

Applying machine learning and geolocation techniques to social media data (Twitter) to develop a resource for urban planning

Supplementary Information

The findings, interpretations, and conclusions expressed in this paper are entirely those of the authors. They do not necessarily represent the views of the World Bank and its affiliated organizations, or those of the Executive Directors of the World Bank or the governments they represent.

In recent years, social media, and especially Twitter, has emerged as a source of real-time information. Therefore, it is natural that in a context where there is a dearth of official data on a topic such as road safety, we turn to crowdsourcing through Twitter to produce more comprehensive information on road traffic crashes. As people move around cities that have been plagued by congestion, they have started to rely on social media and citizen reporting to help them avoid major traffic jams and decrease their commutes. Given the relationship between RTCs and congestion, platforms that crowdsource and broadcast traffic updates have the additional benefit of often reporting on RTCs. This makes it possible to use crowdsourced data to identify when and where crashes are occurring, which can be used to supplement and improve on existing official statistics.

While, only around 1% of tweets contain geo-metadata, a growing literature has developed geoparsers—or algorithms that extract location names from text.

Tweets present a unique challenge to geoparsers. State-of-the art geoparsers, such as OpenCascas and Stanford Named Entity Recognition, rely on grammar rules to identify location mentions; however, tweets often do not follow grammatical capitalization rules and use clipped, ungrammatical sentences (25; 26). New algorithms have been developed to geoparse tweets. This includes developing an algorithm that accounts for tweets that contain place references that are abbreviated, misspelled or highly localized (26). Others develop gazetteers (location dictionaries) from sources such as Open Street Map and Geonames and search for names within the gazetteer in tweets, employing different approaches to account for misspellings or tweets using shortened names than are in gazetteers (27; 28?). (?) provides a review of existing approaches.

Here we provide more information on the specific data that we used, how it was processed and the algorithms that were developed. These processes can then be implemented in different contexts where crowdsourced data on RTCs is available.

Digitizing Administrative Data

Prior to exploring the use of crowdsourced data, it is first necessary to assess what data already exists. The main source of data available in most countries for road traffic crashes is administrative data that is collected by the police who are called to the scene of a crash

and record information on the time, location, causes, and parties involved. In the majority of countries, these reports are aggregated to produce monthly statistics on crashes and deaths. In many developing countries where road traffic crashes are the highest, the underlying police reports are not collected digitally and are never digitized. The thousands of paper forms are stored without extracting all of the information that can be used. Importantly, this means that in the majority of countries there is no systematic detailed information on where and when crashes occur.

We work with the National Police Service in Nairobi to digitize all of the paper crash records from 2012 until 2018. Each of the 10,000 paper records was scanned by a field coordinator. A team of 7 enumerators then extracted key pieces of information from each report and produced a data entry for each crash record. Extracted variables include the time of the crash; the types of vehicles involved; whether a pedestrian was involved; and the number of slight, serious and fatal injuries. The police do not record geocoordinates for the location of the crash, instead they provide information on the location based on roads and landmarks. The enumerators used this location information to search for the location of the crash in Google Maps and extract approximate coordinates of the crash. To ensure data quality, members of the research team digitized random subsets of crash records to compare against those digitized by enumerators and feedback was given throughout the process. At the end of the digitization, 210 reports were randomly sampled (30 per enumerator), digitized and entered independently and compared with work from the enumerators. The final discrepancy rate was below 1%.

Twitter Data

To complement the administrative data, we generate additional crash data from social media. The main source of crowdsourced data comes from Ma3Route, a mobile/web/SMS platform that crowdsources transport data and provides users with information on traffic, matatu (informal bus) directions, driving reports and crashes for Kenya. As of early 2019, Ma3Route had 1.1 million followers on Twitter and around 400,000 subscribed users on their app. When users post a traffic report on the app, Ma3Route displays the report on their app and posts the report to Twitter. We scrape all tweets posted by Ma3Route

from May 2012, when the Twitter feed was started, onward. Figure S1 shows the number of tweets across time.¹ The full dataset of tweets that we use consists of 870,000 tweets scraped between May 2012 and June 2020. See Table S1 for examples of tweets.

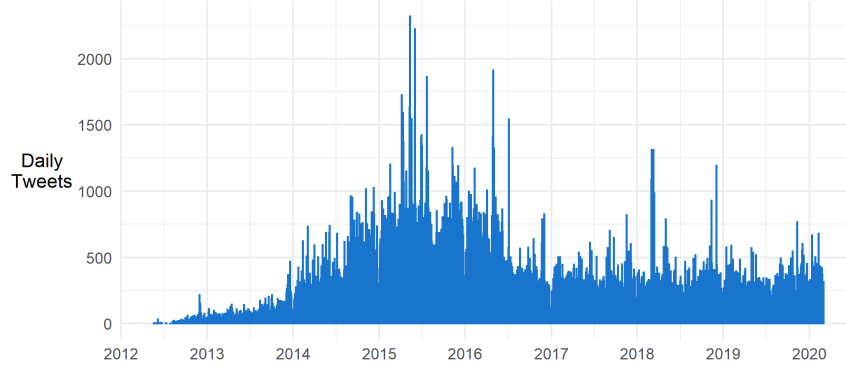


Figure S1: Ma3Route Tweet Trends

Table S1: Example tweets from Ma3Route

1	accident on waiyaki way just before deloitte
2	accident just before roysambu footbridge on thika road inboud tailback almost at githurai
3	accident at junction of ole dume and arwing kodhek
4	accident at tajmall towards the roundabout heavy traffic from doni
5	there is an accident at the pangani underpass heading to either muranga road or forest road involving two personal cars and a matatu mini bus this is causing a bit of snurl up cc
6	jogoo road traffic small accident just before donholm
7	a heavy truck has rolled at karai naivasha loaded with what seems to be bags of maize such trucks are supposed to use mai mahiu route how did it end up there
8	prepare for snurl up jogoo road just a minor incident apo hamza
9	bad accident involving 6 matatus and a lorry on thika road near till station
10	an accident has occurred kenyatta road involving a lorry that has over-turned and several vehicles

User mentions have been removed.

We explored additional twitter handles that focus on traffic and road safety in Kenya.

¹Ma3Route was most popular in 2015, receiving 700-1000 traffic reports a data, but has since declined in popularity, receiving an average of around 300 traffic reports daily.

These include twitter handles such as RoadAlertsKE, KenyanTraffic and ThikaTowntoday. The majority of tweets from these other handles are already tweeted out by Ma3Route; therefore, including these additional handles does not produce many new tweets to incorporate into the data set. An additional source of data is including tweets that mention Ma3Route but are not necessarily posted by Ma3Route. While these set of tweets are not included in the current analysis, they can be easily incorporated to expand the data set that is used to generate additional crash reports. We have already done this for the data set of crashes that we are producing for the Government of Kenya.

