

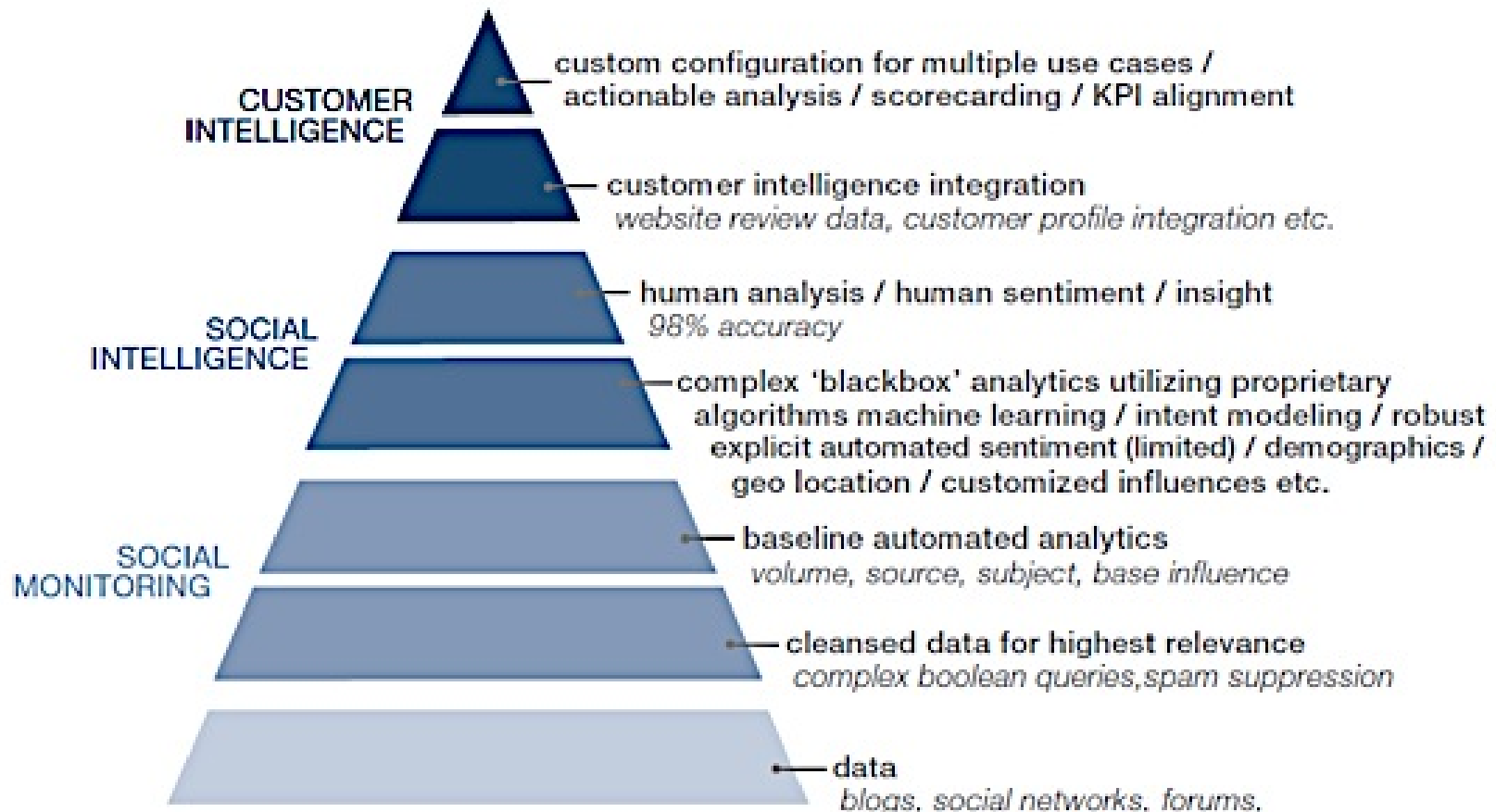
Social Media Analytics for serious decision making

