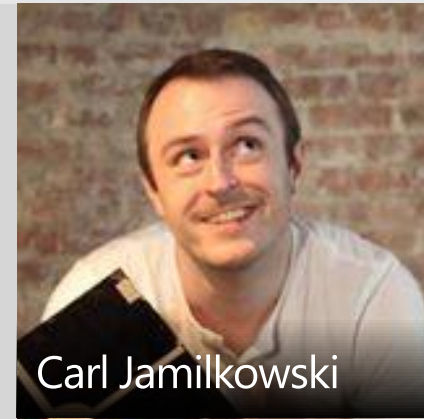


Mine



Carl Jamilkowski



Donna Miller-Watts



Mike Rothman



Omer Shapira

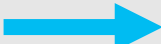
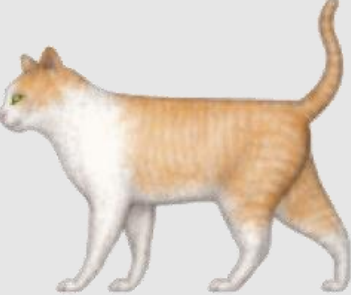
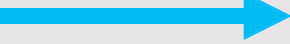
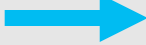
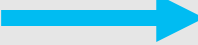
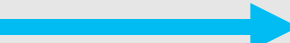
Oh, hi





Sharon, 31

Problem: Data Miners



Research

Over 150 respondents

In-person and Mechanical Turk

Using our own social media


Research


Mine | Your Data is Your Business

Google

Answer the following questions and provide a justification

1. Which guy would you invest money with?

A photograph showing a man in a grey suit and blue tie standing next to a woman with red hair in a dark blue coat. They are both smiling and looking towards a large, brown, anthropomorphic rabbit mascot that is wearing a black tuxedo with a white shirt and a black bow tie. The setting appears to be an indoor event or office.



A photograph showing a man in a grey suit and blue tie sitting next to a woman with red hair in a dark blue coat. They are both looking towards the right side of the frame. They appear to be sitting on a bus, with a metal handrail visible in the foreground.

Research

Mine | Your Data is Your Business

Google

2. Which woman would you lend your mobile phone to?




Research

Mine | Your Data is Your Business

Google

3. Would you invest in this person?

*“As a startup,
not hedgefund manager”*

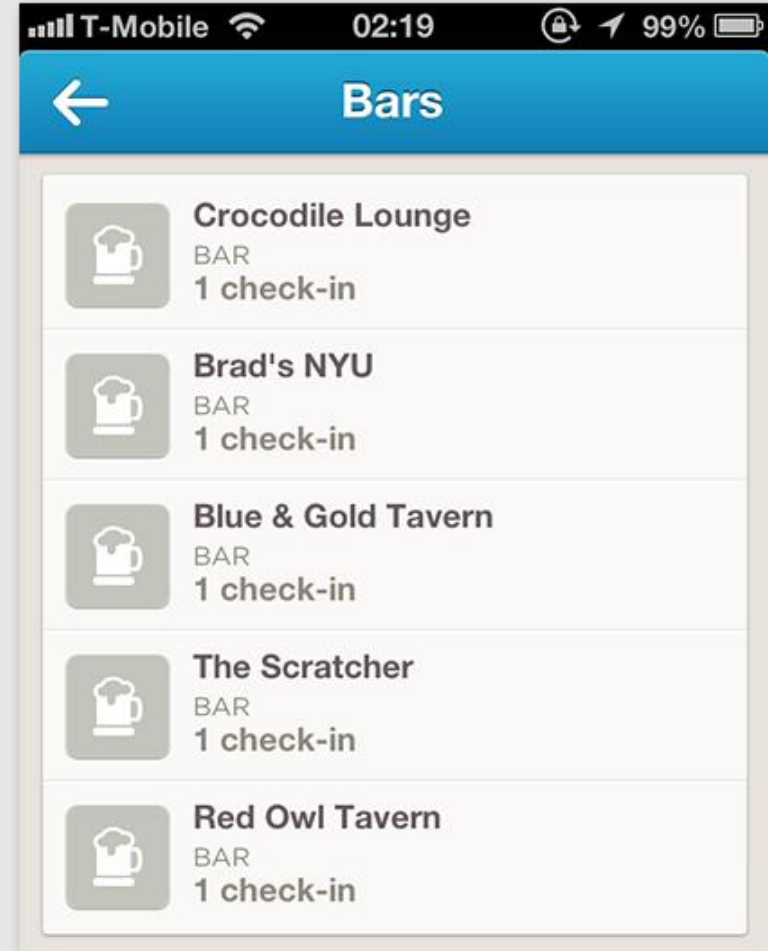
A photograph of a man with dark hair, wearing large black headphones and a black and white patterned sweater. He is sitting at a desk, looking down at a laptop screen with a slight smile. The background shows a home office or living area with wooden chairs and a table.