Building a Truth Data set of Tweets

We build a truth data set of Ma3Route tweets where tweets are labelled as to whether they refer to a specific traffic crash and, if they do, are geocoded. We code all potentially crash related tweets from July 2017 to July 2018. We define a tweet as potentially crash related if one of the following words appeared in the tweet:

accident, accidents, ajali, collision, crash, crashes, crashes, crush, crushed, damage, disaster, emergency, fatal, fatality, fender-bender, fender bender, hazard, hit, hit-and-run, incident, incidents, injuries, injury, magari zmegongana, mishap, overturn, pileup, rol, rold, roled, roll, rolld, rolled, smash, smashed, wreck, wreckage, zilicrash, zimecrash

To account for misspellings of select words, we also include tweets if they contained a word that had a Levenshtein distance of two or less to “accident” or “incident” or a Levenshtein distance of one to “crash” or “crashed”.

Six coders were trained to process the 9,480 tweets defined as potentially crash related. Coders were instructed to label a tweet as reporting a crash if the tweet referred to one or more specific crashes; general comments about crashes were labelled as not reporting a crash. If the coder labelled the tweet as reporting a crash, they were instructed to geocode the location of the crash based on the tweet text if they were able. Coders were instructed to record the street names and landmarks used to geocode the crash. In addition, they provided the approximate coordinates of the crashes. Each tweet was labelled and geocoded by two

coders; differences were resolved by one of the authors. (We consider geocodes different if they were more than 100 m apart).

Of the 9,480 tweets, 6,602 (67%) reported a crash and of these, 4,192 (62%) identified an approximate location of the crash.

Augmenting a Gazetteer

The primary goal of the algorithm to augment the gazetteer is to generate alternate names of landmarks that users may use instead of the original name in the gazetteer. Alternate names are generated in three steps: (1) splitting landmark names at certain punctuation (e.g., slashes), (2) create n-grams and skip-grams of landmarks and (3) in select cases, removing the landmark type from the end of the name (e.g., removing ‘restaurant’ from ‘McDonald’s restaurant.’) The algorithm also removes landmark names that are common words that may often be used in a context to not refer to a landmark. In addition, the algorithm removes landmarks that don’t refer to a specific location, such as roads.

Algorithm Augment gazetteer

Input Landmark gazetteer, where for each landmark entry includes: (1) name, (2) types and (3) coordinates

Output Augmented landmark gazetteer

A. Split landmarks at select punctuation

1. If a landmark has a slash, open parentheses, dash or comma, add landmarks to the gazetteer that separate at the character.

B. Clean landmark names

1. Everything lowercase, only keep alphanumeric characters (eg, remove punctuation)

C. Remove certain landmarks

1. Remove landmarks that are just one character in length
2. Remove landmarks that have certain types (eg, where the type indicates that the landmark actually represents a large area). We remove landmarks with the type: route, road, political, locality

or neighborhood except if the landmark also contains “flyover“ or “roundabout“ in the name¹

D. Create N-grams and skip-grams²

1. Generate 2-3 N-grams and add to gazetteer
2. Generate 2-3 skip-grams, skip 1-4, restrict so that the first and last word match and add to gazetteer³

E. Create parallel landmarks

1. If a word begins/ends with a certain word/phrase, remove the word or phrase
 - (a) If it begins with a stopword or preposition, create parallel landmark with word removed
 - (b) If ends with: bar, shops, restaurant, hotel, stage, bus stop or bus station, create parallel landmark with word removed
2. If word contains certain word/phrase, swap with another
 - (a) (stage, bus stop, bus station) – make interchangeable. So if someone says “X stage”, create “X bus stop” and “X bus station”
3. Different spellings of words
 - (a) British/English spellings (Eg.: center vs centre, theater vs theatre)
 - (b) Common shorter/longer/different ways (train vs railway, rail vs railway)
4. Add types
 - (a) If landmark ends with: stage, bus stop or bus station, add “stage” as type (we preference certain types, hence we do this).
5. Remove parallel landmarks if only 1-2 characters long, and add rest to gazetteer

F. Remove landmarks

1. If it has a stop word and is 2 or less words, remove
2. If landmark contains/begins with/ends with:
 - (a) If landmark contains: road or rd, remove
 - (b) If landmark begins with a stop word or preposition, remove
 - (c) If landmark ends with road word (street, st, avenue, ave), remove
3. Remove common English words

¹We treat flyovers and roundabouts as landmarks, even though they are roads, as they represent a unique location

²Other geoparsers such as LNEEx only add the n-grams and skip-grams if the name does not already exists in the gazetteer. Our algorithm differs, and we add all n-grams and skip-grams. However, in the algorithm to locate events, we preference locations where the landmark name associated with the location was not a derived n/skip-gram, but still consider the n-gram/skip-gram version as the non-derived landmark location may be removed from consideration if it is not near a mentioned road.

³For example, from the original landmark ‘Prestige Plaza Shopping Mall’, this generates ‘Prestige Mall’, ‘Prestige Plaza Mall’, and ‘Prestige Shopping Mall’

- (a) Remove one word landmarks that are also English words (spelled correctly according to an English spellchecker)⁴ but are not nouns⁵ or categorized as a bus/transit station.⁶
-

⁴We use Hunspell, a commonly used spellchecker

⁵We use spaCy, an open source natural language processing library, to determine the part of speech of each landmark

⁶We keep bus/transit stations as users often reference matatu stages when describing crash locations

Tweet Classification - Identifying relevant crowdsourced reports

We first developed an algorithm to identify if a tweet is crash related or not, using the truth data set to train the algorithm. We extract features from tweets by extracting n-grams from tweets. We employ a grid search, tuning the models by testing all combinations of multiple parameters. The three main parameters we test are: (1) extracting 1-grams, 1-2 grams or 1-3 grams, (2) removing features that occur in less than/more than 0.01%/99.9%, 1%/99% or 5%/95% of tweets, (3) defining features as the number of occurrences of the n-gram in the tweet or using the Term Frequency - Inverse Density Frequency (TF-IDF) of the n-gram²

Table S2: Example Tweet and Augmented Tweet

accident past garden city near thika rd and kamiti rd junction
accident past #landmark-name# near #road-name# and #road-name# junction

An additional parameter we test is using the original tweet text and, following (20), replacing landmark names and road networks with generalized names (just indicating the presence of a landmark or road). Generalizing landmark and road names helps to reduce the dimensionality of the feature space. Table S2 demonstrates how a particular tweet is transformed into one with general landmark and road names. Table S3 shows examples of the features extracted in regular and augmented tweets where landmarks and roads have been replaced. This augmentation assumes that the occurrence of a road or landmark name contributes equally to the probability of a crash related tweet.

²TF-IDF reflects how important a word or n-gram is to a tweet within the full set of tweets; for example, words such as ‘a’ or ‘the’ that appear frequently will be given less weight. It is calculated as

$$\log\left(\frac{N \text{ Tweets}}{N \text{ Tweets with } N - \text{gram}}\right) \times \frac{N \text{ times } n - \text{gram appears in atweet}}{N \text{ } n - \text{grams in a tweet}}$$

Table S3: Features of Tweets

N-gram	Using Original Tweet	Using Augmented Tweet
accident	1	1
past	1	1
garden	1	0
city	1	0
near	1	1
thika	1	0
rd	2	0
and	1	1
kamiti	1	0
junction	1	1
accident past	1	1
past garden	1	0
garden city	1	0
city near	1	0
near thika	1	1
thika rd	1	0
rd and	1	0
and kamiti	1	0
kimiti rd	1	0
rd junction	1	0
#landmark-name#	0	1
#road-name#	0	2
past #landmark-name#	0	1
of #road-name#	0	1
and #road-name#	0	1

Features defined using the number of occurrences of n-gram in the tweet.

