

Susanne Becken - Inside Our Research: Using Big Data

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ON-SCREEN TITLE - Susanne Becken, Professor of Sustainable Tourism

Susanne Becken, Professor of Sustainable Tourism: I want to talk about big data today because at the Griffith Institute for Tourism we increasingly using big data sources for our analysis. Now, normally we rely on asking people what they do or businesses on how they perform but now we look at things like transport data. We can just see the Glink coming in and social media use data, so data that is available at real large volumes, and in real time and over high velocity. We are working with the big data lab on a number of projects.

One is on the Great Barrier Reef where we analyse tourism twitter data to see whether what people say about the reef can be used for environmental monitoring, because we are concerned about the condition reef and it would be a very cost effective way of finding out if things are going well or if there are issues and if we can use the twitter data.

Another project is here on the Gold Coast, where we want to find out how satisfied tourists are based on how they tweet and what they tweet about. So we are working with the council including all sorts of data sources to link them up with the twitter data.

So quite exciting stuff and I will take you soon to the big data lab to have a look at the technology behind the scenes.

ON-SCREEN TITLE - Associate Professor Bela Stantic, Institute for Integrated and Intelligent Systems

Associate Professor Bela Stantic: Data analytics is a powerful tool, particularly when we have a huge amount of data available and social media is one form of this data. There is an open data and so on. If properly analysed, this data can provide invaluable information about the sentiment, about the event, object or even a person.

The problem is, is that it is a huge amount of data which poses of significant challenge and requires the new methods for the processing, computing and also for storing. It also requires a new methods of analysis because existing simply does not work and they are not applicable on this big data and our group is working on it. Real time analytics of social media on our hub platform provides indication about tourism sentiment and as you can see on this specific application for tourism information platform.