Making Sense of the Noise: Analyzing Crowdsourced Content

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Who’s Tweeting?
Concentrated Messages
Going Viral
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Tweets Per Capita
Mass Media Conduits
Message Spread
What do we hope to gain?

Geographic Knowledge
- social patterns
- spatial relationships
- temporal relationships

Interested population
- Demographic
- Hotspots
- Tipping point
- Trends
- Outliers
- Spread of ideas
- Interested population
Spatial Accuracy

Contextual Accuracy

Historical Content
What does the future hold?
All geo-tweets globally (2% - 4% of the firehouse) in real time
To begin using your new Power Track, connect to this URL with your Gnip credentials and follow the redirect. The connection will stay open as we stream data to you.

**https://esri-powertrack.gnip.com/data_collectors/1/track.json**

You can test if from the command line with `curl`

```
curl -compressed -L -E esriTM -c cookie_cache -b cookie_cache "https://esri-powertrack.gnip.com/data_collectors/1/track.json"
```

**Note:** unlike other Gnip feeds, Power Track's graph only shows activities delivered to your open streaming connection. When you are not connected, it won't show any data.

For more information see our **docs**.

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**Streamed Data**

**System Health**

**Gnip Systems**

- All systems working as expected.

**Customer Connection**

- Connection is alive.

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**Tweets**

- **Estimated Month In Date**: 21.362,867
- **Tweets / Minute**: 2,118
- **Estimated EOM**: 92,889,827
- **June Total**: 381,833
Thanks for attending!