We test two methods for determining whether a tweet reports a crash: naive bayes and support vector machines. Both techniques are commonly used in text classification for their ability to handle high dimensionality, e.g. when the number of features is greater than the number of observations (? 38). The naive Bayes model is estimated as:

$$\hat{y} =_y P(y) \prod_{i=1}^n P(x_i|y) \quad (1)$$

where y is whether the tweet is classified as crash related or not and x_i are all the n-grams that occur in a tweet.

The linear SVM solves the minimization problem:

$$\min C \sum_i^N (1 - y_i f(x_i))^2 + ||w||^2 \quad (2)$$

where C is a regularization parameter and $||w||^2$ is a penalty function. Here, y equals 1 when the tweet references a crash and -1 when it does not. We use a squared hinge loss function (L2).

We implement k-fold cross-validation on 4 folds, training the model on 75% of the truth data and testing on 25% of the data within each fold. Table S4 shows results for select parameters. While the Naive Bayes algorithm performs slightly better based on precision with one n-gram, the SVM has higher recall and generally performs better for 2 and 3 n-grams. Overall, the F1 statistic, which provides a balance between the precision and recall, is best for SVM at 0.95 using 1 and 2-grams. Given that the overarching goal is to produce a data set of geolocated crashes based on the tweets, better recall is more important than higher precision. The reason for this is that even if a larger set of tweets is misclassified as crash related, it is more likely that these general tweets will not be geolocated at the second stage since they are not discussing a particular crash with a given location. We therefore want to capture as many of the tweets that are reporting crashes as possible at this stage, even if it means capturing slightly more tweets that are not reporting a crash. The SVM algorithm also has a very high accuracy of 0.93.

Table S4: Tweet Classification Results

Precision	Recall	F1	Accuracy	N-Grams
Naive Bayes				
0.934	0.948	0.941	0.918	1
0.942	0.951	0.947	0.926	2
0.94	0.949	0.945	0.923	3
SVM				
0.933	0.96	0.946	0.925	1
0.942	0.962	0.952	0.933	2
0.941	0.961	0.951	0.932	3

Preparation for Geolocation

Prior to being able to use the geolocation algorithm, two additional pieces need to be prepared. One relates to identifying types of landmarks that are more common to be mentioned as the location of a crash in a tweet. In the situation where there might be multiple landmarks with the same name, the more likely landmark for a crash is the one that should be chosen for the location. The second relates to identifying the correct location when multiple locations are mentioned in the tweet. We can use the typical grammatical structure of a tweet to identify prepositions that are used prior to the correct location of a crash compared to ones that are more likely to be used with locations that are not close to the crash. Ranking prepositions based on these probabilities makes it possible to choose the correct location from the possible locations mentioned.

Determining Landmark Types More Commonly Used as the Crash Location

When a landmark name is mapped to multiple locations, the algorithm preferences certain landmark types. To determine which landmarks to preference, we examine which landmark types are more commonly associated with the correct location. We consider cases where (1) one landmark is used to identify the crash location and (2) the landmark name is mapped to locations both near and far from the crash location. We compute the proportion of times a type is near and far from a crash location and divide the proportion near over far to understand the likelihood that choosing the type is near the crash location.

Figure S2 shows results. Among tweets considered, a landmark location that is a bus stop is near the correct location 17% of the time and is far from the correct location less than 1% of the time, leading to a bus stop being close to the correct location 22 times more frequently than far from the correct location.

In the algorithm, we use the top 6 landmark types (all being 2.5 or more times likely to be near the correct location) to preference landmarks: bus stop, parking, mall, cafe, transit station and bus station.

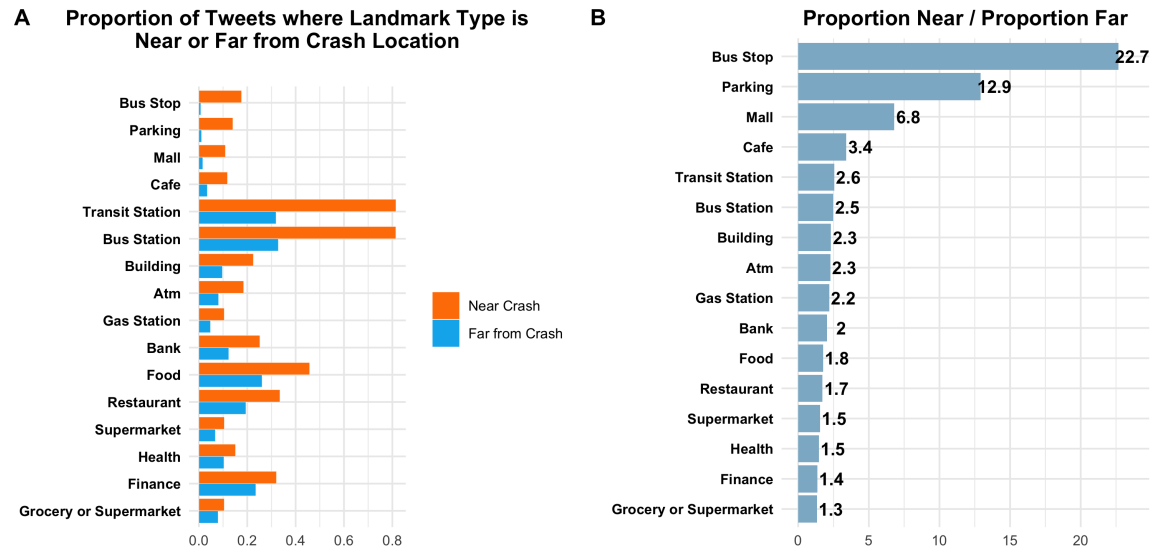


Figure S2:

Determining Preposition Phrase Tiers

The truth dataset indicates the landmark used to geocode the crash. We examine the phrases that precede the landmark. Figure S3 shows the top phrases. The phrase “at” precedes the correct landmark in 42% of tweets and in roughly half these cases “accident at” precedes the landmark.

