

# Predicting Gender Using Social Media

Gayathri Vasudevan

James Marquardt, Golnoosh Farnadi,  
Dr. Marie-Francine Moens, Dr. Sergio Davalos,  
Dr. Ankur Teredesai, Dr. Martine De Cock



CENTER FOR DATA SCIENCE

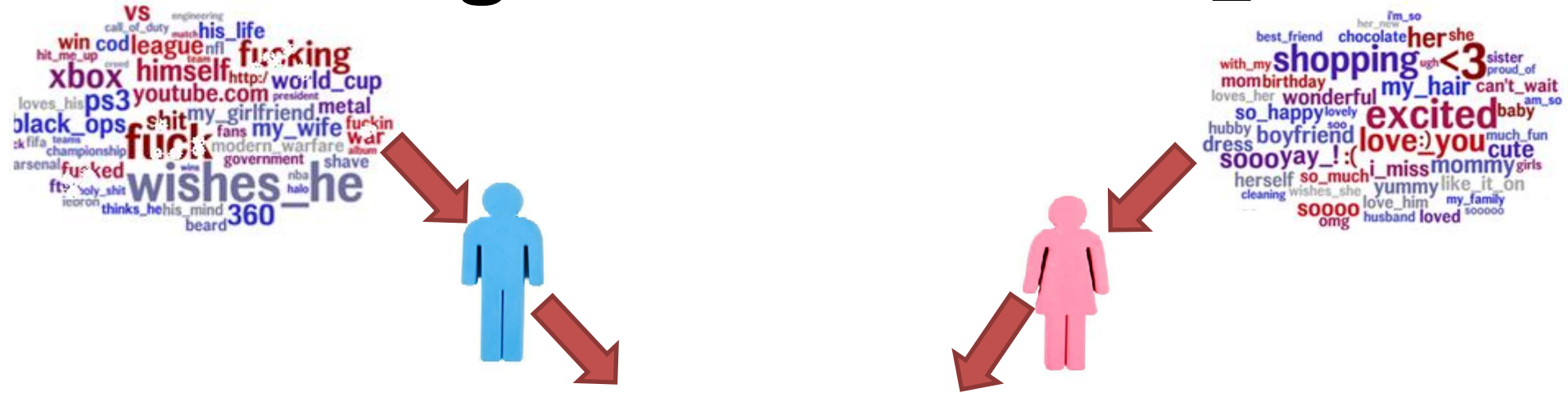
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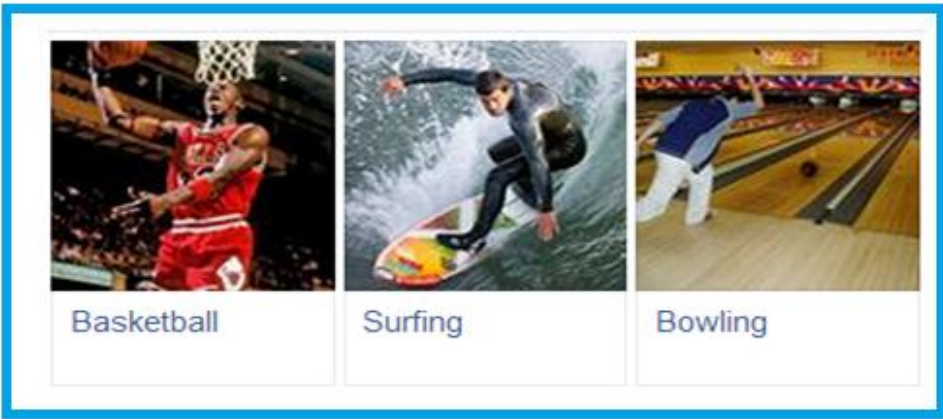
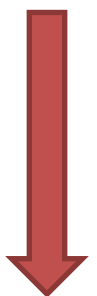
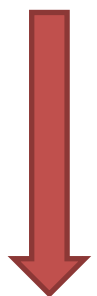


# Targeted Advertising



Source: thenewscraze.com, art-dept.ne

# Recommendation



E.g. Facebook Page Recommendations

Source: facebook.com

# Why Machine Learning?



Source: [leavinglaw.wordpress.com](http://leavinglaw.wordpress.com)



# Learn



- **w00t w00t!** i passed my practical exam! now on to the written!
- **whoo** collected a grand today and now i am going to go home and chill for a bit and do a work out later on at the gym. thne 6 am cycle class!  
**Yay**
- I think the ethernet port in **my xbox** is fried. Manly tears have been shed
- first day back. over an hour early. JFS gates are still closed. **@\$\*k** my life.

