Big Data, Small Models

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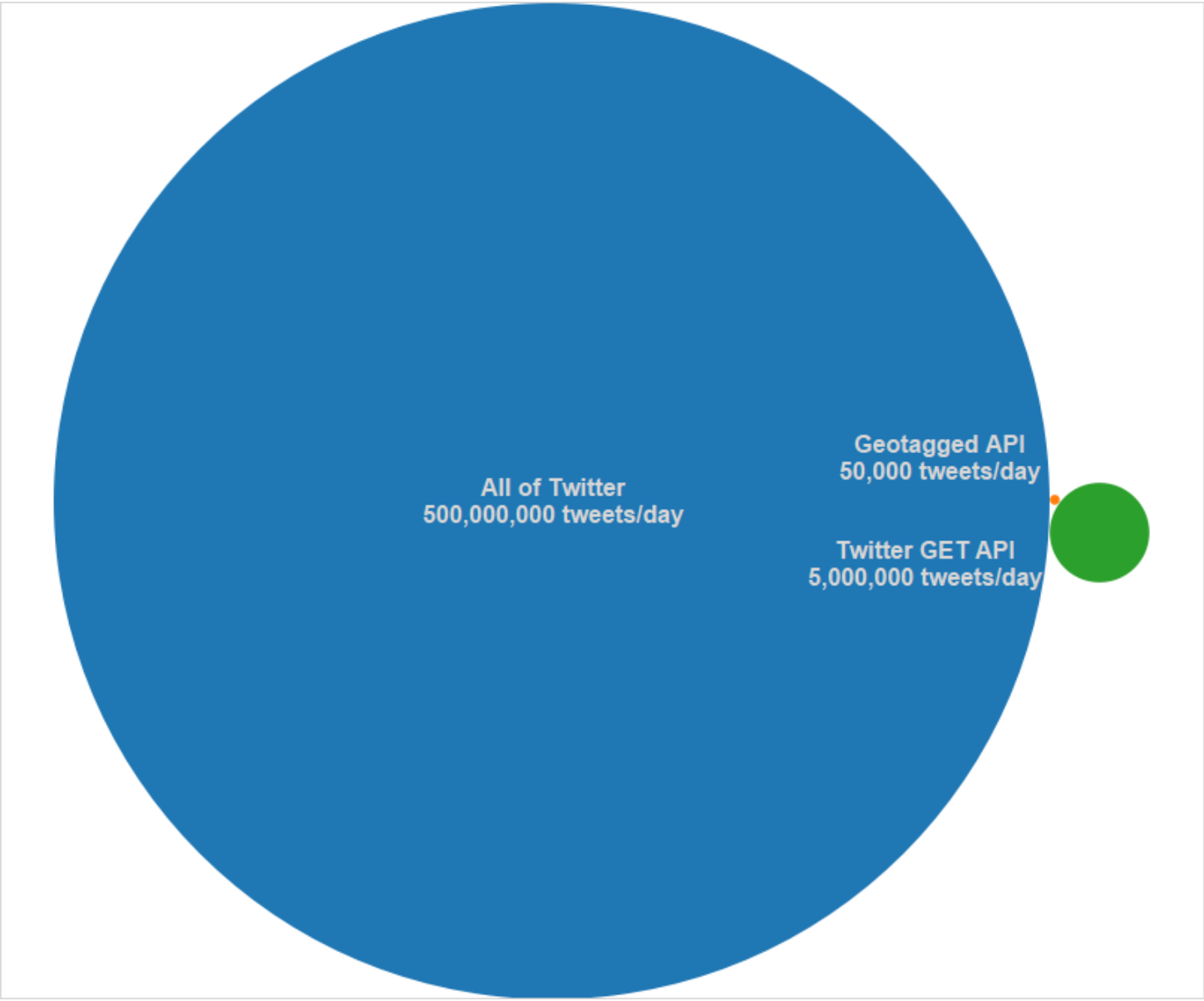