We examine the phrases that precede the landmark to guide decision making when more than one landmark is mentioned. For this, we take all phrases that precede the correct landmark at least 20 times. We then identify cases where two of these phrases appear in a tweet and one of the phrases precedes the correct landmark; we then calculate the proportion of times each phrase precedes the correct landmark when the other phrase is also in the tweet. Figure S4 shows results. While ‘at’ is the most common word that precedes a landmark, other phrases that precede landmarks are more predictive of the correct landmark. For example, when both ‘at’ and ‘near’ appear in the tweet (and one of them precedes the correct landmark), the landmark is preceded by ‘at’ only 5% of the time (33 out of 730 cases). We use information from these phrase-pairings to divide phrases into “tiers”; if two landmarks are found in a tweet, the landmark is used where the phrase that precedes it is from a lower tier. We develop 7 tiers:

1. **Tier 1:** Across phrase-pairs, these phrases precede the correct landmark more than the other phrase in all cases. (for example, when ‘just after’ and phrases such as ‘at’, ‘on’, or ‘in’ are also in the tweet, ‘just after’ precedes the correct landmark more often than all other phrases).
2. **Tier 2:** These phrases precede the correct landmark more than the other phrase in over 90% of cases (but less than 100%).
3. **Tier 3:** Across phrase-pairs where one of the phrases is “at”, these phrases precede the correct landmark more times than “at.”
4. **Tier 4:** The phrase “at”
5. **Tier 5:** Remaining phrases where, across phrase-pairs, the phrase precedes the correct landmark more often than over half of the other phrases.
6. **Tier 6:** Remaining phrases where, across phrase-pairs, the phrase precedes the correct landmark more than at least one other phrase.
7. **Tier 7:** All other phrases.

We modify this list to account for different spellings of certain phrases (e.g., adding “btw” with “between”) and whenever a phrase has “accident [word]”, we generalize so this becomes “[crash word] [word]”, where crash word includes any word such as accident, crash, hit, wreck, etc. Using this, we use the following phrase tiers:

1. **Tier 1:** CRASH_WORD after, CRASH_WORD near, CRASH_WORD outside, CRASH_WORD past, around, hapo, just after, just before, just past, near, next to, opposite, outside, past, you approach
2. **Tier 2:** CRASH_WORD at, before
3. **Tier 3:** after
4. **Tier 4:** at
5. **Tier 5:** between, from, btw, btwn
6. **Tier 6:** along, approach, in, on, opp, to, towards
7. **Tier 7:** under, inbound

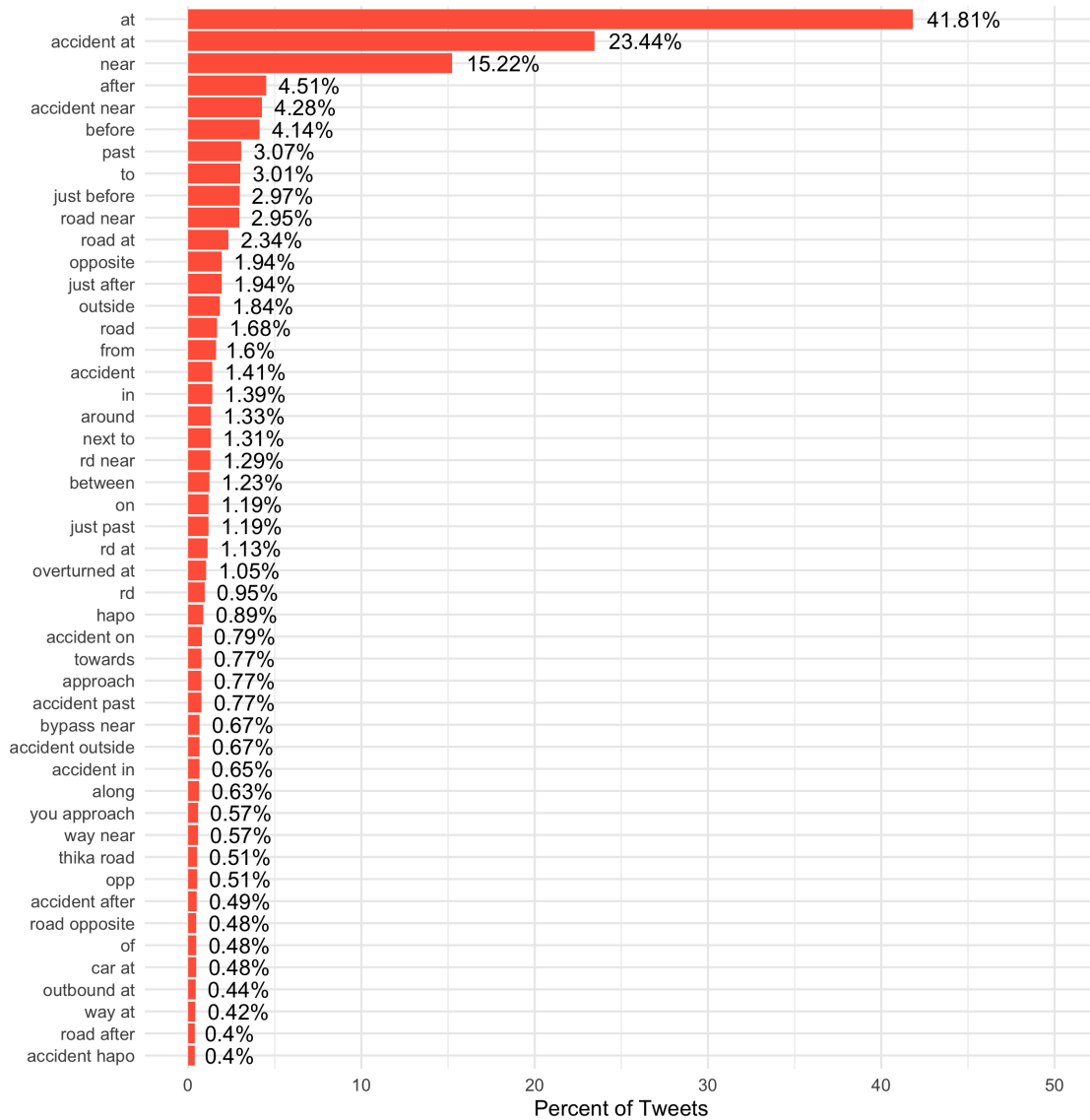


Figure S3: Top words that precede the landmark that correctly identifies the crash location.

