

HCIL SYMPOSIUM 2016

SOCIAL MEDIA ANALYTICS DURING CRISES

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WHO AM I?



TYPES OF CRISES

- Terrorist attacks
- Social Unrest
- Natural Disasters



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WHAT CAN WE LEARN FROM SOCIAL MEDIA DURING CRISIS?

- Determine central sources of information
- Extract eye-witness media
- Build timelines/detect events
- Gauge public response
- Follow discourse (hashtags, sentiment, topics)

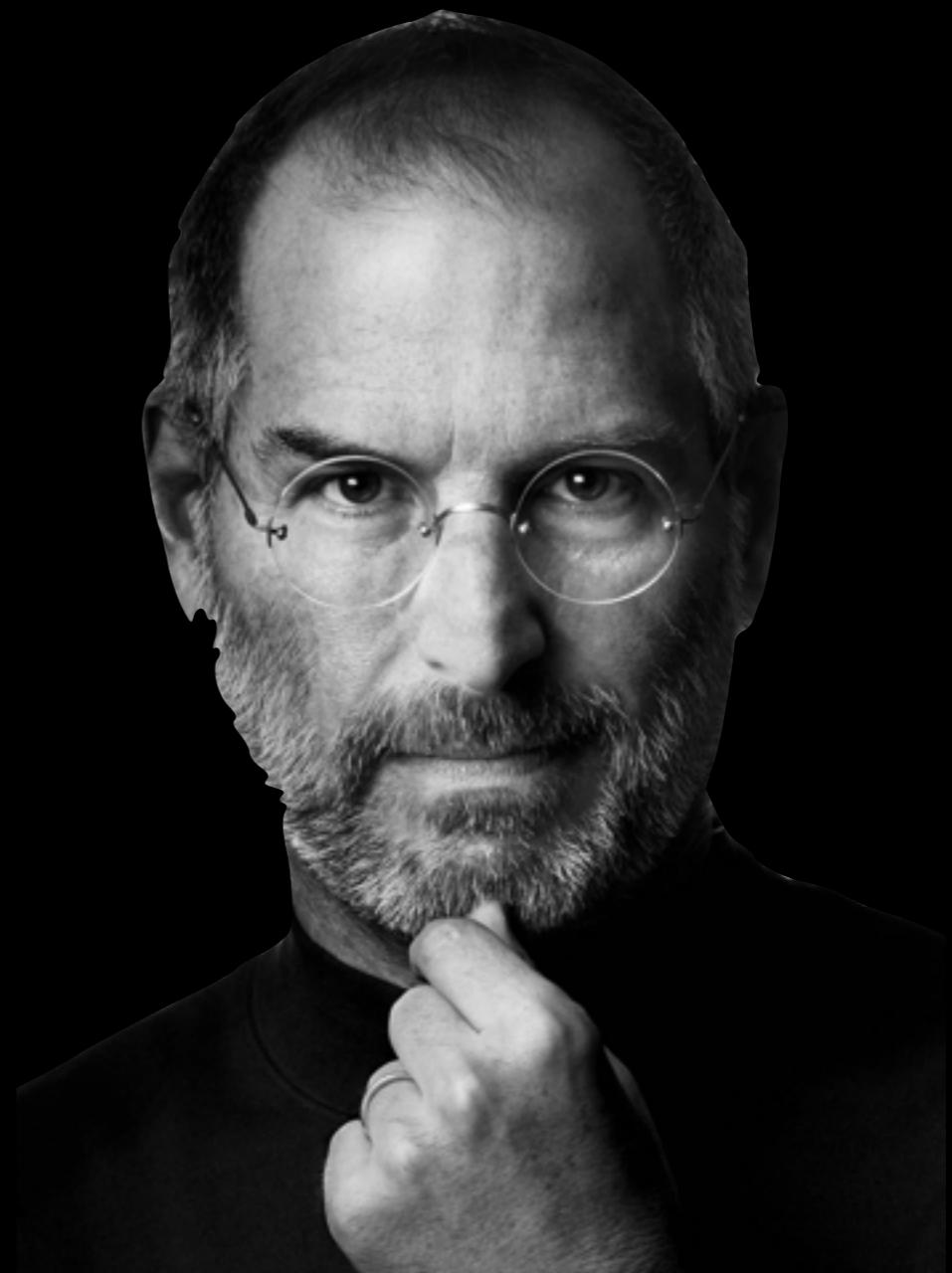
WHAT THIS TUTORIAL IS NOT



This tutorial is NOT about teaching you Python or
programming

WHAT THIS TUTORIAL IS

- What is possible?
- What are some tools out there?
- Where can I get data?



WHAT THIS TUTORIAL IS

- Also, a lot of text filtering.
 - 400 million tweets are posted on average each day
 - Many are not relevant (e.g., Bieliebers, 1Direction fans)



TOPICS WE'LL COVER

1. Jupyter Notebooks
2. Social media data sources
3. Parsing Twitter data
4. Frequency analysis
5. Location analysis
6. Sentiment analysis
7. Other content analysis
8. Network analysis

AGENDA

SESSION I
DATA ACQUISITION
1:15PM-3:00PM

1. Jupyter Notebooks
2. Social media data sources
3. Parsing Twitter data
4. Frequency analysis

COFFEE BREAK
3:00PM-3:20PM

SESSION II
ADVANCED ANALYSIS
3:20PM-4:30PM

5. Location analysis
6. Sentiment analysis
7. Other content analysis
8. Network analysis