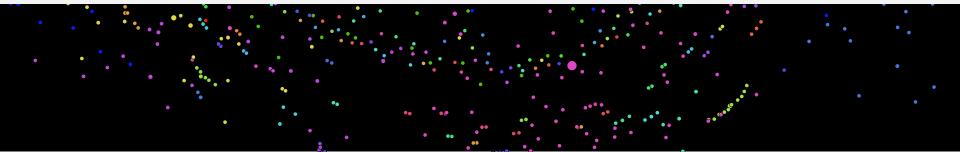


## SMART2 Dashboard (Social Media Analytic and Research Testbed 2)

Su Yeon Han and Ming-Hsiang Tsou 8/16/2017



Spatiotemporal Modeling of Human Dynamics Across Social Media and Social Networks Interdisciplinary Behavioral and Social Science Research, National Science Foundation





## SMART2 Dashboard

- Web based GIS application
- Purpose: collect and visualize Twitter messages containing particular keywords in real time.
- Update new data every 10 minutes: especially helpful in the situation that requires immediate responses
  - Earth quake, Wildfire, Flooding Terrorist Attack and Shooting
- Provides highly user interactive and friendly user-interface



## **SMART1 VS SMART2**

Functions	SMART1	SMART2
User Defined Keywords	X	0
Real Time Monitoring	X	0
User Defined Study Area	X	0
User Defined Data Collection Period	X	0
User's Control for Filtering out Inappropriate Contents	X	0
Top Media	0	0
Top URL	0	0
Word Cloud	0	0
Top Retweets	0	0
Top Hashtags	0	0
Map Visualization of Study Area	0	0
Selective Visualization of Each Different Keywords	0	0
Data Download	0	0



## SMART2 Dashboard (Social Media Analytic and Research Testbed 2)

Tutorials

URL: <a href="http://vision.sdsu.edu/ec2/smart2/">http://vision.sdsu.edu/ec2/smart2/</a>

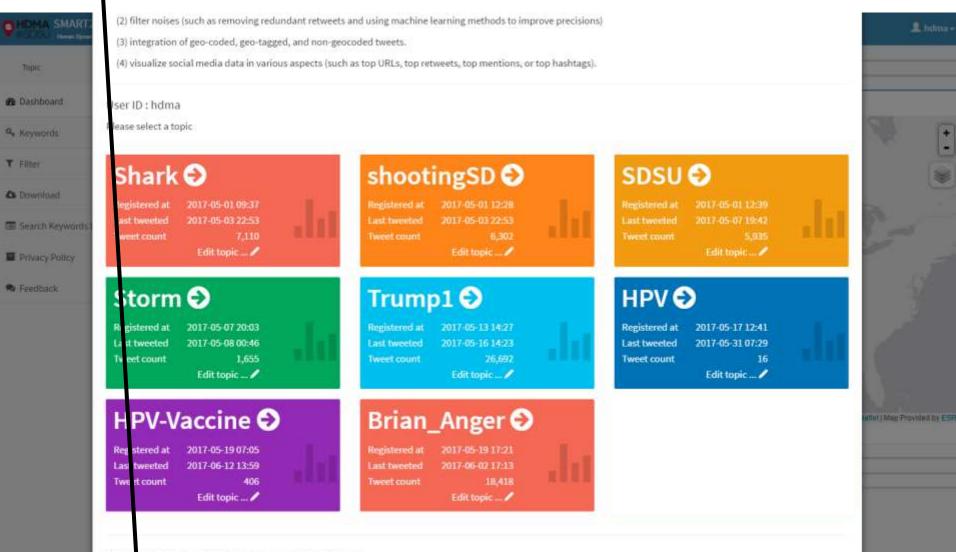
Spatiotemporal Modeling of Human Dynamics Across Social Media and Social Networks Interdisciplinary Behavioral and Social Science Research, National Science Foundation



### 1. Log in Each user can have their own account

OMONA SMART2 Delaboraria 😑 🖄		1.
194		
& Declipsont -		
Re Reswords	Sign In	
E Privacy Policy	bdma	
S feedbark		
	Remember me	1 Torre 1
	Sign me in	UNITED STATES
		Landard May Printed St 538
		Oldore Results

### 2. **<u>Register</u>** a new Topic by using the button at the left bottom corner.



If you vant to register a new topic, please click below button



## 3. Enter <u>a name of new Topic</u> and <u>Keywords</u> upto 10. You can also choose the <u>data</u> <u>collection period</u>. After fill out everything, click the submit button.

