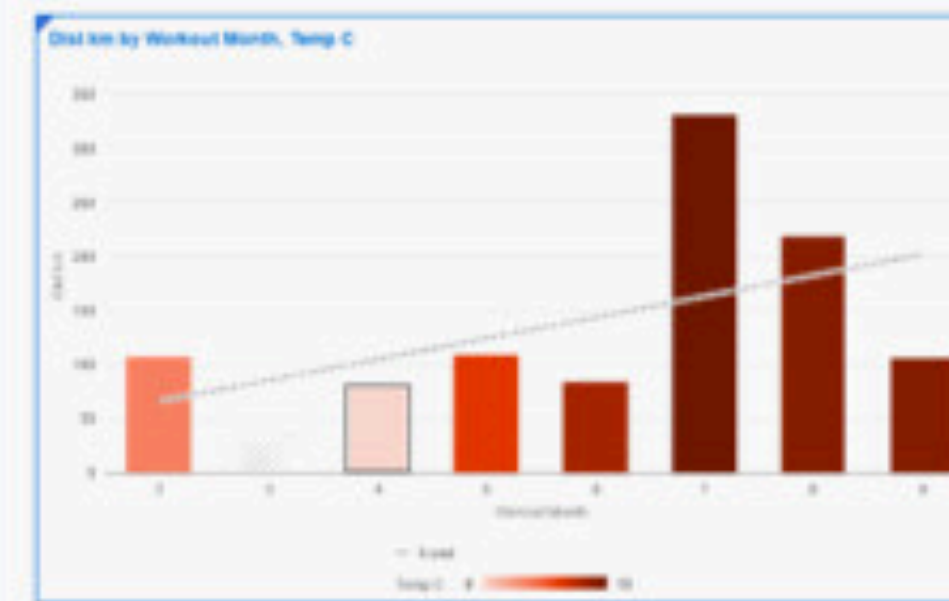


Category (X-Axis)

Dist km, Weight (kg) by Workout Month



Overall though, Total workout distance rose



3:14 AM

And The Exercise Seems to Have Worked!



+ Click here or drag data elements to add a filter

Bar ▾

Trellis Columns

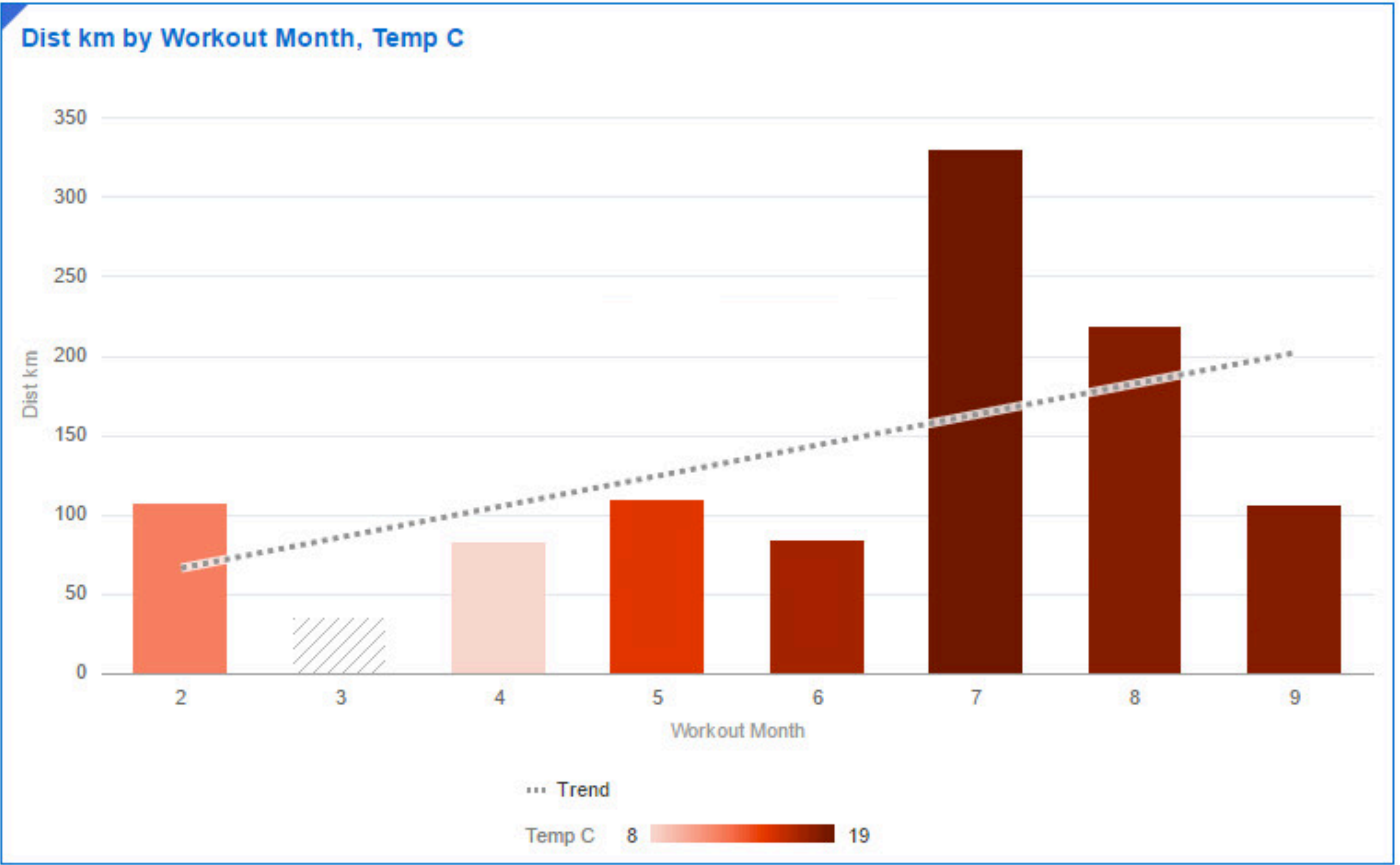
Trellis Rows

Values (Y-Axis)
Dist km

A Category (X-Axis)
A Workout Month

Color
Temp C

Size (Width)



THIS TIME LAST YEAR...

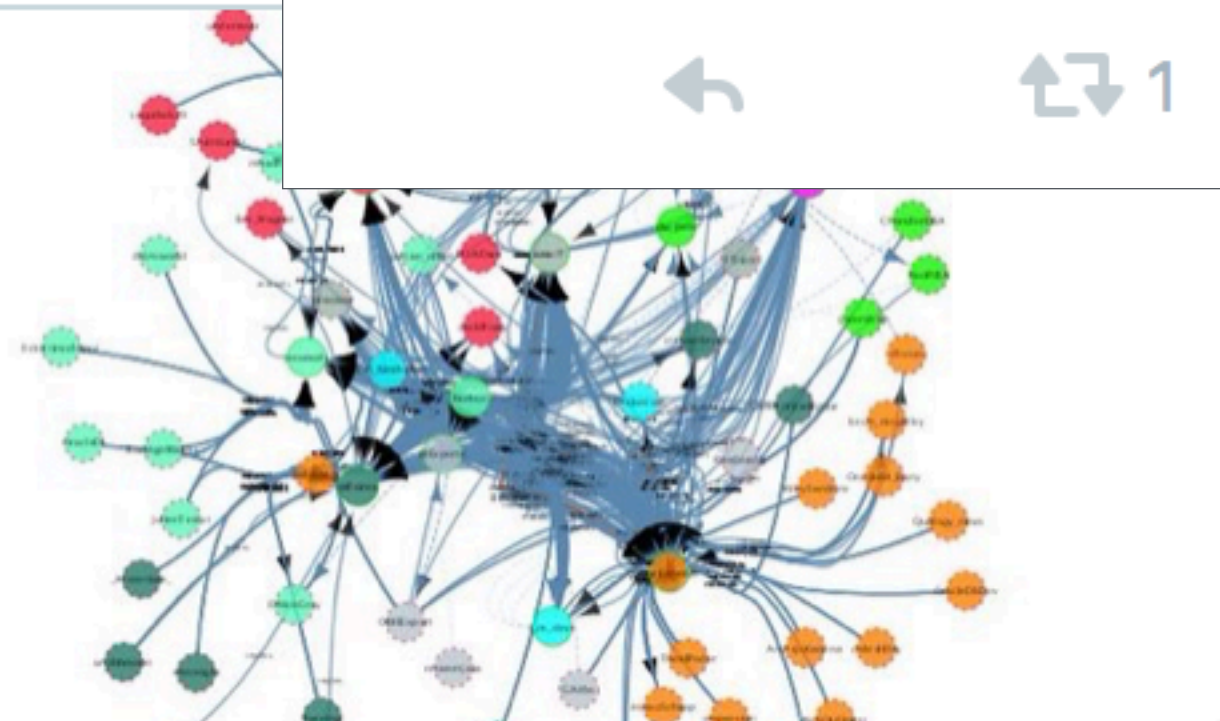
↻ Mark Rittman Retweeted



Michael Rainey @mRainey 2
.@markrittman showing us an Oracle
Data Spatial & Graph Case Study
@rittmanmead social networks
#BIWASummit pic.twitter.com/JaMHtRw5Sy



