

## SMART (Social Media Analytics and Reporting Toolkit) PRODUCT

### What SMART Does

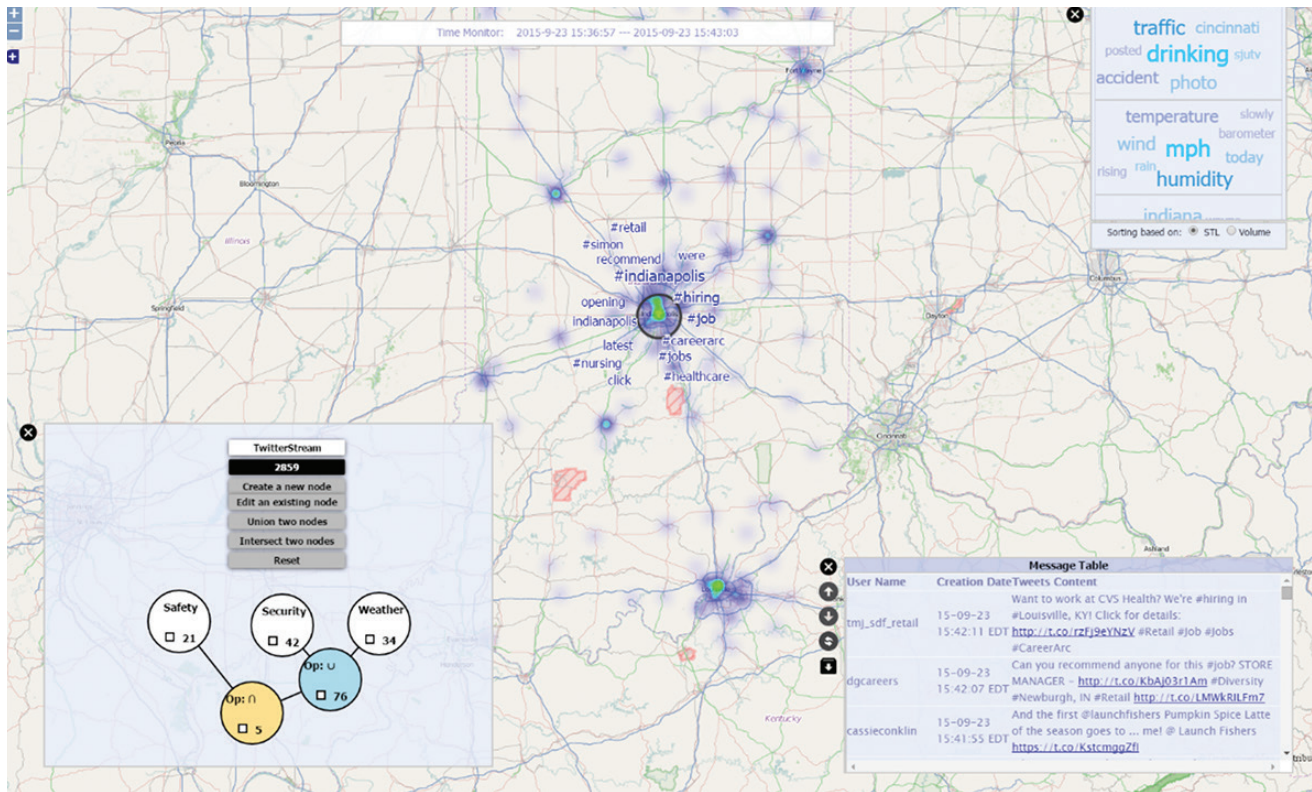
SMART software organizes large, unwieldy, uncoordinated social media datasets and displays them in ways that make them useful in decision making. SMART users can map, explore and navigate data from social media sites such as Facebook, Twitter, YouTube and others. Users also can customize the software's message/keyword filters and modes of display based on their needs. And as social media data changes and users' information needs evolve, SMART customizations also evolve.

### Why it is Useful

SMART enables data-driven decision making. It turns disorganized social media data — essentially noise — into useful information. With SMART software tools, information about topics in social media and trends in human behavior on social media become discernible and understandable, and can become the basis for sound decision making.

