## Introduction

Tracking and analysing social media enables city governance to respond and interact with its citizens faster and with more accuracy. Trending subjects and discussions can provide information about both areas of improvement as well as successful policies and municipal projects. It is also a tool for bringing governance and citizens closer, enhancing democracy and involvement throughout society. Our vision is to aggregate and represent relevant data from social media in way that will provide new insights with regards to what is mentioned above, but also by combining it with data from other sources.

## Value

This social media feature would be aimed at people inside the municipality. The aim is not to present the data to the public because we see no clear value in that. Instead there are two different point of views in which the municipality may gain from the data, a political view and an instrumental view for employees in the different departments. The political aspect is to analyse the data in broader terms, identifying trends with a longer time perspective, which can help politicians in their policy making. The other one is to analyse the data from the view of someone working inside the departments. This could mean searching the social media for posts regarding municipal events, current projects or issue reporting. These two different views would require different approaches due to design, visualization and collecting/processing of data.

## Technical requirements

In our feasibility study we looked at the technical possibilities of extracting social media-data. Both Instagram and Twitter have well documented API-libraries that seem promising. They do require authentication and registration of your application but that should not pose a problem. We also investigated the possibilities of extracting data from blogs, though unfortunately we didn’t find any specific tools for this. Unless we are able to spend more time on investigating blog-data extraction this will be excluded from the application.

A key technical aspect is how to store and process the data. Both Instagram and Twitter provide means to subscribe to data and so once the application is setup data will be continuously updated. Depending on how we choose to filter the data we might end up with rather large quantities that will demand appropriate storage. The processing and mining of the data will require efficient programs and thus the programming team will most definitely find this challenging.

## Visualization

The key in adding value to the social media-data is to represent and combine it in a unique way that cannot already be found in each of the different medias existing platforms. We believe and hope that new ways of visualizing and combining the data can provide demographic, social and economic insight specific to the Uppsala-region. Considering this the design team will play a vital role in being able to achieve a valuable representation and visualization.

One have to think about whether it should include some kind of issue system or if it should be used solely for observation.

## Combination with other data

We do see an opportunity to combine the more “hand fast” data from an employee’s point of view with the issue-reporting feature. These could compliment each other since social media could provide a more indirect understanding compared to issue reporting where the user is interacting directly.