Paper Summary:
Of Pins and Tweets: Investigating how users behave across image- and text-based social networks
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Motivation:
This is cross OSN study that investigates the behavior of users across Pinterest and Twitter. Understanding which OSN drives innovation is important because today, many users have active accounts on multiple OSNs and distribute their time and activity across multiple sites. This situation leads to interesting questions such as: Are the activities that users perform on each site disjoint? Alternatively, if users perform the same actions on multiple sites, where does the information originate? Given the interlinking between social networks, failure to understand activity across multiple sites may obfuscate the true information dissemination dynamics of the social web.

Contributions:
• understanding the macro-scale patterns of activity across these sites.
• categorizing the dataset to study how users distribute their activity across Twitter and Pinterest.
• exploring the pollination of content from one site to the other.

Findings:
• despite considering the same set of users on both sites, they observe remarkably different global patterns of activity.
• users engage in more categories of content on Pinterest than Twitter, but Twitter categories have greater predictive power.
• new content tends to originate on Pinterest before spreading to Twitter. This result suggests that while Twitter is an incredibly popular global communication platform, sites like Pinterest play a crucial role in the generation of new ideas and content.