### How it is Used

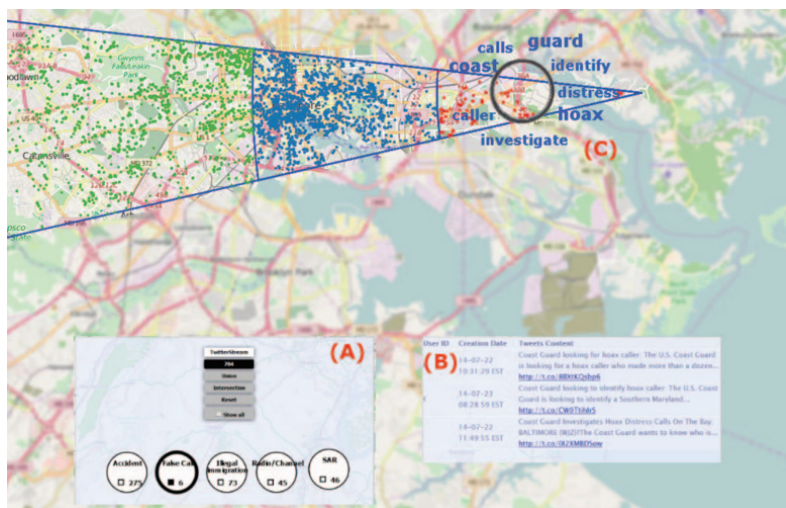
SMART enables users to look at data that's presented in a map or viewable by topic. It also allows a "filter" view that shows things such as traffic, weather and safety information — or other classifiers that the user can create and modify.



The SMART map includes a variety of view options that users can choose from. The "classifier" view loads traffic, severe weather and safety classifiers, and allows users to make their own classifiers or change those being used. When clicking a classifier, other corresponding data is refreshed and automatically appears. The map also shows prominent keywords taken from tweets that are relevant to a user's classifiers.

### SMART gets smarter to uncover deception

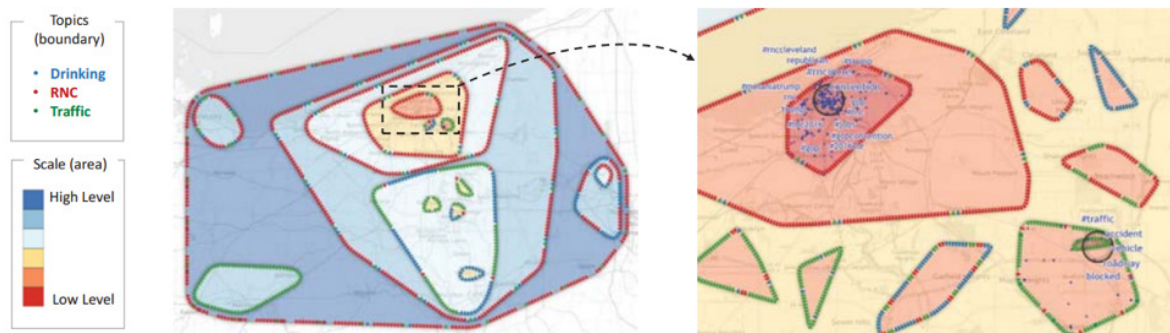
SMART has been enhanced to help investigate possible hoaxes. It provides a set of deception-related keyword collections through automatic expansion and human verification. It also resolves the lack of social media data by using user networks. This framework enables investigators to identify suspicious Twitter users and provides a visual-analytics environment that's designed to examine geo-tagged tweets and Instagram messages in the context of hoax distress calls.



SMART has been extended to support the investigation for hoax distress calls. SMART provides a set of hoax-related keyword collections through automatic expansion and human verification, and resolves the lack of social media data by utilizing user networks. The framework allows investigators to identify suspicious Twitter users and provides a visual analytics environment designed to examine geo-tagged tweets and Instagram messages in the context of hoax distress calls.

### More SMART info = more SMART power

SMART's extension, called TopoGroups, provides visualizations of multiple levels of spatial aggregation of social media posts in a specific area. It also supports comparison, correlation and analysis of multiscale aggregates by showing them in the same display. This helps users understand the spatial distribution and identify trends and anomalies at different granularity levels.



An extension of SMART, named TopoGroups, visualizes multiple levels of spatial aggregation of social media posts at a specific region. TopoGroups supports effective comparison, correlation and analysis of multiscale aggregates by combining them into the same display, thereby helping users to understand the spatial distribution as well as identify trends and anomalies at different granularity levels.

### Contact Us

Want to find out how VACCINE's research can help your organization or group? Email [vaccine@purdue.edu](mailto:vaccine@purdue.edu) or visit [www.visualanalytics-CCI.org](http://www.visualanalytics-CCI.org).

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