- is so excited for this week! Mon-Dance Tues-**LAGOON** Wed-Date Thurs-**CLUBBIN!** yet weekend nights not so exciting.... Fri and Sat-Work...but hey I get some \$\$\$!
- is now home...and work actually was way fun :) I love my job <3
- **OMGEEEE!!!!** My new phone came today!!! That was way fast!! O :H, and **BENNY BENASSI TONIGHT!! WOOT!!**

Source: mypersonality.org





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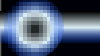
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# Classify

Is Excited that some friends showed up in KY tonight to surprise me [=]] .I'm Also Excited that " The Time Travelers Wife " Comes out tomorrow YAYAY....<3 <3

just payed \$100 to get ps3 repaired and now it comes with another year warranty, plus money left over for beer. Sweet!





# Classify



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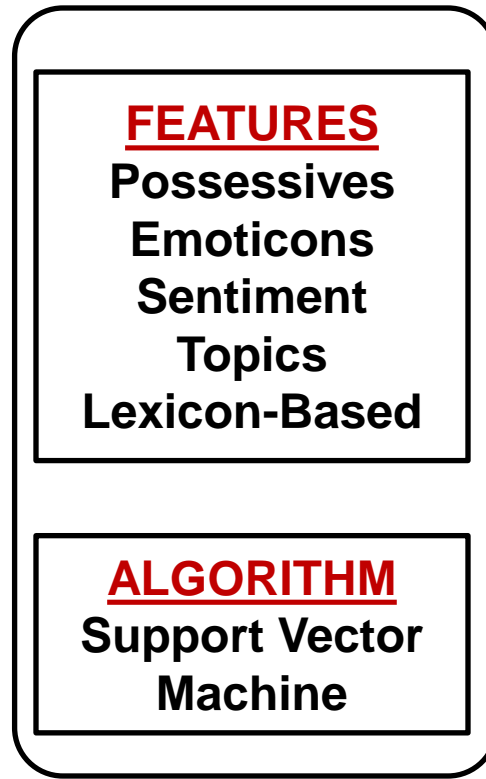
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# Methodology

