NNIPCamp Columbus, June 19, 2013

Social Media Session

Led by Max Weselcouch, Furman Center

Notes by Brianna Losoya

*Twitter accounts and interest in session:*

Max: @thatgirlmax

Bart Roberts: @bflobart

TJ Maciak: Grand Rapids looking to use social media to share maps they make using our tools

Mark Carnathan: @arcresearch @nhnexus

Tahmida Shamsuddin: We use facebook the most

Lisa Pittman: We want to mine social media data, I’d specific like to look at LinkedIn

Anthony Galvan: Interested in the geolocation of tweets, earthquake epicenter can be predicted using tweets

Eleanor Tutt: @eleanortutt also interested in tweet mining, frustrated that few people are interested

Jacob Wascalus: Work for fed, can’t access social media

Jim Farnam: Mark Abraham’s colleague, he’s our data guru. One partner supports 50 member organization based on social media alone

Kerri Cambell: @itskerrisworld

Eric Busboom: @sddatalibrary; want to scrape yelp, tripadvisor to inform business data, looking for indicators or future crime.

*2 key topics*

1) How to use social network data

2) How to use social media

Eric currently recruiting people for data mining in San Diego - almost all alcohol related crime. Not easy to guess using permits. We want to know business demographics of business patrons, butbars don’t want to help. Textually analyze yelp reviews to get characteristics of patrons’ age, race, gender. NextDoor.com is a neighborhood social media site. Neighbors can report suspicious activity. Not anonymous, but people can post pictures.

* SiteGaiste pulls Yelp api info, but it’s pretty limited
* Eric: we end up scraping because there’s more data

Questions?

* People have heard of a process where people take photos, of what they wish vacant homes/buildings were. Greenmap digitalizes this concept. Grassroots demand for services.
* An organization can promote social media for this purpose, and can engage people into policy process.
* Build a better block in Dallas does pop-up street fairs where they turn an abandoned into something cool for a weekend. (Columbus has this as well) Highlights the administrative costs of a business. They also show the demand for these services, designed to target outdated zoning regulations.
  + Memphix, similar thing in Memphis. Started because a street did this “rogue”. We have idea lounges through twitter, which influences what happens in the community.
* Voter Participation? Archive of Mini Outdoor Scenes (AMOS) – webcams that are archived hourly online.
* AirB&B sends photographers into apartments/houses.
* The brain drain issue using social media.
* Neighborhood Change or gentrification using foursquare or others, based on where young people check in
* Yelp and TripAdvisor also have planted or fake reviews. Ex-employees etc.
* Early question to ask, is what questions need to be asked? What’s available? What about data quality?
* I want to use this data to give us the other side “bad neighborhoods” or the vice versa, more qualitative data
  + That could be where this type of data should go. This won’t be statistically significant, but it is useful.
  + Could be a less expensive survey substitute. Many impoverished neighborhoods have residents who are really happy living there.
* The data we have access to are a small sliver of what the companies have. GNIP is a commercial data that took over twitter data, so now can only get 1% for a large fee. How do we work with these companies so that they can use their data for a socially beneficial purpose.
  + How can we connect people?
  + Many companies figuring out how to monetize their business model. As data becomes increasingly valuable, they may be less inclined to open data, or close it down the line.
  + That’s part of the work we have to do as researchers, we can come up with valuable research outcomes. We need to understand their business model, to cater to their incentives.
  + Some places (Zillow has a research related site) have been receptive.
* Columbia used FourSquare as a tool for showing the relevance of the fashion district. The same people who did million dollar block research.
* Group in New Haven is a problem reporting site. They’re looking for ways to use data for research.
* St. Louis connected to see click fix and phone, you can see what type of people use the different means.
  + More gov’ts publishing 311 data
* So this is a younger generation tool, many gov’ts allowing social media to drive meetings, etc. NNIP should be getting more involved with this.
* In Nashville, we’re using MindMixer to fuel community planning to identify problem areas and thriving areas.
* Can we continue this discussion on a webpage or something?
* We should recruit Edwin

Using social media to promote our own brands:

* Furman hasn’t done a great job of reaching young audiences, just started gridlines that takes a single fact and makes a demographic.
  + It’s been a soft launch, and it’s gotten some buzz.
* CRP has data bytes that tries to find interesting statistics, but it’s hard to have a regular schedule.
* HUD Sustainable Communities grant inspired a what the data tells us story. Partnering with blogs was very successful. –Bart Roberts
* NextDoor.com is a great opportunity for informing neighborhoods without data and info. Crime stats and maps etc. Can recruit people in each community to do that.
* New Haven working on an online newspaper
* Ushahidi is a crowd sourcing site, it’s been a good predictor of violence in an area