

Capturing the Conversation in Riyadh

Big Data & Society
Spring 2016 | MIT DUSP

@Luke
Mich

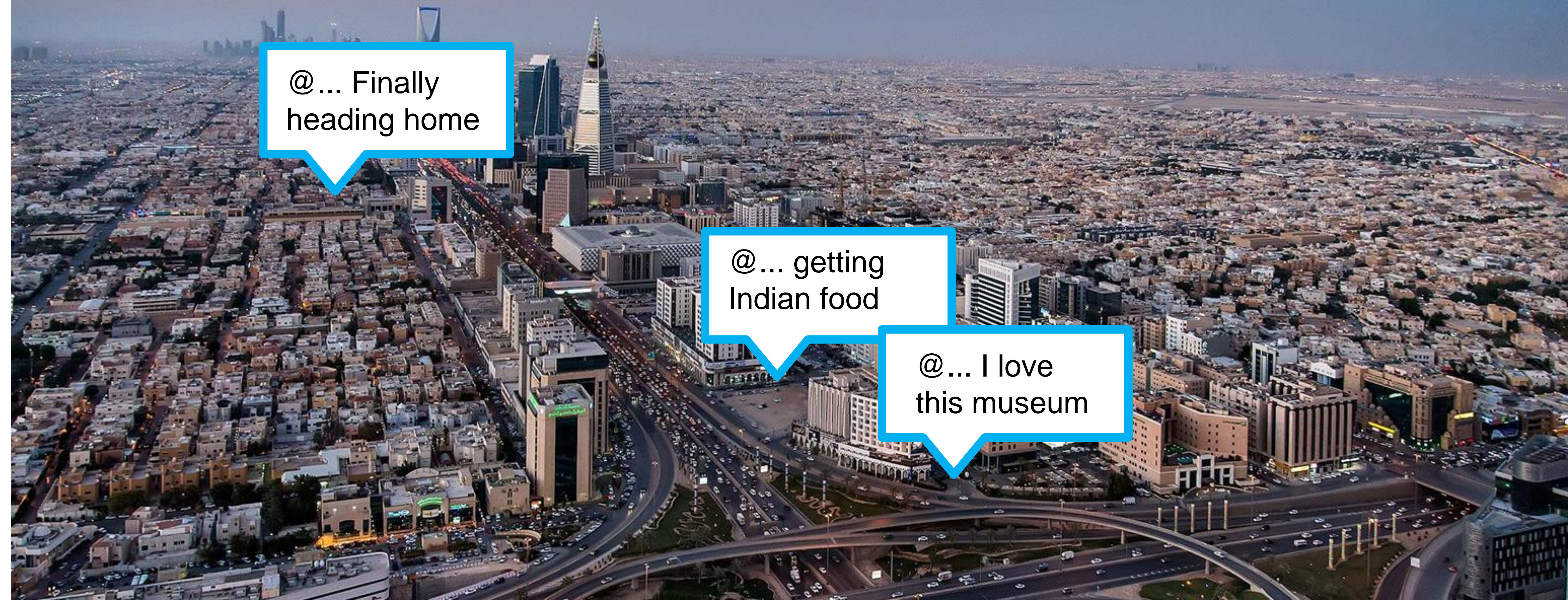
@Scott
Margeson



CONCEPT

MOTIVATION

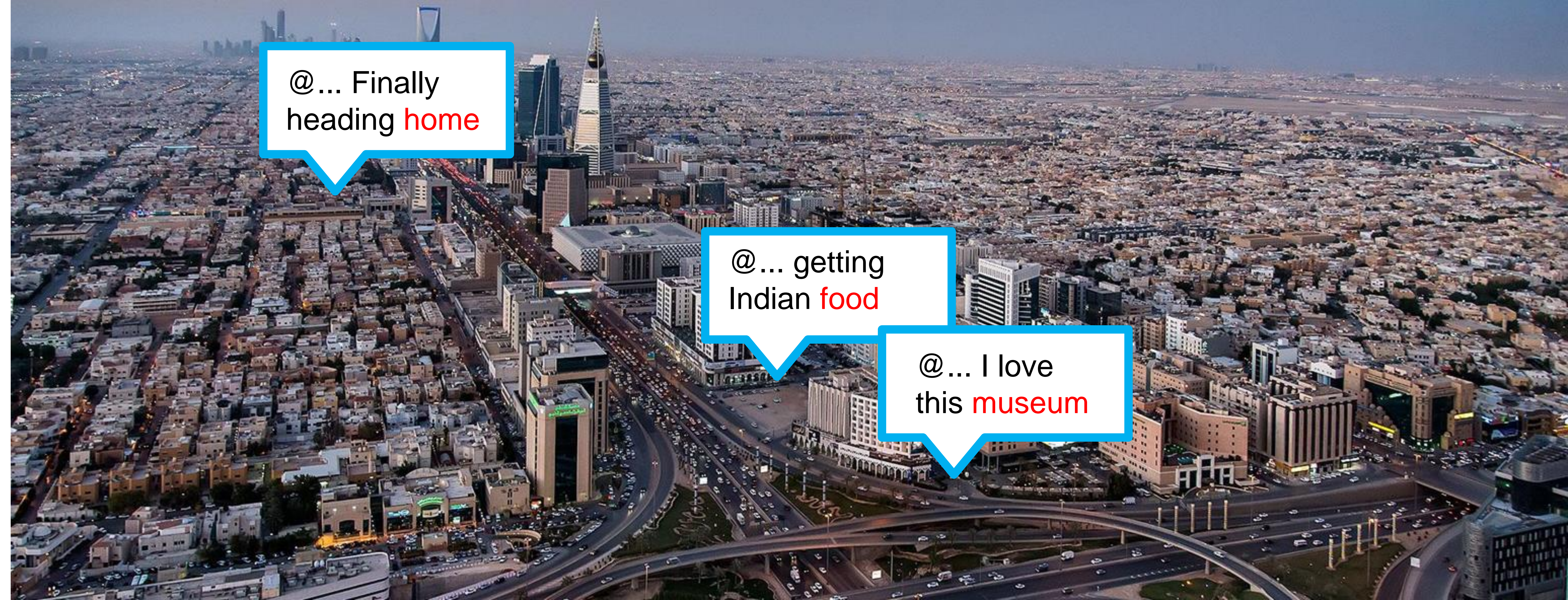
Map social media content
to understand:



CONCEPT

MOTIVATION

Map social media content
to understand:

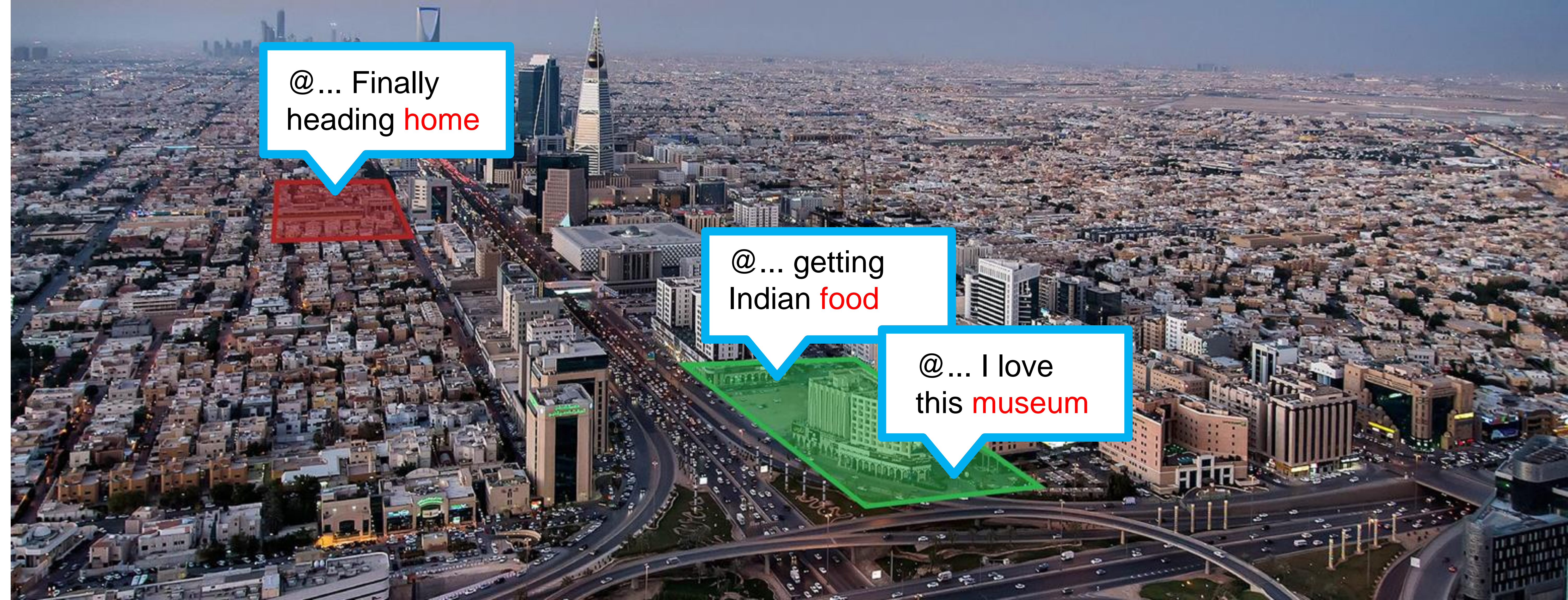


CONCEPT

MOTIVATION

Map social media content
to understand:

- ★ Why routes are chosen
- ★ How residents behave
- ★ The character of neighborhoods



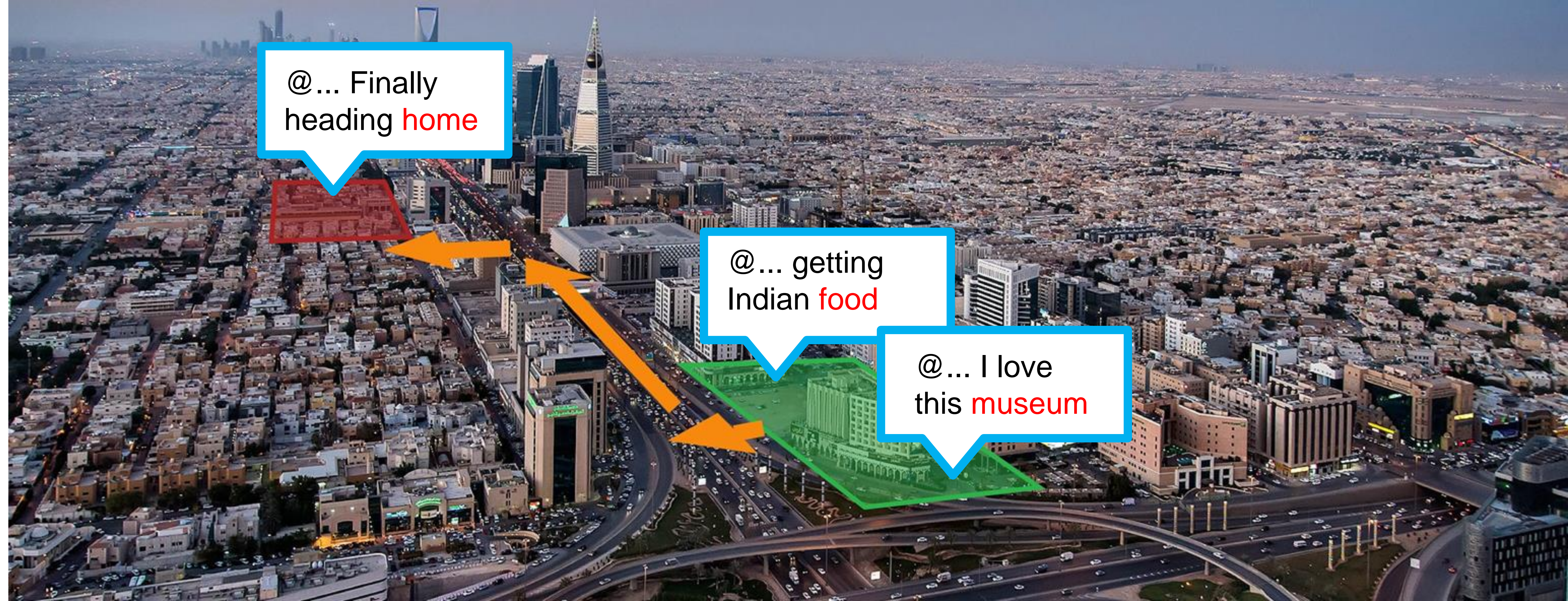
CONCEPT

MOTIVATION

Map social media content
to understand:

