

**From:** Amanda Chapel  
**Sent:** Saturday, September 22, 2007 10:09 PM  
**To:** Behavioral Advertising Comments

**Subject:** PR: How to Data Mines with Google Reader

<http://www.micropersuasion.com/2007/09/how-to-data-min.html>

mple. If it involves math that ends in "ometry" then it's way over my head.

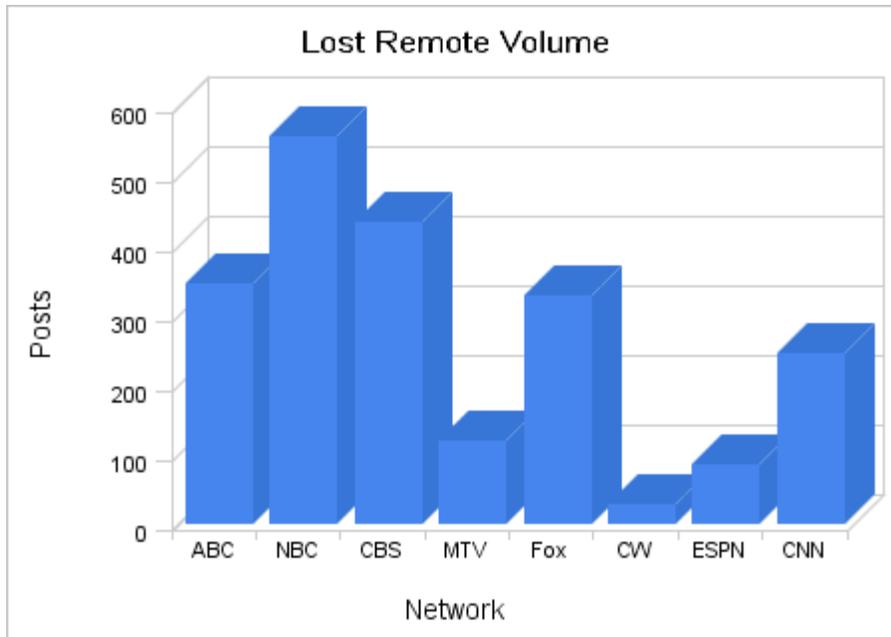
In addition, I am also a huge believer in studying tendencies. Humans are all creatures of habit. Identify someone or some group's patterns and you can figure out directionally where's they are headed. This makes it easier to spot and capitalize on trends no matter what your interests are. (Believe it or not these lessons come from [reading about NFL coaches](#) who actively study player/team patterns "on film.")

[Google Reader](#) - my favorite RSS application - [recently added a powerful search functionality](#) that has made me infinitely better at studying people and their social patterns. Using Google Reader you can now search an individual feed, tag or a folder and get back a total item count, all sorted by date for as long as you have been a subscriber to that feed. In my case, some of my feeds go back to October 2005 when the Reader [first launched](#). That's a ton of data to mine for trends.

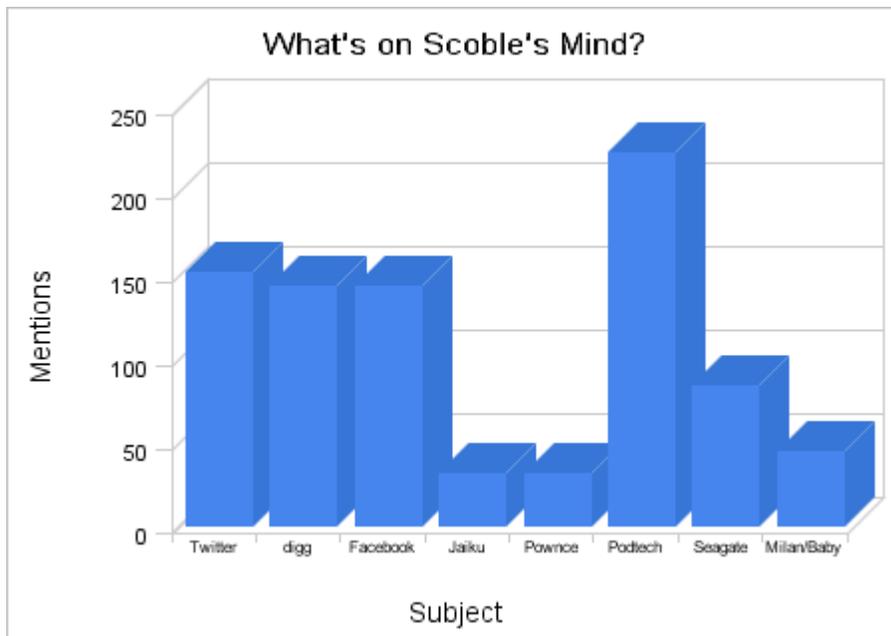
Now that my reader shows a huge cache of posts, I am subscribing to tons more feeds, stuffing them into a folder solely for the purpose of data mining them. The site also has limited [set of advanced search operators](#). One hopes they will add more. It's worth noting that I don't actually read these high volume feeds. Rather, I mark them all as read so they get logged in my feed database and can be searched for insights.

