Danyel Fisher, Aaron Hoff, George Robertson, Microsoft Research Matt Hurst, Microsoft Live Labs

# Narratives: A Visualization to Track Narrative Events as they Develop

#### ON THE DEMOCRATIC FRONT

#### Foes Use Obama's Muslim Ties to Fuel Rumors About Him

By Perry Bacon Jr.

Washington Post Staff Writer Thursday, November 29, 2007; Page A01

In his speeches and often on the Internet, the part of Sen. Barack Obama's biography that gets the most attention is not his race but his connections to the Muslim world.

Since declaring his candidacy for president in February, Obama, a member of a congregation of the United Church of Christ in Chicago, has had to address assertions that he is a Muslim or that he had received training in Islam in Indonesia, where he lived from ages 6 to 10. While his father was an atheist and his mother did not practice religion. Obama's stepfather did occasionally attend services at a mosque there.

Despite his denials, rumors and e-mails circulating on the Internet continue to allege that Obama (D-III.) is a Muslim, a "Muslim plant" in a conspiracy against America, and that, if elected president, he would take the oath of office using a Koran, rather than a Bible, as did Rep. Keith Ellison (D-Minn.), the only Muslim in Congress, when he was sworn in earlier this year.

In campaign appearances, Obama regularly mentions his time living and attending school in Indonesia, and the fact that his paternal grandfather, a Kenyan farmer, was a Muslim. Obama invokes these facts as part of his case that he is prepared to handle foreign policy, despite having been in the Senate for only three years, and that he would literally bring a new face to parts of the world where the United States is not popular.

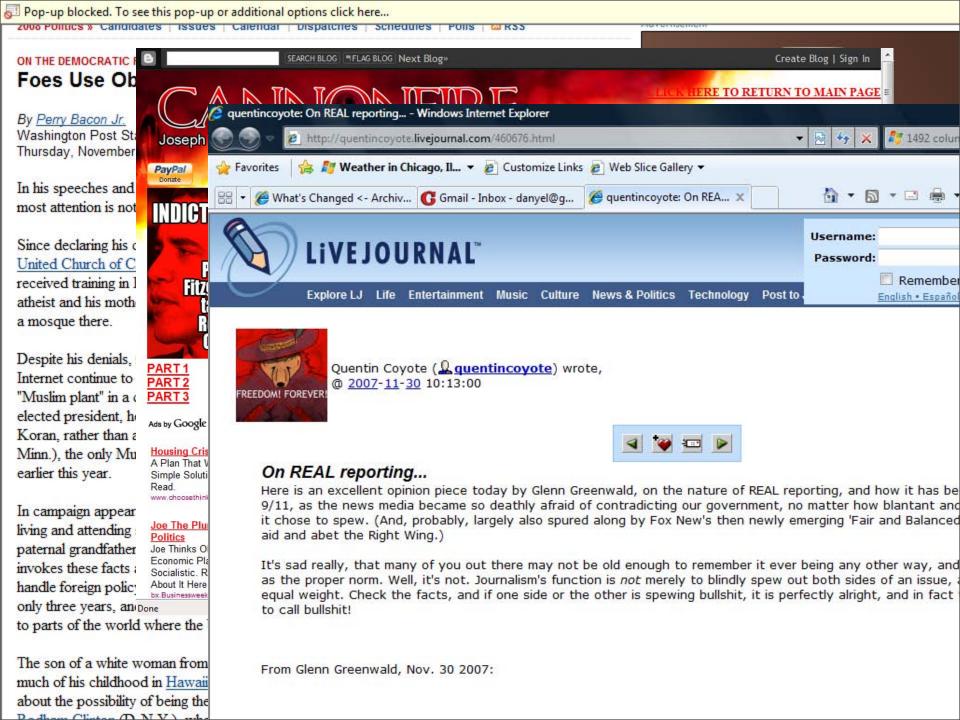


The son of a white woman from Kansas and a black man from Kenya, Obama was born and spent much of his childhood in Hawaii, and he talks more about his multicultural background than he does about the possibility of being the first African American president, in marked contrast to Sen. Hillary

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### Brooks: McCain and Obama

By David Brooks Published: January 8, 2008

**SALEM, New Hampshire:** Both Barack Obama and John McCain attract independents. Both have a candor that appeals to voters and media-types alike. Both ask their audiences to serve a cause greater than self-interest. Both offer a politics that is grand and inspiring.

But they are very different men. Their policies obviously conflict, but their skills, world views and moral philosophies set them apart, too. One man celebrates communitarian virtues like unity, the other classical virtues like honor.

Obama's great skill is his ability to perceive and forge bonds with other people. Everybody who's dealt with him has a story about a time when they felt Obama profoundly listened to them and understood them.

One of mine came a few years ago.

I was writing columns criticizing the Republican Congress, but each time I'd throw in a few sentences slamming the Democrats, subconsciously trying to make myself feel good. One







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#### McCain and Obama

Jan. 9th, 2008 at 2:04 AM



They're Very Different Men, notifies International Herald Tribune:

Their policies obviously conflict, but their skills, world views and moral philosophies set them apart, too. One man celebrates communitarian virtues like unity, the other classical virtues like

The central issue in this election is the crisis of leadership.

Voters are reacting against partisan gridlock. Obama and McCain both offer ways to end this gridlock. Obama wants us to rise above it by rediscovering our commonalities. McCain hopes smash it with fierce honesty and independent action.

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THE FINANCIAL PICTURE

#### As Electoral Fortunes Rise, Fundraising Tends to Follow

2008 Politics » Candidates | Issues | Calendar | Dispatches | Schedules | Polls | RSS

By Matthew Mosk and John Solomon

Washington Post Staff Writers Wednesday, January 9, 2008; Page A06

Sen. Hillary Rodham Clinton's top fundraisers said last night they believe her strong showing in New Hampshire will match the crush of donations Sen. Barack Obama began to collect out of Iowa, and will keep them on even financial footing as the two top Democrats sprint to Super Tuesday.

#### THIS STORY

- » THE FINANCIAL PICTURE: As Electoral Fortunes Rise, Fundraising Tends to Follow
- UPENDED EXPECTATIONS: Conventional Wisdom Hits the Reset Button
- ANALYSIS: With Echoes of Clinton '92, Another 'Comeback Kid'





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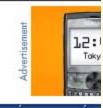
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#### Hillary Clinton's California Campaign

by: Bob Brigham

Tue Jan 08, 2008 at 17:12:36 PM PST

While our friends at California Majority Report are denying Hillary's campaign is dead, tomorrow's Washington Post mentions the shifting dynamics ahead of the February 5th Democratic Primary:

One Obama fundraiser used the word "tsunami" to describe the flow of money coming from diseaseking to find a place inside a campaign that has substantial new momentum. In addition to banquet halls for events in Boston and New York tomorrow, the campaign added an event in Angeles for Jan. 16.

California fundraisers. "I'm just saying to them, You've got to understand, the process has just Those voters [in lowa and New Hampshire] represent a very small percentage of this country. got to take all that into consideration."

"Of course, everybody's calling and checking in," said Suzy Tompkins Buell, one of Clinton's to

My absentee didn't hit today (probably tomorrow). What do you think will be the headline in my local p tomorrow?

**UPDATE:** Talked with Mark Buell tonight and next to Hillary, he seemed like the happiest guy on earth not named 'Bill' and married to a candidate. What a fabulous race and a great time to be a political juliast paragraph here pretty much sums up my stance and goes far beyond T-Mac. Yet despite me rougagainst Hillary, I have a hard time feeling anything but optimistic about the growing progressive move.

One final thought after re-watching the speeches. Damn, if we don't have a great pool of public spea Tonight, Hillary was better than her husband on most nights, Obama lacked some of the confidence but still rocked and John Edwards gave a better speech tonight than any speech I saw from a Demo hopeful in 2000.

