Exploiting Geolocation Data on Twitter: Users as Sensors

Bethany Waldmann
Thursday, June 17, 2009

Mentor: Dr. James Caverlee
Grad. Mentor: Jeremy Kelley
Big Picture

- Twitter has a lot of untapped information available, including location data
- Gather information from user profiles and tweets
- Analyze data based on user location
Research Challenges

- Deciding what to do with the data!
Related Work

- Jeremy's research on “popularity” and the value of users' tweets
- Said's and Krishna's research on tagging
- http://i.gizmodo.com/5250547/36-hours-of-traveling-twitterers-visualized
Concrete Steps

- Extract user-provided location data
- Find tweets using l:____ syntax
- Map user locations (cluster)
- Speed up crawler
Initial Results & Thoughts

- 66% of users provide a location in their profile
- 4% of users use l:____ syntax
- 25% of locations are valid (coordinates, or input only matches location in MetaCarta)

- I'm excited about this research!
- Waiting for scripts to run is not one of my talents
- It seems like as soon as I think I have something about done, Jeremy comes up with another suggestion. :)
