

LSGI Distinguished Lecture Series

The Provenance of Consumer and Social Media Data

Prof. Paul Longley
B.Sc., Ph.D., D.Sc., FAcSS
Department of Geography
University College London, UK



Date : 14 March 2016 (Monday)

Time : 10:00 am

Venue : ZN603A

Abstract

This presentation reports on the research activities of the Consumer Data Research Centre (CDRC), which is one of the UK's current 'Big Data' investments funded by the Economic and Social Research Council (ESRC). Established in 2014, the CDRC's mission is to bring sharper focus to the deployment and use of business and social media data, in support of decision-making across a widening spectrum of applications. After describing the three tier service structure of the CDRC, this presentation sets out the range of applications that are under development, the researcher and user interfaces that have been devised, and the ways in which business data may be evaluated and linked to conventional social survey sources. The presentation then focuses upon issues of establishing the provenance of business and social media data, and the wider implications of Big Data for the practice of social science. It also discusses some practical ways in which the value of new data sources may be reliably assessed. These ideas are illustrated using an extended case study of the use of Twitter geo-temporal demographics to understand the activity patterns of different ethnic groups in London. These patterns are linked to the geography of residence as depicted using conventional data sources such as the UK Census of Population.

Biography

Prof. Paul Longley holds a chair in Geographic Information Science at University College London (UCL), UK. He has worked as PI of Co-I on more than research grants totalling over £20 million and has supervised more than 50 Ph.D. students (most funded by research councils). His publications include nineteen books, and over 150 refereed journal articles and contributions to edited collections. He currently directs the Consumer Data Research Centre at UCL. His academic and editorial Duties, include past editorship of Computers, Environment and Urban Systems and Environment and Planning B. He has also held eleven externally-funded visiting appointments and given more than 150 conference presentations and external seminars.

All interested are welcome

All registered attendees will receive a Certificate of Attendance after the lecture.

Registration link: <https://myacs.polyu.edu.hk/utills/mysurvey/index.php/771821/lang-en>

Contact: Miss Kathy Law, Email: kathywj.luo@polyu.edu.hk

