WHAT IS CLAIMED IS:

1. A method comprising:

generating, by a server system:

profile data for a plurality of users, wherein the profile data comprises, for each user, an indication of one or more interest categories associated with the user; and

event data for a plurality of social media events, wherein the event data comprises, for each social media event, an indication of one or more users associated with the social media event;

determining, by the server system, that a first subset of users is associated with a first social media event;

storing, by the server system, the profile data and the event data in one or more databases;

determining, by the server system, that a first subset of interest categories is associated with the first subset of users;

determining, by the server system, that a second subset of interest categories is associated with the first social media event, the second subset of interest categories being selected by a controlling user of the first social media event;

generating an event data structure for the first social media event based on the first subset of interest categories and the second subset of interest categories, wherein the event data structure comprises:

an indication of the first subset of interest categories and the second subset of interest categories, and

for each interest category of the first subset of interest categories and the second subset of interest categories, a respective frequency metric based on a number of users of the first subset of users associated with that interest category

and whether that interest category had been selected by the controlling user of the first social media event,

executing, by the server system, one or more processes configured to monitor database transactions causing a change to the data of the one or more databases;

determining, by the server system, that a transaction meets trigger criteria with respect to the first social media event;

responsive to determining that the transaction meets the trigger criteria with respect to the first social media event, modifying the event data structure based on the transaction.

2. The method of claim 1, wherein the transaction comprises at least one of a modification to profile data associated with the first subset of users, or a modification to event data associated with the first event.

3. The method of claim 2, wherein the modification comprises an addition or removal of an interest category.

4. The method of claim 2, wherein the modification comprises an association of an additional user with the first social media event, or disassociation of a user from the first social media event.

5. The method of claim 1, wherein determining that the transaction meets the trigger criteria with respect to the first social media event comprises:

determining that a particular interest category has been added or removed from the profile data of a particular user of the first subset of users, and

determining that the first social media event has not yet occurred,

wherein modifying the event data structure comprises modifying the frequency metric associated with the particular interest category in the event data structure.

6. The method of claim 5, further comprising:

determining, by the server system, that the transaction meets trigger criteria with respect to one or more additional social media events;

responsive to determining that the transaction meets the trigger criteria with respect to the one or more social media events, modifying the event data structures for the one or more social media events based on the transaction.

7. The method of claim 1, wherein determining that the transaction meets the trigger criteria with respect to the first social media event comprises:

determining that an additional user has been associated with the first social media event, and

determining that the first social media event has not yet occurred,

wherein modifying the event data structure comprises:

determining that the additional user is associated with an additional interest category, and

modifying the event data structure to include an indication of the additional interest category.

8. The method of claim 1, wherein determining that the transaction meets the trigger criteria with respect to the first social media event comprises:

determining that an additional user has been associated with the first social media event, and

determining that the first social media event has not yet occurred,

wherein modifying the event data structure comprises:

determining that the additional user is associated with a particular interest category of the first subset of interest categories, and

responsive to determining that the additional user is associated with the particular interest category of the first subset of interest categories, modifying the frequency metric associated with the particular interest category in the event data structure.

9. The method of claim 8, wherein modifying the frequency metric associated with the particular interest category in the event data structure comprises:

incrementing the frequency metric associated with the particular interest category.

10. The method of claim 1, wherein determining that the transaction meets the trigger criteria with respect to the first social media event comprises:

determining that a particular user of the first subset of users has been disassociated with the first social media event, and

determining that the first social media event has not yet occurred,

wherein modifying the event data structure comprises:

determining that the disassociated user was associated with a particular interest category of the first subset of interest categories, and

responsive to determining that the disassociated user was associated with the particular interest category of the first subset of interest categories, modifying the frequency metric associated with the particular interest category in the event data structure.

11. The method of claim 10, wherein modifying the frequency metric associated with the particular interest category in the event data structure comprises:

decrementing the frequency metric associated with the particular interest category.

12. The method of claim 1, further comprising generating and displaying a histogram based on the event data structure.

13. The method of claim 1, further comprising generating one or more additional event data structures for one or more additional social media events; and

generating and displaying a plurality of histograms based on the event data structure and the one or more additional event data structures.

14. The method of claim 1, wherein the profile data comprises, for at least one user, an indication of one or more public interest categories associated with that user, and an indication of one or more private interest categories associated with that user,

wherein the association between that user and the one or more public interest categories is accessible by one or more other users, and

wherein the association between that user and the one or more private interest categories is inaccessible to one or more other users.

15. The method of claim 14, further comprising generating and displaying a histogram corresponding to the one or more public interest categories based on the event data structure.

16. The method of claim 1, wherein generating the event data structure based on the first subset of interest categories comprises, for each interest category of the first subset of interest categories:

incrementing the frequency metric associated with that interest category by a first amount for each user of the first subset of users that is associated with the interest category and has accepted an invitation to the first social media event; and

incrementing the frequency metric associated with that interest category by a second amount for each user of the first subset of users that is associated with the interest category and has tentatively accepted an invitation to the first social media event,

wherein the first amount is different than the second amount.

