**System Functionality**
Analyze Tumblr users’ behaviour and facilitate interactions with key Tumblr users. Targeted audiences are media producers and Tumblr users.

**System Goal**
To extend traditional metrics on TV show viewership by supplying both quantitative and qualitative data, including missed viewership around pirated torrents and DVDs.

**System Overview**

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<thead>
<tr>
<th>Sources for Tumblr Users</th>
<th>Tumblr Users</th>
<th>tApp</th>
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**Interface Design**

- **Key Contributors**
  - Top followed users
  - Top contributing users
  - Top re-blogged posts
  - Top liked posts

- **Explore Hashtags**
Word cloud of the key contributors posted content to show the tApp user possible hashtags they could add to a hashtag set.

- **Tag Setting**
Create new hashtag sets or edit existing hashtag sets. Hashtag sets are a user-defined set of hashtags. These sets include like hashtags that represent a key metric.

- **Trending**
Provides trending data on key performance metrics (e.g., number of mentions and popular posts specific to hashtags or hashtag sets).