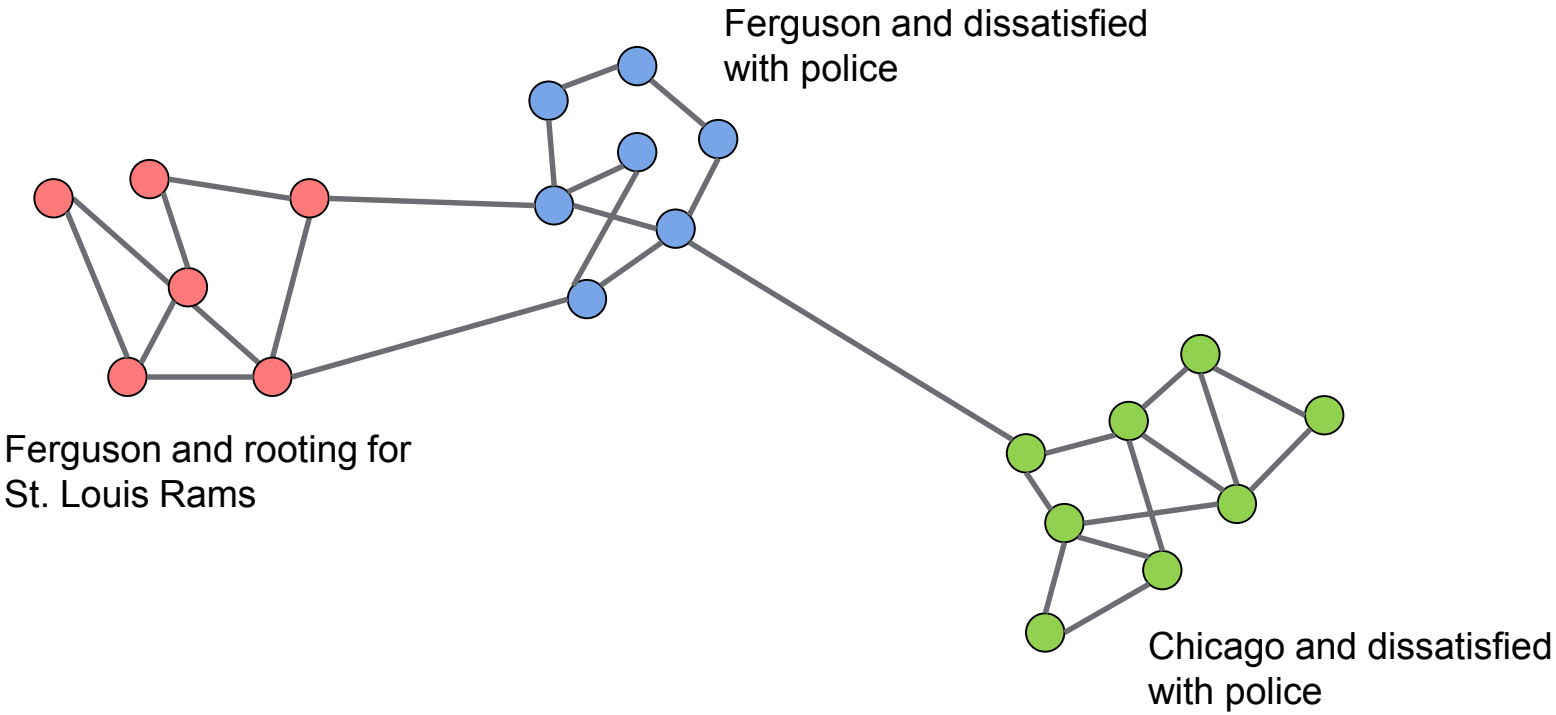
Great strides are being made using “big data” to predict social unrest

