

Using Social Media to Understand Collective and Personal Events: Challenges and Applications (Invited Talk)

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Abstract. The ever-growing datasets of user activity traces promise to offer captivating insights into human phenomena. Yet, these datasets are more than just an observational tool. The insights derived from them are increasingly being used to drive policies, to shape products and services, and for automated decision making. It is therefore important to understand the limitations around their use, especially when they are used to tackle significant societal challenges, such as humanitarian crises, climate change, minority issues, hate speech, and health – social good applications that we will be covering in this talk.