2000				-	
9 Deshboard	141	Reg	jister a new Topic		
& Keywolds	1990) 1990)				•
Fitter	- e -	Create your Topic ID and enter keywords.			
Sowninad		Topic ID:		10 miles	۲
Search Keywords List		Wildfire_Jamul		T Brack	100
Privacy Policy		* please do not inclus e space in topic ID.		0 4	3
		Keywords:			
Feedback		brush fire	wildfire		
		Tire	fire evenutions		
		fire evacuation	fire evacuate	and the second se	
		fire jamul	wildfire Jamul	100 C	
		vegetation fire	Keyword 20	Existing 1 Mage Pr	ad by ESHI
		Search area:			
		Modify below as you need.			-
			ptional) 3223096 utc offset (7) -7		
		center coordinates (7) fon -116.839 lat 33.020	the length of radius (miles) 52		
		Period:			
		2 weeks from now			
		C 1 week from now			
		C 3 days from now			
			Submit		

### **Search area** is the area where tweets are collected.

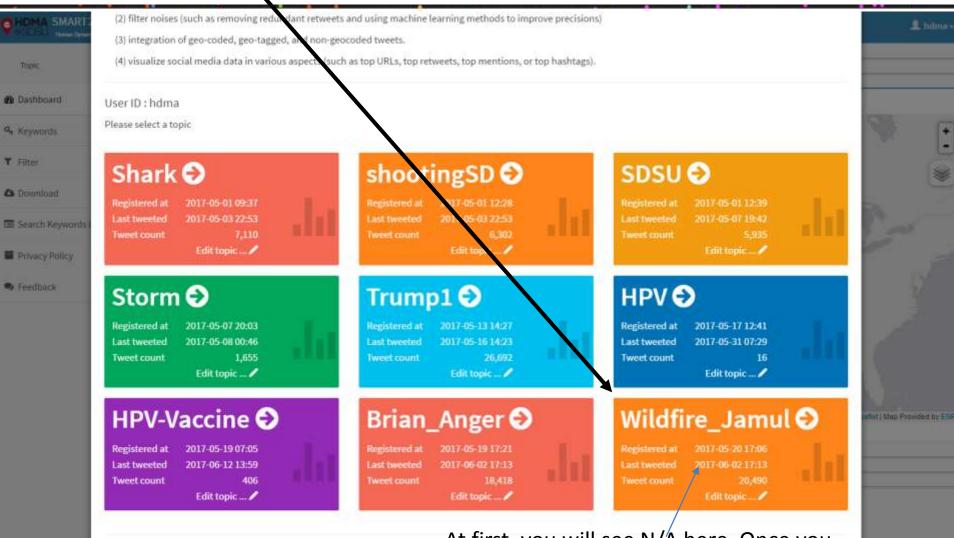
The default search area is the circled area that covers San Diego county. But the users can change the search area by changing each of field below.



Name: users can enter the area name (whatever they want)

Population: It is the population of the search area. If you don't know, you can leave it empty utc offset: users can figure out what to enter by clicking the hyperlink Center coordinates: Ion and lat in decimal degrees. It should be the <u>center</u> of the study area <u>The length of radius</u> (miles): the length of this line