Can we use these techniques to improve our understanding of the system?

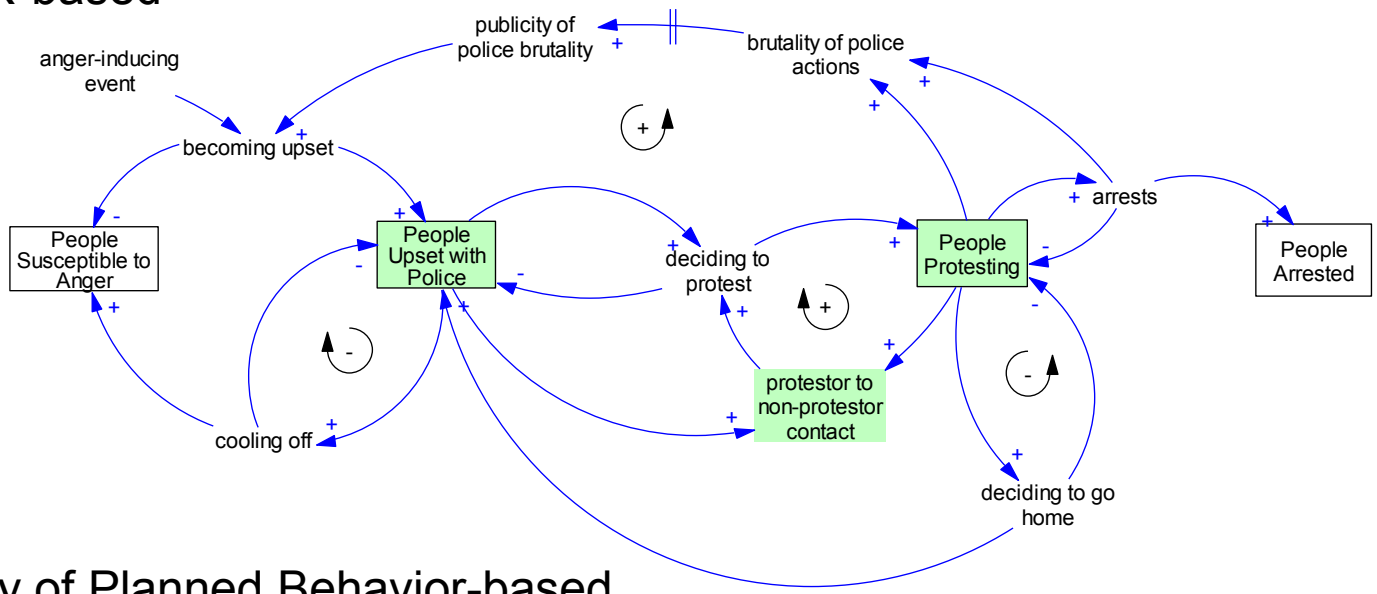

All of Twitter
500,000,000 tweets/day
Geotagged API
50,000 tweets/day
Twitter GET API
5,000,000 tweets/day

Use of text analysis to determine location and sentiment

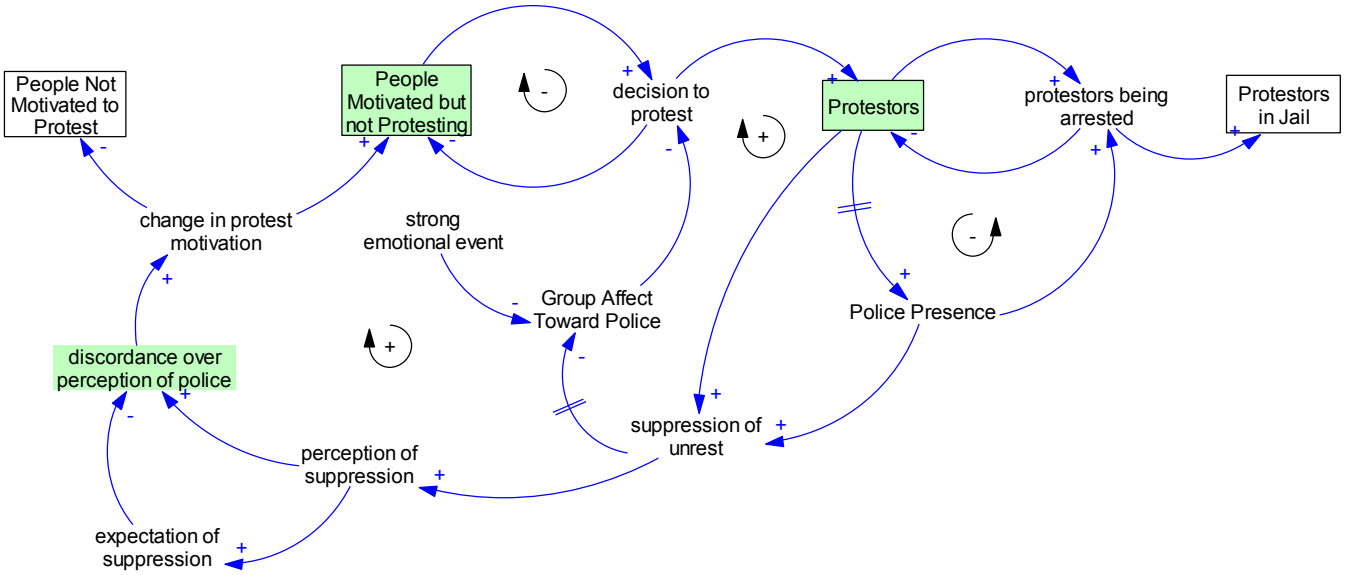


Plus influence graph based on: followers, retweets, call-outs

1. SEIR-based



2. Theory of Planned Behavior-based



Cheers!