I asked earlier about the headline tomorrow. I'm thinking: Clinton Comeback.

Bob Brigham :: Hillary Clinton's California Campaign

Tags: Hillary Clinton, Barack Obama, John Edwards, California, Democratic Primary, 2008, Super D. Tuesday, (All Tags)

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### Clinton Stuns Obama; McCain Wins



Doug Mills/The New York Times

Hillary and Bill Clinton after Mrs. Clinton won the Democratic primary Tuesday night in Manchester, N.H. More Photos >

By PATRICK HEALY and MICHAEL COOPER

Published: January 8, 2008

MANCHESTER, N.H. - Senator Hillary Rodham Clinton of New York rode a wave of female support to victory over Senator Barack SIGN IN TO E-MAIL OR SAVE THIS

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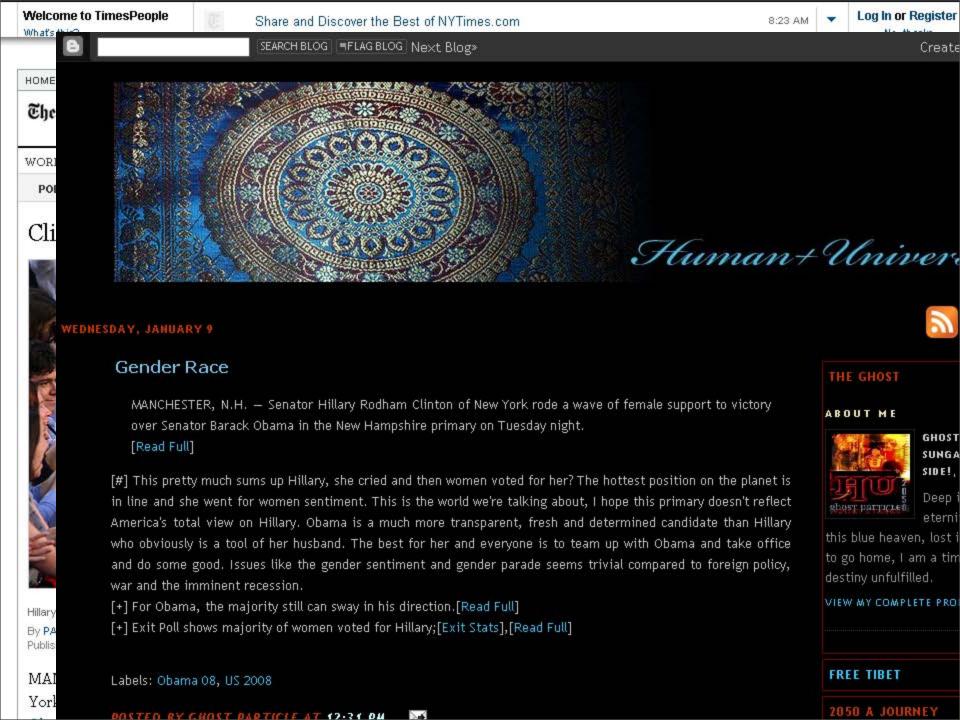
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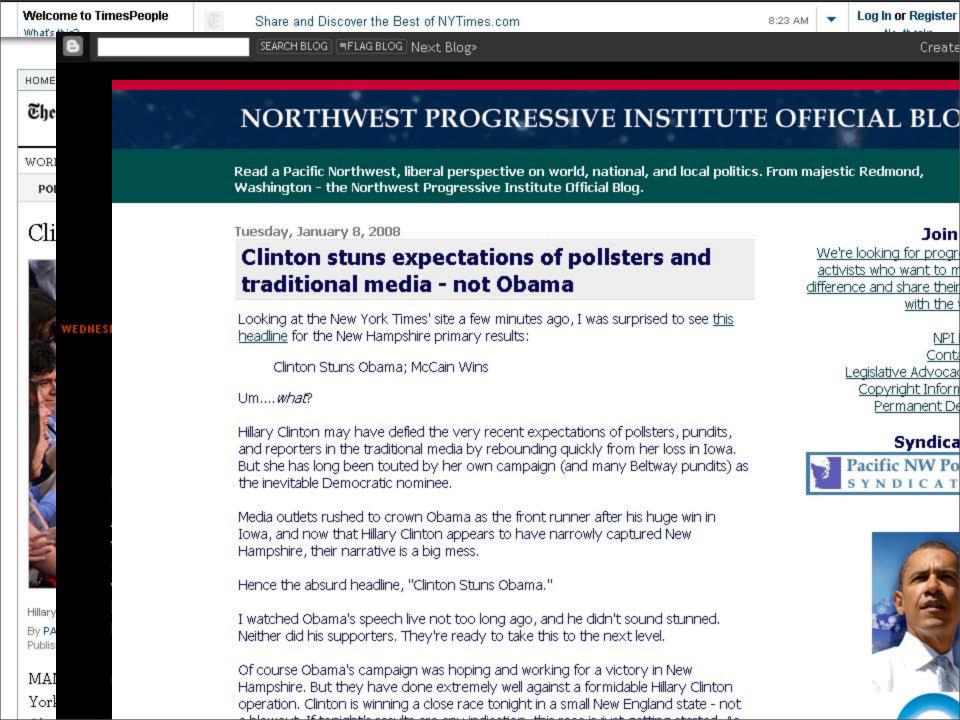
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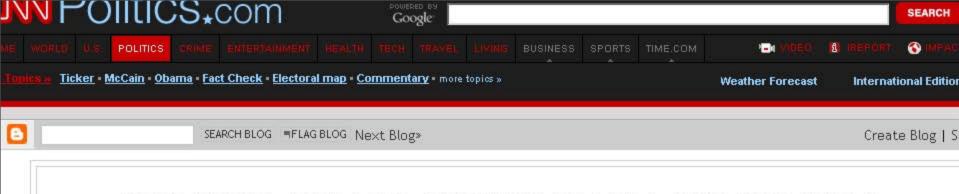
**SEQUOIA** 











# ON THE TRAIL WITH BARACK OBAMA

### SATURDAY, MARCH 08, 2008

#### Obama Wins Wyoming

thank you wyoming. i mean that.

from cnn:

CHEYENNE, Wyoming (CNN) -- Presidential candidate Sen. Barack Obama has won the Wyoming Democratic caucus, CNN projected Saturday. Obama led rival Sen. Hillary Clinton at 59 percent to 40 percent, with 96 percent of precincts reporting.

The caucus thrust the state, which has only 12 delegates, into the spotlight because the close race between Obama and Clinton means that every delegate counts.

Although Wyoming typically is not a stop for Democrats looking for delegates to clinch the party's presidential nomination, its numbers could make a difference this year because of the delegate deadlock.

With slightly more than 600 delegates left at stake, every



Newspaper Endorsements

# **BLOG ARCHIVE**

▼ 2008(2840)

▼ October (299)

Obama Raises \$150 Million in September

Colin Powell Endorses Obama Says Character Attacks...

Obama Rally Miami Florida

Oct. 21

Obama Rally Tampa Florida



Obama and McCain at Alfred E. Smith event



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URL: http://www.rollingstone.com/politics/story/13390609/campaign\_08\_the\_radical\_roots\_of\_barack\_obama

#### Rollingstone.com

Back to Campaign '08: The Radical Roots of Barack Obama

### **Destiny's Child**

No candidate since Robert F. Kennedy has sparked as much campaign-trail heat as Barack Obama. But can the one-term senator craft a platform to match his charisma?

