

Social Media, Big-Data and Geo-location

TRAINING WORKSHOP ROADMAP:

<PRE-CONFERENCE>

1

INSTALL R & R STUDIO

Freely available to download on the internet. Basic familiarity with the statistical software R and/or programming is expected

2

INSTALL PACKAGES

R comes with a standard set of packages which are collections of R functions, data, and compiled code in a well-defined format.

3

GET CENSUS API

In order to be allowed to access Census data from APIs, you need an API key. This is an identifier unique to you, like a password, and it should be kept secret.

4

OBTAIN TWITTER CREDENTIALS

Create a Twitter App and obtain Twitter credentials that are necessary to use the Twitter API

5

OBTAIN FACEBOOK CREDENTIALS

Create a Facebook App and obtain the Facebook credentials that are necessary to use the Marketing API

<DURING THE CONFERENCE>

6

Module 1 - RETRIEVING DATA THROUGH APIS

APIs are commonly used to retrieve data from remote websites. In this module we will look at a few examples and retrieve location based Census data.

7

Module 2 - COLLECTING & ANALYZING TWITTER DATA

This module will guide you through examples of data collection and simple analysis of Twitter data.

8

Module 3 - VISUALIZING AND MAPPING TWITTER DATA

Visualization is a powerful tool for exploratory geospatial data analysis. In this module we'll plot a sample of tweets based on location.

9

Module 4 - LOCATION BASED DEMOGRAPHIC ESTIMATES FROM THE FACEBOOK MARKETING API

This module introduces you to obtaining estimates of location based populations of Facebook users stratified by demographic characteristics and geographies

10

DISCUSSION

Case studies