

# Welcome to the Social Media Analytics Summit: Challenges and Opportunities in an Emerging Field

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# Social Media Analytics: Opportunities and Challenges

## Transformative Progress

- **Listen**, don't ask
  - Digital social trace data
- **Measure**, don't estimate
- Consider **structure** *and* **content** of social interactions (Lazer et al., Science, 2009)
  - Mixed data & methods: Network Analysis for interaction data, NLP for text data
  - Quantitative & qualitative analysis of big (broad) and thick (deep) data

## Critical Challenges

- **Validity** of underlying theories and ontologies?
- Data **quality** at scale?
- **Regulations** for human-centered and/ or web-based data?
- **Describe/ predict** (methods from stats and computing (ML, NLP, Network Analysis) *and* **explain** (theories from social sciences, linguistics) (Tiropanis et al. 2015, CACM)

# Research with and on Social Media: Some Current Projects

## 1. Impact of Information Products:

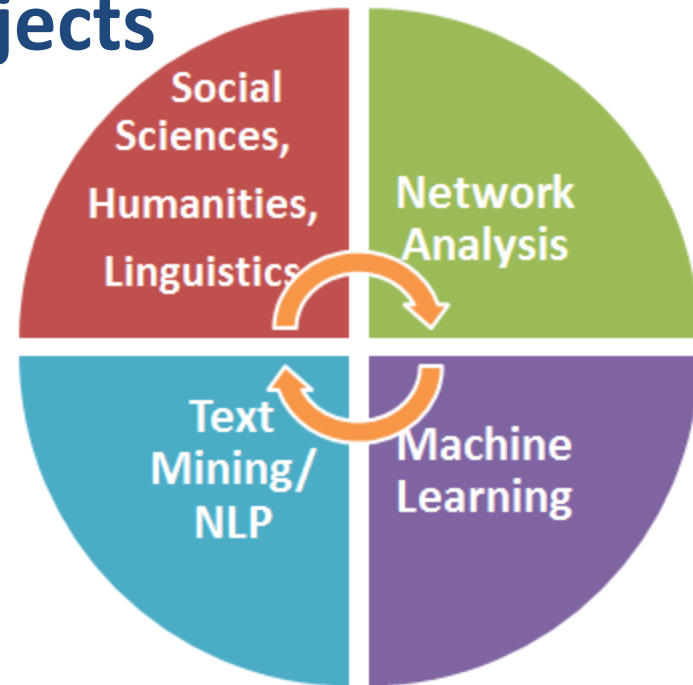
- What impact do issue-focused information products have on people, groups and society?  
How can we measure that beyond simple frequency based metrics?  
(Funder: Ford Foundation, NCSA)

## 2. NLP for Building and Enhancing Graph Data and Theory:

- How can we use user-generated content to construct, infer and refine network data?

## 3. Regulations and Practical Ethics for Working with Human-Centered and Online Data:

- How can we be rule compliant and still innovate? (Funder: Midwest Big Data Hub)



# It's a team effort: Interdisciplinary!



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