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WHEN SOCIAL SCIENCE MEETS COMPUTER SCIENCE...

Webinar of Computational Social Science Laboratory (CSSL@CUHK)

Using Social Media Data to Promote Decision-Making

29 July 2022 (Friday), 09:00-10:30 (UTC+8, HKT)

Abstract

Social media is becoming a crucial communication tool for information generation, dissemination, and consumption. Can evidence drawn from social media enhance public services and inform public policy development?

In this talk, we present studies using billions of geotagged social media posts and state-of-the-art natural language processing techniques to provide valuable insights for researchers and policymakers about global preferences. We present three case studies on air pollution, climate change, and COVID-19. These applications show how social media data, coupled with machine learning techniques and quasi-experimental design, can inform public decision-making.

Biography

Prof. Jianghao Wang is an associate professor at the Institute of Geographic Sciences & Natural Resources Research, Chinese Academy of Sciences (CAS). He is also an associate professor at the University of CAS and previously a research scientist at the MIT Sustainable Urbanization Lab. His research interests cover GIScience and computational social science.

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