#### The new Topic (Wildfire Jamul) has created.

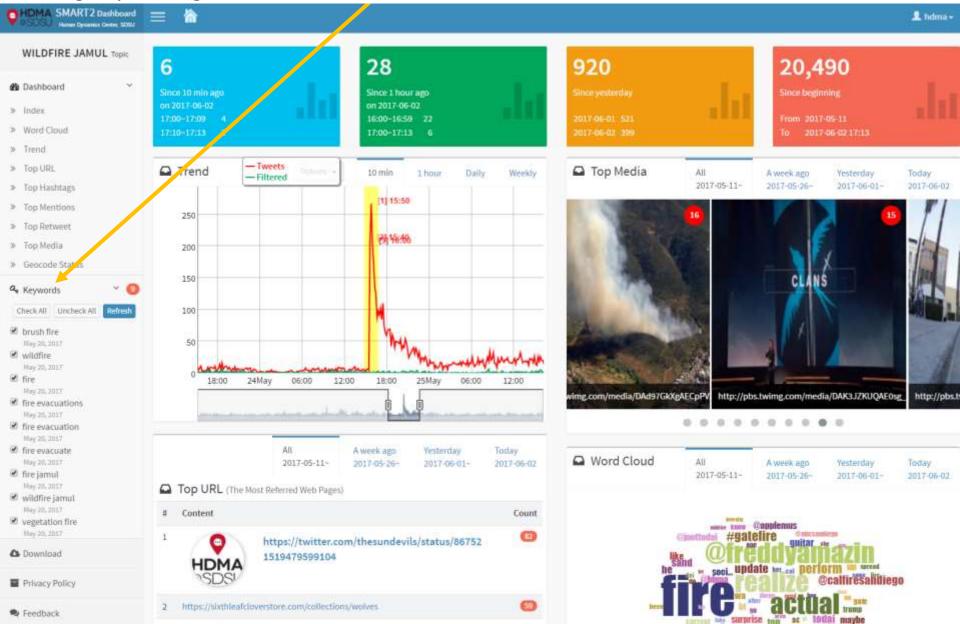


If you want to register a new topic, please click below button

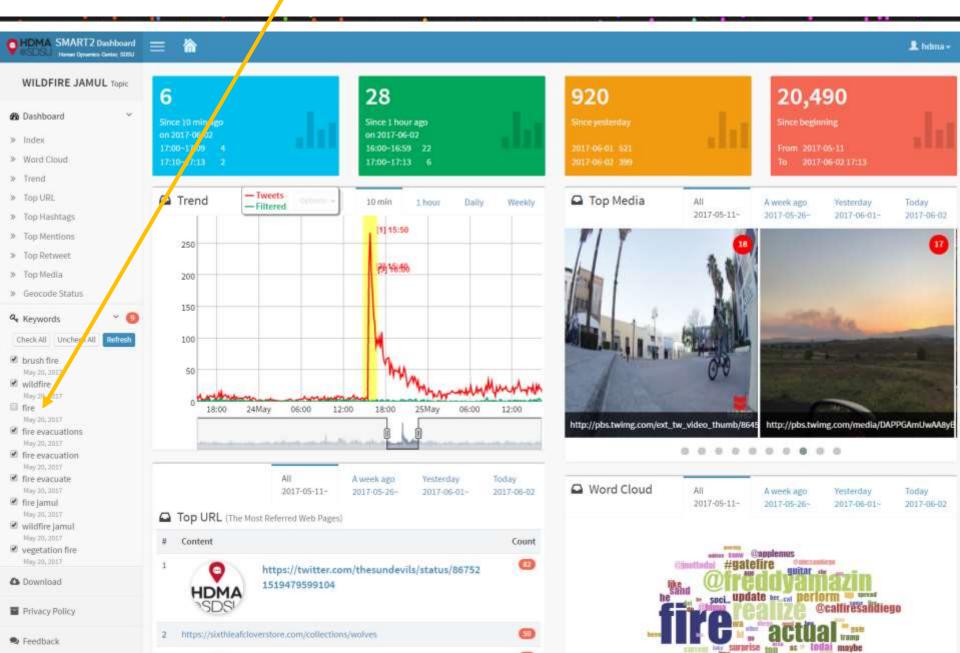
At first, you will see N/A here. Once you can see the number instead of N/A, then it is ready to view.

**Register a new Topic** 

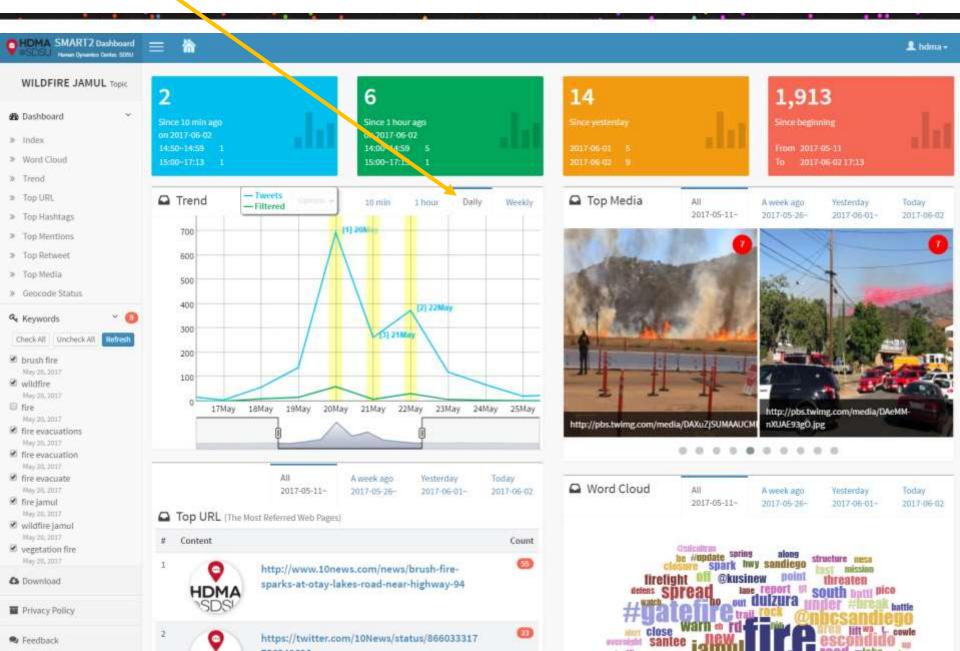
You can <u>selectively visualize tweets including each different keywords by checking and</u> <u>unchecking check boxes.</u> Every time you make a change, you need to refresh it to see the change by clicking the "refresh" button.



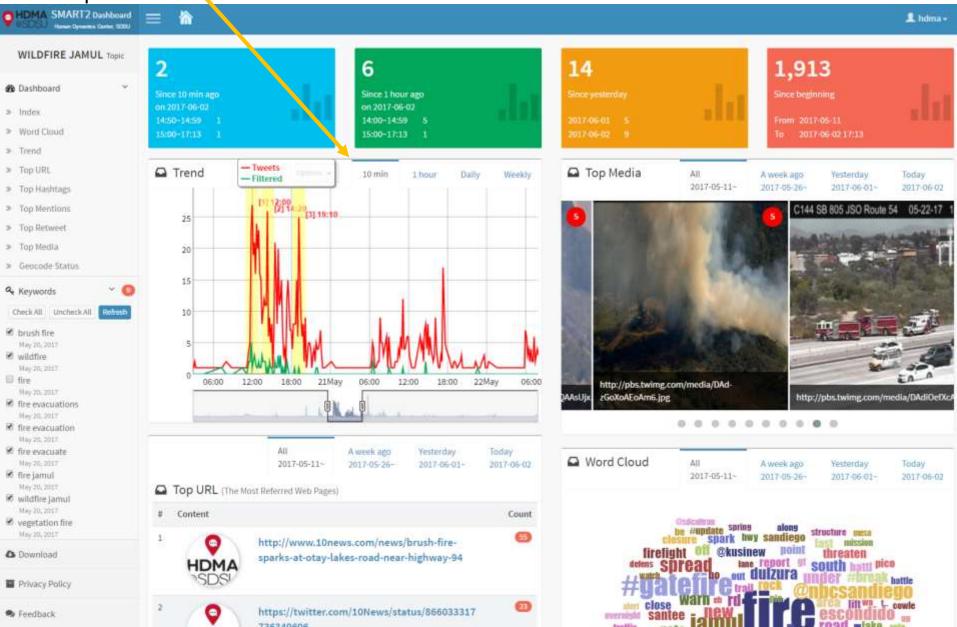
## For example, try uncheck "<u>fire</u>" to see the tweets only about the wildfire. And click "Refresh"