Mark Rittman
Detect community
audience based
just #hashtags

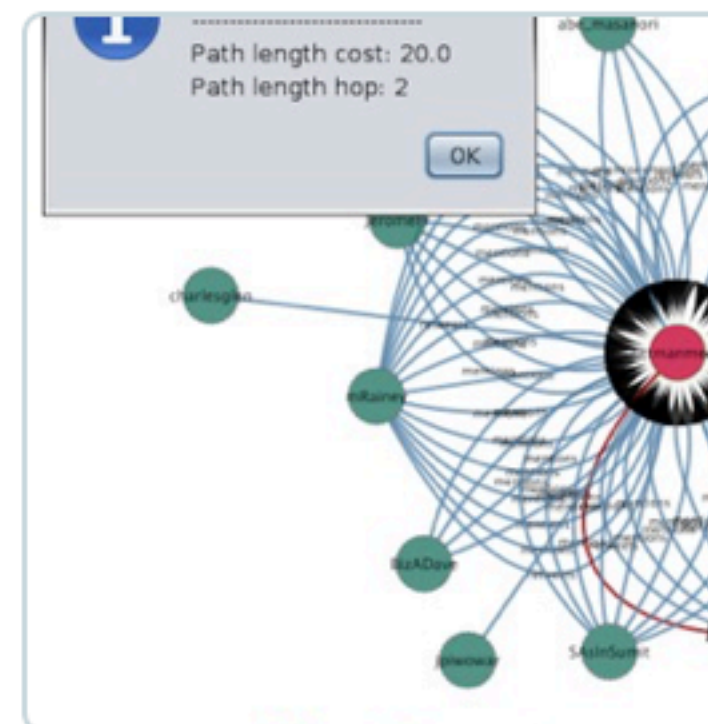


↻ 8

♥ 6



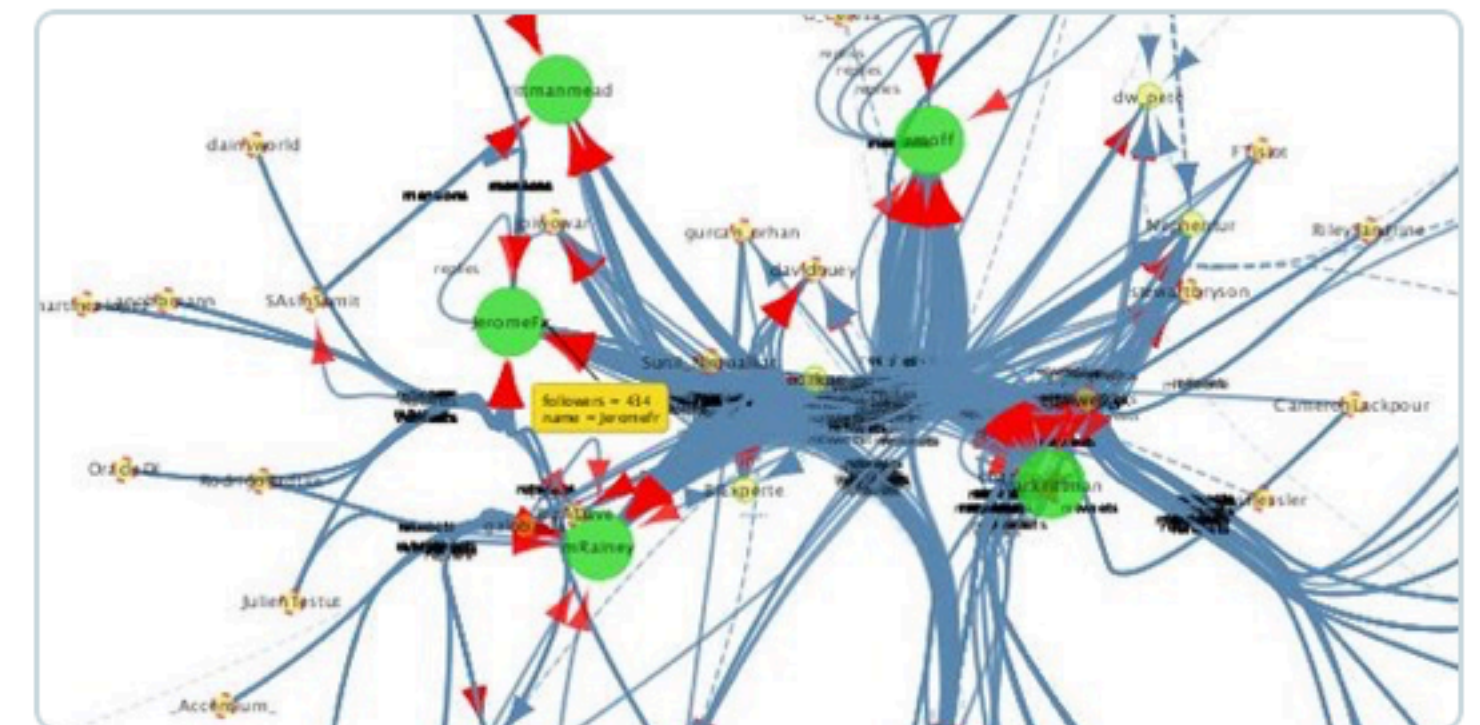
Mark Rittman @markrittman 27/01/2016
Find out the fastest way to @rmoff to
answer your OBIEE questions - Social
Network Analysis, 2.20pm #BIWASummit



↻ 1



Mark Rittman @markrittman 27/01/2016
See how retweets, replies and mentions
flow around the @rittmanmead social
graph on Oracle BDA - 2.20pm
#BIWASummit



↻ 3

♥ 1

Oracle Big Data Spatial & Graph

- Graph, spatial and raster data processing for big data
 - Primarily documented + tested against Oracle BDA
 - Installable on commodity cluster using CDH
- Data stored in Apache HBase or Oracle NoSQL DB
 - Complements Spatial & Graph in Oracle Database
 - Designed for trillions of nodes, edges etc
- Out-of-the-box spatial enrichment services
- Over 35 of most popular graph analysis functions
 - Graph traversal, recommendations
 - Finding communities and influencers,
 - Pattern matching



**CAN WE USE GRAPH ANALYSIS
AND ORACLE BIG DATA TO FIND OUT...**

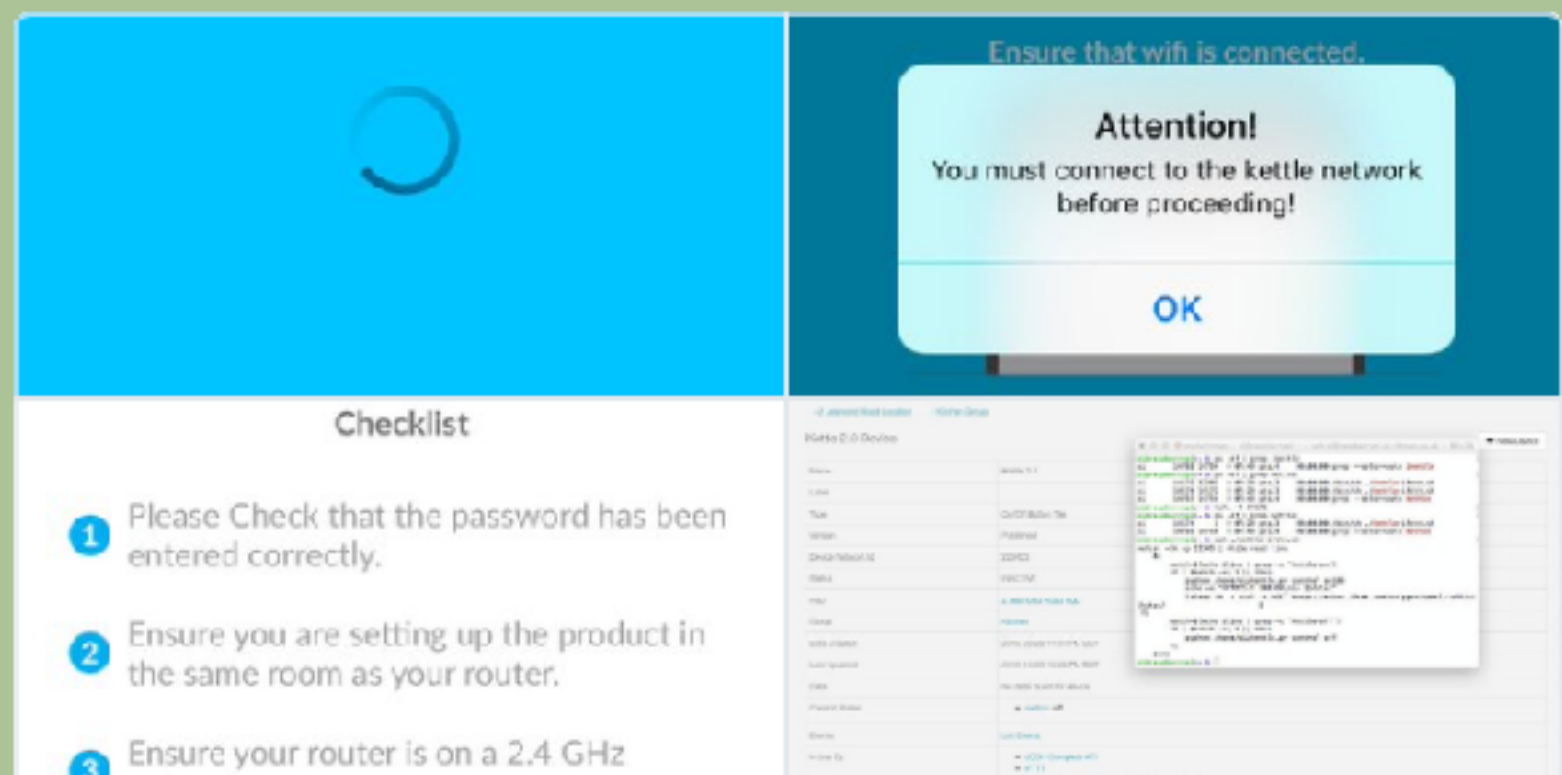
HOW THIS TWEET WENT VIRAL?



Die große Verwunderung

Und verwundert war Rittman in der Tat. "Hatte immer noch keine Tasse Tee an diesem Morgen, weil ich den Wasserkocher debugged habe", twitterte er um zehn Uhr morgens aus dem heimatlichen Hove am Ärmelkanal. "Jetzt hat sich die iWifi-Basisstation zurückgesetzt. Koche das Wasser nun in einer Kasserolle."

Drei Stunden später folgte der nächste Eintrag seiner Smart-Home-Odyssee. Die verpflichtende Neukalibrierung hatte einen Reset der Basisstation ausgelöst und war im Netzwerk nicht mehr auffindbar. Eine Stunde später war dieses Problem zwar gelöst, dafür verzögerte nun Twitter den weiteren Fortschritt.



Technology

Gadgets

Man documents his 12 hour attempt to make a cup of tea using his Wi-Fi kettle

OCTOBER 13, 2016 9:57AM



One man spent all day just trying to make a single cup of tea. Picture: Supplied



PEDESTRIAN

DAILY

JOBS



SOME POOR SOD SPENT 11 HOURS SETTING UP WI-FI KETTLE B/C THE FUTURE SUCKS

Ensure that wifi is connected.

Attention!

You must connect to the kettle network before proceeding!

OK

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SUBMIT

Tweet

Advertisement

FEATURED

AND AROUND THE WORLD IN 24 HOURS?

3454

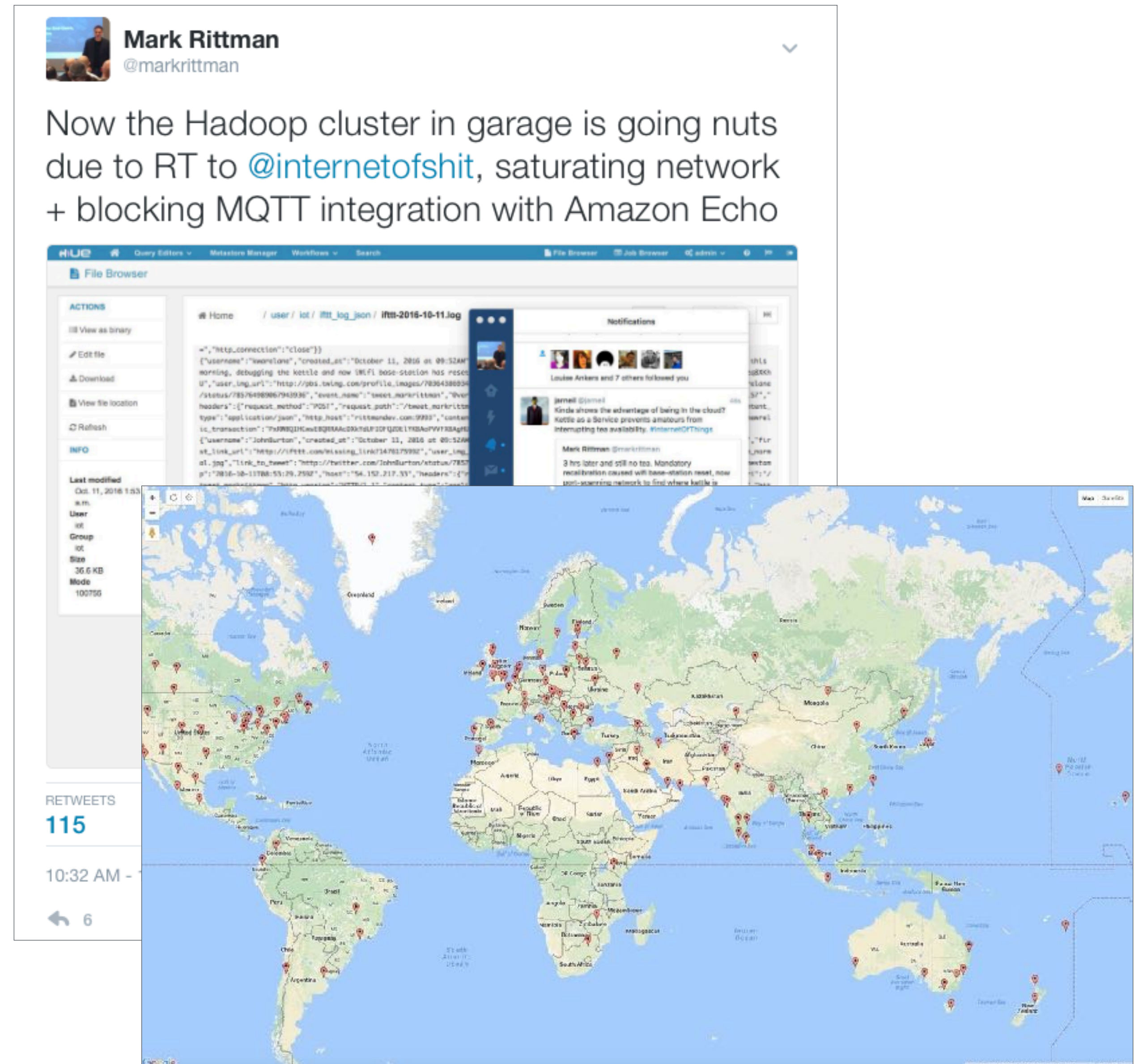
Tweets, retweets and mentions
over 48 hours