17. The method of claim 1, wherein determining that the first subset of interest categories is associated with the first subset of users comprises:

identifying, as the first subset of interest categories, one or more interest categories selected by at least one user of the subset of users.

18. The method of claim 1, further comprising:

generating, by the server system, a recommendation for the first social media event for an additional user based on the event data structure.

19. The method of claim 18, wherein generating the recommendation for the first social media event for the additional user comprises:

retrieving profile data for the additional user;

determining, based on the profile data for the additional user, the interest categories associated with the additional user; and

determining a recommendation score based on the interest categories associated with the additional user and the event data structure.

20. The method of claim 19, wherein determining the recommendation score comprises:

determining one or more interest categories common to the interest categories associated with the additional user and the event data structure; and

summing the frequency metrics of the event data structure corresponding to each of the common interest categories.

21. The method of claim 20, wherein determining the recommendation score further comprises:

determining a distance between a first geographic location associated with the additional user and a second geographic location associated with the first social media event; and

modifying the recommendation score based on the distance between the first geographic location and the second geographic location.

22. The method of claim 20, wherein determining the recommendation score further comprises:

determining one or more interest categories common to the second subset of interest categories and the interest categories associated with the additional user; and

modifying the recommendation score based on the determination.

23. The method of claim 20, wherein determining the recommendation score further comprises:

determining:

a number of users associated with the second user, and

a number of users associated with both the second user and the first social media event; and

modifying the recommendation score based on the determination.

24. The method of claim 20, wherein generating the recommendation for the first social media event for the additional user further comprises:

determining that the recommendation score exceeds a threshold score; and

responsive to determining that the recommendation score exceeds the threshold score, generating a notification to the additional user identifying the first social media event.

25. The method of claim 1, further comprising:

rendering a graphical user interface, wherein the graphical user interface includes a graphical representation of the event data structure; and

presenting the graphical user interface to a user.

26. The method of claim 1, wherein the event data structure is modified in substantially real-time.

27. The method of claim 1, wherein the event data structure is modified periodically.

28. The method of claim 1, further comprising generating, by the server system, a recommendation for an additional interest category for the first user.

29. The method of claim 28, wherein generating the recommendation for the additional interest category comprises:

determining that the first user is associated with a first subset of social media events;

determining that a third subset of interest categories is associated with at least one social media event of the first subset of social media events; and

determining a recommendation score for each interest category in the third subset of interest categories.

30. The method of claim 29, wherein determining the recommendation scores comprises:

retrieving, for each social media event of the first subset of social media events, a corresponding event data structure; and

summing, for each interest category of the third subset of interest categories, the frequency metrics of the retrieved event data structures corresponding to the interest category.

31. The method of claim 30, wherein determining the recommendation scores further comprises:

determining, for each social media event of the first subset of social media events, one or more interest categories selected by a controlling user of the social media event, and

modifying the recommendation scores based on the determination.

32. A method comprising:

generating venue data by a server system, the venue data comprising:

an indication of one or more first interest categories selected by a controlling user with respect to the venue, and

an indication of one or more events associated with a venue;

generating, by the server system, an event data structure for each of the one or more events associated with the venue, wherein each event data structure comprises:

an indication of one or more second interest categories associated with the event, and

for each interest category of the one or more second interest categories, a respective frequency metric;

generating, by the server system, a venue data structure based on the venue data and the one or more event data structures, wherein the venue data structure comprises:

an indication of the one or more first categories and the one or more second interest categories, and

for each interest category of the one or more first categories and the one or more second interest categories, a respective frequency metric determined based on the venue data and the one or more event data structures;

executing, by the server system, one or more processes configured to monitor database transactions causing a change to the data of the one or more databases;

determining, by the server system, that a transaction meets trigger criteria with respect to the venue data structure;

responsive to determining that the transaction meets the trigger criteria with respect to the venue data structure, modifying the venue data structure based on the transaction.

33. The method of claim 32, wherein the transaction comprises a modification to one or more event data structures.

34. The method of claim 32, wherein the transaction comprises a modification to the venue data.

35. The method of claim 32, further comprising generating and displaying a histogram based on the venue data structure.

36. The method of claim 32, wherein generating the venue data structure comprises:

determining, for each event data structure, a respective weight;

determining the frequency metrics of the venue data structure the based on the weights.

37. The method of claim 36, wherein each weight corresponds to a recency of occurrence of a respective event.

38. The method of claim 32, further comprising:

generating, by the server system, one or more additional venue data structures based on the venue data and the one or more event data structures, wherein each additional venue data structure comprises:

an indication of the one or more first categories and the one or more second interest categories according to a respective time;

for each interest category of the one or more first categories and the one or more second interest categories, a respective frequency metric according to that time.

39. The method of claim 38, further comprising generating and displaying a plurality of histograms based on the venue data structure and the one or more additional venue data structures.

40. The method of claim 32, further comprising:

rendering a graphical user interface, wherein the graphical user interface includes a graphical representation of the event data structure; and

presenting the graphical user interface to a user.

41. The method of claim 32, wherein the venue data structure is modified in substantially real-time.

42. The method of claim 32, wherein the venue data structure is modified periodically.