

## Máster Universitario en Ingeniería Informática

**CONFERENCIA***Título***Social Sensing and Sentiment Analysis*****Resumen***

Social network sites, also called micro-blogging services (e.g., Twitter, Facebook, Google+), have spread in recent years, becoming a new kind of real-time information channel. Their popularity stems from the characteristics of portability thanks to several social networks applications for smartphones and tablets, easiness of use, and real-time nature. People intensely use social networks to report (personal or public) real-life events happening around them or simply to express their opinion on a given topic, through a public message. Social networks allow people to create an identity and let them share it in order to build a community.

In this talk, we first discuss how social networks and media platforms can be used as sources of information for the detection of events, such as traffic congestion, incidents, natural disasters (earthquakes, storms, fires, etc.), or other events. Then, we show how to extract the “sentiment” hidden behind messages and comments that users post and share on social networks. The users’ sentiment may be exploited for profiling the reputation of commercial activities and brands, for estimating the results of elections or of marketing campaigns, and in general for evaluating the general humor of a community with respect a specific topic.

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