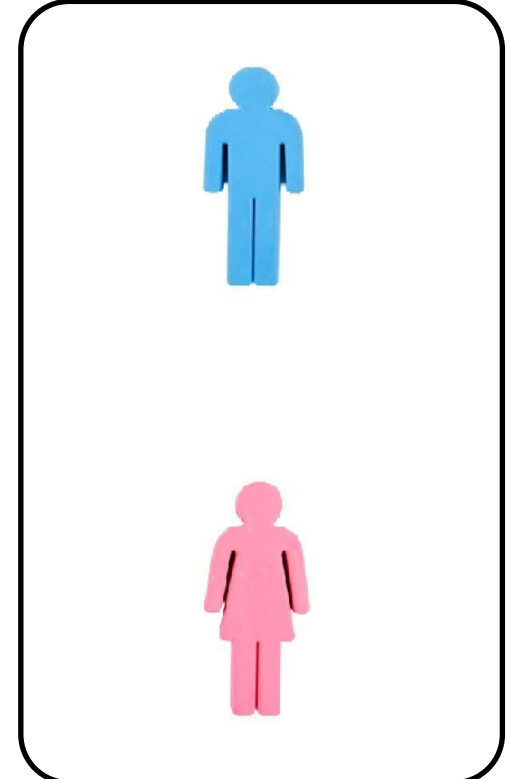
## INPUT



## SYSTEM



## OUTPUT