#### **BEN WALLACE-WELLS**

Posted Feb 22, 2007 12:28 PM

Shortly after Barack Obama was elected to the United States Senate in 2004, he began residing, Monday through Thursday, in a one-bedroom apartment a few blocks from the Capitol. For a forty-three-year-old man who had been married for thirteen years and who had two young daughters, it was an isolating experience. The building has a yoga studio and a running track and a decidedly own-and-urban view of some ratty rooftops in the city's tiny Chinatown district; its decor, glass and brick, is less U.S. senator than junior management consultant. In his return to bachelor life, Obama found himself "soft and helpless. My first morning in Washington, I realized I'd forgotten to buy a shower curtain and had to scrunch up against the shower wall in order to avoid flooding the bathroom floor." The other new Democrat elected to the Senate that year, Ken Salazar of Colorado, took an anartment in the same building with his brother John who







### **JustOneMinute**

You know, this conversation doesn't help my kids.

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« And She Knows Angry! | Main | Why Johnny Can't Read (At The Movies Edition) »

May 04, 2008

#### Why Johnny Can't Read (Or Drive)

Obama's Methaphor Mangler was in overdrive when he appeared on Meet The Tim:

SEN. OBAMA: ...You know, when you're running for president, your life's an open book, and I think that people have a right to flip the hood and kick the tires, and, and this is one element of a much larger track record...

I don't think this interview was a buzzer-beating home run. And no question on <u>Bill Ayers, Barack Obama and the Chicago Annenberg</u> <u>Challenge</u>.

PILING ON: On the topic of Rev. Wright and why he might have thought Obama was posturing in his early denunciations, this was comical:

MR. RUSSERT: He said in a letter to The New York Times, he suggested that you apologized for not letting him do the invocation. Is that true?

SEN. OBAMA: Well, what happened was is that, you know, I was sorry that he felt, that he felt hurt by that decision. And, you know, that is--that may be a fault of mine that I own up to, which is, is that I'm concerned

Poll

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How many times you seen The Ro Horror Picture !



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05

More than 5

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# Challenges

- Sifting through large volumes of text
- At Microsoft: Business intelligence, marketing, sales, product planning
- Outside Microsoft: All of the above, plus analysts, news junkies,

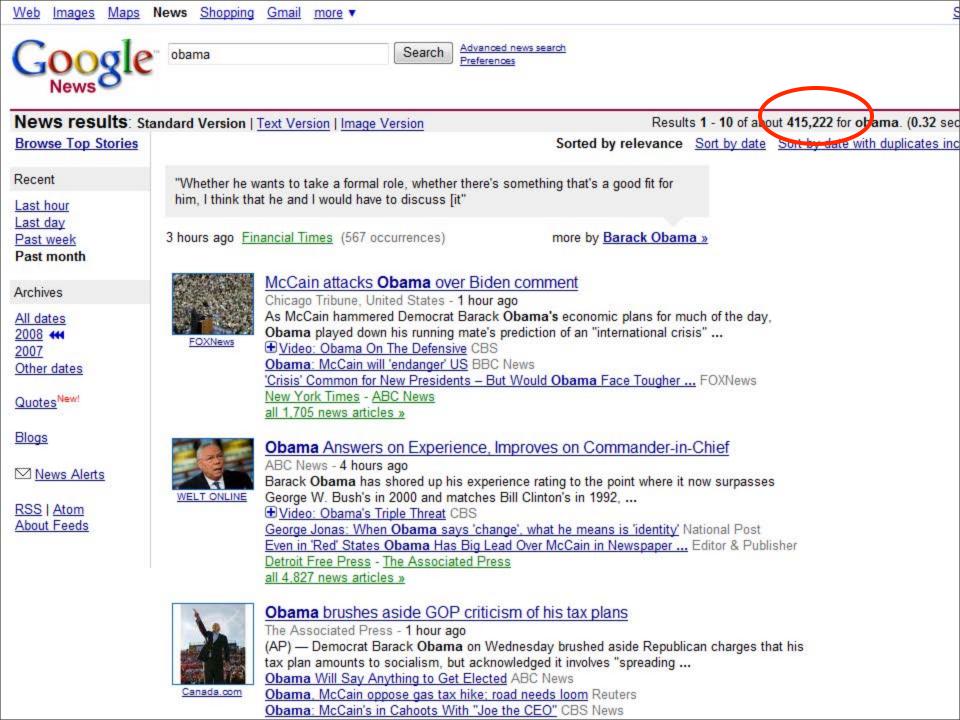
# Questions

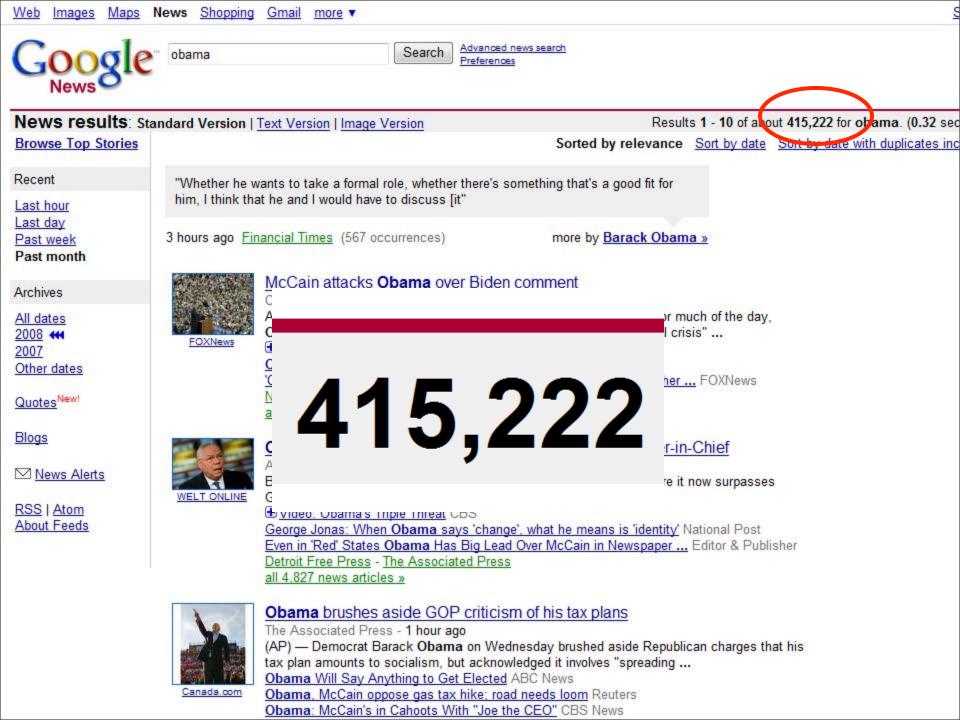
- What is the temporal trajectory of Obama?
  - Has he gained or lost media popularity?
  - What was happening with the Obama campaign in January? In March? How were these months different?
- What is the story of Microsoft in 2008?
- Did the "I'm a PC" campaign change people's discussions around Vista?