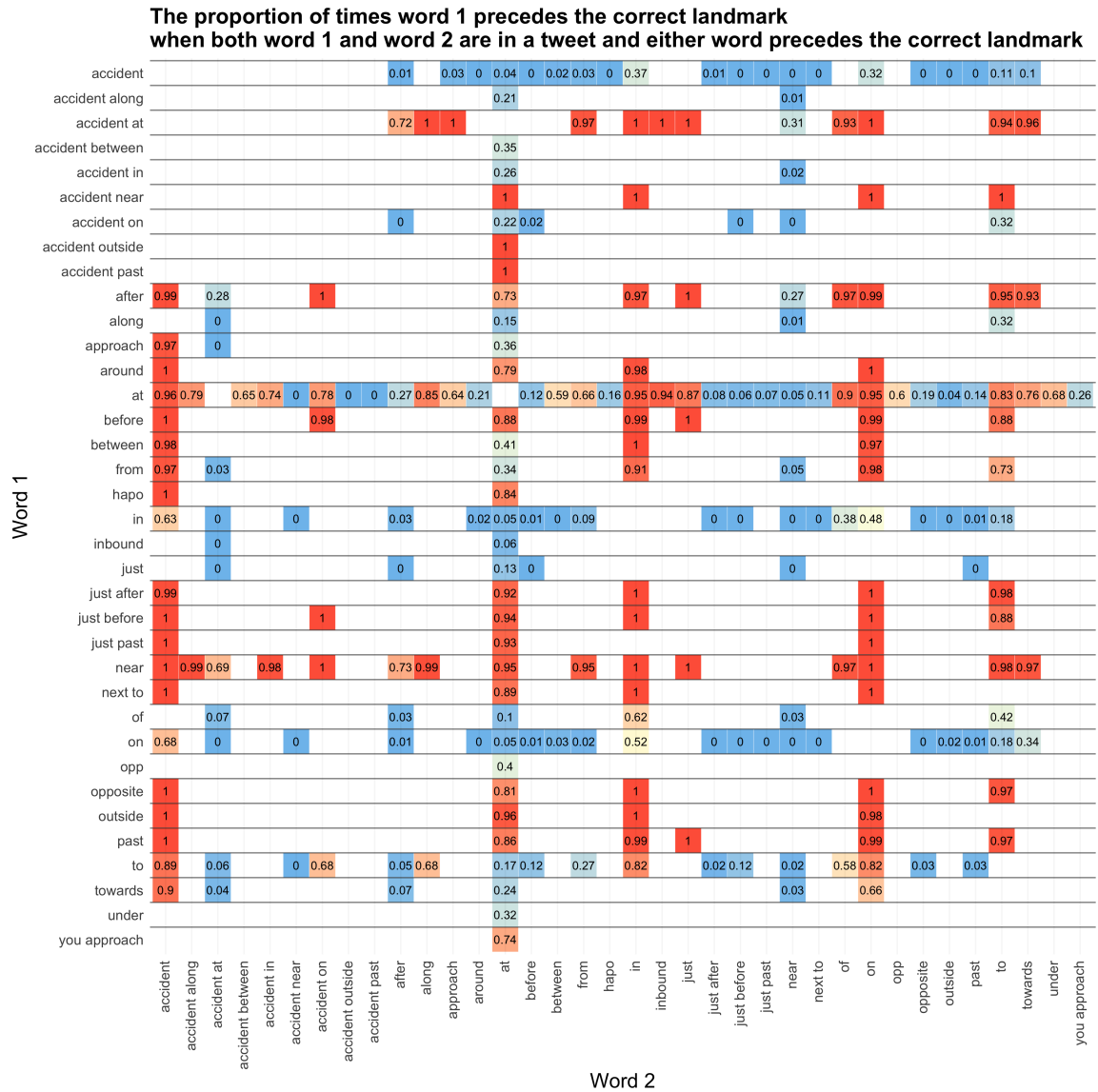


Figure S4:

Locating Crash Events

As demonstrated in Table S1 in the example tweets from @Ma3Route, the geoparser has to handle different tweets in different ways. For example, tweet 1 is simple, including the name of one road and one landmark. Tweet 3 is short and clear as well; however, it identifies the crash location by a junction instead of a landmark. Tweet 8 uses the swahili word "apo", which is commonly in front of a landmark word. Accident 2 includes the location of the crash and the location where traffic starts. This section outlines in detail the different components of the geolocation algorithm, which are meant to handle these different situations.

The algorithm to locate an event location from text starts by cleaning the text and extracting location names of landmarks, roads and areas (e.g., neighborhoods) from the text. Next, the algorithm restricts location names and their locations to consider; for example, if two landmark names are found, and one is contained within the other, we only keep the longer one; in addition, where possible, we restrict locations to those near mentioned roads. The algorithm then chooses the location names that reference the event location, prioritizing location names primarily by the words that precede them (e.g., "just after [location]" is used over "toward [location]"). If the chosen location is not near a mentioned road, we search for landmarks that have a similar name but are near a mentioned road. Finally, we snap the location to the road network. The algorithm is described in detail below.

Algorithm Locate crash/event locations

Input	Text Landmark gazetteer Roads Areas (e.g., neighborhoods) List of event words (e.g., crash, accident, wreck, etc) Prepositions, grouped by tier Types, grouped by tier
Output	Coordinates of event

A. Clean Tweets

1. Replace @ with “at” only when it is not preceded by via or when it is not the last word in a tweet.⁷
2. Remove select stopwords⁸
3. Mask common phrases that contain a location but refer to something else, such as “[city] bus”⁹
4. Removing hyperlinks and only keeping alphanumeric characters (e.g., removing punctuation).

B. Extract Locations

1. Extract exact matches of landmarks, roads and areas
2. Extract fuzzy matches of landmarks, roads and areas
 - (a) Break tweets into 1-3 grams
 - (b) For each n-gram, check levenstein distance to gazetteer entries. If word/phase is 0 – 4 characters, ignore; if 5-10, allow levenstein distance of 1; if above 10, allow levenstein distance of 2
3. Extract landmarks after prepositions. For each preposition in the tweet:¹⁰
 - (a) Take the word after the preposition and extract all landmarks that start with that word

⁷We found that @[word] often referred to a twitter handle when preceded by via or when it was the last word in a tweet; otherwise, users were more likely to use “@” as a shorthand for “at.” Distinguishing these cases is important as we rely on preposition to prioritize landmark references.

⁸We only remove “a” and “the”; other stopwords may be part of a landmark name (e.g., the stopword “and” appears in the restaurant “nice and lovely”. We remove these stopwords as we later determine whether a preposition proceeds a landmark, and we consider [preposition] [landmark name] to be equivalent to [preposition] [stopword] [landmark name].

⁹In Nairobi, we found that matatu (minibuses) often were referred to by the location where they traveled to; consequently, we mask phrases such as: “githurai bus”, “rongai matatu”, “machakos minibus”, etc. In masking, we replace each word in the phrase with a random sequence of characters. Doing this preserves that a word appears at a location in the tweet, which may affect procedures such as determining the landmark closest to an event word.

¹⁰This procedure will often capture the same landmarks as captured in the preceding steps; however, it helps to capture other landmarks where the process for augmenting the gazetteers did not generate the landmark name contained in the tweet

- (b) Go to the next word in the tweet and further restrict landmarks to those that contain that word. Repeat until doing so would remove all landmarks considered.¹¹
- (c) Among extracted landmarks, determine which landmark has the smallest number of words and only keep landmarks with that number of words.¹²

C. Extract point locations from roads

1. For each found, check if the length of the diagonal along the bounding box is less than 500 m; if it is, take the centroid and consider this location to be a landmark¹³.
2. If two or more roads are mentioned, find intersections between each road pair. If two roads intersect at multiple locations, only add the intersection if these locations are within 1 km.

D. Restrict landmarks to consider

1. If the name of a landmark and a road overlap, keep the road and remove the landmark (if a landmark and area overlaps, we keep both).
2. If the name of an exact and fuzzy (misspelled) landmark overlap, keep the exact landmark
3. If a landmark name is contained within another, keep the longer name.

