

BIG DATA 4 PEACEBUILDING IN SOMALIA

SOCIAL MEDIA ANALYSIS TOOLKIT

Thousands of gigabytes of data are generated every minute on social networks. Every time someone uses Twitter, Facebook, or Instagram to comment, share, like, mention, hashtag, or click, a permanent digital impression is created.

Social networks are, therefore, a gold mine of information for development, humanitarian, and social-good actors. This is why UN Global Pulse created the **SOCIAL MEDIA MINING TOOLKIT** for Facebook. The technology tracks topics of relevance in Somalia by targeting comments made to Facebook posts, using keywords programmed into the software.

The technology prototype allows for the analysis of public Facebook content in Somali, extracting relevant comments and posts made on public pages. The toolkit filters comments containing specific words, and automatically recognizes the gender of the person posting. Recent developments allow for the identification of trending topics by computing the words mentioned the most across pages in Somalia.



Anyone can access Facebook and read comments posted to public pages but our technology allows for comments to be extracted from Facebook's platform in a format that makes it easily available for qualitative analysis. The next step is to increase the functionality of the toolkit so researchers can analyse additional information, faster and more efficiently.



All our technology prototypes are aligned with data privacy and protection principles defined by UN Global Pulse and its partners. These principles ensure individuals, whose data is used, are not adversely affected by our work.



New York
Kampala
Jakarta



A flagship initiative of the United Nations Secretary-General on Big Data, UN Global Pulse envisions a future where data is harnessed safely and responsibly. UN Global Pulse and its labs are accelerating the innovation, development and adoption of Big Data for sustainable development and humanitarian action.