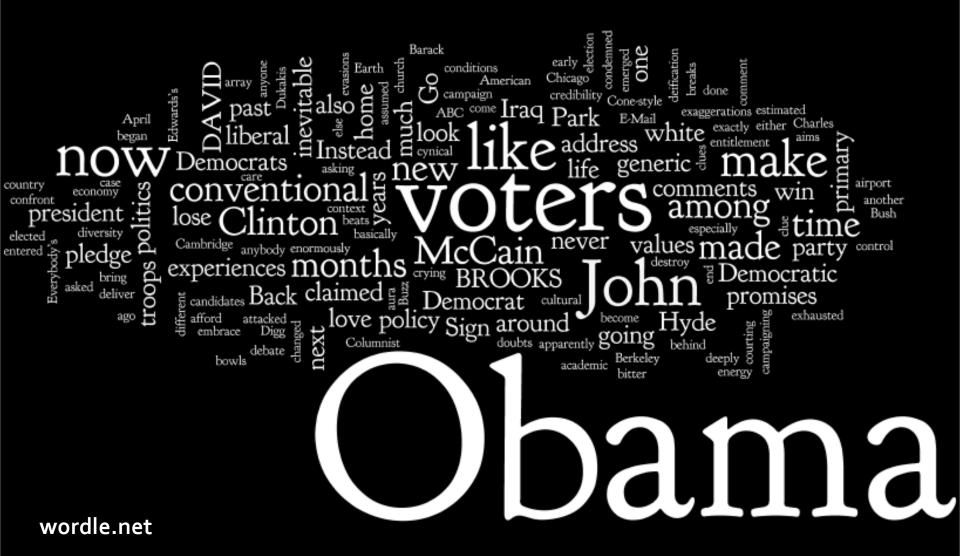
"Topic Detection & Tracking" (Information Retrieval)

# Some approaches

Textual, temporal, spatial











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election 2004

vote



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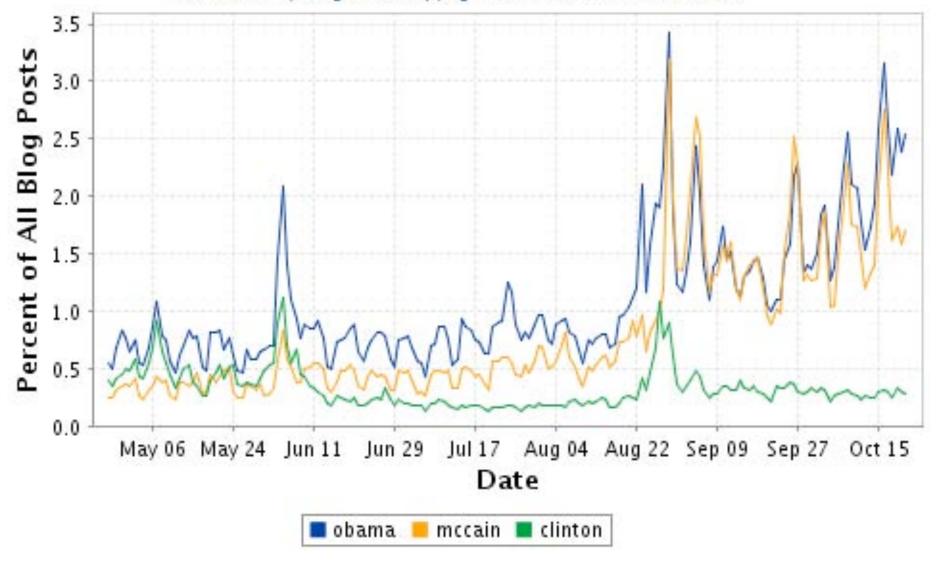