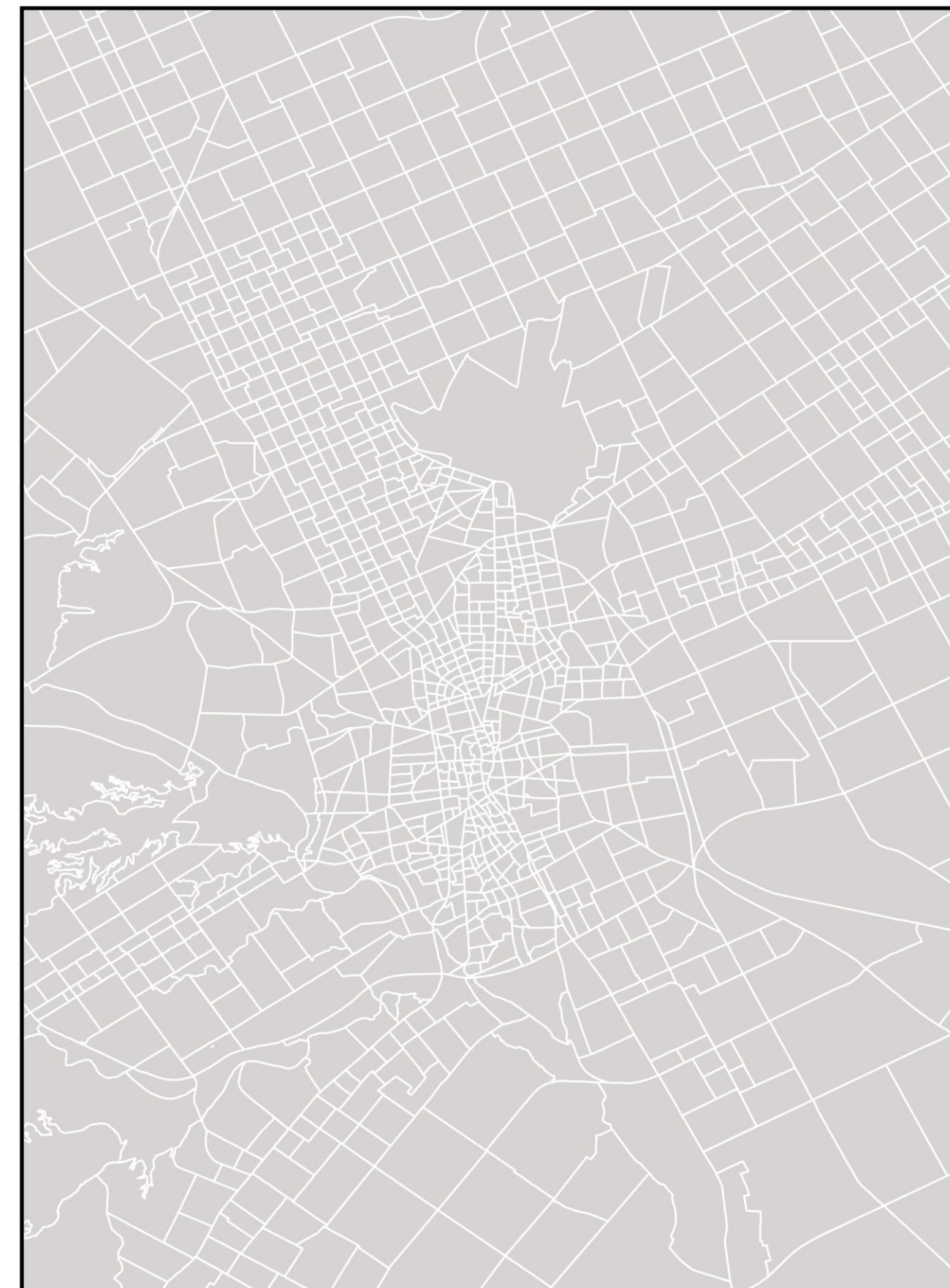
- ★ Why routes are chosen
- ★ How residents behave
- ★ The character of neighborhoods

Connect *what people are talking about*
with *where they are going*.