Sandjai Bhulai (s.bhulai@vu.nl)
VU University Amsterdam

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IS VERDER KIJKEN

Social Media Challenges



Sharing Semi-public Data

2012. 9. 24

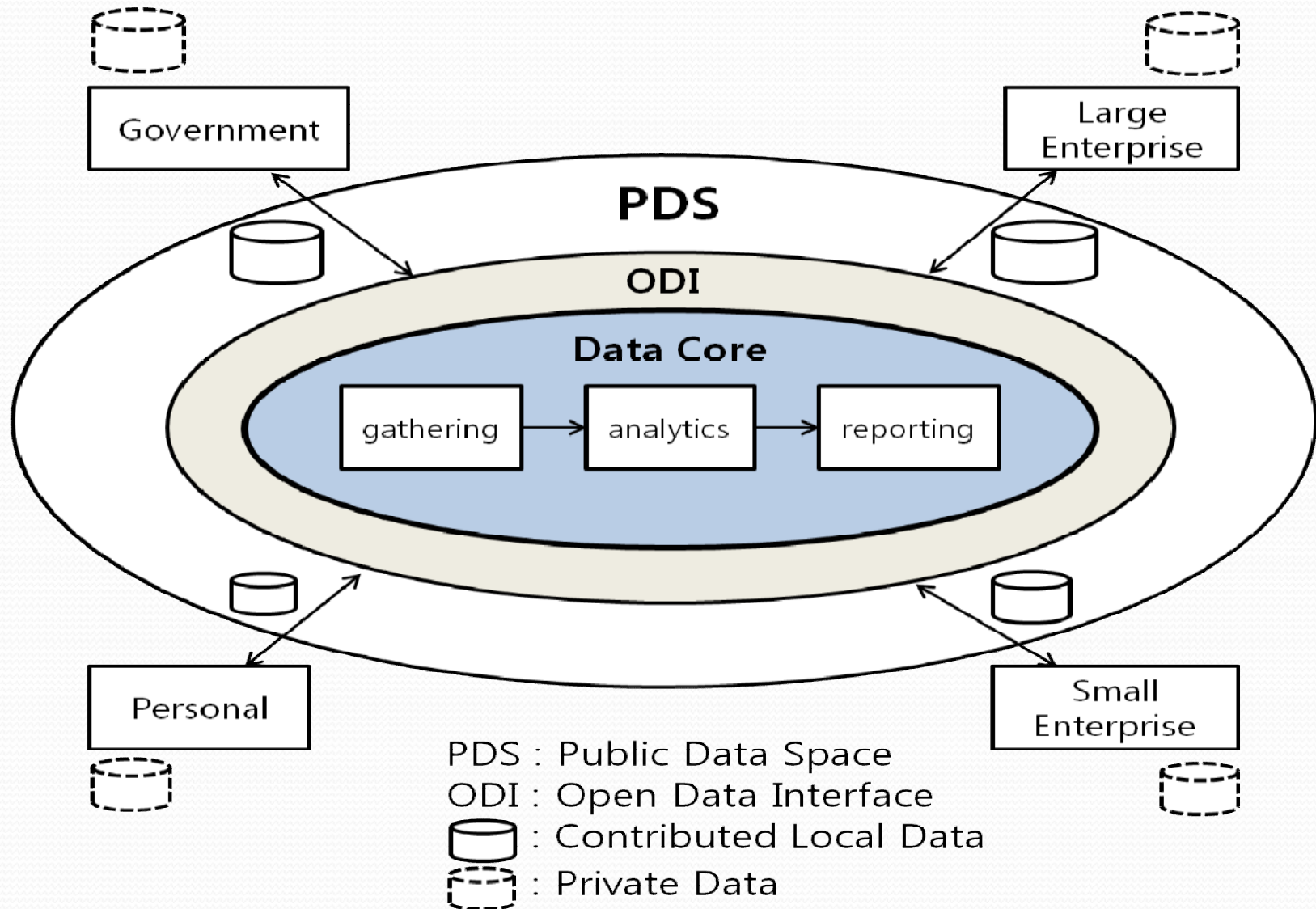
Hwa-Jong Kim
Kangwon National University, Korea