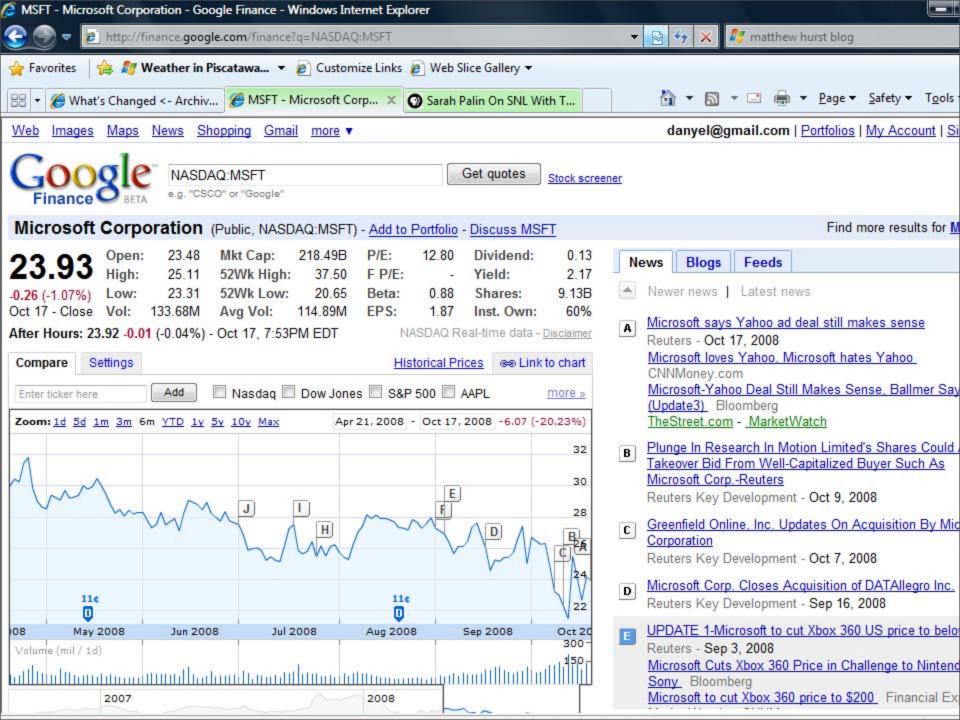


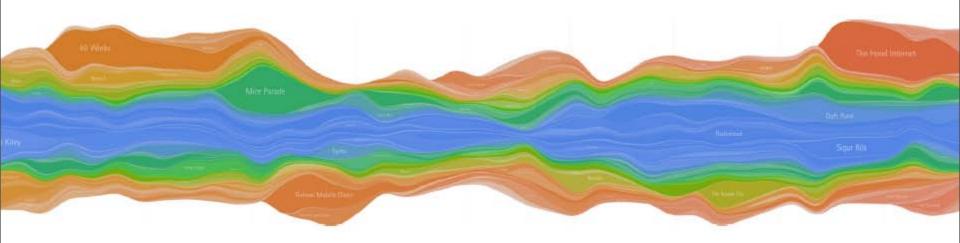




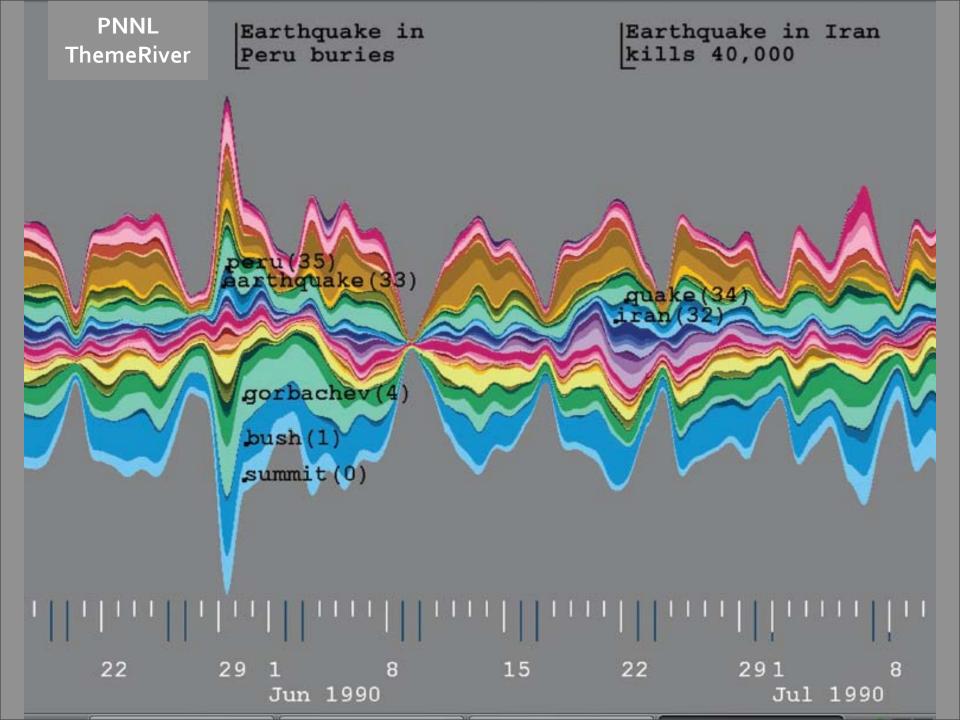
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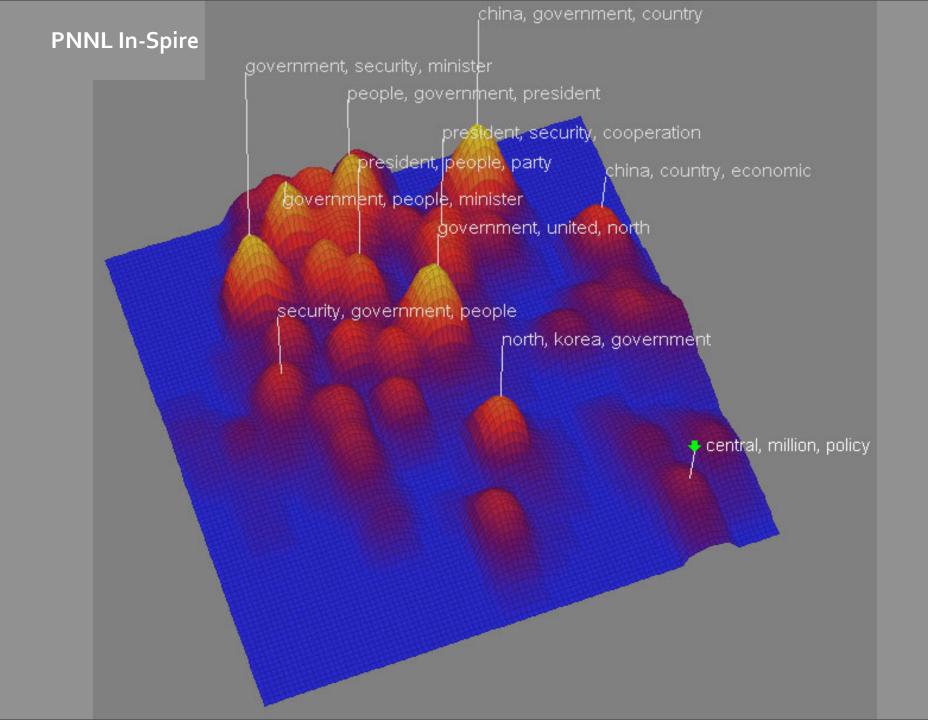






# ${\bf Stream Graph}$





# Narratives

# Social Streams

- From Microsoft Live Labs
- Large-scale blog scraper
- Collects news stories that are linked to from blog entries
- American political blog selection
- Public application: Political Streams

http://socialstreams.livelabs.com

#### Political Streams

#### NEWS ATTENTION

∧ On Al-Qaeda Web Sites, Joy Over U.S. Crisis, Support for McCain

tracked for 11 hours | Washington Post

U.S. gap between rich, poor widening

tracked for 8 hours | Seattle Times

↑ Palin says she considers herself intellectual

tracked for 9 hours | Associated Press

∧ Al-Qaida-linked Web site backs McCain as president

tracked for 11 hours | Associated Press

Sarah Palin: Dumb and dumber

tracked for 4 hours | Capitol Hill Blue

#### BLOGS ATTENTION

∧ Palin Clothes Spending Has Dems Salivating, Republicans Livid

tracked for 11 hours | The Full Feed from HuffingtonPost.com | The

 Republicans Disgusted By RNC Spending On Palin

tracked for 20 hours | Marc Ambinder | Unknown Author

△ GOP Pulling Its Ads From Bachmann's Race, Media Buyers Say

tracked for 7 hours | The Full Feed from HuffingtonPost.com | The

∧ Early Voting Sees Reports of Voter Intimidation, Machine Malfunctions

tracked for 9 hours | Democracy Now! | mail@democracynow.org

Obama and the Marxist Socialist radical members of Congress

tracked for 11 hours | The Real Barack Obama | Procrustes





1 of 4

#### PEOPLE ATTENTION



Barack Obama tracked for 3 days

Sarah Palin

tracked for 14 hours



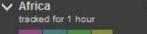
John McCain tracked for 3 days



#### PLACES ATTENTION















tracked for 16 minutes

1 of 4

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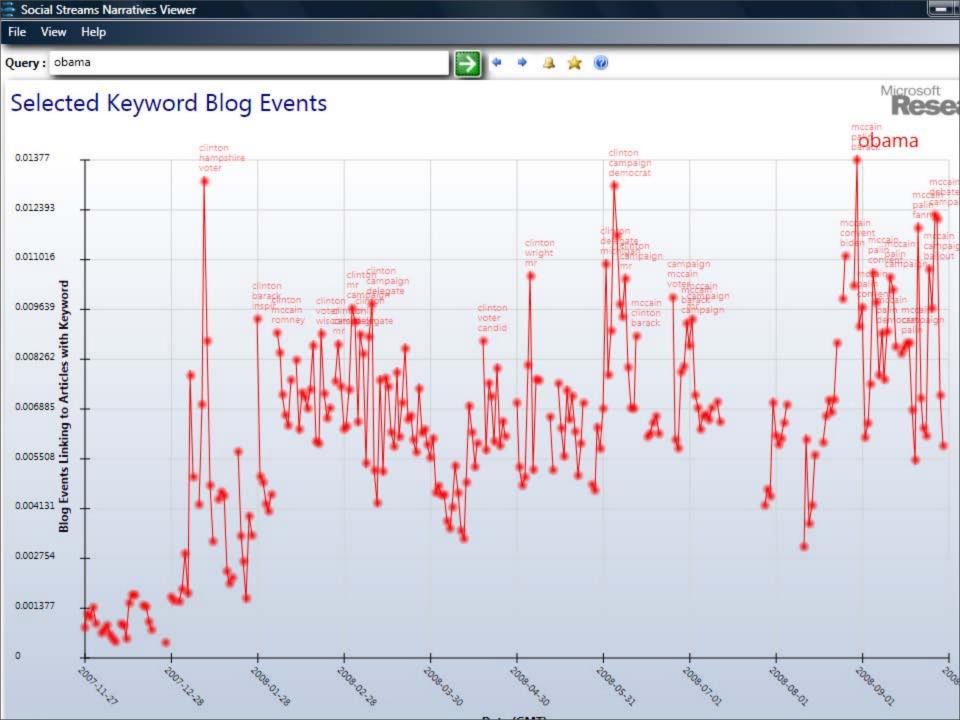
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# Cutting down the data a little

For each blog entry
 For each article mentioned
 Apply document summarization to extract approximately ten keywords

(date, blog entry, article, tag)