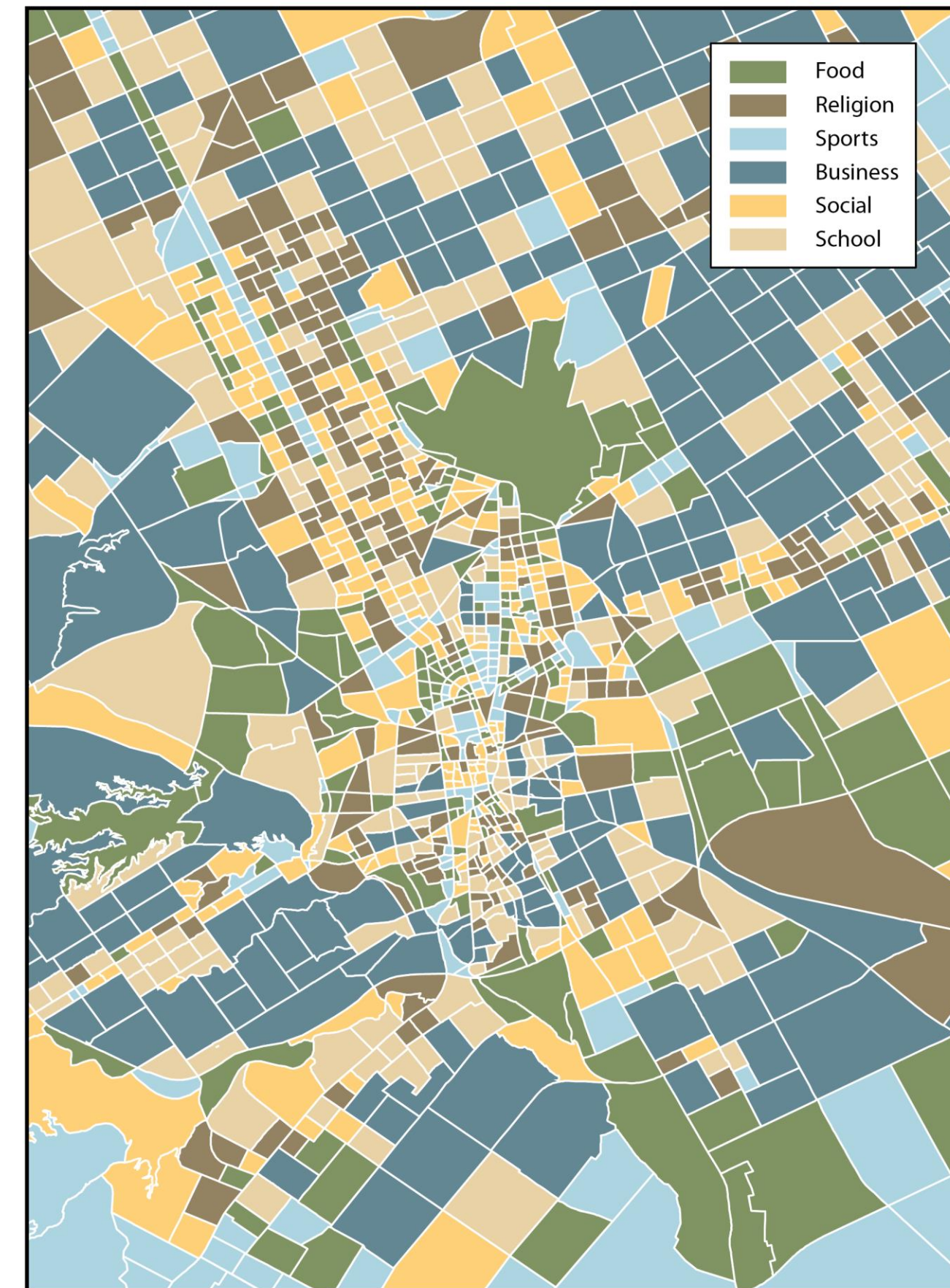


WIREFRAME

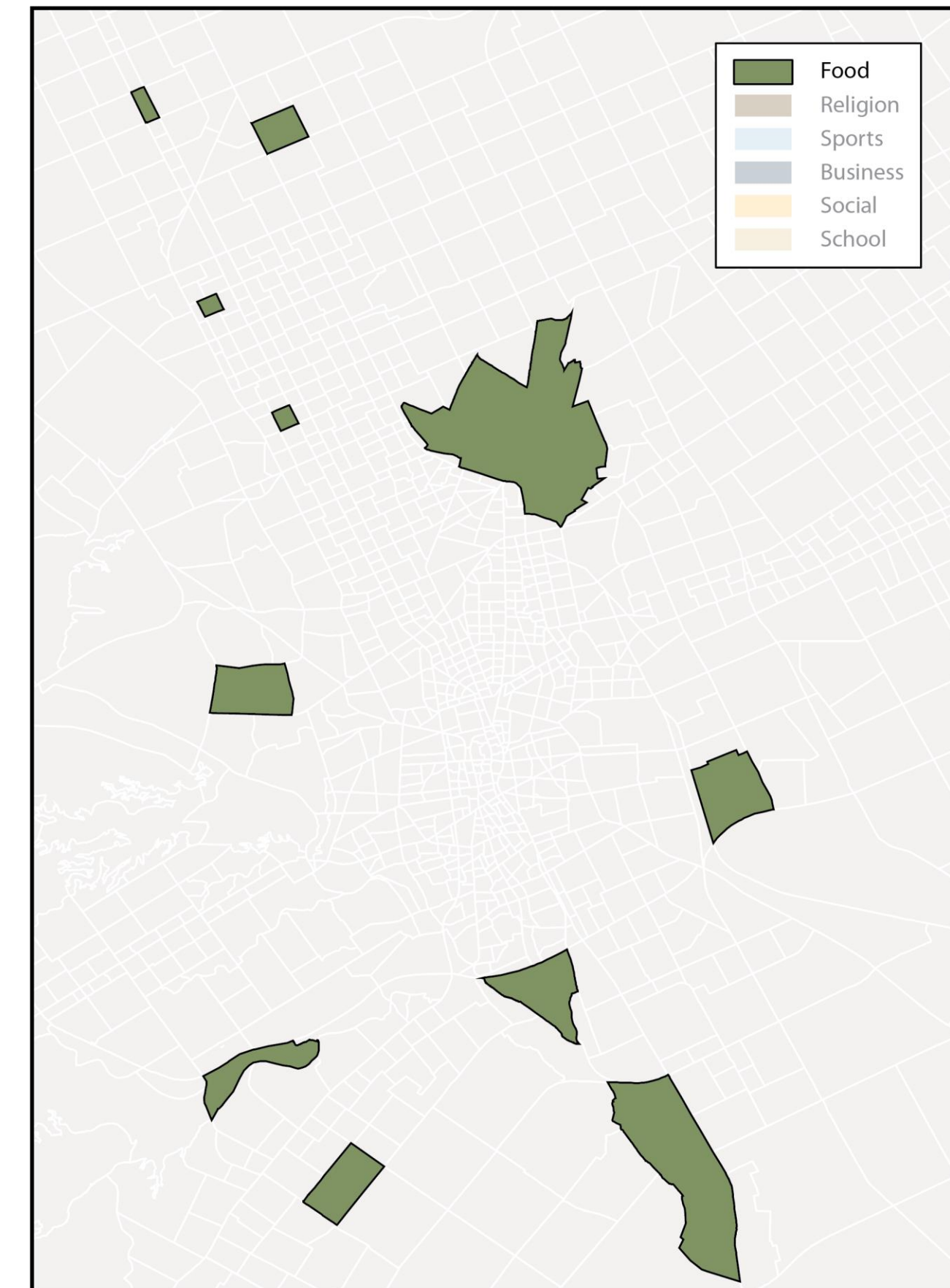
INTERFACE DESIGN (Route Mapping)