3017

Twitters users commenting

30+

Number of countries ‘WiFi Kettle’
became meme or news item



Loading Tweets (Edges) And Users (Vertices)

- Tweets in HDFS files processed and transformed into OBDGS file format for HBase load

Vertex File (.opv)

```
biwa_connections.opv
1,name,1,markrittmann,,
2,name,1,gwenshap,,
3,name,1,rmooff,,
4,name,1,Sunil_Nimbalkar,,
5,name,1,OracleDbDev,,
6,name,1,mRainey,,
7,name,1,charlesglen,,
8,name,1,Data88Geek,,
9,name,1,EricdeMarylebon,,
10,name,1,jpiwowar,,
11,name,1,retweetjava,,
12,name,1,Venkatram_T,,
13,name,1,NoSQLDigest,,
14,name,1,Data88Smart,,
15,name,1,i_m_dave,,
16,name,1,BizADave,,
17,name,1,Nephentur,,
18,name,1,HeliFromFinland,,
19,name,1,pulsebase,,
20,name,1,OsamaOracle,,
```

- Unique ID for the vertex
- Integer added via sequence in ODI
- Property name (“name”, “followers”)
- Vertex Property datatype and value

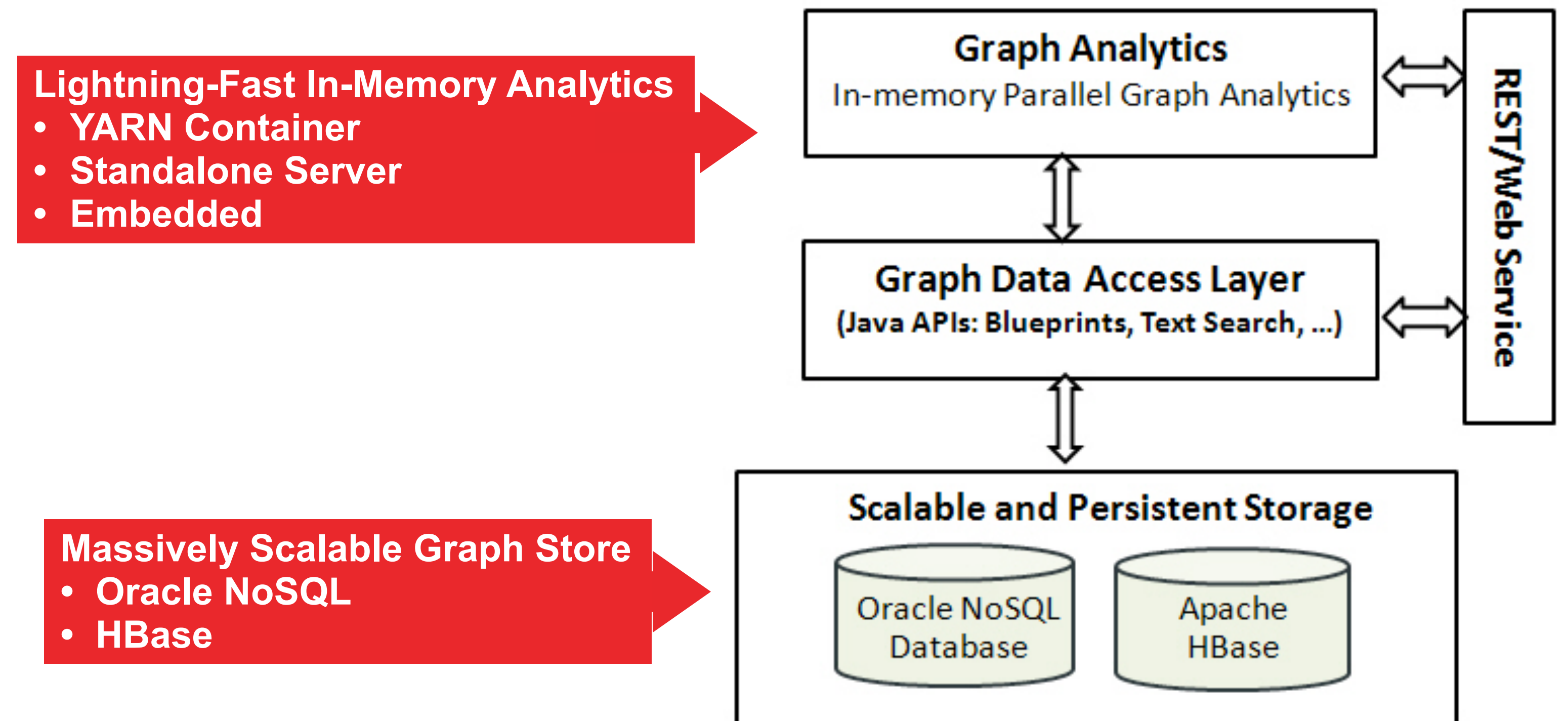
- Unique ID for the edge
- Leading edge vertex ID
- Trailing edge vertex ID
- Edge Type (“tweet”)
- Edge Property (“timestamp” or “location”)
- Edge Property datatype and value

Edge File (.ope)

```
kettle_edges.ope.txt
1,70,70,tweet,tweet_timestamp,5,,2016-10-12T01:53:22.000-05:00
2,298,298,tweet,tweet_timestamp,5,,2016-10-12T13:07:18.000-05:00
3,419,419,tweet,tweet_timestamp,5,,2016-10-12T12:03:20.000-05:00
4,420,420,tweet,tweet_timestamp,5,,2016-10-12T06:33:31.000-05:00
5,423,423,tweet,tweet_timestamp,5,,2016-10-12T07:02:59.000-05:00
6,455,455,tweet,tweet_timestamp,5,,2016-10-12T11:27:49.000-05:00
7,556,556,tweet,tweet_timestamp,5,,2016-10-12T12:10:42.000-05:00
8,711,711,tweet,tweet_timestamp,5,,2016-10-12T07:22:37.000-05:00
9,1025,1025,tweet,tweet_timestamp,5,,2016-10-12T03:11:27.000-05:00
10,1025,1025,tweet,tweet_timestamp,5,,2016-10-12T06:12:22.000-05:00
11,1026,1026,tweet,tweet_timestamp,5,,2016-10-12T01:29:52.000-05:00
12,1027,1027,tweet,tweet_timestamp,5,,2016-10-12T02:50:17.000-05:00
13,1028,1028,tweet,tweet_timestamp,5,,2016-10-12T01:37:11.000-05:00
14,1028,1028,tweet,tweet_timestamp,5,,2016-10-12T04:51:21.000-05:00
15,1047,1047,tweet,tweet_timestamp,5,,2016-10-12T08:33:01.000-05:00
16,1078,2877,tweet,tweet_timestamp,5,,2016-10-12T07:11:25.000-05:00
17,1190,1190,tweet,tweet_timestamp,5,,2016-10-12T10:33:08.000-05:00
18,1381,1381,tweet,tweet_timestamp,5,,2016-10-12T10:42:56.000-05:00
19,1601,1601,tweet,tweet_timestamp,5,,2016-10-12T11:34:04.000-05:00
20,1843,1843,tweet,tweet_timestamp,5,,2016-10-12T07:31:57.000-05:00
21,1906,1870,tweet,tweet_timestamp,5,,2016-10-12T08:24:31.000-05:00
22,1992,1658,tweet,tweet_timestamp,5,,2016-10-12T04:35:38.000-05:00
23,2095,2095,tweet,tweet_timestamp,5,,2016-10-12T07:42:06.000-05:00
24,2124,2124,tweet,tweet_timestamp,5,,2016-10-12T05:37:13.000-05:00
25,2316,2316,tweet,tweet_timestamp,5,,2016-10-12T10:57:24.000-05:00
26,2441,1175,tweet,tweet_timestamp,5,,2016-10-12T10:58:28.000-05:00
27,2476,2476,tweet,tweet_timestamp,5,,2016-10-12T09:46:55.000-05:00
28,2665,2665,tweet,tweet_timestamp,5,,2016-10-12T09:23:50.000-05:00
29,4096,4096,tweet,tweet_timestamp,5,,2016-10-12T01:34:15.000-05:00
30,4097,4097,tweet,tweet_timestamp,5,,2016-10-12T01:36:12.000-05:00
31,4098,4098,tweet,tweet_timestamp,5,,2016-10-12T01:38:00.000-05:00
32,4099,4099,tweet,tweet_timestamp,5,,2016-10-12T01:38:05.000-05:00
33,4100,4100,tweet,tweet_timestamp,5,,2016-10-12T01:38:34.000-05:00
```


Oracle Big Data Graph And Spatial Architecture

- Data loaded from files or through Java API into HBase
- In-Memory Analytics layer runs common graph and spatial algorithms on data
- Visualised using Cytoscape, R or in this example, Tom Sawyer Perspectives



Loading Edges And Vertices Into Hbase

```
cfg = GraphConfigBuilder.forPropertyGraphHbase() \
.setName("connectionsHBase") \
.setZkQuorum("bigdatalite").setZkClientPort(2181) \
.setZkSessionTimeout(120000).setInitialEdgeNumRegions(3) \
.setInitialVertexNumRegions(3).setSplitsPerRegion(1) \
.build();

opg = OraclePropertyGraph.getInstance(cfg);
opg.clearRepository();

vfile="../../../data/kettle_nodes.opv"
efile="../../../data/kettle_edges.ope"
opgdl=OraclePropertyGraphDataLoader.getInstance();
opgdl.loadData(opg, vfile, efile, 2);

// read through the vertices
opg.getVertices();

// read through the edges
opg.getEdges();
```