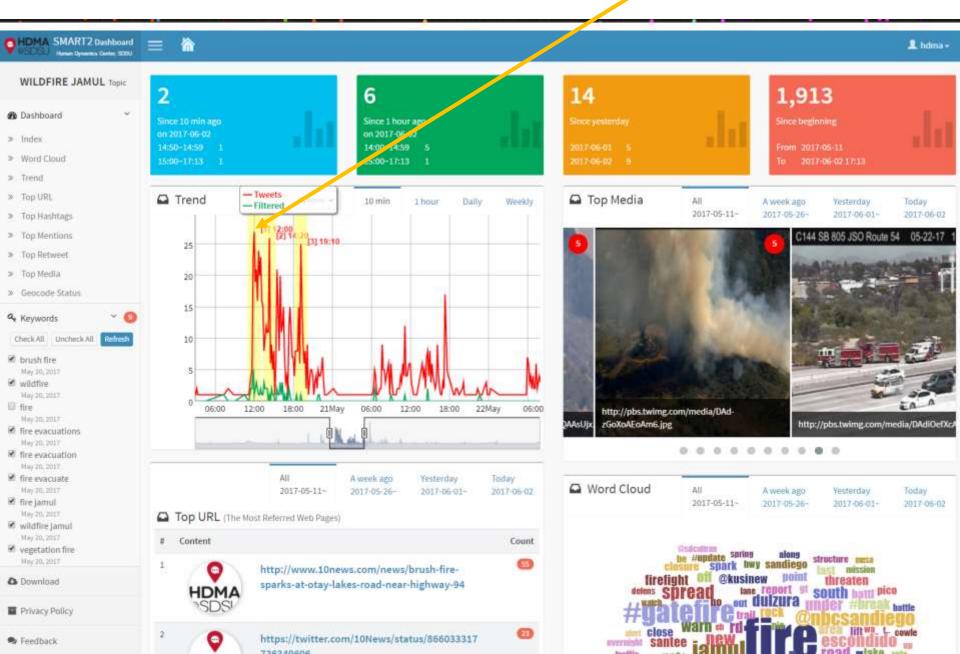
<u>Hourly, Daily, or weekly visualization is also available.</u> Each of them shows the frequency of the tweets including each keyword. In this case, the keyword, "fire" was excluded.



<u>Every 10 minute temporal visualization of the frequency of tweet.</u> Especially helpful for monitoring people's response about disaster events such as Wildfire, Flooding and Earthquake.



You can examine the content of Twitter messages by clicking the line graph. After you click this point, you will see the messages in the next page.



