Predicting Information Virality on WeChat

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WeChat

- Largest mobile communication service in China
  - 570M Daily Active, 200M+ users of WePay e-payment
- We have access to all WeChat data:
  - User: Sex, Location, Name, Age
  - Social network: Chat, Call, Follow, Like, etc.
  - Payments: Paying for services, Sending money

Multiple Image and Headlines

Single Image and Article

Pictures

Video

Music/Voice/Text

WeChat: Information Virality

- People can reshare posts (Moments)
- Goal:
  - Quickly find which posts will get viral and be shared a lot
- Task:
  - Take all posts >X reshares in first Y minutes
  - Predict the final reshare count
- Proposed approach (papers):
  - *Discriminative Learning of Infection Models*, N. Rosenfeld et al., WSDM '16
  - *Can cascades be predicted?* J. Cheng et al., WWW '15
  - *SEISMIC: A Self-Exciting Point Process Model for Predicting Tweet Popularity*, Q. Zhao et al. KDD '15