E. Remove landmarks

1. By roads, areas and tier 1 landmarks
 - (a) If a road is mentioned, for each landmark name check if any landmarks with the landmark name are near (within 500 m of) a road. If this is the case, restrict the landmarks in the gazetteer to those that are near the road. If no landmarks are near the road, do not subset and keep the landmark name¹⁴
 - (b) If an area is mentioned (e.g., a neighborhood), for each landmark – follow the same steps as above.
 - (c) If a landmark is mentioned after a tier 1 preposition (e.g., “next to”, “just after”), for each other landmark – follow the same steps as above, checking the distance between the other

¹¹For example, in the tweet “accident at garden city toward town”, the algorithm searches for landmarks after ‘at.’ It first finds all landmarks that contain ‘garden’, then it narrows down these landmarks to those with both ‘garden’ and ‘city’. No landmark contains ‘garden’, ‘city’ and ‘toward’, so the algorithm stops and considers landmarks with ‘garden’ and ‘city’.

¹²For example, if ‘garden city’, ‘garden mall’, ‘garden city mall’ and ‘airtel money agent rock city gardens’ were extracted, the algorithm keeps ‘garden city’ and ‘garden mall’

¹³These cases are often flyovers and roundabouts

¹⁴We keep the landmark because during a later step we check for similarly named landmarks near the road, and for the possibility that the extracted road is incorrect, so we still keep the landmark for now).

landmarks to landmark locations after tier 1 prepositions.¹⁵

2. Dominant Cluster and “general” landmarks

- (a) For each landmark name, check if the locations form a dominant cluster
 - i. If they do
 - A. keep the landmarks in the cluster and remove the others.
 - ii. If they don’t,
 - A. keep landmarks of commonly referenced types (e.g., matatu stages); if a landmark does not contain a common type, don’t subset. For this we use the analysis described earlier on determining landmark types more commonly used as crash locations.
 - B. Re-check which landmarks don’t form a cluster; among these, keep landmarks if the name of the landmark was not derived from an n/skip-gram (ie, matches the original name).¹⁶
- (b) Remove landmark name if it does not form a cluster except if the name follows a tier 1 preposition. (If it follows a tier 1 preposition, it is likely the correct landmark name but just cannot find the exact location; if it does not follow a tier 1 preposition, it is more likely to be a spurious landmark).

¹⁵Helpful in case the landmark near a tier 1 preposition doesn’t form a dominant cluster, but a dominant cluster is formed from another landmark mentioned).

¹⁶For example, if there are 3 landmarks of “garden city“, where the original names were: garden city, garden city mall and garden city bank, keep “garden city“; if no name matches the original name, keep all landmarks.

F. Select landmark names or intersections

1. If there are multiple location names found (eg, multiple landmark names, multiple intersections)
 - (a) Loop through preposition tiers. Within each tier, check the following, stopping once a location name has been found.
 - i. Check if a landmark name comes after the preposition
 - ii. Check if one of the road names used to construct an intersection comes after the preposition
 - (b) If no location name has been found, loop through the preposition tiers again and check whether [landmark name] [3 or less words] [preposition name] occurs; if so, keep landmark name(s) with fewest words between name and preposition

- (c) If one intersection found (eg, if 3 or more roads found, and only one pair of roads intersects), use the intersection location.
 - (d) Use the landmark closest (least words between) itself and an event word
2. If a landmark name was chosen (ie, not an intersection).
- (a) If multiple landmark names were selected¹⁷
 - i. If a road is mentioned, choose landmarks within 500 m of mentioned road; if none near the road, don't subset
 - ii. Choose landmark closest to the event word (could still result in multiple!)
 - (b) If landmark name mapped to multiple locations
 - i. Select locations within 500 m of mentioned road; if none near road, don't subset

¹⁷For example, two landmarks in front of different tier 1 prepositions

G. [If landmark location is not near any mentioned road] Broaden search to find similarly named landmarks near the road

1. Start with all landmarks that are near any mentioned road and subset to those that contain the landmark name. Take the next word in the tweet and subset landmarks that contain this word. Repeat process until doing so would cause no landmarks to be found. Among these locations:
 - (a) If a dominant cluster exists, use this location.
 - (b) If no dominant cluster exists, further subset locations to those where the landmark word in the tweet is at the beginning of the landmarks found. If a dominant cluster is found, use this location.
 - i. If no location is found in the previous step, repeat, but check words in the tweet proceeding the landmark name.

H. Snap to Road

1. If a road is mentioned, snap location to road
 2. If no road is mentioned, snap to nearest road if road within 500 m.
-

Geoparse Tweets - Full Results

Table S5 shows full results of the geoparsing algorithm. In particular, the table shows the value added of different data sources to build the landmark gazetteer; we run the algorithm using the augmented gazetteer generated from Geonames, Google and OpenStreetMap separately. Results highlight that the algorithm mainly relies on landmarks scraped from Google maps; recall and precision are only slightly worse using Google alone compared to combining all sources. Geonames performs poorly and OpenStreetMap performs better but still worse than Google, achieving about 0.2 and 0.1 worse recall and precision respectively compared to Google when judging whether the algorithm captures the true crash location.

Table S5: Tweet Geoparse Results

	Any Location Captured by Algorithm Close to True Crash Location		Crash Location Determined by Algorithm Close to True Crash Location		Algorithm Cluster Contains True Crash Location	
	Recall	Precision	Recall	Precision	Recall	Precision
LNEx						
LNEx Aug Gaz	0.679	0.691	0.128	0.13	0.17	0.124
Algorithm - by Source						
Aug Gaz - Geonames	0.17	0.384	0.148	0.498	0.156	0.473
Aug Gaz - Google	0.791	0.852	0.652	0.815	0.657	0.776
Aug Gaz - OSM	0.518	0.691	0.431	0.725	0.442	0.688
Algorithm - All Sources						
Raw Gaz	0.696	0.759	0.576	0.77	0.58	0.728
Aug Gaz	0.797	0.855	0.658	0.816	0.662	0.777

Choosing Parameters for Clustering Crash Reports into Unique Crashes

Multiple people often tweet about the same crash. In order to cluster crash reports to unique crashes, we cluster by the kilometer and time distance between reports. To determine optimal kilometer and time parameters, a team manually determined which crash reports refer to the same crash. The dataset was double coded by different team members, resulting in two “truth” datasets. To judge whether crash reports refer to the same crash, the team used the location of the crash, the time of the tweet and looked for details about the crash in the tweet itself (e.g., extent of injuries, types and numbers of vehicles, etc).

The below table shows summary statistics of the maximum distance and time between any two crash reports in the same clustered or individual crash. Before calculating the statistics, outliers were removed (we define an outlier as a crash cluster where reported crashes occurred over 24 hours or over 5 km from each other). The original datasets had 4,867 observations; after removing outliers, truth dataset one had 4,708 observations and dataset two had 4,575 observations. Across both truth datasets, around 48% of tweets were clustered with another tweet, meaning that 52% of tweets are the only tweet reporting a crash.