Uses "Gremlin" Shell for HBase

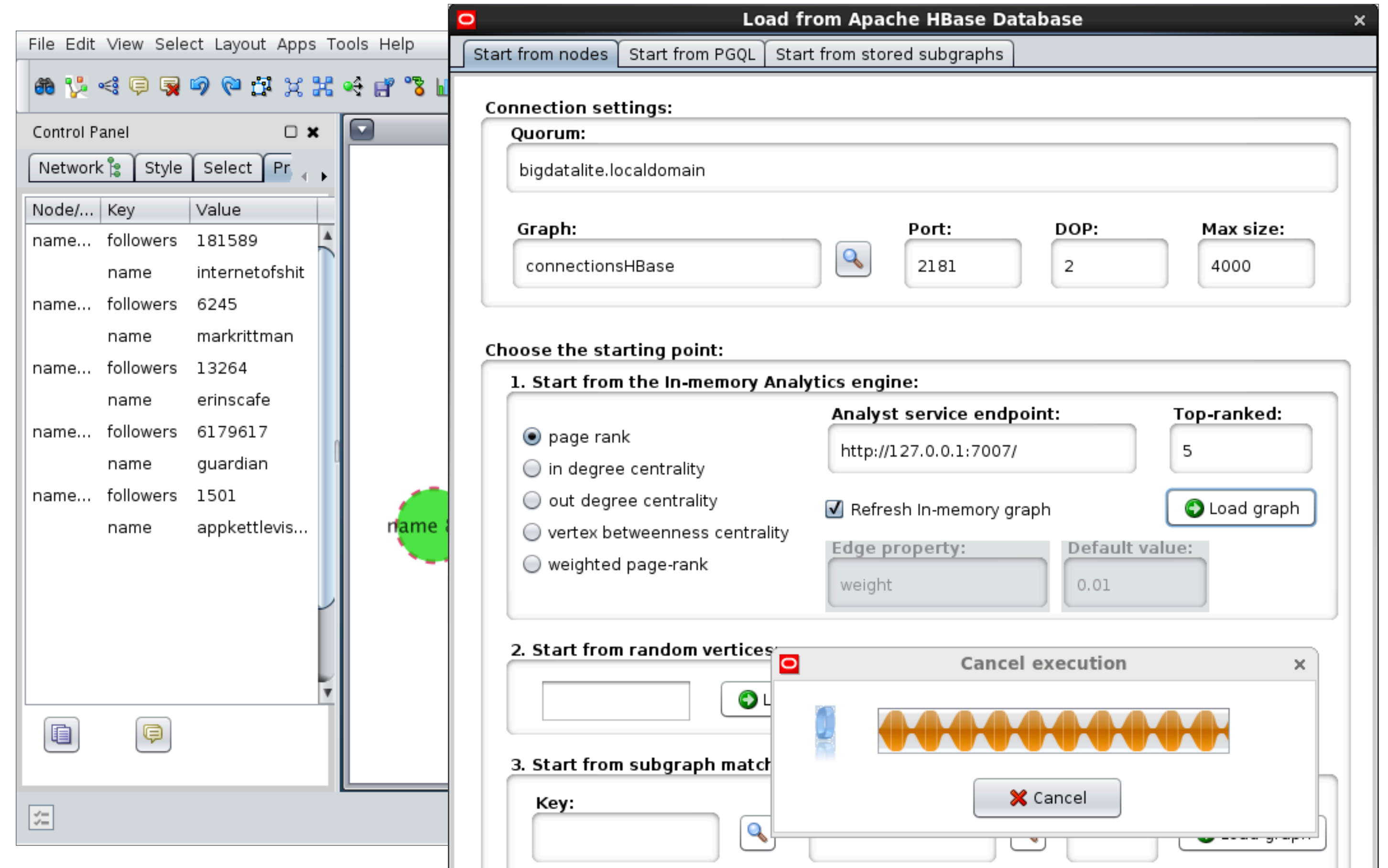
- Creates connection to HBase
- Sets initial configuration for database
- Builds the database ready for load

- Defines location of Vertex and Edge files
- Creates instance of OraclePropertyGraphDataLoader
- Loads data from files

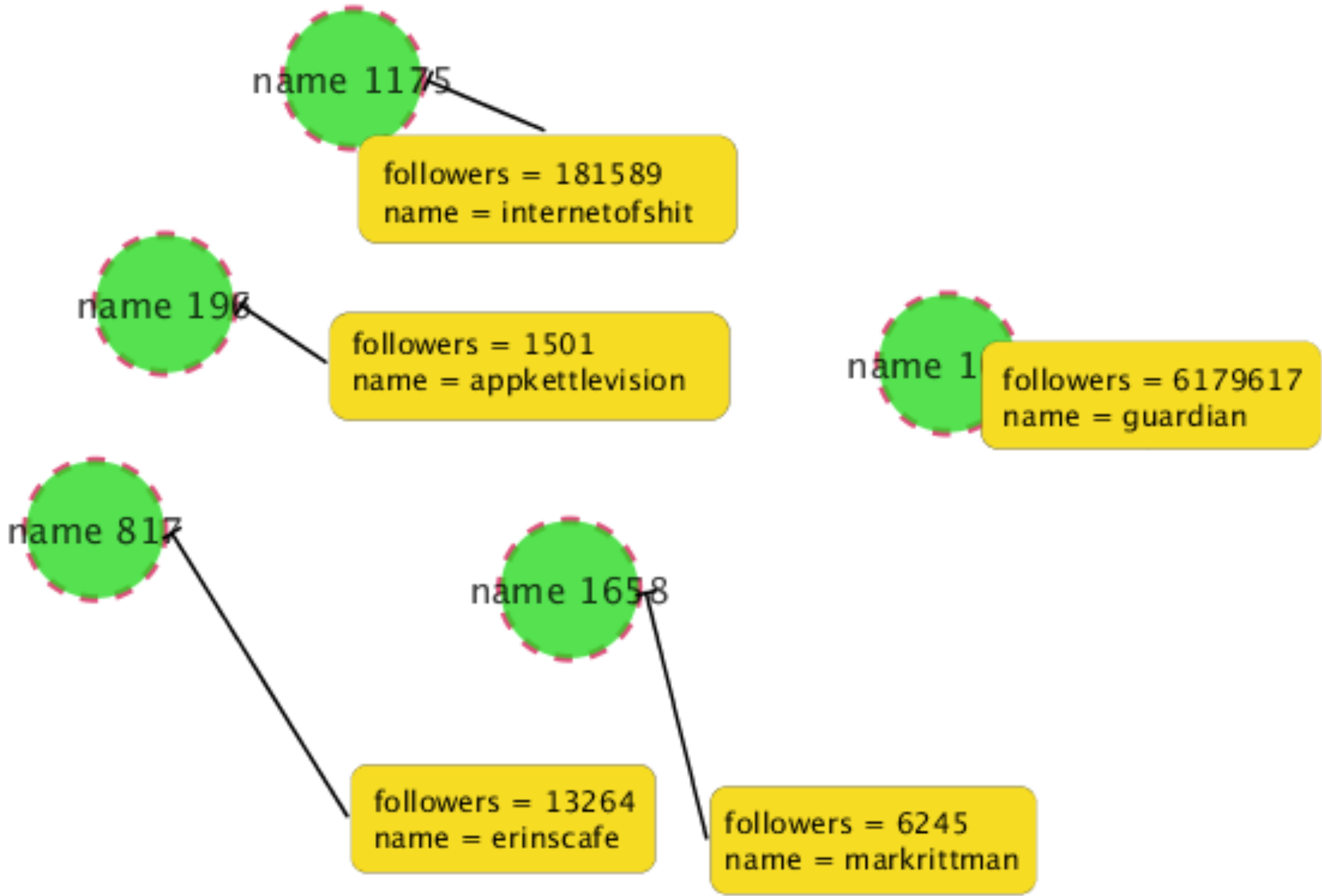
- Prepares the property graph for use
- Loads in Edges and Vertices
- Now ready for in-memory processing

Visualize And Analyze Using Cytoscape Plugin

- Plugin created by Oracle to add to open-source Cytoscape analysis tool
- Connects to HBase or NoSQL property graph
- Connect to PGX analytics engine
- Run Page Rank and other analyses
- Visualize property graph on-screen
- Search for nodes and edges using Apache Solr search engine



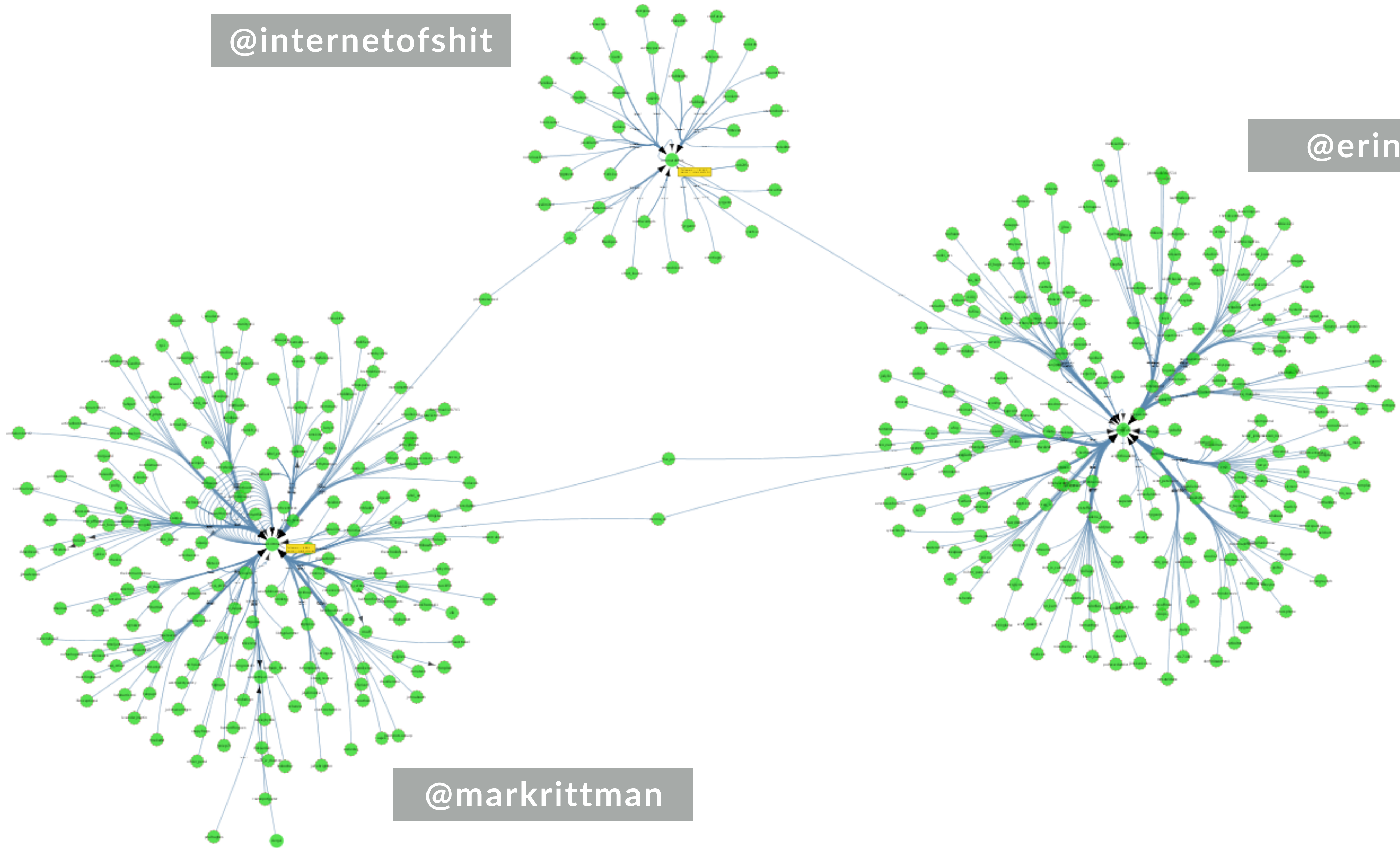
Top 5 Influencers Based On Mentions, Retweets



