



# **LET THE BRAINS COMPETE AGAIN**

## **Social Media Analysis Problem Statement**

**Title:** Integrating Social Channels with Traditional News Media for holistic news browsing

**Objective:** Integrate real time news stories with Twitter or Instagram to link news with social media. The key idea is to provide an enriched and engaging user news browsing.

- 1) Given a news headline extract the key entities, discover tweets which talk about these entities & perform a temporal analysis to integrate news and tweets.
- 2) Instead of just headline, look at complete text of news article and repeat the same analysis.
- 3) Can we look at the finer resolution? Instead of linking tweets with complete news article, can we link tweets to each paragraph?

Consider an earthquake news article, it will discuss earthquake specific details, damage and then rescue. Can we find relevant tweets for these three segments?

- 4) Develop an interactive UI which can provide all the raw, processed and linked information in easy to use format.

- 5) Tag the event and tweets with location and do spatial analytics & map based visualization.

#### **Constraints**

Use at least 2 traditional news sources

Use of Twitter as social channel is mandatory

Track at least 5 stories each day. Try to track larger stories which span multiple days.

#### **Evaluation Criteria**

Perform user study with at least 10 subjects. Include qualitative comments as well.

Include link to online tool for final submission.