

Social media analytics: from benchmark evaluation to real-world applications

Suzan Verberne

Social media analytics is a field where text mining and social network analysis are combined with human interpretation for monitoring events in the real world. The project RISE_SMA focuses on social media analytics for society and crisis communication. During uncertain events such as bushfires, flooding, or a pandemic, social media communication plays an increasingly important role for citizens and emergency service agencies. Automatically categorising social media content is of great importance to crisis management organisations that must quickly identify relevant information during crisis situations. In this presentation, I will first show the potential of automated text classification models for categorising Twitter data into topical classes related to natural disasters [1]. Then I will present our recent work on two more challenging cases for social media analytics: detecting false news in the context of the Indonesian presidential elections [2], and monitoring the societal support for the Dutch government measures against covid-19.