

Relevancy Score

Methodology:

The relevancy score is a combination between ‘% In Monitor’ and ‘Affinity Scores’, as well as the people involved in the conversation. The reason people are included is because you don’t want to look at a extremely strong relevancy if it only has 2 people involved, and you don’t want to look at a huge group of people if they’re not aligned with your conversation.

Definitions:

- *% In Monitor*: How many people in this conversation have this affinity (This is the size of the bubble).
- *Affinity*: How much more are the individuals in this conversation likely to have this Affinity than the compared sample (either Twitter, Tumblr or a different monitor). This is how far left or right the bubble is.

That is how affinities are determined from relative populations:

- "Local": indexed interests of a population within a given monitor
- "Global": general indexed interests of an at-large population

Calculation:

The Relevancy Score is calculated as follows:

$A \ln(A/B)$

where:

A = % of posts in monitor for segment X

B = % of posts on Twitter for segment X