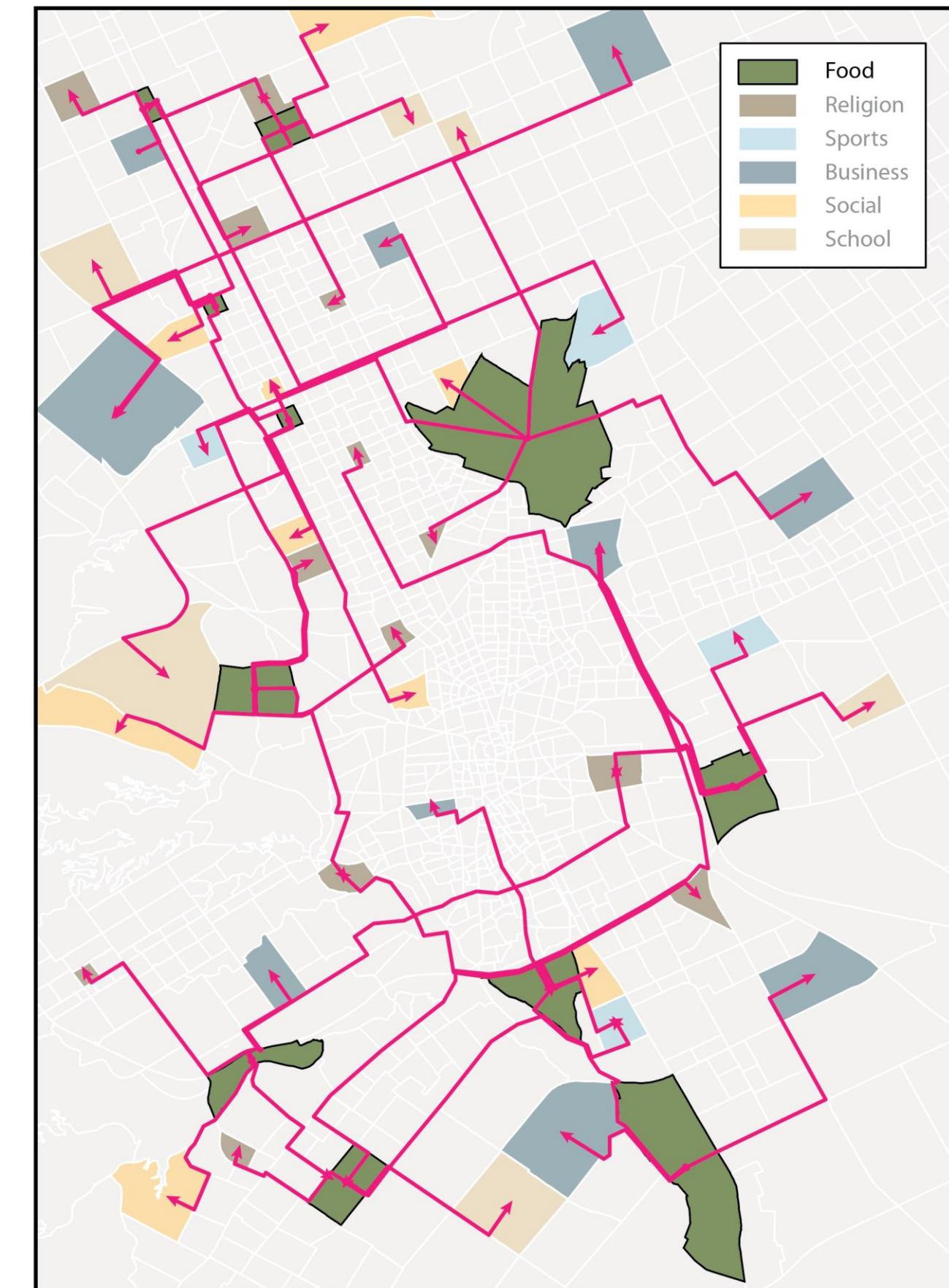
Map TAZs



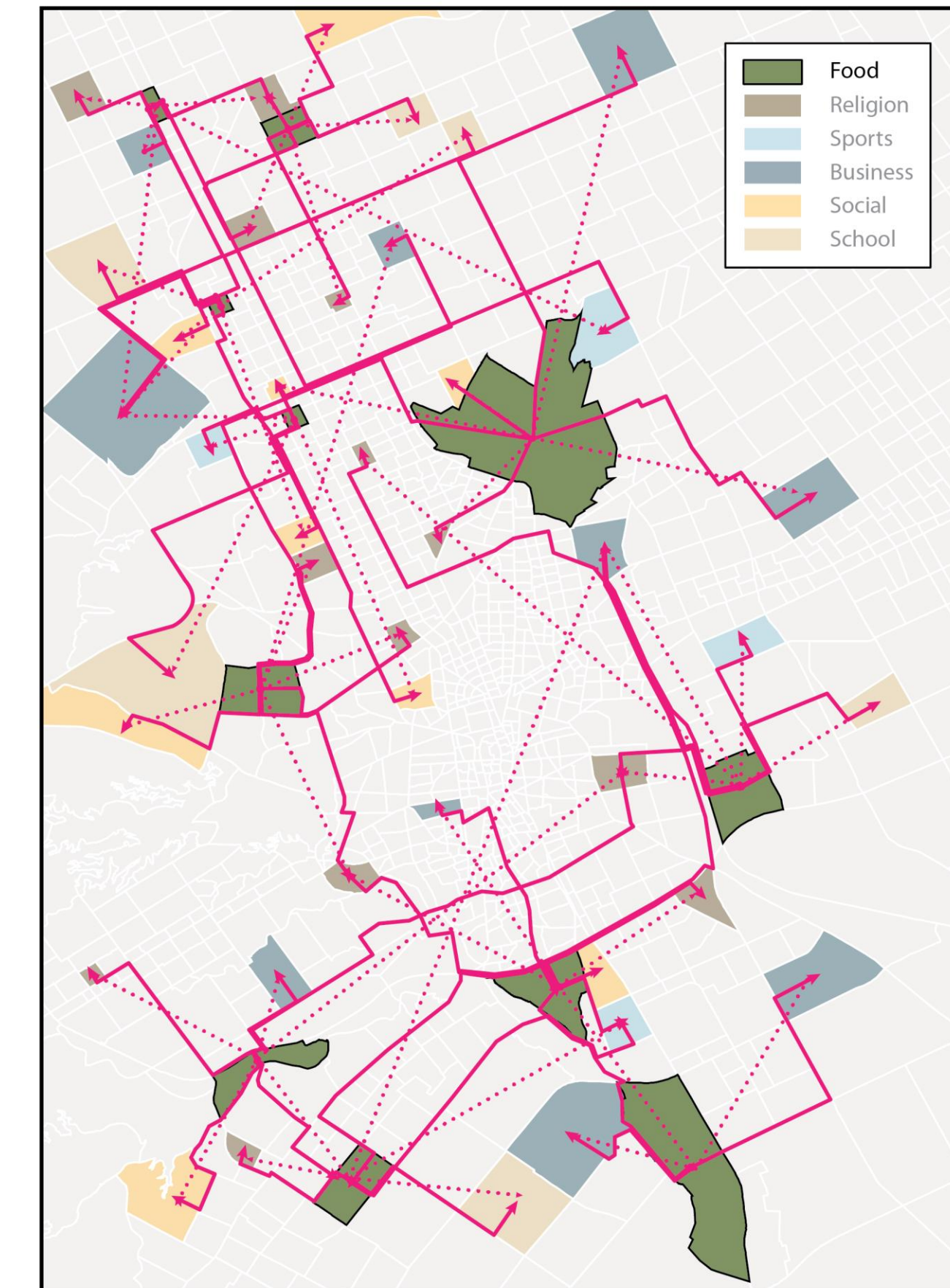
Categorize TAZs by
Social Media



Select TAZs from
single category



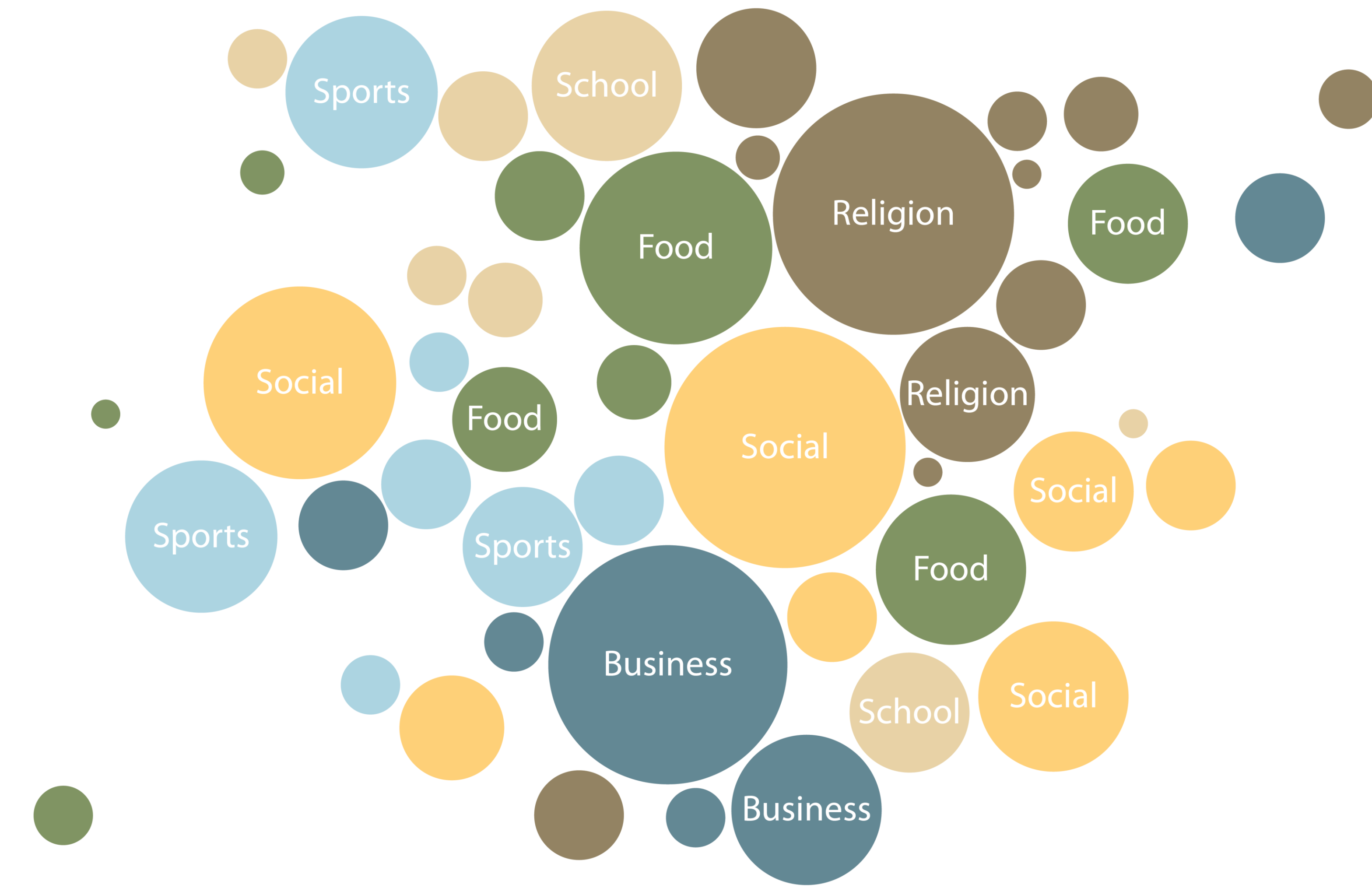