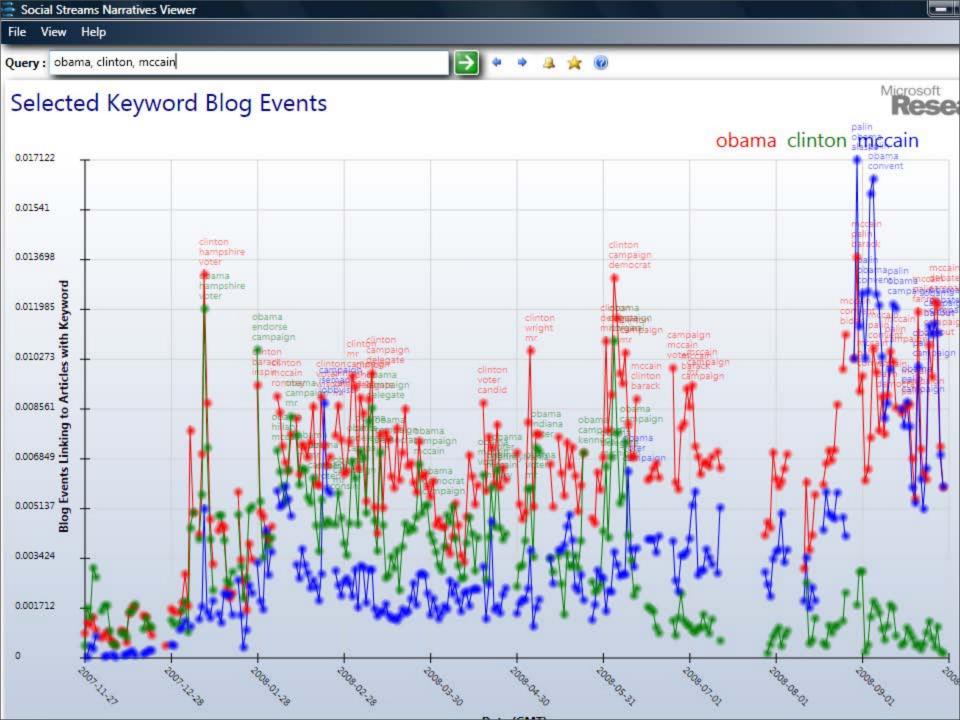
 For each day, we count all tuples that contain a selected tag

