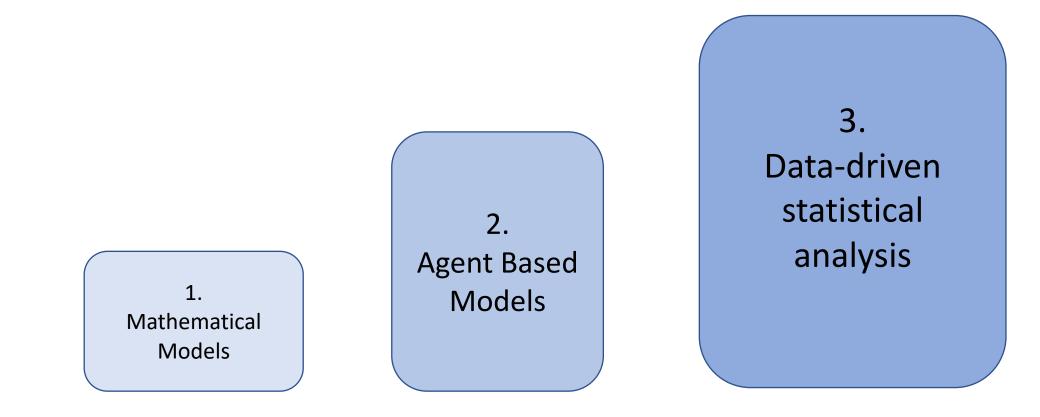
A Computational Device To Make A Glimpse To The Digital Social Universe

Dr. Uzay Çetin Co-Founder Summarify Computer Engineering Department Galatasaray University

How to investigate a social phenomena?



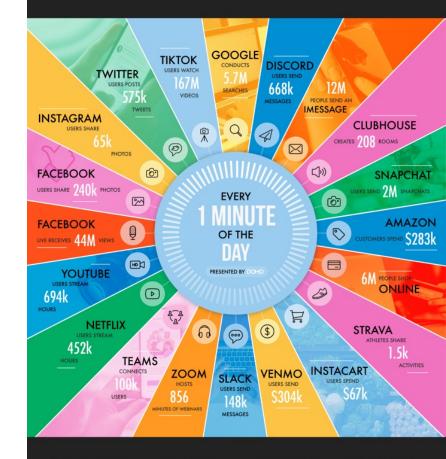
The age of Big Data

- With this new digital age, we have all become mobile data generators As social media users,
- we produce an average of 575 thousand tweets, 65 thousand Instagram shares, 167 million Tiktok views per minute.

Data Never Sleeps 9.0

How much data is generated every minute?

The 2020 pandemic upended everything, from how we engage with each other to how we engage with brands and the digital world. At the same time, it transformed how we each, how we work and how we entertain ourselves. Data never sleeps and it shows no signs of slowing down. In our 9th edition of the "Data Never Sleeps" infographic, we bring you a glimpse of how much data is created every digital minute in our increasingly data-driven world.



As of July 2021, the internet reaches 65% of the word's population and now represents 5.17 billion people—a 10% increase from January 2021. Of this total, 926 percent accessed the internet via mobile devices. According to Statista, the total amount of data consumed globally in 2021 was 79 zettabytes, an annual number projected to grow to over 180 zettabytes by 2025.

Global Internet Population Growth

DOMO

As the world changes, businesses need to change too—and that requires data. Domo gives you the power to make data-driven decisions at any moment, on any device, so that you can make smart choices in a rapidly changing world. Every click, swipe, share, or like tells you something about your customers and what they want, and Domo is here to help you and your business make sense of all of it.

Learn more at domo.com



SOURCES: LOCAL IQ, BUSINESS OF APPS, DUSTIN STOUT, HOOTSU EXPANDED RAMBLINGS, INTERNET WORLD STATS, STATSTA, CINE BRANDWATCH, KILLTHE CARLE BILL, YOUTUNE, KINSTA, THE VIRG MANAGEMENT COMMUNICATION: A CASE ANALYSIS APPROACH, INTERNET ING CEATE: SCORE CASTECTA



The age of Big Data

- Extracting valuable pieces of information by processing this huge amount of data is primary goal for many individuals and institutions who want to listen the needs and complaints of their customers.
- Today, companies, brands, agencies, famous people, in short, all individuals and corporate structures that care about their reputation, have to measure the public opinion from these digital footprints and make decisions accordingly.

The power of social media



Rasim Kütah Ozanyalı 2 hafta önce O zamanlar Twitter olsaydı Çakır'ı diziden çıkaramazlardı..!



The Valley of The Wolves series, 2003 - 2005



A socioscope is a computational device that help us to examine the digital social universe.

In this talk, we will present SumSocial: Social Media Monitoring Platform developed by <u>https://summarify.io/</u> to make a glimpse to the digital social universe.