@internetofshit

@erinscave

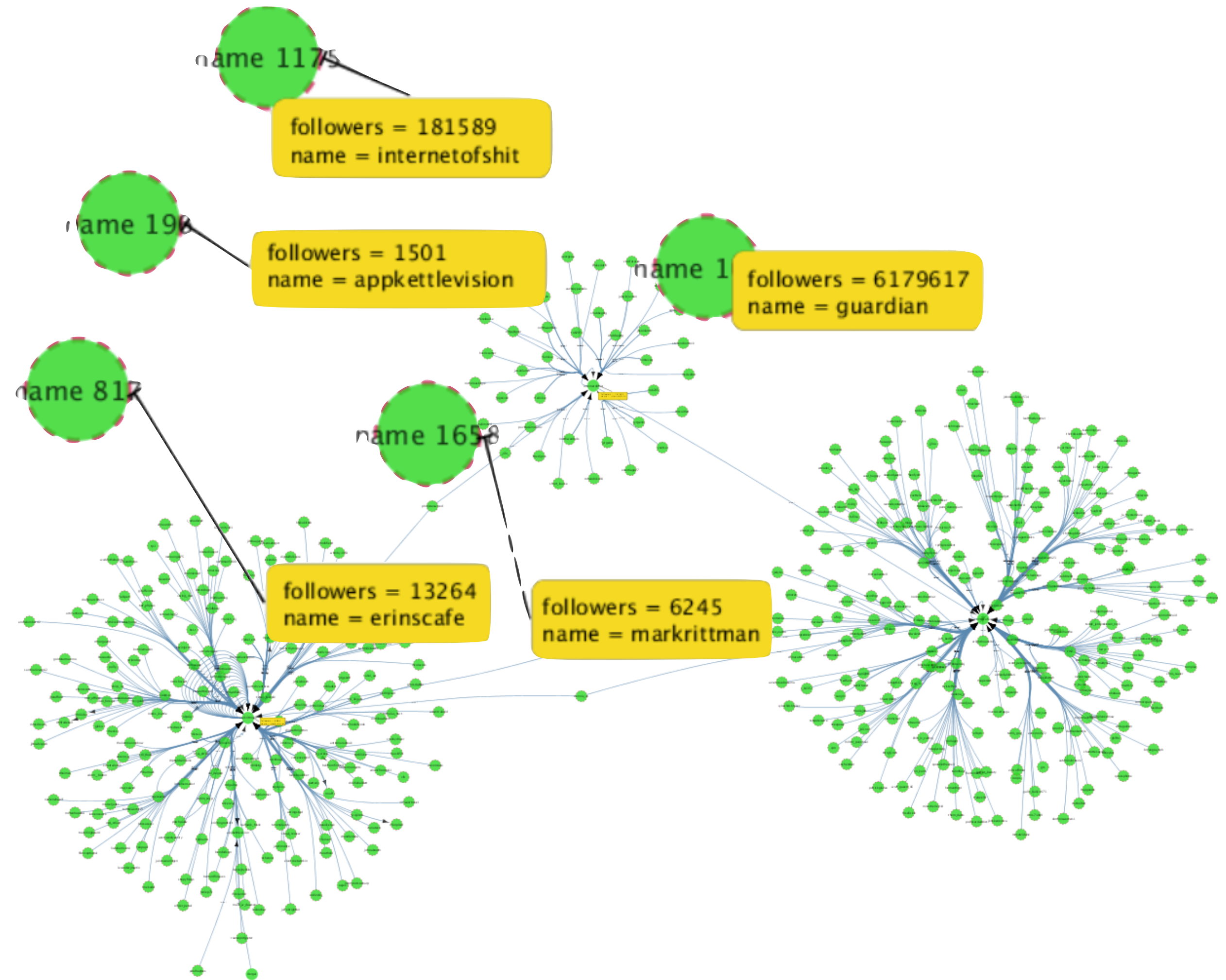
@markrittman



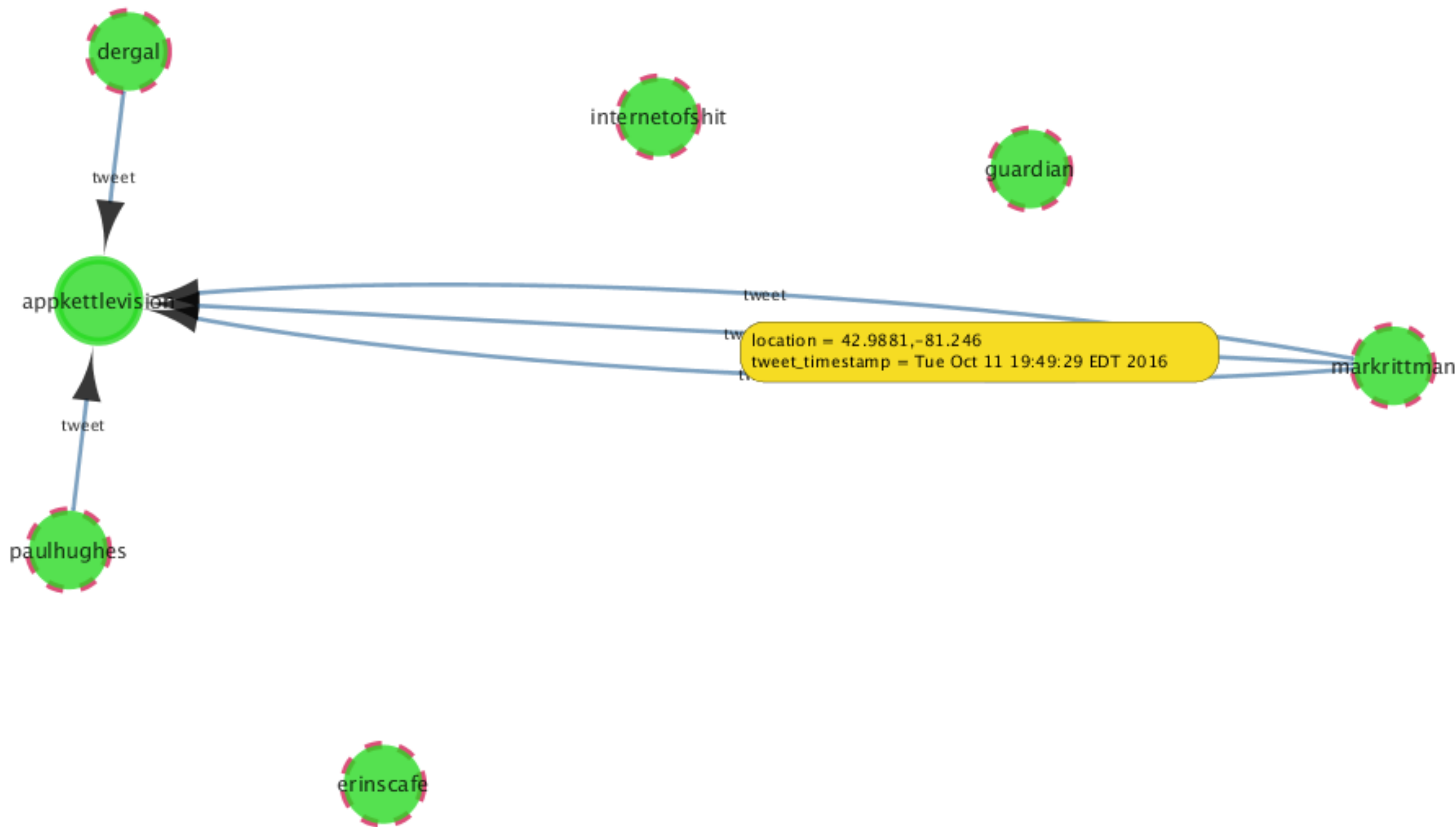
Role Of Network Influencers In Meme Propagation

- The story was picked-up by several influential Twitter users and online news sites
 - ErinsCafe, BoingBoing, Internet of Sh*t
- Featured as a “Twitter Moment” on Day 1 PM
- Guardian Newspaper website Day 2 AM
- Influencers identified in two ways
 - By number of followers in Twitter profile
 - By number of connecting edges in tweets Property Graph using Page Rank algorithm

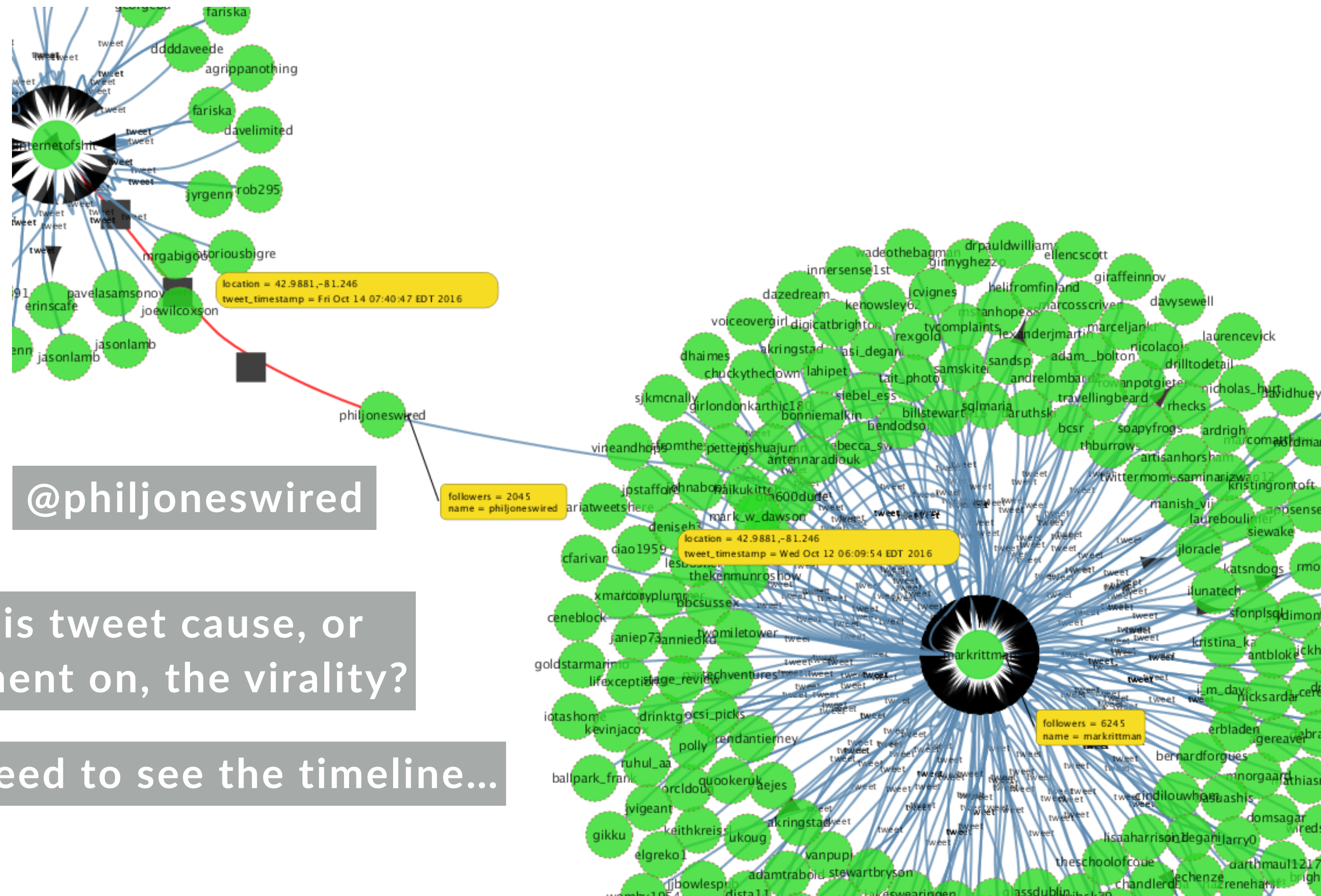
• **But ... *how did they hear about the story?***



