

OSoMe: The IUNI Observatory on Social Media

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Motivation and Goals

- Provide researchers in the social, behavioral, and economic sciences access to social media data, which has become increasingly important to the study of social phenomena.
- Address limitations in access to data, including technical challenges, privacy issues, and usability.
- Facilitate multi-disciplinary collaborations among computer scientists, physicists, journalists, political scientists, and sociologists.
- Provide data to study correlations between online and offline events, and understand how social media can be abused to manipulate public opinion.

About IUNI and OSoMe

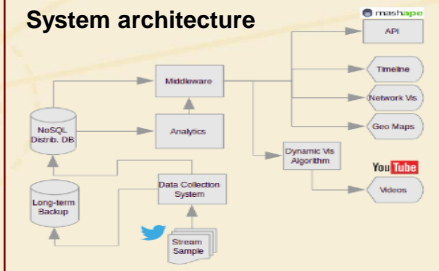
The IU Network Science Institute (IUNI) fosters groundbreaking research advances in network science across many domains.

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Results

- The Observatory on Social Media (OSoMe) provides a Terabyte-scale historical and ongoing collection of approximately 70 billion public tweets.
- Utilizes the Apache Big Data Stack framework, with locally developed enhancements such as the IndexedHBase module.
- Tools have been made publicly available, including web-based analysis and visualization tools and an API for more advanced data needs.
- Report: C. A. Davis *et al.* (2016) OSoMe: the IUNI observatory on social media. *PeerJ Computer Science* 2:e87

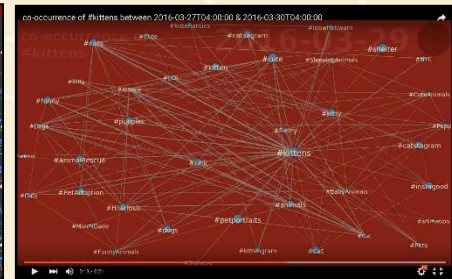
System architecture



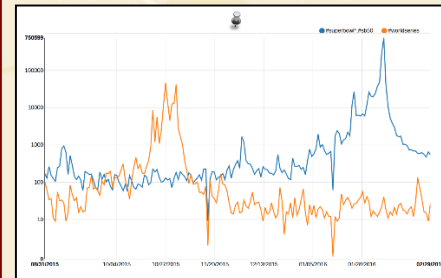
Examples of OSoMe Tools Available Online



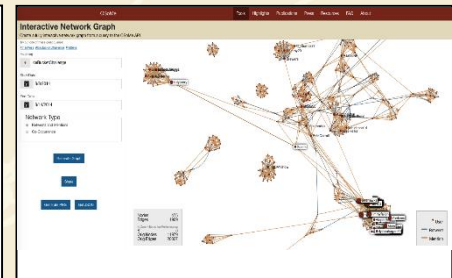
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Animations of hashtag networks



Trends in hashtag usage



Interactive meme diffusion networks