Let's take a look at this in action at a very simplistic level. One of my favorite blogs is [Lost Remote](#). I have been subscribed to their feed ever since I started using Google Reader. So I have two years worth of posting data to mine.

Let's take a look at some searches for the major TV nets and the results they returned.



Let's take another simplistic example. Is [Robert Scoble's](#) showing more blog love to Facebook and Twitter than his newborn son, Milan? Hmm, the data shows it. (Just kidding Robert!) This is just a superficial analysis of his blog but in reality I could also add Robert's Twitter stream do the same run as long as it all lives in a Google Reader folder.



There's much more data here than what I have in the chart. When you actually look at the search results, patterns emerge. The vast majority of Robert's Facebook mentions came after they opened up their development platform in May. He only mentioned the site 14 times in 2006. Now imagine I ran this same search across all of the big tech bloggers, the

digg home page and Techmeme feeds - all at once. What would I learn? Data breeds insights. And insights makes you smarter at whatever you want to accomplish.

facebook Scobleizer - Tech Geek Search

**Search for facebook** Search results Expanded view List view

Results: 144 for facebook

Scobleizer - Tech Geek Blog	Microsoft postpones PDC - Mary Jo Foley (she's been covering Microsoft for a long	May 25, 2007
Scobleizer - Tech Geek Blog	Better "lifecasting" with Veodia - Funny, instead of heading up to the big Facebook	May 25, 2007
Scobleizer - Tech Geek Blog	It's Facebook day - Everyone I talk to is interested in Facebook. Every week they	May 24, 2007
Scobleizer - Tech Geek Blog	Amateur Hour - I've had onstage conversations with Andrew Keen twice in the past	May 23, 2007
Scobleizer - Tech Geek Blog	I love old trains... - Why are there some train pictures (old steam engine) on my	May 22, 2007
Scobleizer - Tech Geek Blog	aQuantive, stupid or smart purchase by Microsoft? - OK, you know Maryam and I	May 21, 2007
Scobleizer - Tech Geek Blog	"He sure likes to eat" - I'm in JFK waiting for my plane, but yesterday I spent the	May 18, 2007
Scobleizer - Tech Geek Blog	What's next? Facebook vs. Linked In - Valleywag today compares Facebook vs.	May 8, 2007
Scobleizer - Tech Geek Blog	Story behind Facebook's new security guy - On Monday this week at SXSW I was	Mar 16, 2007
Scobleizer - Tech Geek Blog	Adam Curry and John Welch ask the hard questions of me - I'm listening to Adam	Dec 30, 2006
Scobleizer - Tech Geek Blog	Is Facebook worth as much as YouTube? - I was reading Steve Ballmer scratching	Oct 11, 2006
Scobleizer - Tech Geek Blog	Readers per URL among blogging services: is it important? - Microsoft Live	Oct 10, 2006
Scobleizer - Tech Geek Blog	The one with the most stickers wins (and learning from the students) - Jeremiah	Sep 13, 2006
Scobleizer - Tech Geek Blog	Facebook listens to its users - The CEO of Facebook answers its customers with a	Sep 8, 2006
Scobleizer - Tech Geek Blog	Facebook under major revolt - OK, OK, I tried to avoid the whole Facebook thing.	Sep 6, 2006
Scobleizer - Tech Geek Blog	Facebook adds APIs - Developers: Facebook (social networking site popular with	Aug 31, 2006
Scobleizer - Tech Geek Blog	The big tech cos grabbing up advertising distribution networks - MySpace went to	Aug 23, 2006
Scobleizer - Tech Geek Blog	Not linking starts a conversation - Let's see, I don't link to Fred Wilson's blog, but	Aug 3, 2006
Scobleizer - Tech Geek Blog	Engineering food and drink experiences by and for geeks - The geeks are cooking	Aug 3, 2006
Scobleizer - Tech Geek Blog	College trends - I'm on the troll through my RSS feeds. One of the feeds!	Mar 19, 2006
Scobleizer - Tech Geek Blog	20 minutes in Houston - OK, so, I have 20 minutes in Houston. How many cool	Mar 13, 2006

Previous item Next item 144 items

A lot of the very basic stuff - e.g. searches within a feed - you can glean from using Google Blog Search, Blogpulse and Technorati. However, do not underestimate Google Reader. If you subscribe to feeds just for the sake of data mining and organize them the right way, you will be able to read tea leaves better than you can using a search engine. This will make you smarter at whatever subject you want to follow. It works best on full text feeds, but try it on mainstream newsfeeds too. You can learn a lot about what words make it into headlines and how often.