Understanding How A User Joined Conversation

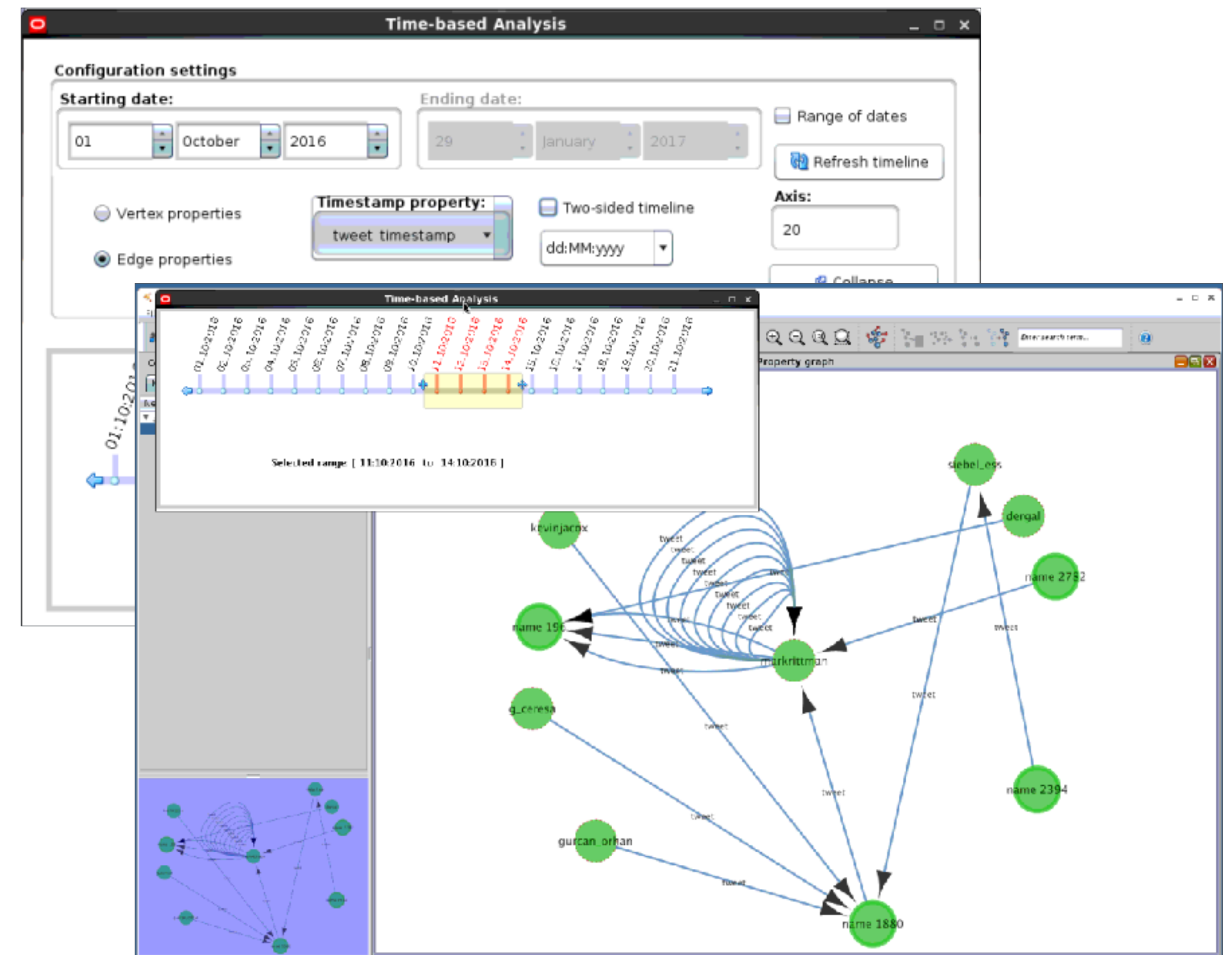


Visualising Potential Story Paths To Influencer Nodes



New Cytoscape Plugin Feature - Timeline Analysis

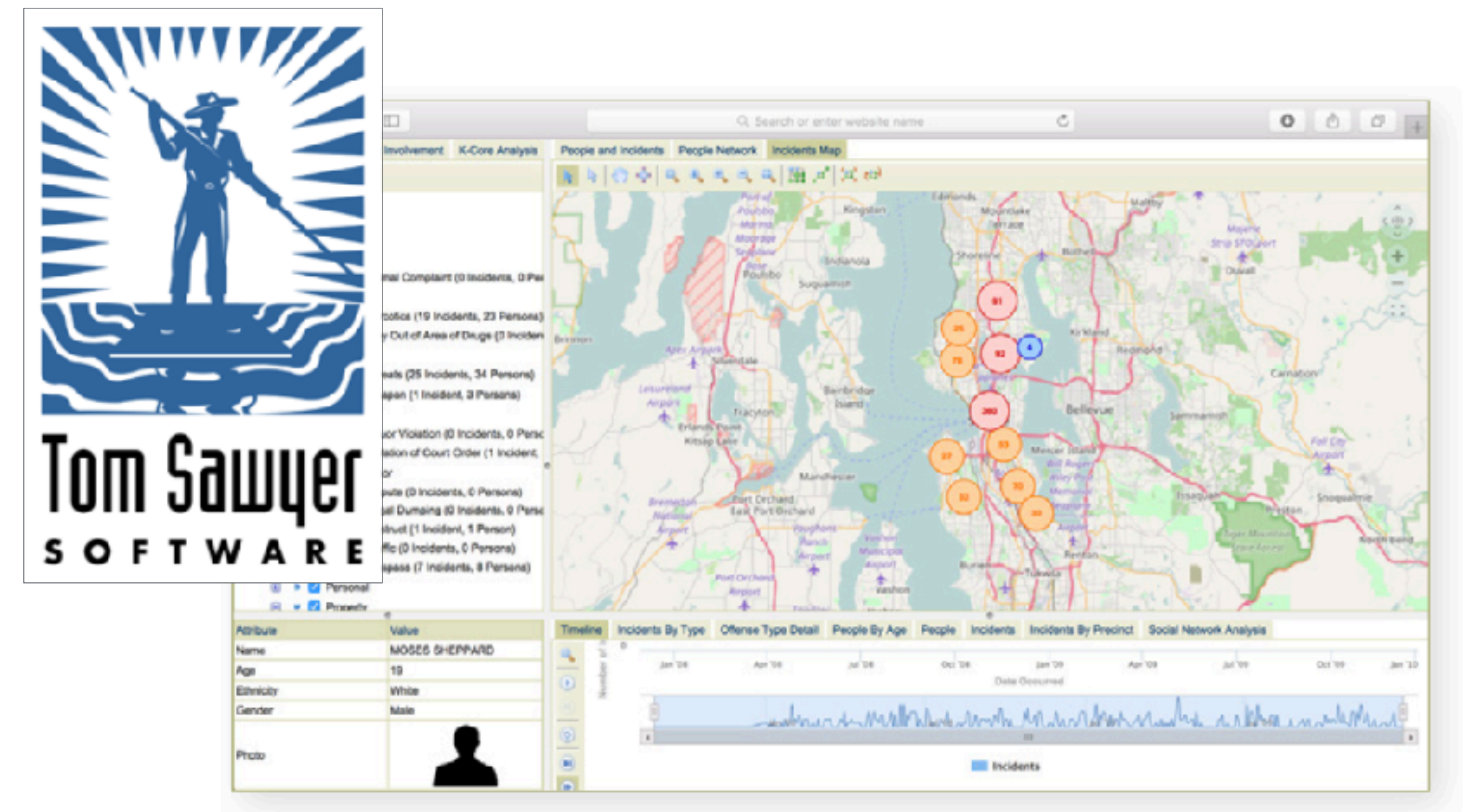
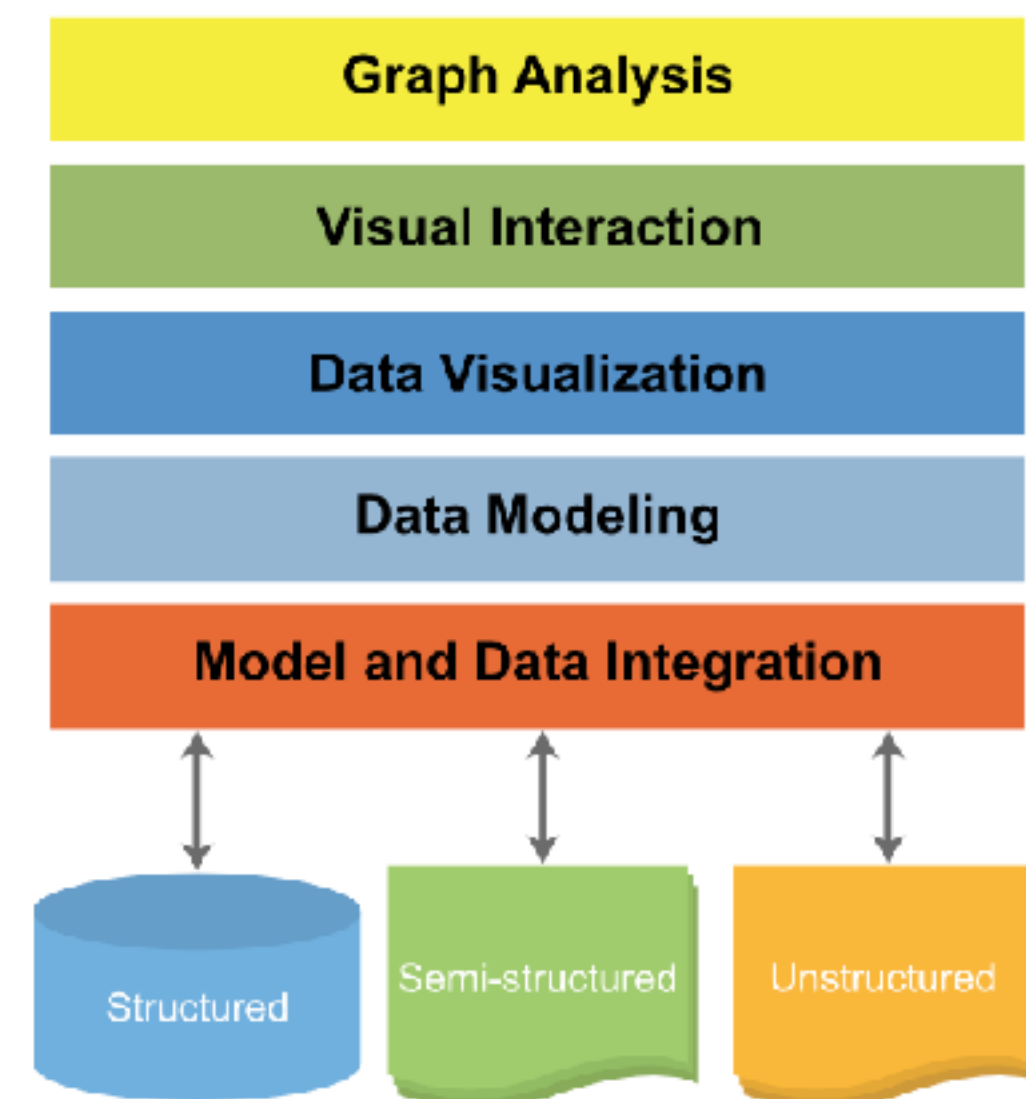
- Filters PGX analysis on timestamp edge or vertex property when present in property graph
- Select start date, optional end date for filter
- Supports two-sided timeline in directed graphs
- View property graph as it develops over time