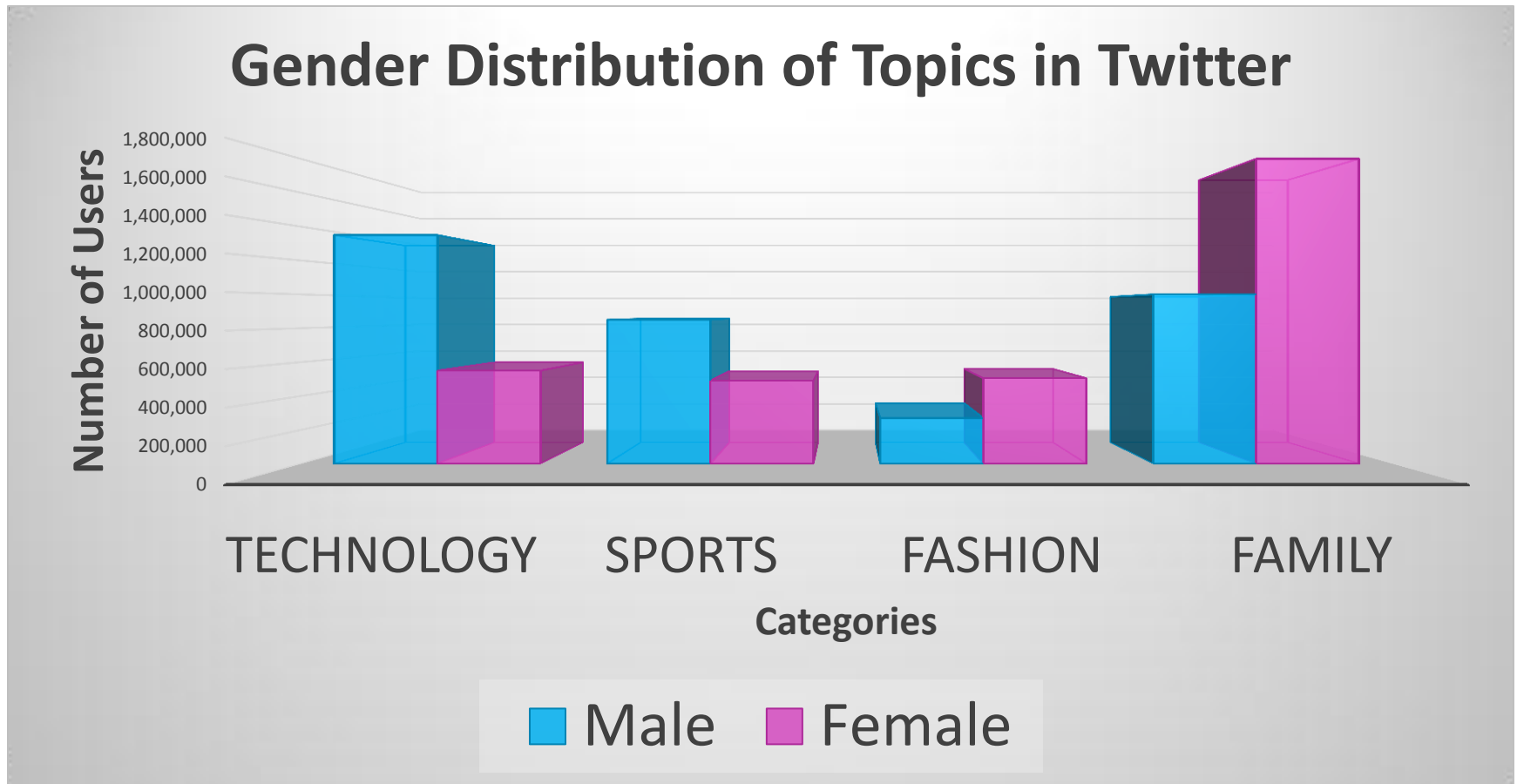




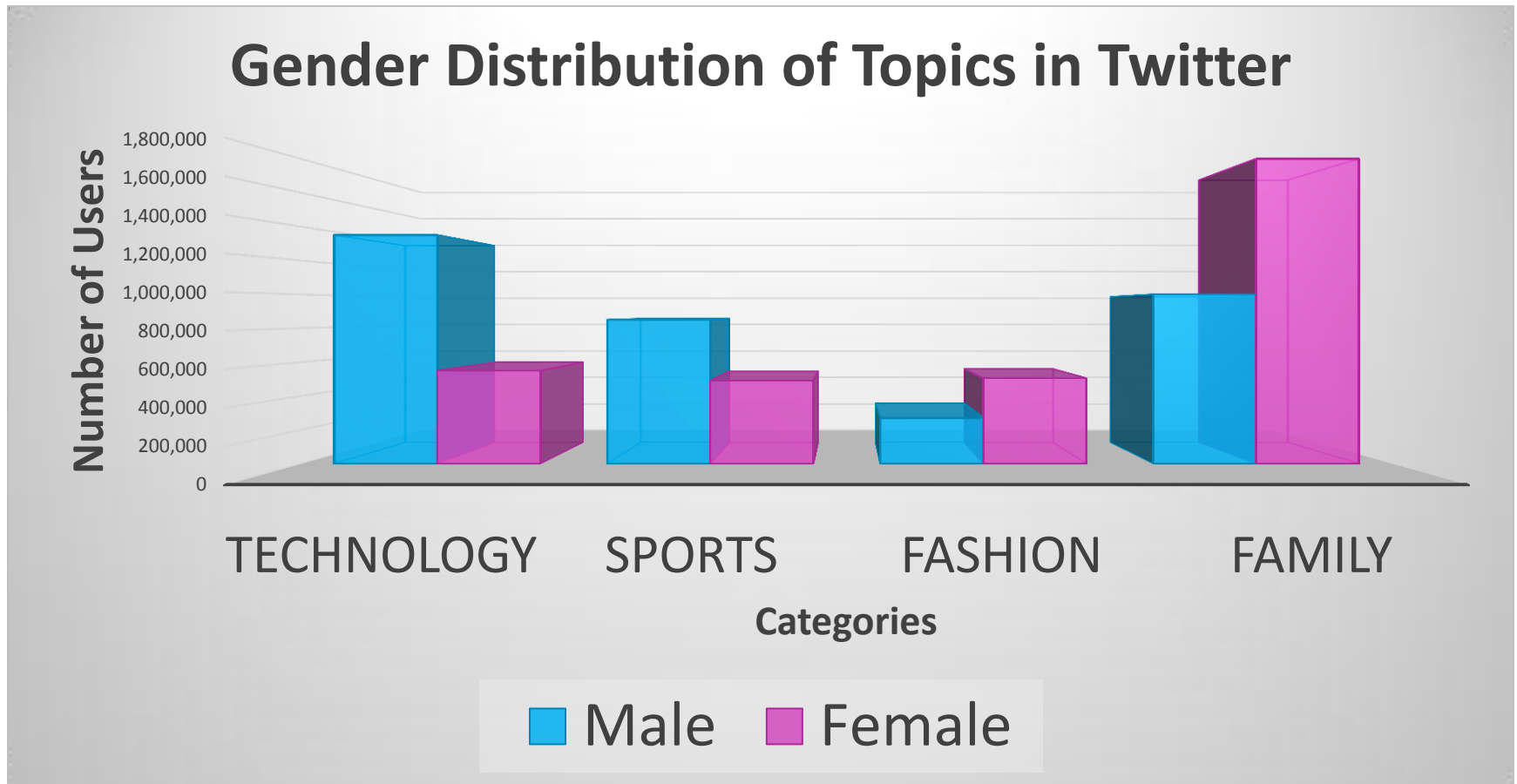