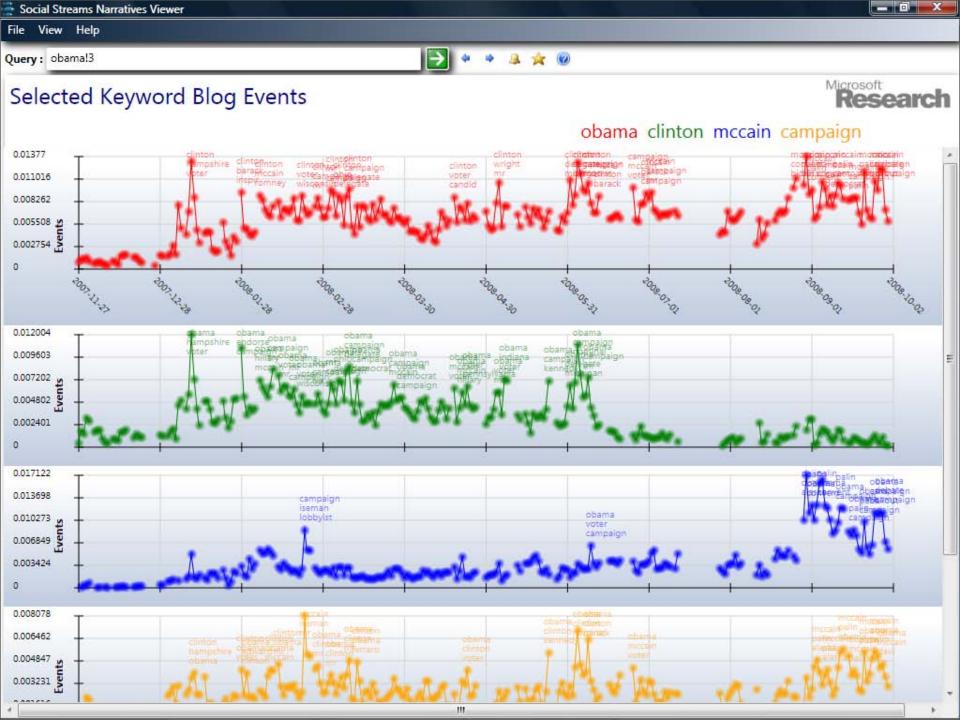


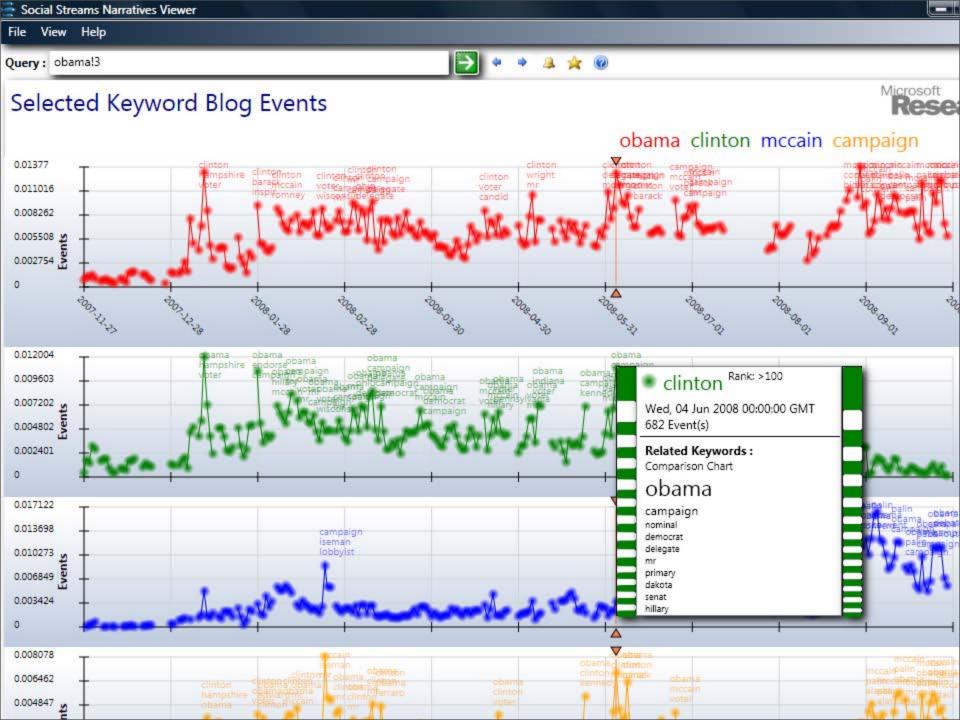
# Computing Related Words

For each event that uses this keyword

Accumulate all other words used by the event
Return top *n* list of these words

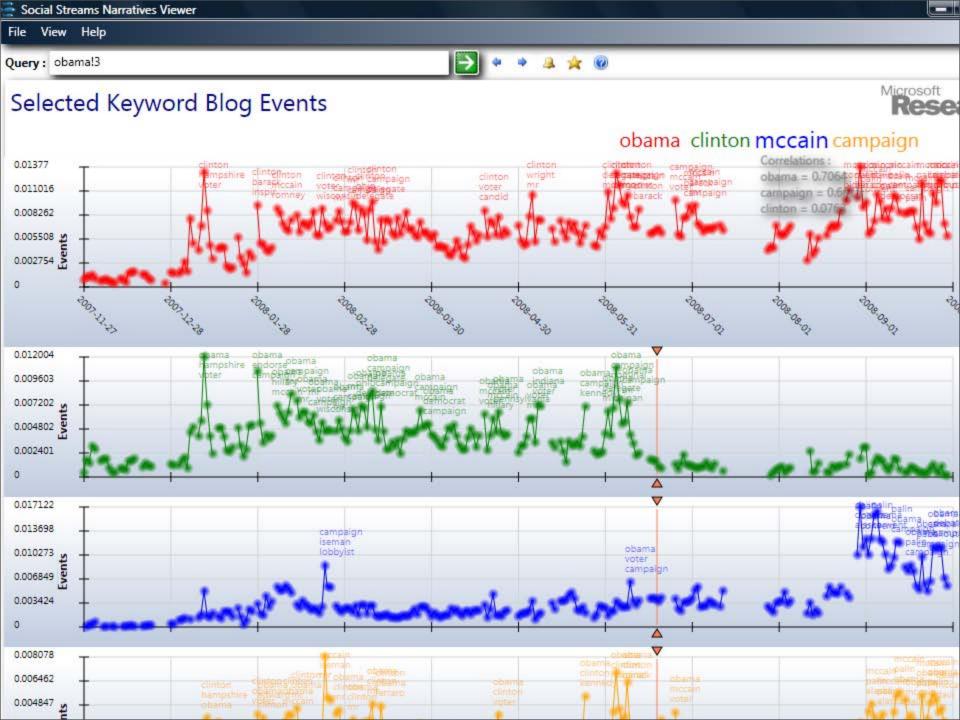


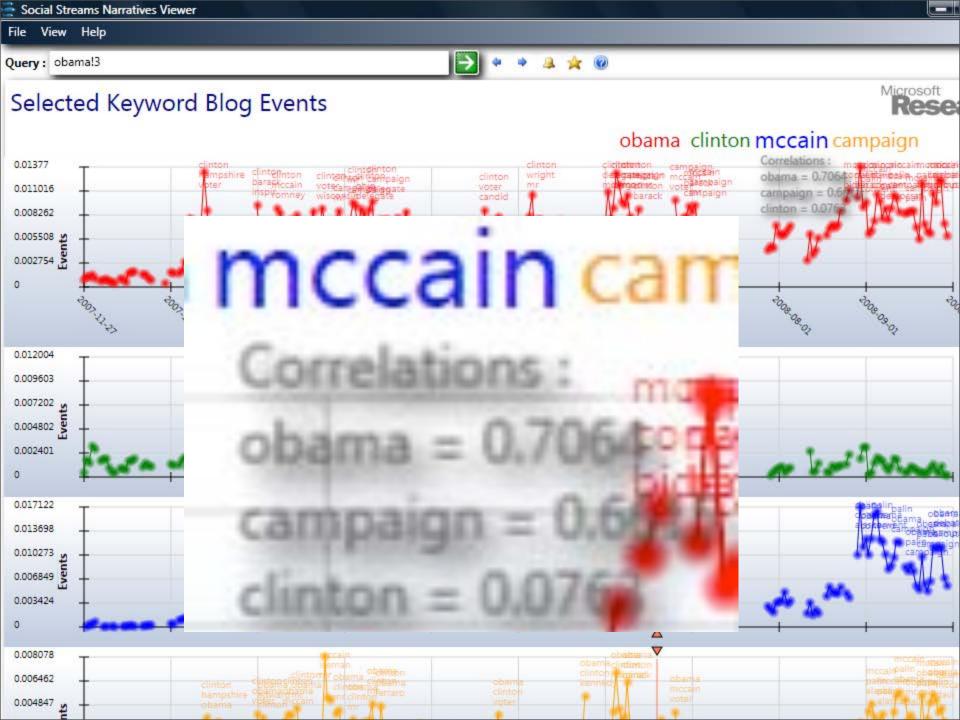


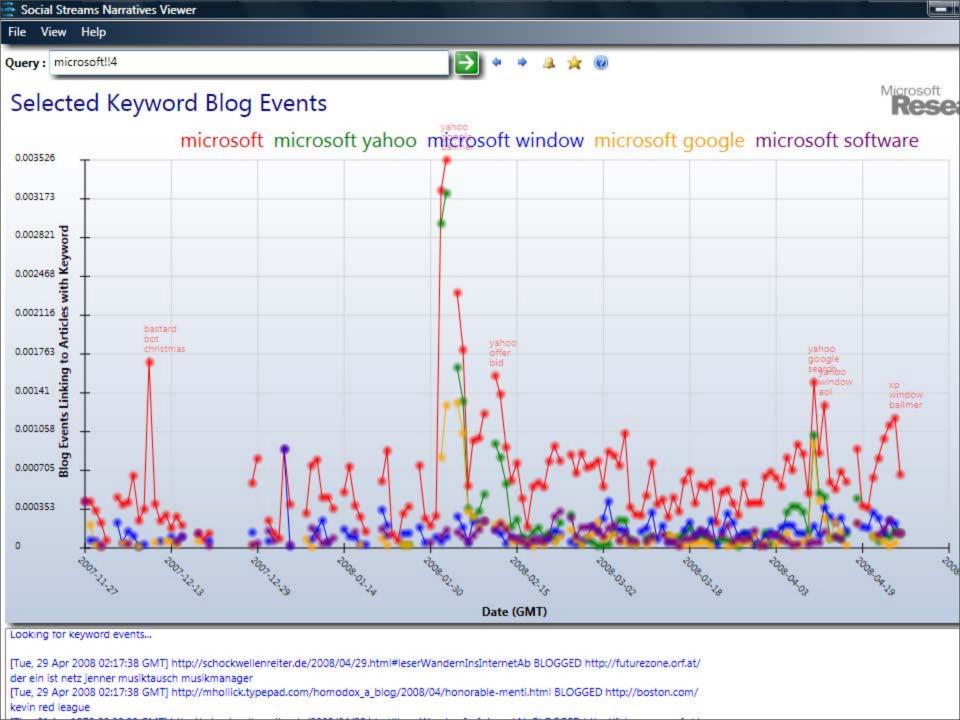


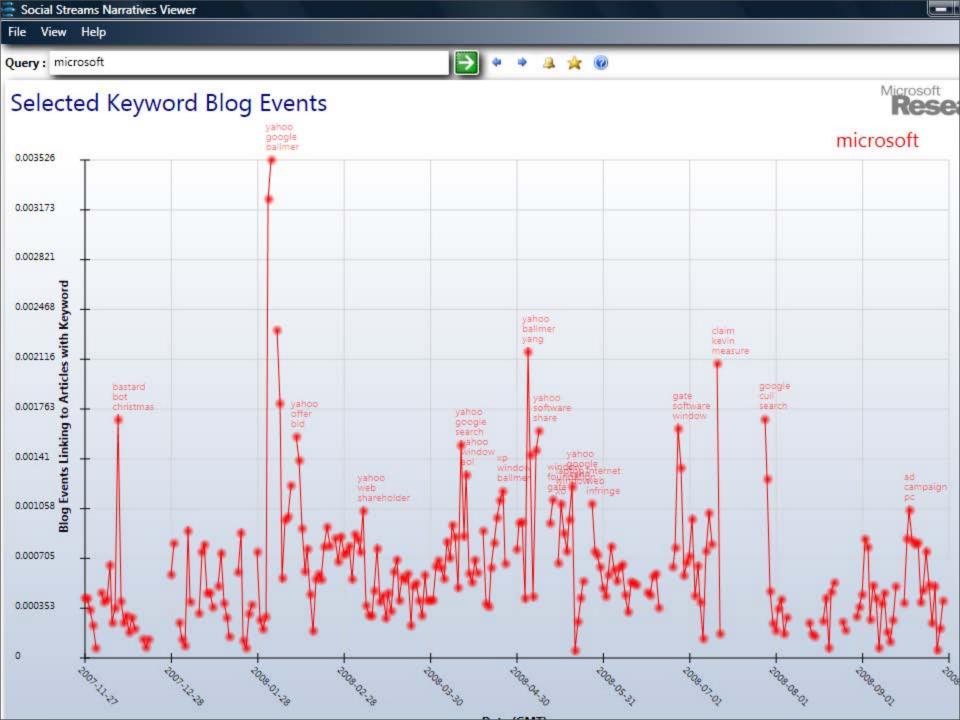
## Four Forms of Correlation

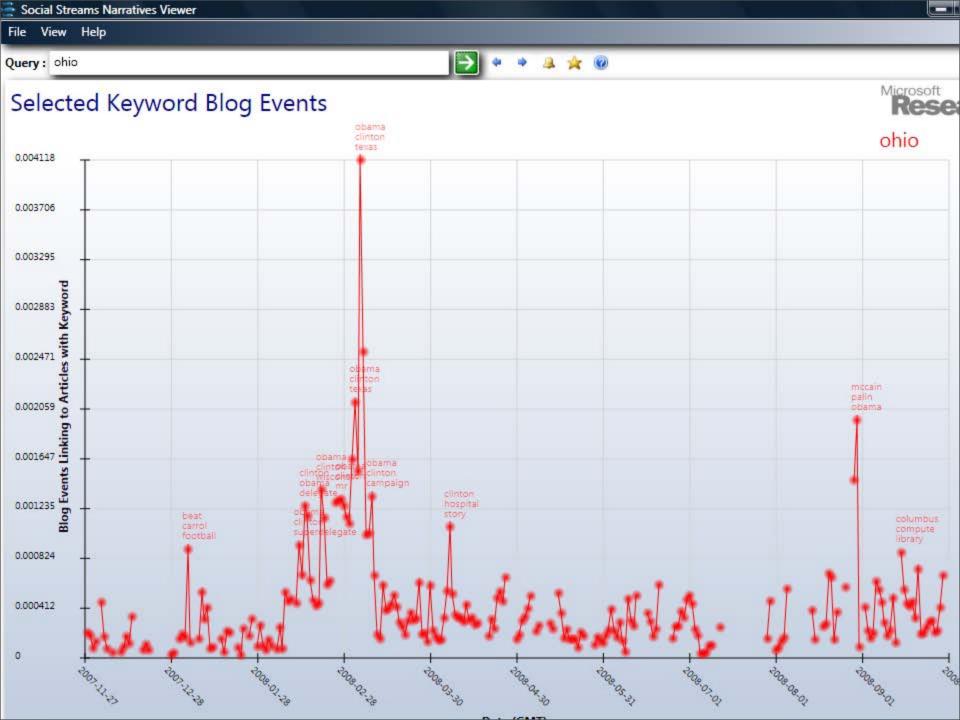
- Date-based correlation
- Global correlation
- Most-correlated term search
- Dependant correlation search











## Strengths and Weaknesses

- ✓ Very simple
- ✓ Very interpretable
