Making Sense of the Chatter
Information Retrieval in a Crazy World (Wide Web)

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How do you search in this crazy world?
A Couple of Forays

• **We Feel Fine**: continuously crawls the blogosphere for sentences that contain “I feel” or “I am feeling”

• **I Want You To Want Me**: continuously crawls online dating sites.
i feel loved

September 12, 2005 / from a 90 year old in louisville kentucky united states
I wouldn't hide it if society didn't make me feel like I needed to.

Jun 4, 2006 / from someone.
I feel these weirdos are actually an asset to college life

May 9, 2006 / from a 29 year old female in Milford, Connecticut, United States
i have kissed numerous other boys and it hasn't felt good the kisses felt messy and wrong but kissing lucas feels beautiful and almost spiritual

Feb 14, 2006 / from someone
i need to be in some backwoods redneck town so that i can feel beautiful

Oct 26, 2005 / from someone
i really feel something special when we're together
Oct 7, 2006/ from a 32 year old male in new york united states
Mood Swings
The top 130 feelings from 2006–2009, organized into the eight basic emotions

- Anticipation
- Joy
- Anger
- Surprise
- Fear
- Sadness
- Disgust
- Acceptance

[Diagram showing the eight basic emotions with corresponding waves and colors]
A Moody Life
The rise and fall of our various moods as we age
The Geography of Emotion
Geographical insights into our feelings, focusing on the U.S., where the vast majority of We Feel Fine’s feelings originate.

American Emotions
Geographic distribution of feelings throughout the United States. The major trends come from people living in urban and suburban areas, a demographic reality affecting all the variables in this book.

Feeling Happy
Some of the happiest states (New York, California, Massachusetts, New Jersey, Illinois) are those that feel least happy, while states that focus on family (Arkansas, West Virginia, Tennessee, Oklahoma, Kentucky) feel happiest.

Feeling Lonely
Loneliness is highest in big states with small populations (Idaho, Wyoming, Nevada, New Mexico, Arizona), and in states with few or no big cities (West Virginia, Arizona). Loneliness is lowest in Nebraska, Virginia and Maryland.

Feeling God
The so-called “Bible Belt” is also an emotional Bible Belt, as feelings about God are strongest in Oklahoma, Tennessee, Alabama, Texas, and Georgia. Feelings about God are lowest in New York, Massachusetts and Wisconsin.

Feeling Sick
Cold weather seems to be the main cause of sickness, as chilly northeastern states (Maine, New Hampshire, Michigan, Pennsylvania, Wisconsin) feel most sick. States with other populations (Florida, Nevada) also feel quite sick.

Feeling Fat
Some of the fattest states (Georgia, New York) are those that feel the fattest. Of the states with high obesity levels, some feel very fat (Mississippi, Alabama), while others don’t feel too fat (Louisiana, Missouri), even though they should.

Feeling Fat
The 15 fattest states in 1998, by order of level: Alabama, West Virginia, Arkansas, Michigan, Indiana, Georgia, Missouri, Alaska and Texas.
Feeling the Calendar and the Clock
A calendrical (and chronological) view of our feelings

Obama's Election Day / Nov 4, 2008
There was a dramatic spike in excitement and a swelling sense of pride, which lingered for several days after the election, during the palpable state of national euphoria.

Virginia Tech Massacre / Apr 16, 2007
There was a steady rise in sadness and feeling awful, both of which remained high for some time afterwards, taking about a week to return to normal levels.

Valentine's Day / 2006 - 2008 average
Loneliness sees the biggest rise, starting a few days before Valentine's Day and remaining high for a few days afterwards. Feeling special and loved is also typical of the holiday.

Christmas / New Year's / 2006 - 2008 average
Feeling isolated is common during the holidays, when people are home with the family. Depression rises sharply just before the New Year. Back to business as usual in January.

Stressful Weeks
Stress is high throughout the working week, but begins to decline on Friday, just as relaxation starts to rise, climbing to its Sunday high. Stress begins again on Sunday.

Lonely Weekends
Loneliness and emptiness rise steadily during the week, peaking on Sunday. Saturday night is the loneliest of all, which can make Monday (the least lonely day) a welcome relief.

Joyful Mornings
Joy is high in the morning, and peaks just before lunchtime, before beginning its steady decline through the rest of the day as food coma and fatigue set in.

Sad Nights
Sadness is low in the morning, lowest around lunchtime, and begins to rise as the day presses on, peaking just before we go to sleep.
Approval Ratings
How we feel about those most ogled and adored, mocked and maligned members of society—our sacred celebrities

Masterminds
- Bill Clinton: 22% approval
- George W. Bush: 16% approval
- Barack Obama: 70% approval
- Hillary Clinton: 44% approval

Rockers
- Bruce Springsteen: 46% approval
- Michael Jackson: 73% approval
- Madonna: 69% approval
- Justin Timberlake: 79% approval

Moguls
- Bill Gates: 60% approval
- Steve Jobs: 67% approval
- Oprah Winfrey: 62% approval
- Martha Stewart: 64% approval

Rappers
- Jay-Z: 64% approval
- Eminem: 67% approval
- Kanye West: 56% approval

Athletes
- Tiger Woods: 66% approval
- Adele: 66% approval
- Kobe Bryant: 66% approval
- Donald Trump: 66% approval

Idols
- Barbra Streisand: 66% approval
- Whitney Houston: 66% approval
- Lindsey Lohan: 66% approval
- Rush Limbaugh: 66% approval

Actors
- Tom Cruise: 66% approval
- Angelina Jolie: 66% approval
- Brad Pitt: 66% approval
- Will Smith: 66% approval

Icons
- The Pope: 70% approval
- The Duke of Cambridge: 62% approval
- Harry Potter: 66% approval
- Stephen Colbert: 66% approval
The Tangled Web of Emotions

Feelings that frequently co-occur in the same sentence are connected by lines.
Top Feelings over Time
Showing each feeling's prevalence (as a percentage of all feelings) over time.

Top 200 feelings
1. bear
2. had
3. good
4. guilty
5. own
6. well
7. well
8. dream
9. warm
10. comfortable
11. great
12. happy
13. alive
14. out
15. lost
16. fed
17. size
18. old
19. at home
20. stupid
21. off
22. why
23. me
24. new
25. hang
26. cold
27. happy
28. excited
29. used
30. warm
31. home
32. happy
33. relaxed
34. happy
35. happy
36. light
37. accomplished
38. hungry

* Data sampled at weekly intervals.
I get my comics sent in boxes weeks after their release, too fast for the wild.

I feel about approaching needlessly. I like the way you wrap both of your hands around your coffee mug. It didn’t even last so long and they feel really...

I wish I could feel it and I wish I could steal it. I abduct it, corrupt it but I never can. It’s just saturated loneliness does the silence get lonely?
i feel like the more memorable portions were with mercedes and or finn kurt carl and burt. 4 hours ago, from a 24 years old in massachusetts, united states... [read more]
We Feel Fine Murmurs

I feel tha

I called out of work I just didn't feel like going
21 mins ago / from someone in Bristol Rhode Island United States when it was rainy

I was feeling so depressed so I decided to drink the rest of my bottle of UV with casey
21 mins ago / from someone in Bristol Rhode Island United States when it was rainy

I came home n passed out now I feel like sh*t.
I Want You To Want Me
WHAT I WANT
Design Principles
Make people feel it
Make people feel it

Make it playful
Make people feel it

Make it playful

Allow easy shifting between macro and micro
“I’m trying to find myself.”