New Goals

Context Matters



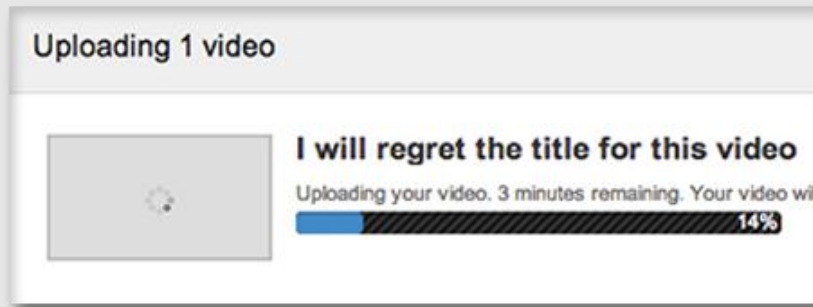
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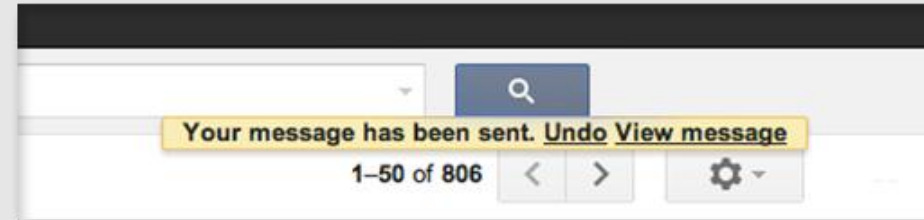
Safety Buffers



GitHub



YouTube



Gmail



NASA

Q: How can you build communities?

A: You can't.



UI Walkthrough





Tell us everything.
The more you tell, the more we can help.





Make It Mine



Health Risk



Facts

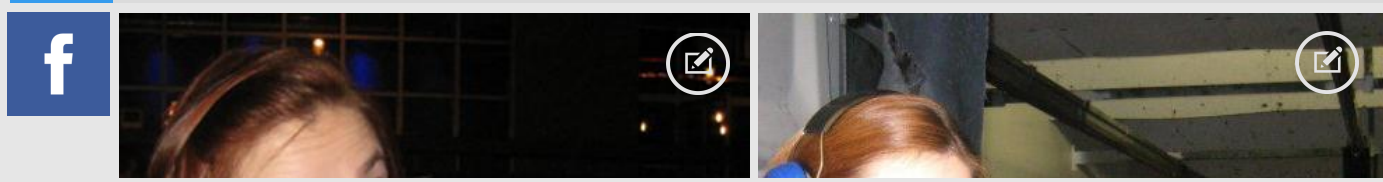
 23 Check-ins at pubs, clubs & nightlife in 60 days. 

Posts

 Learned to make pink, green & blue cocktails for Easter - So tasty - @sukijay & @lilywhat & I are drinking our way thru the holiday dinner. #liquiddiet 

 Working on 3rd day of fast, with the help of my fave smokes and a pinch of Vynase! 

 Torn cartilage on my knee but practiced thru the pain, like yogateacher said. @lilywhat says I'm limping but w @st._vicodin, it doesn't hurt so much. 