Table S6: Clustered Tweets Truth Data Summary Statistics						
Variable	Min	Quartile 1	Median	Mean	Quartile 3	Max
Truth Dataset 1						
Hours Diff	0	0.133	0.5	1.465	1.477	23.776
KMs Diff	0	0	0.004	0.202	0.115	3.407
N Tweets	2	2	2	3.275	3	44
Truth Dataset 2						
Hours Diff	0	0.149	0.542	1.52	1.66	23.417
KMs Diff	0	0	0.018	0.254	0.184	3.407
N Tweets	2	2	2	3.264	3	19

We examine two common metrics for evaluating clustering performance: the adjusted Rand index and the Jaccard coefficient(?). When using our algorithm to cluster crash reports, we test all combinations of 0.1, 0.5, 1, 2 and 3 kilometers and 1, 2, 4, 12 and 24 hours. For truth dataset 1, both the Rand index and Jaccard coefficient show that 12 hours

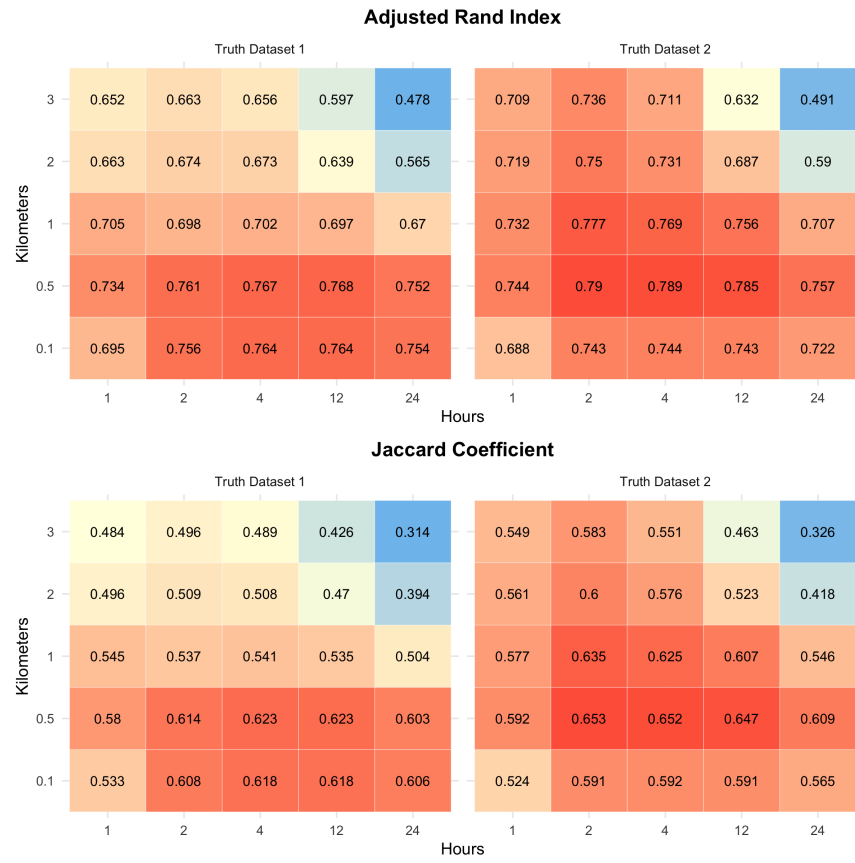
and 500 m leads to best results, while truth dataset 2 shows 2 hours and 500 m (see figure S5). The difference in results in the truth datasets likely results from the exercise being partially subjective, particularly when limited or no crash details are provided in the tweet text.

To help decide between using a smaller or larger time threshold, we use the police data to determine how many crashes we might erroneously group together and assume to be one crash by using a larger threshold. We take the 8,179 unique crashes in the police data where we know there is only one report for each crash.³ We determine how often crashes occur within 500 m and 2 hours, 4 hours and 12 hours of each other in this data. To do this, we apply the same clustering algorithm as we apply to cluster Twitter crash reports with the police data. Out of the 8,179 crashes, clustering with 2 hours results in 270 less crashes (3.3% decrease), clustering with 4 hours results in 297 less crashes (3.6% decrease) and clustering with 12 hours results in 403 less crashes (4.9% decrease). This exercise demonstrates that grouping crashes reported on Twitter together based on time and location may lead to a small underestimate of crashes because there will be some unique crashes that will be grouped together and assumed to represent the same crash, when they are in fact distinct. If we use 500 m and 4 hours or less, it leads to a relatively small underestimate of 3.6% or less. If we increase the time threshold, the underestimate increases much more.

We opt for using thresholds of 500 m and 4 hours. The 4 hour threshold is in between the optimal value from both truth datasets, and the police data shows only a small difference when changing the threshold from 2 to 4 hours.

³Each crash has a unique ID that is assigned when it is first called in. Therefore, we are able to clean the police data and remove any erroneous duplicates where there may have been a second report submitted by removing any reports with a duplicate ID.

Figure S5: Cluster Evaluation Results



References

- [1] Serajuddin U, Uematsu H, Wieser C, Yoshida N, Dabalen A. Data deprivation: Another deprivation to end. The World Bank. 2015;.
- [2] Notzon F, Nichols EK. Global Program for Civil Registration and Vital Statistics (CRVS) Improvement; 2015.
- [3] WHO. Global status report on road safety 2018. World Health Organization. 2018;.
- [4] IEAG. A World that Counts—Mobilising the Data Revolution for Sustainable Development. Independent Expert Advisory Group on a Data Revolution for Sustainable Development. 2014;.
- [5] GSMA Intelligence. The Mobile Economy 2020. London: GSM Association. 2020;.
- [6] Kemp S. Digital 2020: Global Digital Overview. Retrieved from Datareportal: <https://datareportal.com/reports/digital-2020-global-digital-overview>. 2020;.
- [7] Batty M. Big data, smart cities and city planning. *Dialogues in human geography*. 2013;3(3):274–279.
- [8] Miller G. Social scientists wade into the tweet stream. *Science*. 2011;333(6051):1814–1815.
- [9] Kitchin R. The real-time city? Big data and smart urbanism. *GeoJournal*. 2014;79(1):1–14.
- [10] Einav L, Levin J. Economics in the age of big data. *Science*. 2014;346(6210).
- [11] Hao J, Zhu J, Zhong R. The rise of big data on urban studies and planning practices in China: Review and open research issues. *Journal of Urban Management*. 2015;4(2):92–124.
- [12] Blumenstock J, Cadamuro G, On R. Predicting poverty and wealth from mobile phone metadata. *Science*. 2015;350(6264):1073–1076.