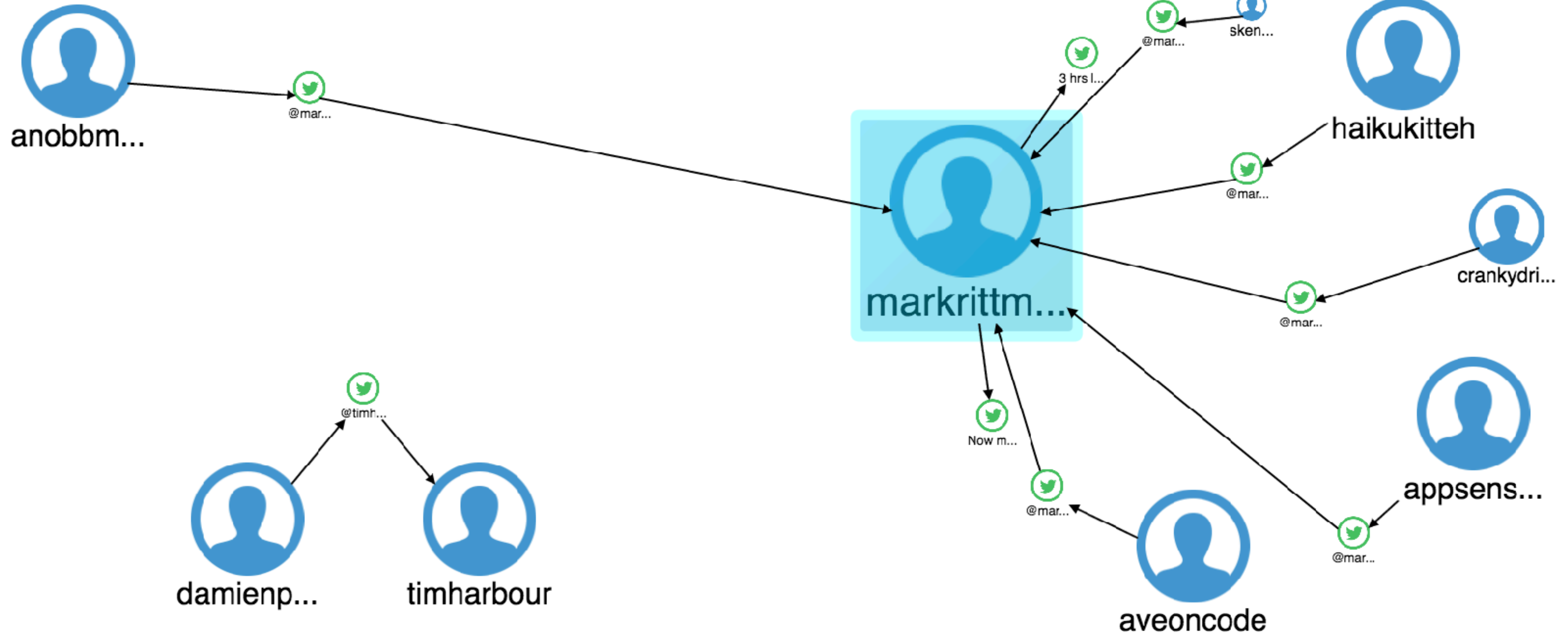
Control Panel □ ×Network Style Select Property GraphNetwork Nodes EdgesTable Panel □ × $f(x)$ Node Table Edge Table Network Table

Tom Sawyer Perspectives For Social Network Analysis

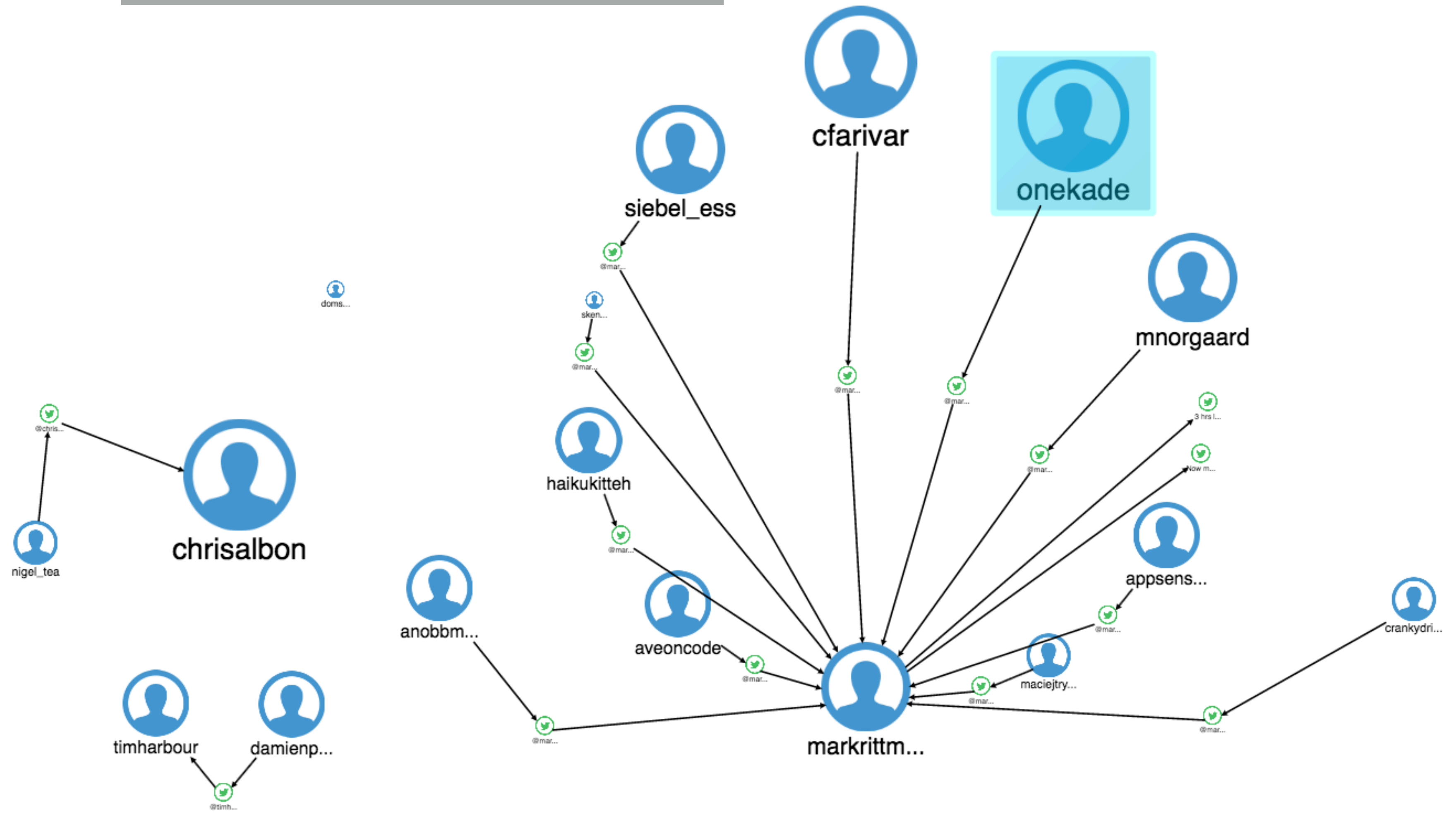
- The Timeline Analysis plugin for Cytoscape is useful and helps us filter by date range
- Another option for visualising property graphs is Tom Sawyer Perspectives
 - Timeline analysis down to the hour - 3hr periods are perfect for this analysis
 - Map visualization, network visualization
- Prototype using subsets of tweets in CSV files, or connect to full HBase/NoSQL dataset



