Twitris+: Social Media Analytics Platform for Effective Coordination

Gary Alan Smith  
*Wright State University - Main Campus*, smith.706@wright.edu

Amit P. Sheth  
*Wright State University - Main Campus*, amit.sheth@wright.edu

Ashutosh Sopan Jadhav  
*Wright State University - Main Campus*

Hemant Purohit  
*Wright State University - Main Campus*

Lu Chen  
*Wright State University - Main Campus*

See next page for additional authors

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Authors
Gary Alan Smith, Amit P. Sheth, Ashutosh Sopan Jadhav, Hemant Purohit, Lu Chen, Michael Cooney, Pavan Kapanipathi, Pramod Anantharam, Pramod Koneru, and Wenbo Wang
Twitris+ is a Semantic Social Media analytics platform to provide technologies for analyzing large-scale social media streams across Spatio-Temporal-Thematic (STT) and People-Content-Network (PCN) dimensions. It provides a holistic situational awareness from one interface and enables organizational actors to engage in well-coordinated ways for desired tasks during emergency response.

**What is Twitris+?**

- 400M+ Tweets per day: Unfiltered observations, opinions, and perceptions, resulting in a massive amount of information to extract meaningful nuggets!
- Observations change with locations and evolve over time, and with cultural and other biases in expressions, making complexity in the data analysis: requires inter-disciplinary approach!
- Gap between the organizational decision makers and informal social media communities for help during disasters: need for a socio-technological bridge to aid decision makers!

**Why Twitris+?**

1. Extraction of topically relevant tweets using Twitter search and DBpedia concepts
2. Analysis of casual text with spatio-temporal-thematic (STT) bias, to extract meaningful summaries as key phrases
3. Use of semantically annotated (DBpedia) entities for knowledge discovery and representation
4. Analysis of communication network of informal communities to explore influential users to get engaged with, their communication patterns, language coordination, etc.
5. Context based Semantic Integration of multiple external Web resources (news, Wikipedia articles, blogs, images and videos)
6. Extraction of sentiment for a given target and tracking the trend

**How Twitris+?**

- **400M+ Tweets per day:** Unfiltered observations, opinions, and perceptions, resulting in a massive amount of information to extract meaningful nuggets!
- **Observations change with locations and evolve over time, and with cultural and other biases in expressions, making complexity in the data analysis:** requires inter-disciplinary approach!
- **Gap between the organizational decision makers and informal social media communities for help during disasters:** need for a socio-technological bridge to aid decision makers!

**Twitris Statistics**

1. Total number of tweets: 65.8 million
2. Cached unique location geocodes: 51,140
3. Cached author locations: 5.2 million
4. Extracted event descriptors: 1.28 million

*June 2012 ... and continues to grow*