### You can also download the tweets in csv by clicking "Download" button.

wee	ts on 2017-05-20 1	12:00 (~ 10 min) abo	ut Wildfire_Jamul
Show	ing 1 to 24 of 27 entries		Download Filter data results by keyword
# *	created_at_local	usemame	text
1	2017-05-20 12:09:59	jeffJDlees	RT @fox5sandlego: @CALFIRESANDIEGO now confirms that the brush fire near Hwy 94 and Otay Lakes Road has burned 100 acres and is spreading f
2	2017-05-20 12:08:44	Alex Presha	RT @nbcsandiego: Update: Fast-spreading #GateFire off SR-94 south of Jamul grows to 100 acres: https://t.co/18deAfyE9s
з	2017-05-20 12:08:30	Malik Eamest	RT @fox5sandlego: #BREAKINGNEWS - @CALFIRESANDIEGO crews are battling a 10-acre brush fire near Hwy 94 and Otay Lakes Road, south of Jamul.
4	2017-05-20 12:08:29	Steve Downey	RT @sdut: Fire south of Jamul at 100 acres, spreading at "dangerous rate," says @CALFIRESANDIEGO https://t.co/aosAVs3j7P
5	2017-05-20 12:08:23	#NBC7 San Diego	Update: Fast-spreading #GateFire off SR-94 south of Jamul grows to 100 acres: https://t.co/18deAfyE9s
6	2017-05-20 12:08:15	saucy1	RT @KUSINews: #BREAKING: A 10-acre brush fire off SR-94 near Jamul is being battled by firefighters.
7	2017-05-20 12:08:03	Maria VIIIariueva	RT @CALFIRESANDIEGO: @CALFIRESANDIEGO at scene of a vegetation fire Hwy 94 south of Jamul. IC reports 10 ac and rapid rate of spread. #Gate
8	2017-05-20 12:07:23	San Diego Informer	Firefighters battle brush fire south of Jamul https://t.co/EVr0T8cMWr https://t.co/HNjjtsaG9M
э	2017-05-20 12:07:06	Melissa Hutchinson	RT @sdut: Fire south of Jamul at 100 acres, spreading at "dangerous rate," says @CALFIRESANDIEGO https://t.co/aosAVs3j7P
10	2017-05-20 12:06:45	FOX 5 San Diego	@CALFIRESANDIEGO now confirms that the brush fire near Hwy 94 and Otay Lakes Road has burned 100 acres and is spreading fast.
11	2017-05-20 12:06:29	The Union-Tribune	Fire south of Jamul at 100 acres, spreading at "dangerous rate," says @CALFIRESANDIEGO https://t.co/aosAVs3jTP
12	2017-05-20 12:06:08	CBS News #	Firefighters battle brush fire south of Jamul https://t.co/VE72Hbl1I8 https://t.co/a4YceBtYwh
13	2017-05-20 12:06:07	AM 750 KFMB	Firefighters battle brush fire south of Jamul https://t.co/DungoBBNX] https://t.co/wij0pdyeHF
14	2017-05-20 12:06:04	News & San Diego CB5	Firefighters battle brush fire south of Jamul https://t.co/FPEjKqgFLY https://t.co/DztuqHeTHI
15	2017-05-20 12:05:22	Sir Milo	RY @KUSINews: #BREAKING: A 10-acre brush fire off SR-94 near Jamul is being battled by firefighters.
16	2017-05-20 12:05:04	San Diego Now	Firefighters battle 10-acre brush fire at Highway 94 south of Jamul. https://t.co/QMn3gTibbN
17	2017-05-20 12:04:15	Stan	RT @CBS8: #BREAKING: Firefighters battle 10-acre brush fire at Highway 94 south of Jamul. https://t.co/hncnYdswi78
18	2017-05-20 12:03:36	Brittany Silverstein	#BREAKING brush fire near Hwy 94 south of Jamul has increased to at least 100 acres in less than an hour. Follow https://t.co/j.WünfkOTb
19	2017-05-20 12:03:33	Alexis	RT @CALFIRESANDIEGO: @CALFIRESANDIEGO at scene of a vegetation fire Hwy 94 south of Jamul. IC reports 10 ac and rapid rate of spread. #Gate
.20	2017-05-20 12:03:17	UpdateSanDlego	RT r6CBS8: #BREAKING: Firefighters battle 10-acre brush fire at Highway 94 south of Jamul. https://t.co/hncnYd.wr7B