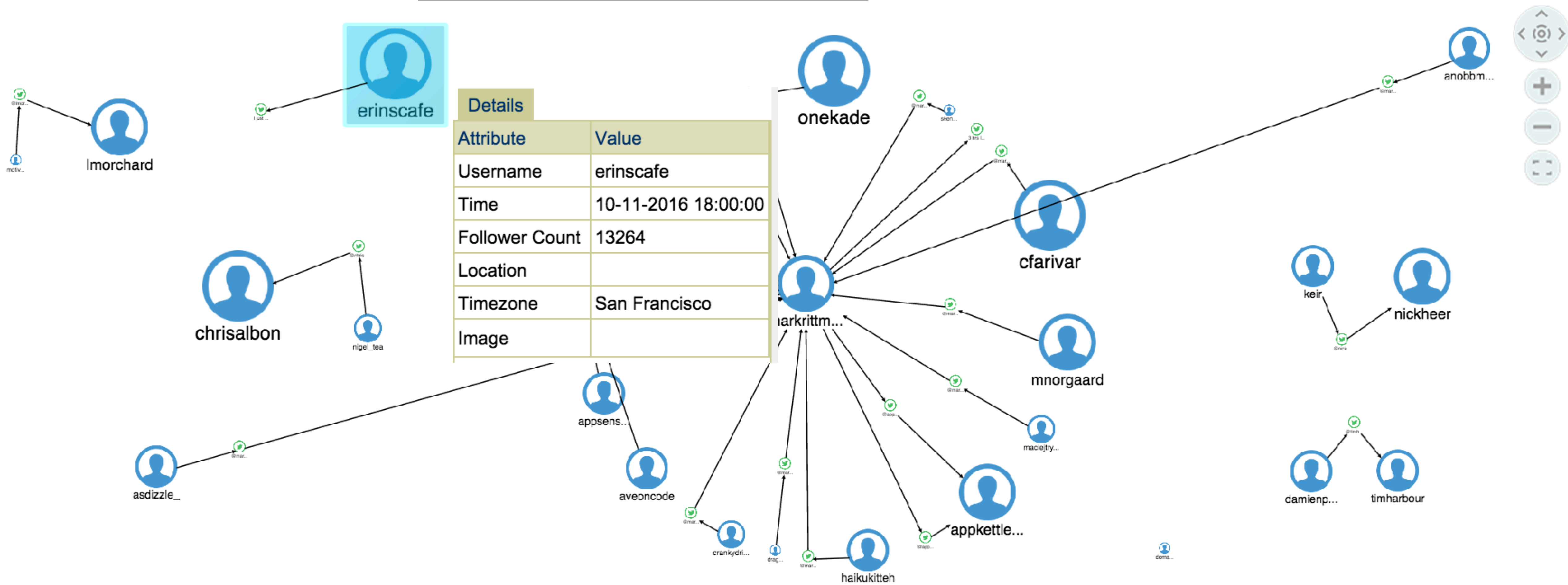
Day 1 : 10am GMT



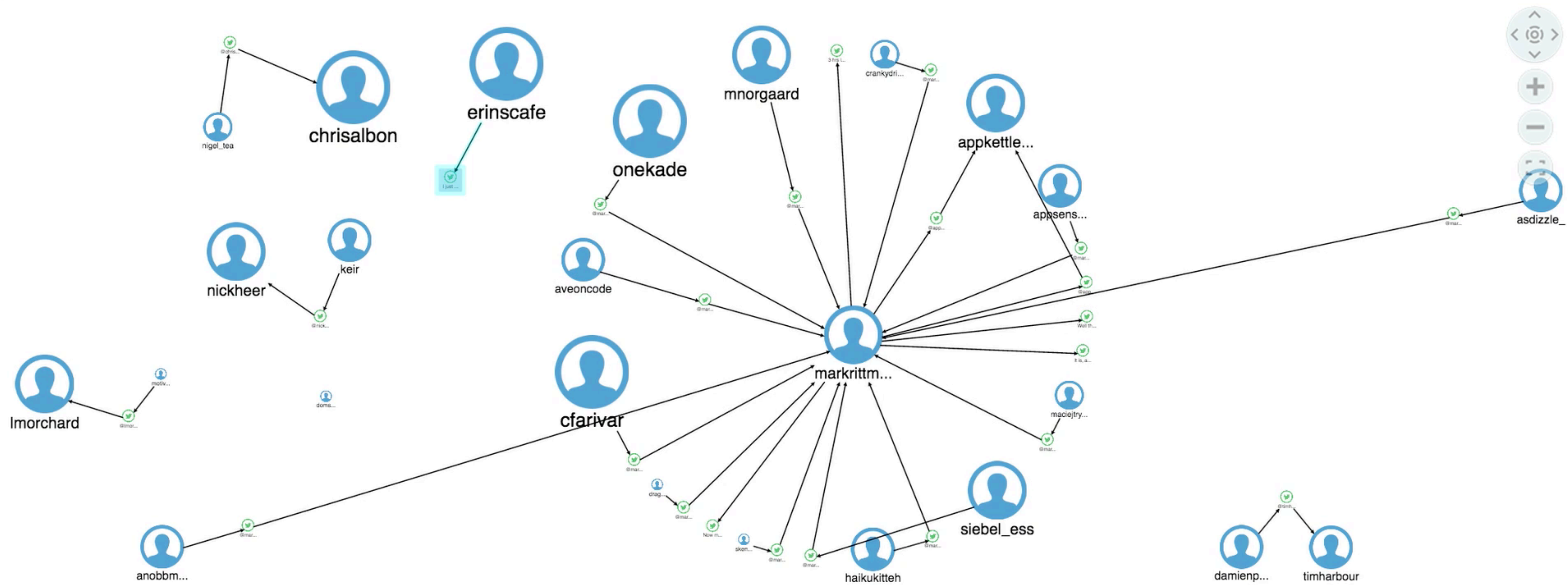
Day 1 : 3pm GMT



Day 1 : 6pm GMT



Day 1 : 8pm GMT



Day 2 : 6am GMT



Details	
Attribute	Value
Username	erinscave
Time	10-11-2016 18:00:00
Follower Count	13264
Location	
Timezone	San Francisco
Image	

IT WAS @ERINSCAFE


IT WAS @ERINSCAFE





Erin Brr, sir
@erinscafe

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS	MOMENTS
142K	3,434	13.9K	113K	1	1

Director of [#ffthefilm](#) on Amazon.

 Hollywoodland

 [unintentionallyhilarious.tumblr.com](#)

 Joined January 2009



 WiFi Kettle Tweets

Tweet Stats Centralities

+ - Search

Users With Most Followers

Users With Most Tweets

- erinscave (236 tweets)
- markrittmann (235 tweets)
- internetofshit (36 tweets)
- guardian (27 tweets)

Popular Hashtags

- **iot** (195 mentions)
- **tea** (59 mentions)
- **wifi** (29 mentions)
- **tech** (28 mentions)
- **internetofthings** (21 mentions)
- **english** (19 mentions)
- **technology** (17 mentions)
- **kettle** (17 mentions)
- **wi** (16 mentions)
- **wifikettle** (16 mentions)
- **fail** (15 mentions)
- **smarthome** (13 mentions)
- **internetofshit** (12 mentions)

Details

No data to display

World View Connections



Timeline

Status

08:00:00.000

Time Stamp

12. Oct

13 Oct

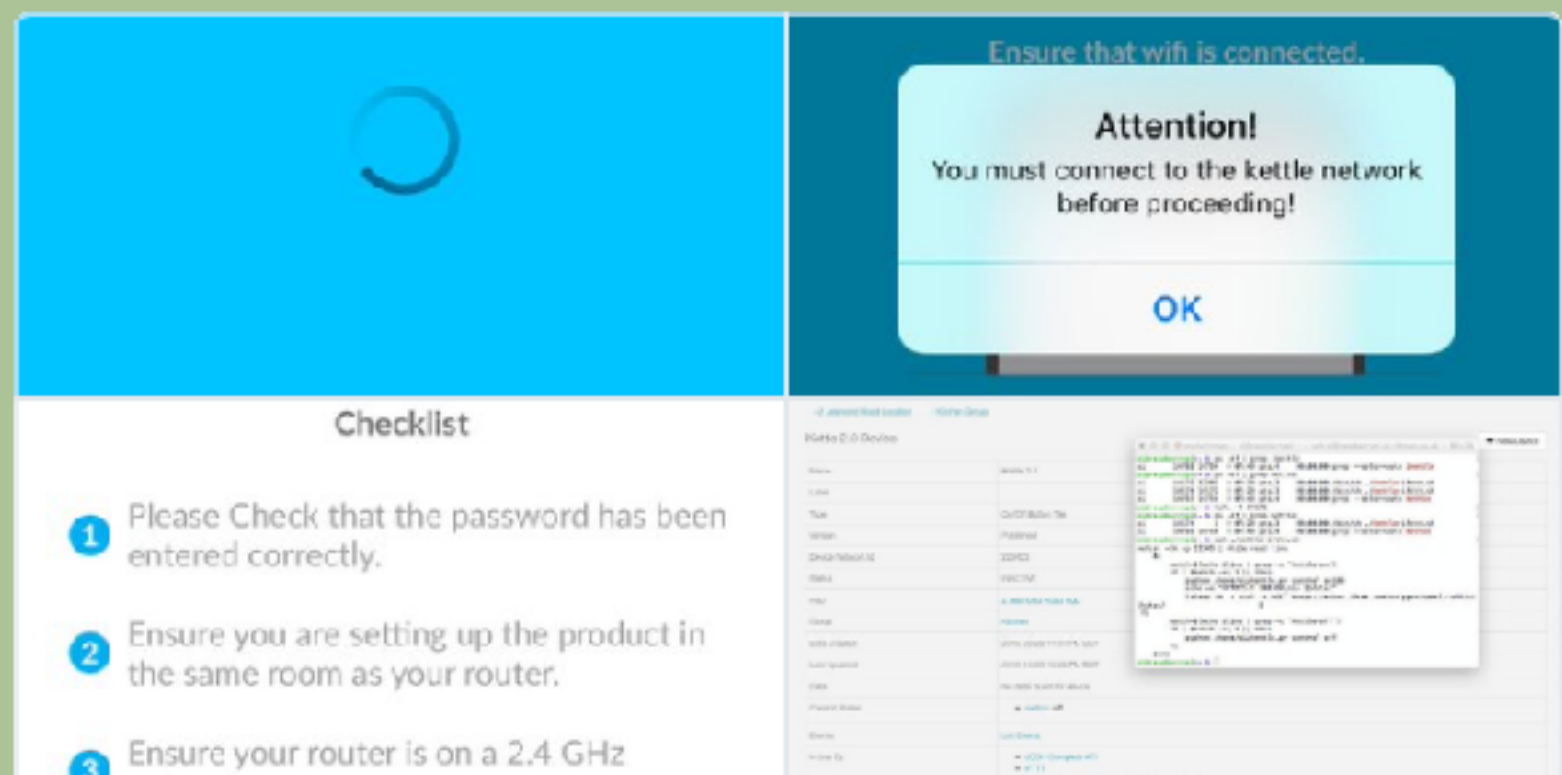
14. Oct



Die große Verwunderung

Und verwundert war Rittman in der Tat. "Hatte immer noch keine Tasse Tee an diesem Morgen, weil ich den Wasserkocher debugged habe", twitterte er um zehn Uhr morgens aus dem heimatlichen Hove am Ärmelkanal. "Jetzt hat sich die iWifi-Basisstation zurückgesetzt. Koche das Wasser nun in einer Kasserolle."

Drei Stunden später folgte der nächste Eintrag seiner Smart-Home-Odyssee. Die verpflichtende Neukalibrierung hatte einen Reset der Basisstation ausgelöst und war im Netzwerk nicht mehr auffindbar. Eine Stunde später war dieses Problem zwar gelöst, dafür verzögerte nun Twitter den weiteren Fortschritt.



Technology

Gadgets

Man documents his 12 hour attempt to make a cup of tea using his Wi-Fi kettle

OCTOBER 13, 2016 9:57AM



One man spent all day just trying to make a single cup of tea. Picture: Supplied



PEDESTRIAN

DAILY

JOBS



SOME POOR SOD SPENT 11 HOURS SETTING UP WI-FI KETTLE B/C THE FUTURE SUCKS

Ensure that wifi is connected.

Attention!

You must connect to the kettle network before proceeding!

OK

SUBSCRIBE FREE TO PEDESTRIAN DAILY

Enter your email here

SUBMIT

Tweet

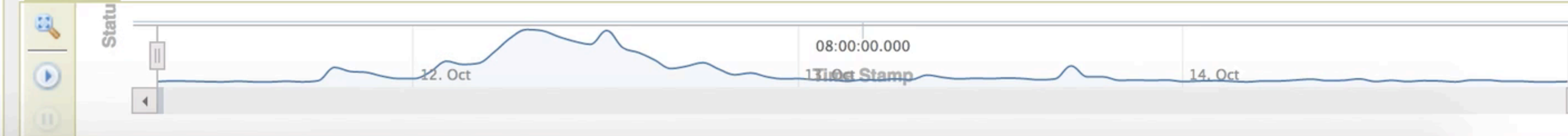
Advertisement

FEATURED

**AND USING SPATIAL CO-ORDINATES
IN THE TWEET METADATA...**

- Users With Most Followers
- Users With Most Tweets
- Popular Hashtags

No data to display



Conclusions

- Tweet went viral because it was picked-up on by a very well-connected Twitter user
 - And why did that happen? Probably because the story “had legs”...
- Some mentions in the Twitter-verse before this but main viral explosion due to @erinscave
- All subsequent activity including mentions by @guardian, @internetofsh*t followed that
- You can analyse Twitter and other meme breakouts using Oracle Big Data Spatial & Graph
- New Timeline Analysis feature in Cytoscape Plugin useful for time-slice analysis of data
- Tom Sawyer Perspectives provides even more visualisation incl. mapping analysis capabilities
- Thank you to Alan Wu, Juan Francisco & Hans Viehmann from Oracle,
and Kevin Madden & Austris Krastiņš from Tom Sawyer for their help with the demos



HOW A TWEET WENT VIRAL

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MJR Analytics Ltd (<http://www.mjr-analytics.com>)

BIWA SUMMIT 2017, SAN FRANCISCO