Workshop on Twitter analytics tools - CONTEMPORARY ISSUES IN ECONOMY & TECHNOLOGY – CIET 2016 14 June @ 2PM, 2016 / SPLIT – CROATIA
More info - http://ciet.oss.unist.hr/

Background:

The workshop will be led by Wasim Ahmed, currently a leading social media and health informatics researcher. Wasim provides advice to security research teams, and his blogs have been picked up by the mainstream media. One of Wasim's most popular blog posts in on Twitter tools, and this has been shared over 2,000 times, and is within the top 10 most read within the LSE impact blog.

Workshop Aims and Description:

The city squares and plazas of the world are still important but now, more and more people are tweeting and posting about events. Twitter boasts 316 million monthly active users with 500 million tweets per day. Therefore, it is of imperative importance to those from industry, academia, and government to better understand Twitter as a data source. This workshop aims fill this gap by providing an overview to researchers on how to retrieve and analyse Twitter data both from an industry and academic perspective.

Acknowledgment: This workshop is supported by Nestle

Learning Objectives:

By the end of the workshop, an attendee will:

* Better understand Twitter as a platform, platform conventions, and become familiar with some of the uses of Twitter across, academia, industry, and government
* Gain knowledge and awareness of Twitter analytics (both free and commercial programs) to provide insight into keywords and hashtags on Twitter, in real time.
* Gain knowledge and awareness of Academic Twitter tools (both free and commercial) which can be used to capture and analyse Twitter data.
* Have knowledge and awareness of how Twitter data has been utilized across industry, academia, and government.

- By the end of the workshop the attendees will be better informed as to whether Twitter data can further their business and/or their research projects

 [Part 1 - Introduction] The intended audience would include those with no prior experience of Twitter as a platform and those whom have no experience of analytics programs. However, the workshop will also be of interest to those with some, or little experience of Twitter and/or analytical programs. This is because the workshop will include demonstrations of more advanced commercial analytics tools. The workshop may be of interest to those with advance Twitter analytics skills. [10 minutes for introduction].

[Part 2 – Twitter as a platform] The second part of the workshop would introduce Twitter as a platform to attendees. This would include exposition of Twitter as a platform, platform conventions, and the use of Twitter for business, commerce, research, digital marketing, crisis communication, monitoring, and so forth. This section will briefly touch on Twitter for professional uses. This platform also seeks to answer questions such as *why Twitter?* [30 minutes]

[Part 3 – Demonstration of free analytics tools] The third part of the workshop would introduce some software that can be used (for free) to analyse Twitter data i.e., via demonstrations. Online platforms such as:

Twitter Analytics

Follow the hashtag

Twitonomy

[1 hour]

[Part 4 – Demonstration of commercial tools] The fourth part of the workshop would introduce some more advanced commercial software such as:

NodeXL: This will consist of an exposition of NodeXL, the graph gallery, historical Twitter data access and so forth. A tutorial of NodeXL, and a demonstration of gathering and analysing Twitter data will be provided.

Visibrain: This will consist of an exposition of Visibrain alongside its powerful filtering capabilities. Tutorials on concept creation, and an overview of some of the features will be provided. *[1 hour]*

[Part 5 – Demonstration of academic research tools] The fifth part of the workshop will provide a demonstration of free to access Twitter tools that can be used for academic research such as: Mozdeh, COSMOS & TAGS. *[1 hour]*

[Part 6 – Demonstration of commercial academic research tools] The sixth part of the workshop would then outline some further tools that can be used to capture and analyse Twitter data for academic research such as DiscoverText. This part of the workshop will outline why DiscoverText has been so successful. *[1 hour]*

[Part 7 – Use cases] The seventh part of the workshop would bring together a number of use cases and examples of how Twitter data has been used commercially, academically, and also finally for academic research more generally. *[30 minutes]*

End - Questions and **Answers** *[30 minutes]*