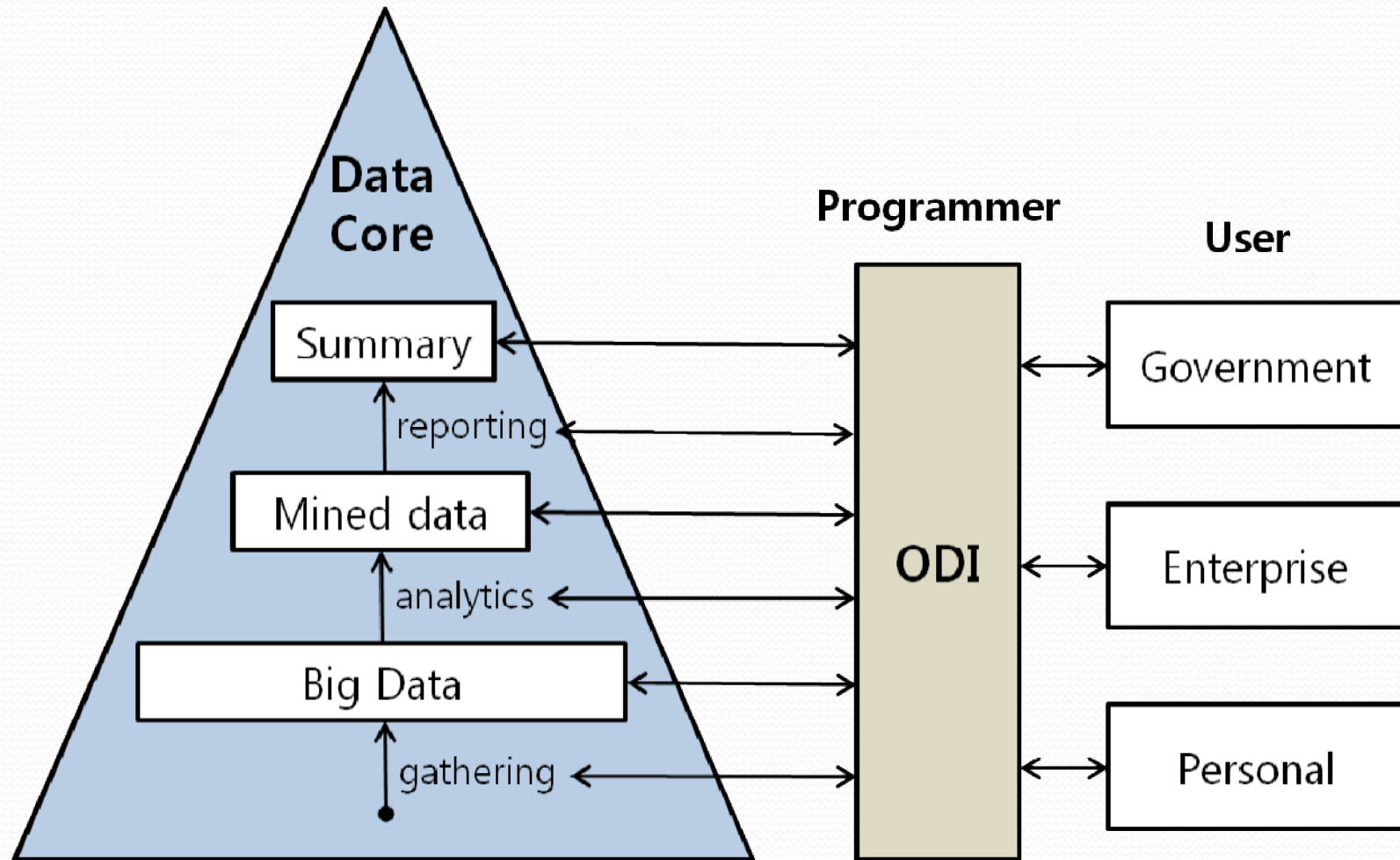
Issues

- Level of “publicity” for big data applications
 - Data from government?
 - Statistically filtered (aggregated) data from private sectors?
- How to share semi-public data
 - Free?
 - Data market?

- Suggestion: Public Data Space (PDS)



- Suggestion: Multi-level accessing through ODI



ODI : Open Data Interface



Issues

- Level of “publicity” for big data applications
 - Needs guideline or policy?
- How to share semi-public data
 - Semi-Privacy for SMART service?

Challenges in Selecting Massive Data for Quick

*Panel @ 1st International Conference on Data Analytics
NexTech 2012*

Barcelona, Spain, 24 September 2012

Norma C. Ming



NEXUS
Research & Policy Center

UNIVERSITY OF CALIFORNIA
BERKELEY
Graduate School of **Education**



Vivienne L.
Ming



Socos

REDWOOD CENTER
for Theoretical Neuroscience



Context: Educational Data

■ Characteristics:

- Student work and instructors' feedback typically qualitative, nonstandard, not easy to code
 - Even grades are nonstandard
 - Multiple groupings and roles
 - classes and cohorts of students
 - course sequencing, related subject areas and programs
 - similar assignments
 - Threaded discussions
 - organize by time, topic, participant
-

Challenges

- What's representative?
 - Traditional quantitative summaries may not always capture terrain adequately.
 - Even more difficult to discover patterns and develop coding schemes for qualitative data.
 - Inspection of randomly selected samples can be especially misleading from massive datasets.
 - Which metrics to use or construct?
 - Database may not be structured to facilitate analysis of desired variables.
 - Multilevel models require recursive processing.
 - Hidden interactions and contingencies interfere with models.
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