- [13] Kosinski M, Stillwell D, Graepel T. Private traits and attributes are predictable from digital records of human behavior. *Proceedings of the national academy of sciences*. 2013;110(15):5802–5805.
- [14] Resch B, Summa A, Zeile P, Strube M. Citizen-Centric Urban Planning through Extracting Emotion Information from Twitter in an Interdisciplinary Space-Time-Linguistics Algorithm. *Urban Planning*. 2016;1(2):114–127. doi:<https://doi.org/10.17645/up.v1i2.617>.
- [15] Jaidka K, Giorgi S, Schwartz HA, Kern ML, Ungar LH, Eichstaedt JC. Estimating geographic subjective well-being from Twitter: A comparison of dictionary and data-driven language methods. *Proceedings of the National Academy of Sciences*. 2020;117(19):10165–10171.
- [16] Steiger E, Westerholt R, Resch B, Zipf A. Twitter as an indicator for whereabouts of people? Correlating Twitter with UK census data. *Computers, Environment and Urban Systems*. 2015;54:255 – 265. doi:<https://doi.org/10.1016/j.compenvurbsys.2015.09.007>.
- [17] Wang Q, Phillips NE, Small ML, Sampson RJ. Urban mobility and neighborhood isolation in America’s 50 largest cities. *Proceedings of the National Academy of Sciences*. 2018;115(30):7735–7740.
- [18] WHO. *Data systems: A road safety manual for decision-makers and practitioners*. World Health Organization. 2010;.
- [19] Williams S. *Data Action: Using Data for Public Good*. Cambridge, MA: MIT Press; 2020.
- [20] Gu Y, Qian ZS, Chen F. From Twitter to detector: Real-time traffic incident detection using social media data. *Transportation Research Part C: Emerging Technologies*. 2016;67:321 – 342. doi:<https://doi.org/10.1016/j.trc.2016.02.011>.
- [21] Zhang Z, He Q, Gao J, Ni M. A deep learning approach for detecting traffic acci-

- dents from social media data. *Transportation research part C: emerging technologies*. 2018;86:580–596.
- [22] Finkel JR, Grenager T, Manning C. Incorporating Non-local Information into Information Extraction Systems by Gibbs Sampling. In: *Proceedings of the 43rd Annual Meeting of the Association for Computational Linguistics (ACL'05)*; 2005.
 - [23] Bender O, Och FJ, Ney H. Maximum Entropy Models for Named Entity Recognition. USA: Association for Computational Linguistics; 2003. Available from: <https://doi.org/10.3115/1119176.1119196>.
 - [24] Bhargava R, Zuckerman E, Beck L. CLIFF-CLAVIN: Determining Geographic Focus for News Articles; 2014. *NewsKDD: Data Science for News Publishing*.
 - [25] Ritter A, Clark S, Mausam, Etzioni O. Named Entity Recognition in Tweets: An Experimental Study. In: *Proceedings of the 2011 Conference on Empirical Methods in Natural Language Processing*; 2011.
 - [26] Gelernter J, Balaji S. An algorithm for local geoparsing of microtext. *GeoInformatica*. 2013;17(4):635–667. doi:10.1007/s10707-012-0173-8.
 - [27] Malmasi S, Dras M. Location Mention Detection in Tweets and Microblogs. In: Hasida K, Purwarianti A, editors. *Computational Linguistics*. Singapore: Springer; 2016. p. 123–134.
 - [28] Middleton SE, Middleton L, Modafferi S. Real-Time Crisis Mapping of Natural Disasters Using Social Media. *IEEE Intelligent Systems*. 2014;29(2):9–17. doi:10.1109/MIS.2013.126.
 - [29] Zeng Q, Huang H, Pei X, Wong S. Modeling nonlinear relationship between crash frequency by severity and contributing factors by neural networks. *Analytic methods in accident research*. 2016;10:12–25.
 - [30] Zeng Q, Huang H, Pei X, Wong S, Gao M. Rule extraction from an optimized neural network for traffic crash frequency modeling. *Accident Analysis & Prevention*. 2016;97:87–95.

- [31] Wahab L, Jiang H. A comparative study on machine learning based algorithms for prediction of motorcycle crash severity. PLOS ONE. 2019;14(4):1–17. doi:10.1371/journal.pone.0214966.
- [32] Salas A, Georgakis P, Petalas Y. Incident detection using data from social media. In: 2017 IEEE 20th International Conference on Intelligent Transportation Systems (ITSC); 2017. p. 751–755.
- [33] Mai E, Hranac R. Twitter Interactions as a Data Source for Transportation Incidents. In: Transportation Research Board 2013 Annual Meeting; 2013.
- [34] Sloan L, Morgan J. Who tweets with their location? Understanding the relationship between demographic characteristics and the use of geoservices and geotagging on Twitter. PloS one. 2015;10(11):e0142209.
- [35] Gatica-Perez D, Santani D, Isaac-Biel J, Phan TT. Social Multimedia, Diversity, and Global South Cities: A Double Blind Side. In: Proceedings of the 1st International Workshop on Fairness, Accountability, and Transparency in MultiMedia. ACM; 2019. p. 4–10.
- [36] Meier P. Digital humanitarians: How big data is changing the face of humanitarian response. Routledge; 2015.
- [37] Dhavase N, Bagade AM. Location identification for crime disaster events by geoparsing Twitter. In: International Conference for Convergence for Technology-2014; 2014. p. 1–3.
- [38] Aggarwal CC, Zhai CX. Mining Text Data. Boston, MA: Springer; 2012.
- [39] Yin J, Karimi S, Lampert A, Cameron MA, Robinson B, Power R. Using Social Media to Enhance Emergency Situation Awareness: Extended Abstract. In: Proceedings of the Twenty-Fourth International Joint Conference on Artificial Intelligence (IJCAI); 2015.

- [40] Al-Olimat H, Thirunarayan K, Shalin V, Sheth A. Location Name Extraction from Targeted Text Streams using Gazetteer-based Statistical Language Models. In: Proceedings of the 27th International Conference on Computational Linguistics; 2018.
- [41] Premamayudu B, Subbarao P, Koduganti VR. Identification of Natural Disaster Affected Area Precise Location Based on Tweets. *International Journal of Innovative Technology and Exploring Engineering*. 2019;8(6).
- [42] Sangameswar MV, Nagabhushana Rao M, Satyanarayana S. An algorithm for identification of natural disaster affected area. *Journal of Big Data*. 2017;4(39).
- [43] de Bruijn JA, de Moel H, Jongman B, de Ruiter MC, Wagemaker J, Aerts J. A global database of historic and real-time flood events based on social media. *Scientific Data*. 2019;6(311).
- [44] Ristea A, Boni MA, Resch B, Gerber MS, Leitner M. Spatial crime distribution and prediction for sporting events using social media. *International Journal of Geographical Information Science*. 2020;0(0):1–32. doi:10.1080/13658816.2020.1719495.
- [45] Gerber MS. Predicting crime using Twitter and kernel density estimation. *Decision Support Systems*. 2014;61:115 – 125. doi:https://doi.org/10.1016/j.dss.2014.02.003.
- [46] Yang D, Heaney T, Tonon A, Wang L, Cudré-Mauroux P. CrimeTelescope: crime hotspot prediction based on urban and social media data fusion. *World Wide Web*. 2018;21(5):1323–1347.
- [47] Karimzadeh M, Pezanowski S, MacEachren AM, Wallgrn JO. GeoTxt: A scalable geoparsing system for unstructured text geolocation. *Transactions in GIS*. 2019;23(1):118–136. doi:10.1111/tgis.12510.
- [48] Austroads. Guide to roadsafety part 8: Treatment of crash locations; 2015.