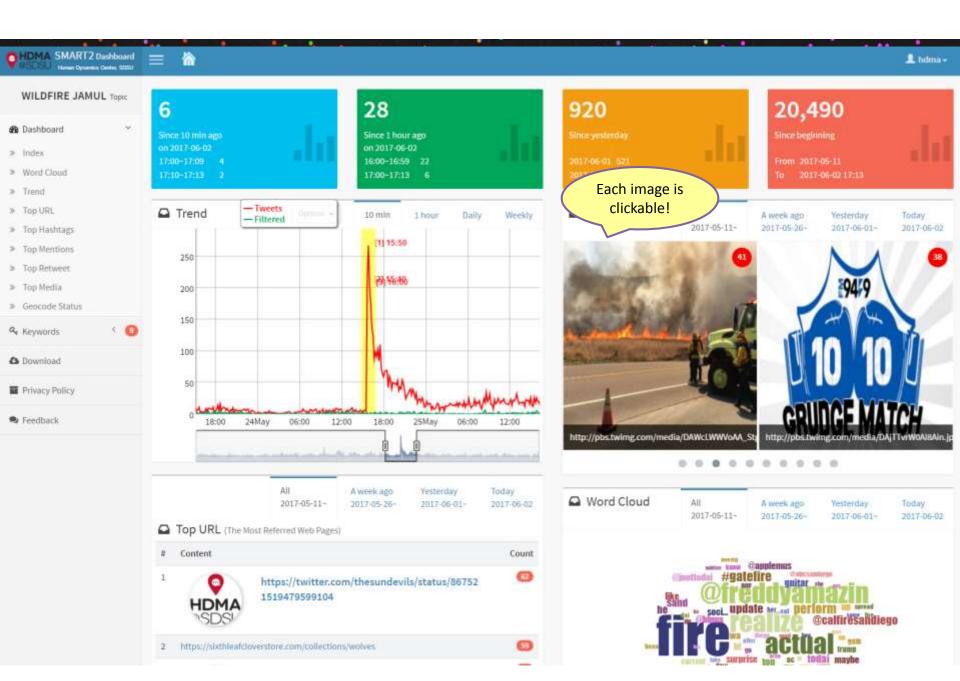
0

Close

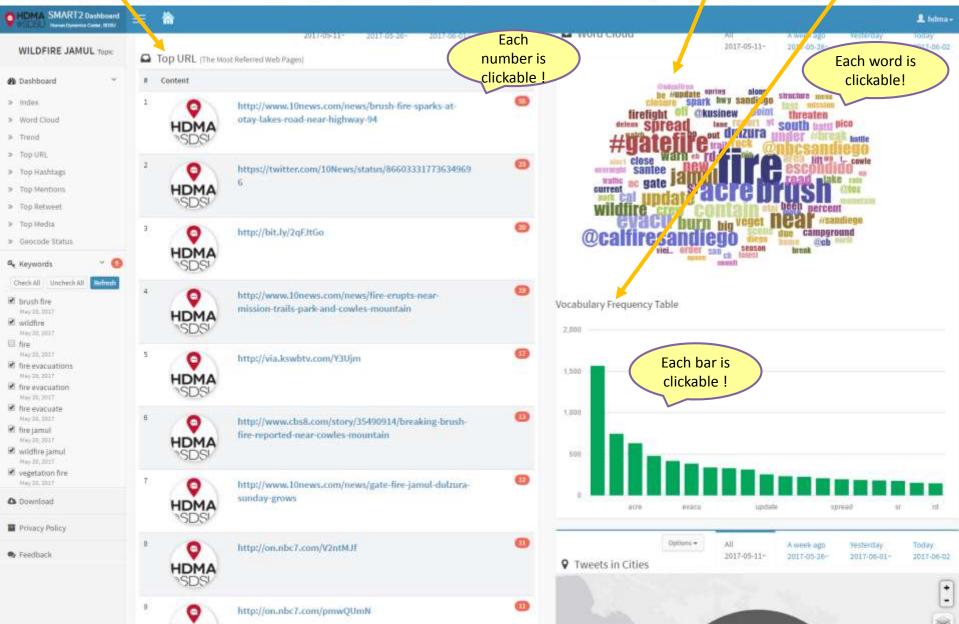
Privacy Pol

Θ

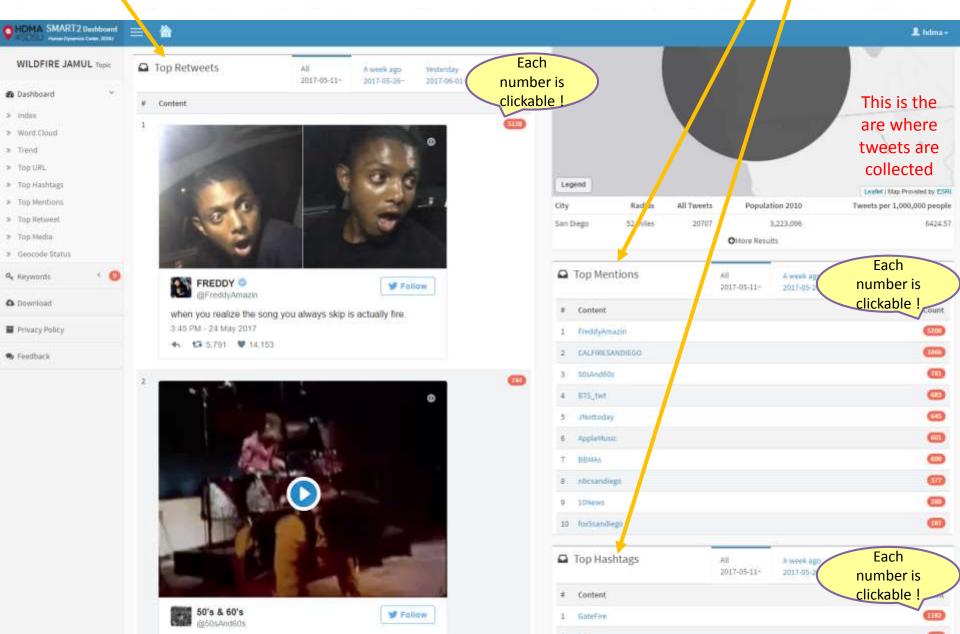
Each image in Top Media is clickable to examine tweets containing the photos



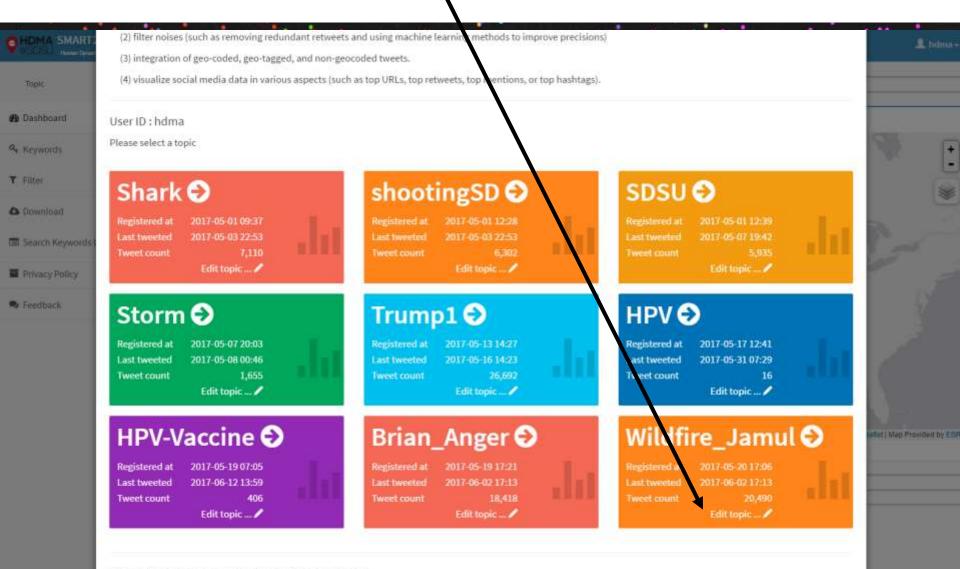
<u>Top URL</u> is the frequency of the URL included in the tweets you have collected. <u>Word cloud</u>, <u>Vocabulary</u> <u>Frequency Table</u> will allow you to identify the frequently used words in the Twitter messages that you have collected.