Map routes between
selected TAZs and top five
ITA-routed destinations



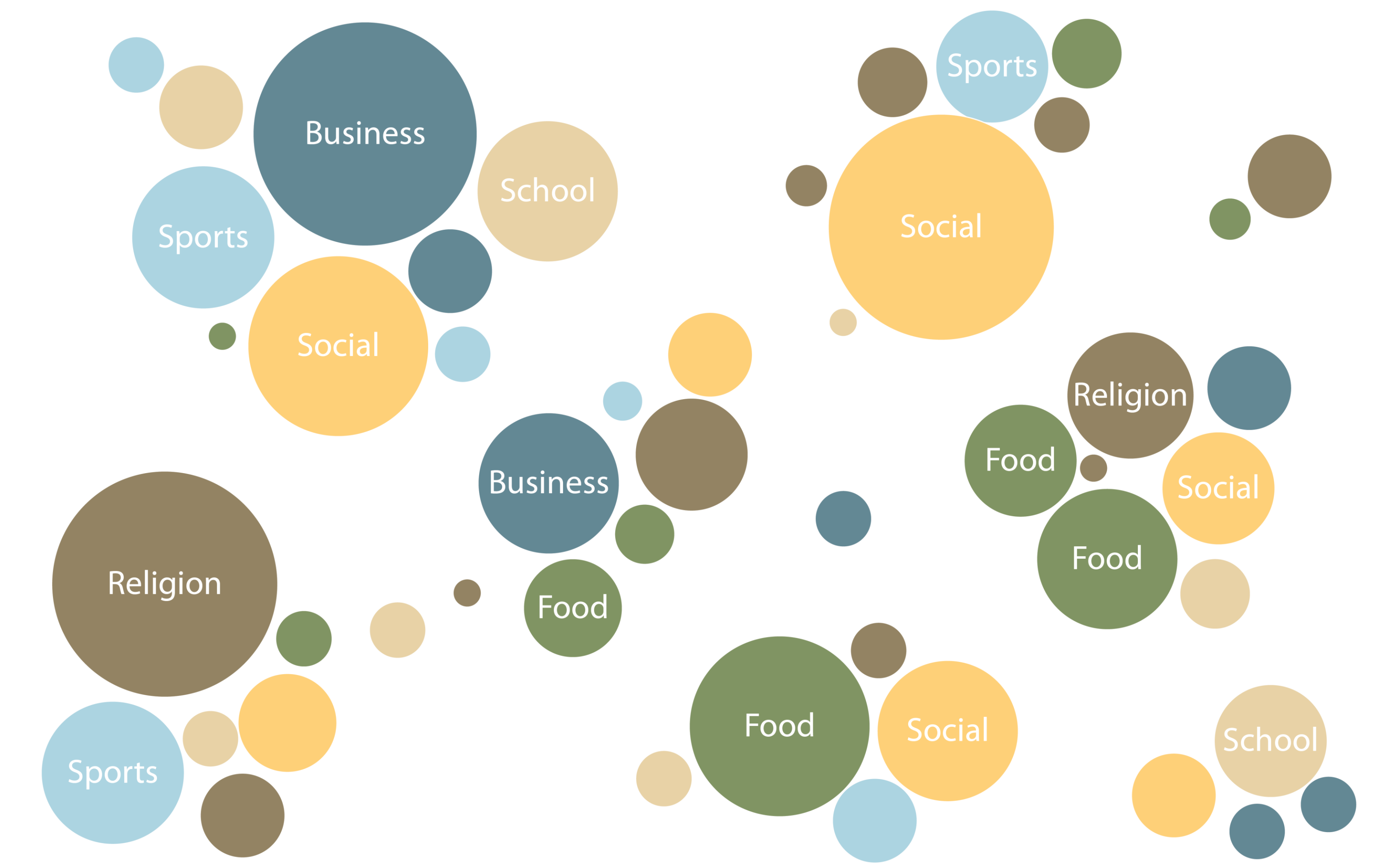
Overlay direct line connection
between TAZs to analyze road
network connectivity