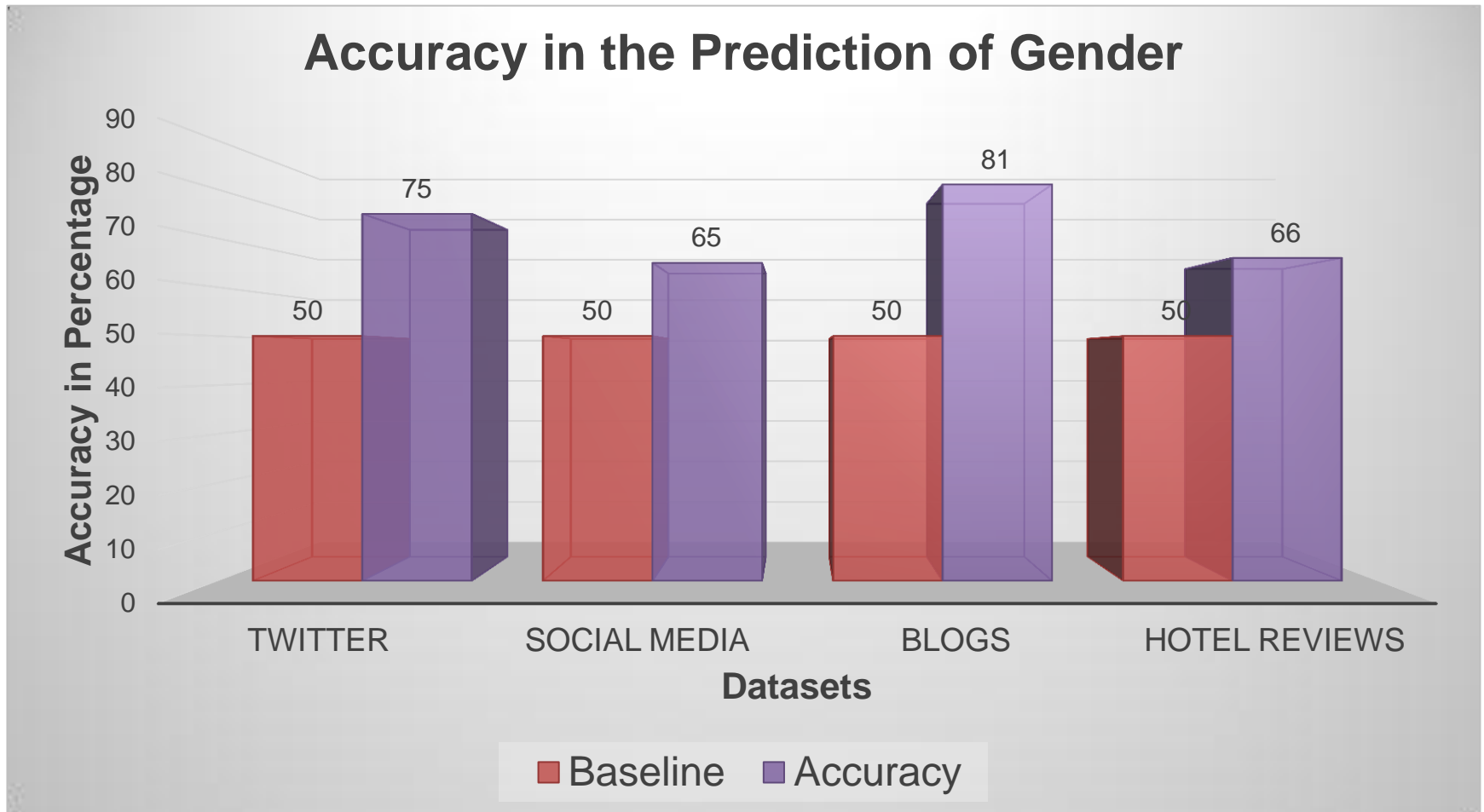
# Gender Distribution of Topics in Twitter