<u>Top Retweets</u> shows the tweets that has the highest number of retweets on the top. <u>Top Mentions</u> shows the user who mentions the keywords (the user defined) most frequently on the top. <u>Top Hashtag</u> shows the hashtag including the highest frequency of the user-defined keywords on the top.



#### You can add more keywords by clicking <u>Edit topic</u> at the bottom of each box.



If you want to register a new topic, please click below button

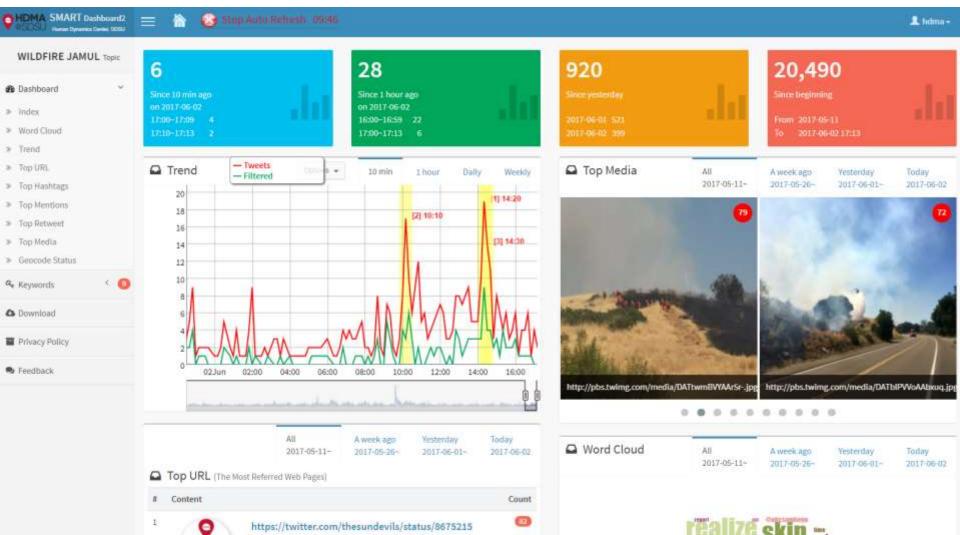


### You can add more keywords to the same topic. But you cannot modify the existing keywords. After add more keywords, Click "Update". You can also delete topic using "Delete" button.

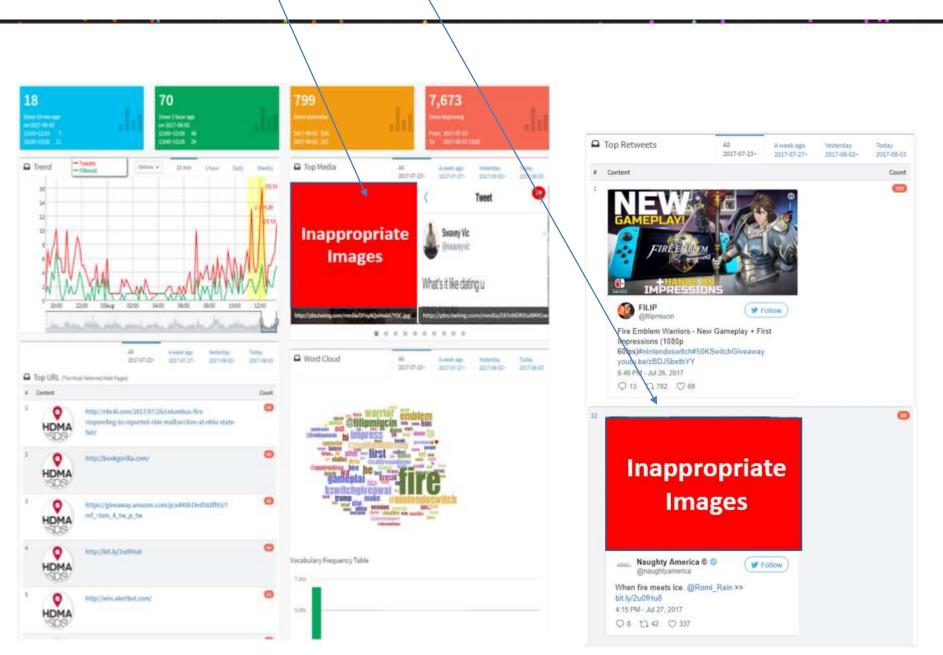
Iser ID : hdma lease select a topic		Edit your Topic		
Shark 🕑	Add additional keywords or e	dit data collection period.	>	
Registered at 2017-05-01 09:37	the product of the second		117-05-01 12:29	
Last tweeted 2017-05-03 22:53 Tweet count 7,110	.Wildfire_lamul		)17-05-07 19-42 5,935	
Edit topic 🖊	Keywords:		Edit topic 🖍	
Storm 🕑	brush fire	wildfire		
Registered at 2017-05-07 20:03	fire	fire evacuations	117-05-17 12:41	1
Last tweeted 2017-05-08 00:46 Tweet count 1,655	C1222 12111	fire evacuate	)17-05-31 07:29 16	
Edit topic 🖊	fire Jamul	wildfirejamul	Edit topic 🖊	
HPV-Vaccine			Jamul	0
Registered at 2017-05-19 07:05		Keyword 10	217-05-20 17:06	× .
Last tweeted 2017-06-12 13:59	Period:		017-06-02 17:13	
Tweet count 406 Edit topic 🖊	<ul> <li>The data will be (or were) collect</li> </ul>	ed until 2017-06-03 17:06	20,490 Edit topic	
	Update Delete		Close	