What humans think

Attributes

- Conservative
- High Health Risk
- Risk Taker
- Sociable
- Expert
- Extreme Liberal
- Spender
- Influential

Highlight

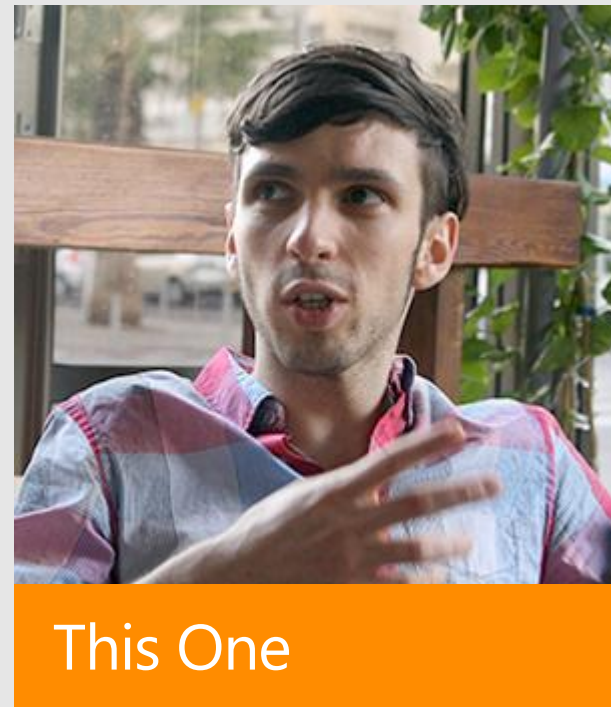
Influential +

Hide

-

See how I stack up

This user wants to appear more **sociable**. Which of these pictures best represents that?



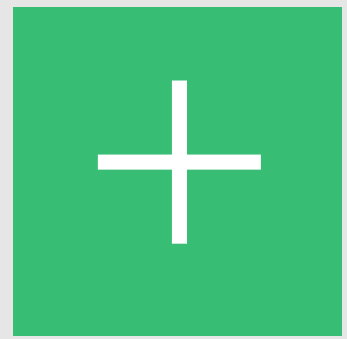


Mine

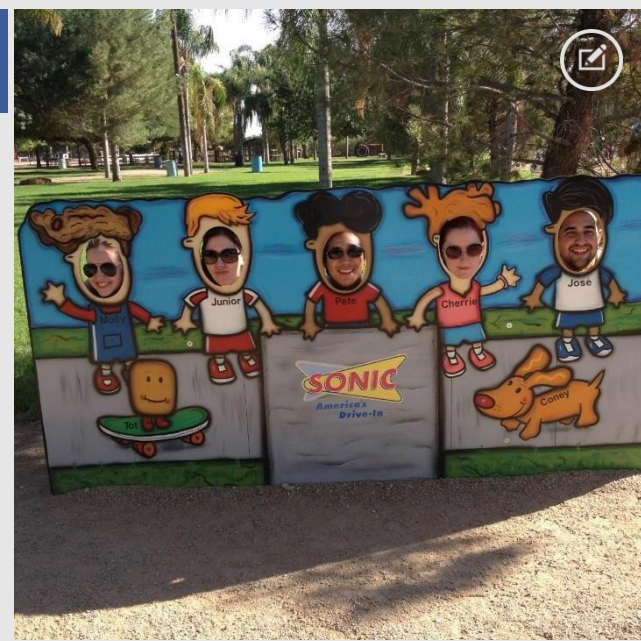
Human Analysis: Result



Sociable



-  Picnicking in Central Park w @Ginette, @lilywhat, @sukijay, @jimjay listening to MetOpera. Traded snacks w the group sitting next to us one of them knew @fabulosity's bro. #smallhappyworld 
-  Hosted volleyball team from BigSisters for Saturday brunch at Benny's Burritos. I'll tweet it to the world, what I feel: Best Friends 4Ever my gir 
-  @fabulosity's bro matched up on date w sister of @lilywhat! Out on the town tonite! - Match made in heaven, IMHO. 





Mine
a project from NYU ITP

<http://mine.tl/>