WIREFRAME

INTERFACE DESIGN
(Word Networks)



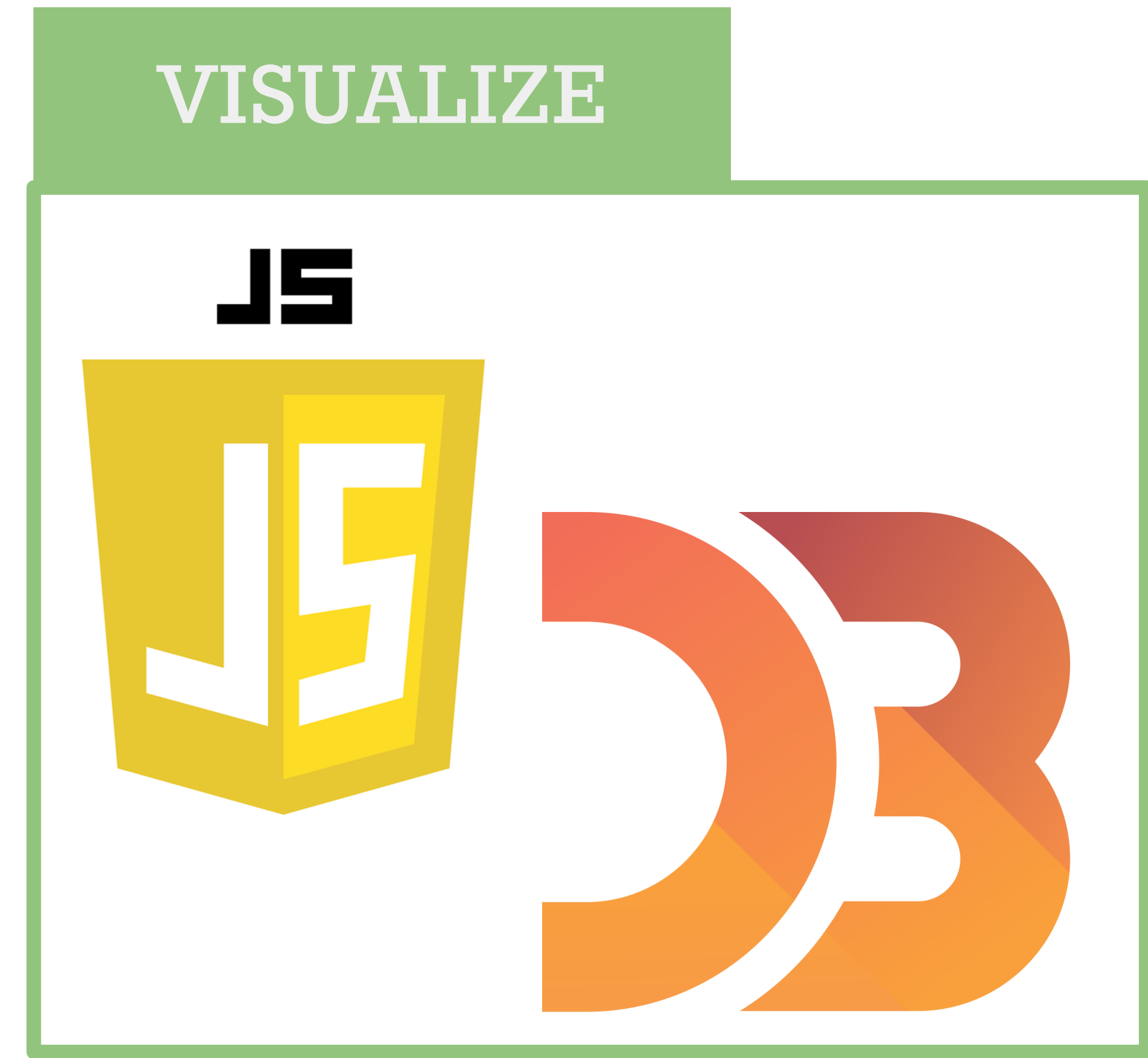
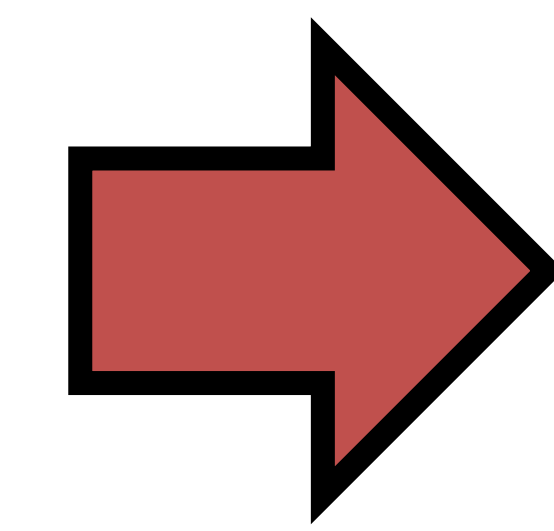
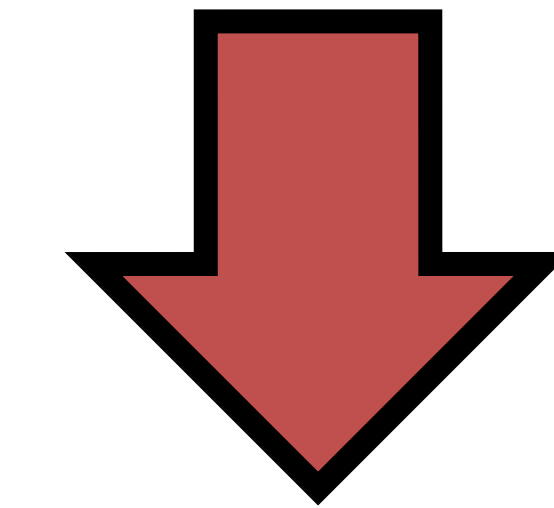
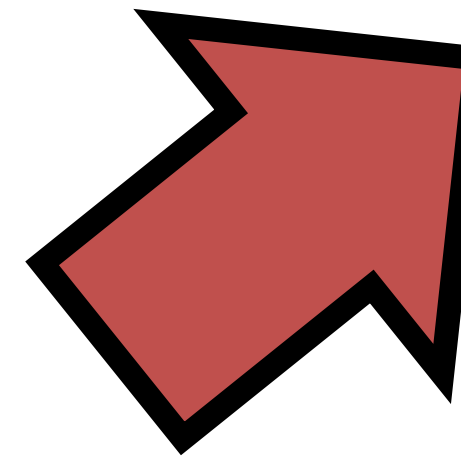
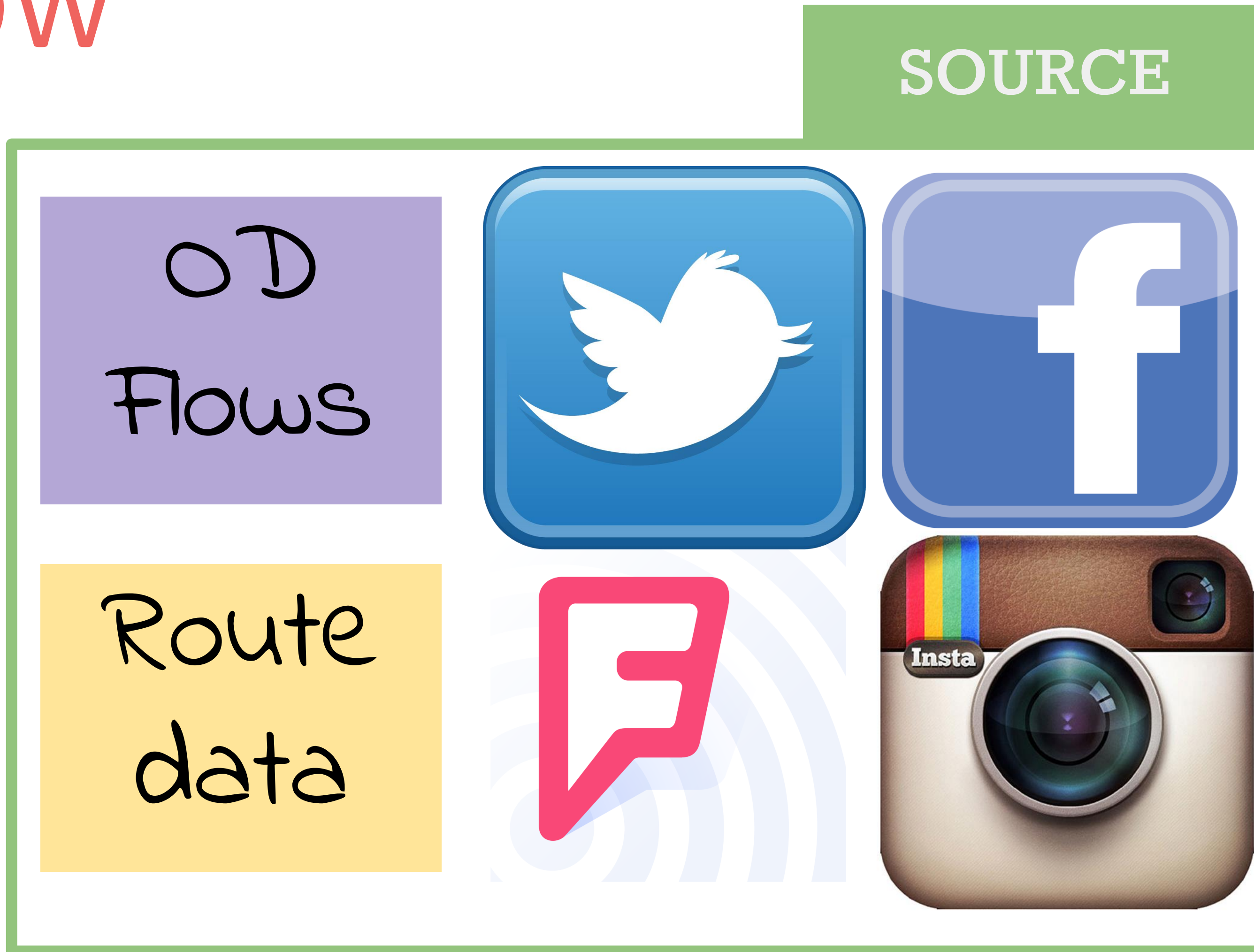
Conceptual Connections



ITA Routing Connections

WORKFLOW

TOOLS



MILESTONES

TIMING AND DIVISION OF LABOR

Calendar

March 17: Midterm presentation

March 31: Data scraped

April 7: Keywords identified

April 21: GIS analysis complete

April 28: TAZs visualized

May 5: Concept map complete

May 12: Final Presentation

Responsibilities

Luke:

✓ Spatial analysis

✓ Route mapping

Scott:

✓ Python scraping

✓ Database management

Both:

✓ D3 / Javascript