 We need people, who knows computer science and social science at the same time!



Computer Science, = Telescope science ?

"Computer science is no more about computers than astronomy is about telescopes"

-- Edsger W. Dijkstra

"The computer is not our object of study, It's our observational instrument"

- 'Just as the microscope and telescope revolutionized the study of biology and astronomy, socioscopes in living labs will revolutionize the study of human behaviour.'
 - Social Pyhysics, Alex Pentland

What makes someone anti-pandemic?



Let's collect 1M tweets containing hashtags 'pandemi', 'Vaccine' etc Look for sentences like 'I don't believe covid19' 3

Examine the profiles of those users.

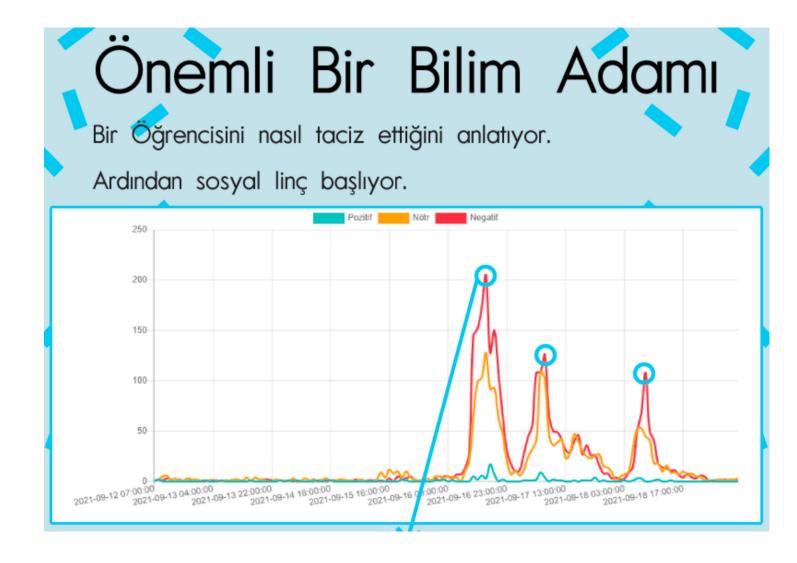
What people think about Refugees?



Let's collect 1M tweets containing hashtags 'Putin', 'Ukraine', 'Refugee' Look for sentences like 'Refugees must go away !' 3

Examine the profiles of those users.

Social Lynching



16/09/2021 Detaylı Analiz **Q** ILGILI TWEET'LERI GÖR G GOOGLE'DA ARA G GOOGLE TRENDS Talep & Öneri (39) Şikayet (569) Pozitif (47) Negatif (1230) Ofansif (768) Ofansif Değil (1283) Nötr (774) Teşekkür (28) Normal (1415) Celal Sengör öğrencisini taciz etmiş ve nasıl taciz ettiğini pişkin pişkin anlatmış. Ama olsun koparmayalım kıyameti, ne de olsa o bir seküler. https://t.co/0R40IcYE73 Celal Sengör'ü teşhir ediyoruz! Öğrencisini nasıl taciz ettiğini övünerek anlatan Celal Şengör'ün gücünü nerden aldığını biliyoruz. Cinsiyetçi, türcü, erkek egemen sisteminiz ile şekillendirdiğiniz akademiyi mücadelemizle yıkacağız! https://t.co/mTmfhAyr0F Öğrencisini nasıl taciz ettiğini pişkin pişkin anlatan, İTÜ'de akademisyen olan Celal Şengör'ü teşhir ediyoruz! Bizleri "terbiye" ettiğini sanan, akademide tacizi ve tecavüzü mesrulastıran bu adamı okulumuzda istemiyoruz. Kadın+lar susmayacak! #Terbiyesiz #celalsengör https://t.co/2P1ytv0DdG Öğrencisini taciz ettiğini pişkin pişkin anlatan, İTÜ'de akademisyen olan Celal Şengör'ü teşhir ediyoruz! Bizleri "terbiye" ettiğini sanan, akademide tacizi ve tecavüzü meşrulaştıran bu adamı okulumuzda istemiyoruz. Kadın+lar susmayacak! ITÜdeTacizciAkademisyenİstemiyoruz https://t.co/SZXWJj4dui Öğrencisini nasıl taciz ettiğini pişkin pişkin anlatan, İTÜ'de akademisyen olan Celal Şengör'ü teşhir ediyoruz! Bizleri "terbiye" ettiğini sanan, akademide tacizi ve tecavüzü meşrulaştıran bu adamı okulumuzda istemiyoruz. Kadın+lar susmayacak! https://t.co/YntGDZEeuf

Harvesting ideas from social media? Are we doing the right thing? How people perceive us?

Reaction Mining to get instant Feedback



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