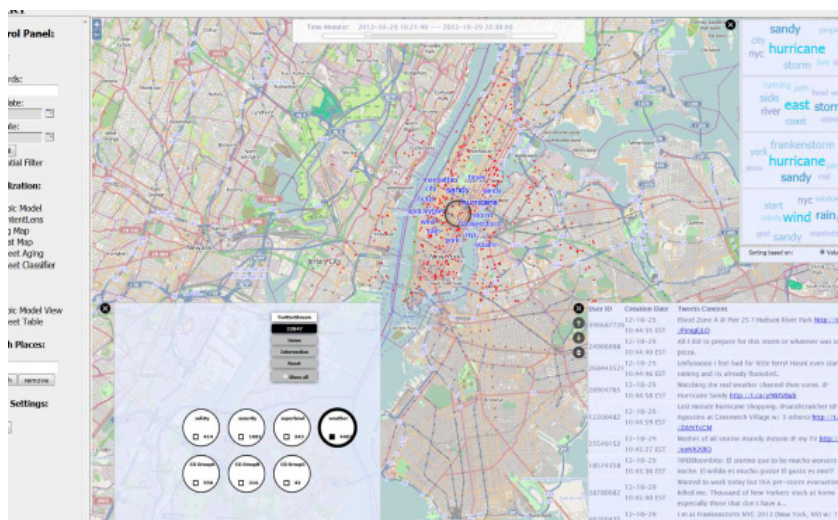


# SMART— Social Media Analytics and Reporting Toolkit

## goal:

Allow end users to map, interactively explore and navigate large volumes of data, topics and anomalies that occur in real-time via social media networks such as Twitter, Instagram, Flickr, and YouTube. We have developed a new approach to let end users build and customize message/keyword filters interactively and visually. The created filter methods can be arranged and adapted continually for the monitoring and analyzing of data, which is of particular importance when making decisions in a time sensitive manner.

## how it works:



SMART system includes a map view, a topic view, a stream classifier view, and a message table. The classifier view loads traffic, severe weather and safety classifiers. Clicking the severe weather related classifier, other linked views refresh to show corresponding data. Content lens in the map view visualizes keywords extracted from tweets in the Manhattan area.

## Benefit:

This technology provides end users with scalable and interactive social media analysis and visualization through topic extraction, combination of filters, cluster examination, and stream categorization. These components are tightly integrated into a highly interactive visual analysis workbench, which allows end users to observe, supervise, and configure the methods in each individual analysis process.

## Collaborators:

- Purdue University
- University of Stuttgart

early development

lab prototype

commercial product

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