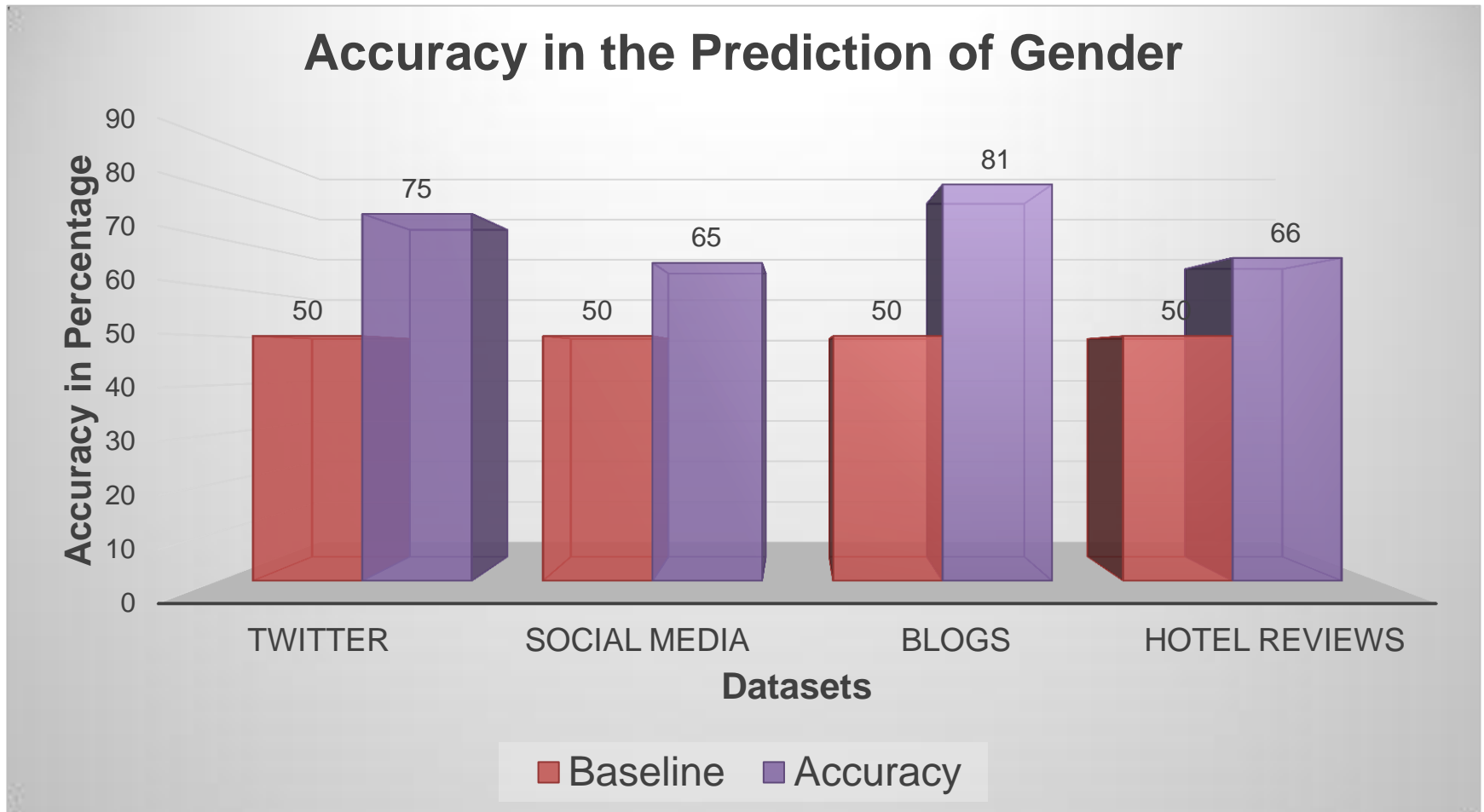
# Gender Distribution of Topics in Twitter



# Results



# Results



# Time's Up!

- **About me:**

- Name: Gayathri Vasudevan
- Department: Institute of Technology, UW Tacoma
- Contact Information: [gvasu@uw.edu](mailto:gvasu@uw.edu)
- Twitter/URL: [www.linkedin.com/pub/gayathri-vasudevan/69/b/73/](http://www.linkedin.com/pub/gayathri-vasudevan/69/b/73/)
- Quick bio: MSCSS student, Center for Data Science, Social Networks, Big Data Analytics, participating in PAN 2014 [Author Profiling Challenge](#), Graduating 2014



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