- Details on demand
- Social view means that uninteresting news stories are filtered out

- Can't see entire database at once
- Social view means that some stories slip under the radar
- Words fall out of context:"development","environment"

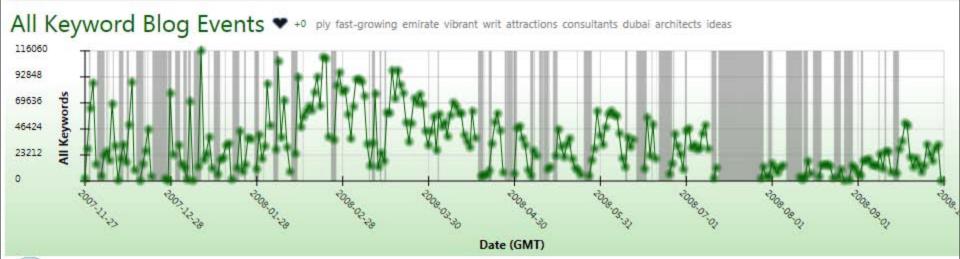
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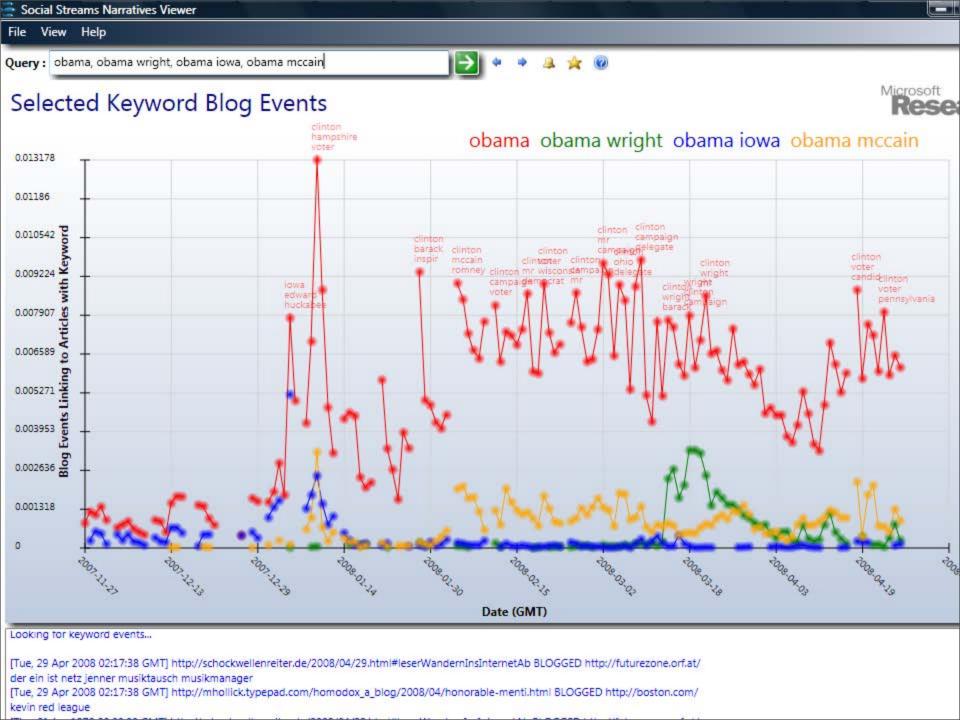
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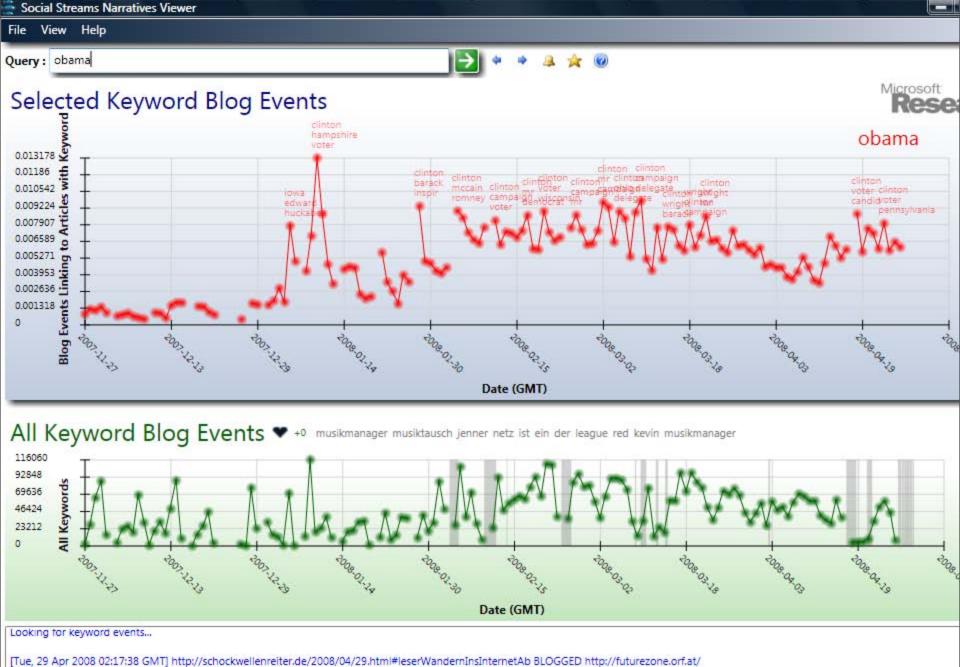
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Aaron Hoff, George Robertson, Matt Hurst

Thanks to the Social Streams Team







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