SMART2 visualizes data every 10 minute. In every 10 minute, the browser will be automatically refreshed, and you will see the update in every panel, Trend, Top Media, Top URL, World Could, Top Retweets, Top Mentions, Top Hashtags, and Geocode Status.

If you don't want your browser refreshed automatically, you can disable it by clicking "Stop Auto Refresh" button on the top of the browser. In this case, the data will be updated only when the user refresh the browser.



Once you find the <u>inappropriate contents</u> (especially images in section of "Top Media"), users can filter out the <u>image</u> and the <u>tweet including the image</u>



### **"Filter" Function**

A function to filter out inappropriate images and messages has been added to SMART2. The Smart2 dashboard sometimes unintentionally contain inappropriate contents such as pornography. These inappropriate images are especially contained among tweets including curse words.

In order to remove these inappropriate contents from the SMART2, we added a "filter" function. This function is located at every task box.

SMART Dashboard 2, The Center for Human Dynamic	cs in the Mobile Age	c
SMART Dashboard 2 is a Key-word-based search tool for Twitt procedure to help researchers to:	r messages to monitor the diffusion of information and social behavior changes in real time. It's provides an automatic	
(1) analyze social media data from a spatiotemporal perspe	ective (in real time, every 10 minutes, hourly, daily)	
(2) filter noises (such as removing redundant retweets and u	using machine learning methods to improve precisions)	
(3) integration of geo-coded, geo-tagged, and ion-geocoded	d tweets.	
(4) visualize social media data in various appects (such as to	op URLs, top retweets, top mentions, or top hashtags).	
User ID : hdma Please select a topic		
Shark 🕑	shootingSD 😌 SDSU 😌	
Registered at       2017-05-01 09:37         Last tweeted       2017-05-03 22:53         Tweet count       7,110         Filter /       Edit Topic /	Registered at       2017-05-01 12:28       Revistered at       2017-05-01 12:39         Last tweeted       2017-05-03 22:53       Last weeted       2017-05-07 19:42         Tweet count       6,302       Tweet count       6,017         Filter /       Edit Topic /       Filter /       Edit Topic /	

To filter out the inappropriate image and tweets in the previous slides, you should enter the image url and retweet id in the window below. The image url and retweet id can be obtained in the main SMART2 page. The instruction is available in the next slides.

opic ID: Wildfire_Warnersprings		applied since: 2017-08-02 13:3
lter by media URLs:	Filter by retweeted ids:	Filter by keywords:
URL1	Retweeted_id 1.	Keyword 1
URL2	Retweeted_id 2	Keyword 2
URL:3	Retweeted_id 3	Keyword 3
URL4	Retweeted_id 4	Keyword 4
JRL 5	Retweeted_id 5	Keyword 5
JRL 6	Retweeted_id 8	Keyword 6
JRL7	Retweeted_id 7	Keyword 7
JRL 8	Retweeted_id 8	Keyword 8
JRU9	Retweeted_id 9	Keyword 9
JRL 10	Retweeted_ld 10	Keyword 10

Spatiotemporal Modeling of Human Dynamics Across Social Media and Social Networks Interdisciplinary Behavioral and Social Science Research, National Science Foundation



## Technology

- JADE and NODE JS
- Javascript Libraries: D3, Dygraphs, Jquery, Boostrap, Leaflet
- Twitter Search API
- Python
- MongoDB



## **Conclusion and Contribution**

- The system can be easily shared. User do not need to install anything. All you need to do is open up this website and USE IT
- Can be used as a Decision Support Tool
- Potential Users: Researchers and officials in disaster management and policy makers
- SMART2 can be used for not only emergency response and monitoring but also for many other researchers who want to monitor social media about political issues and health related issues
  - e.g., HPV Vaccines and Transgender Military

Spatiotemporal Modeling of Human Dynamics Across Social Media and Social Networks Interdisciplinary Behavioral and Social Science Research, National Science Foundation



# **Thank You!**