

Evaluating Community Building Effectiveness of Transportation Investments: Knowledge Transfer Webinar Series

Webinar 2: Social Media Data Analysis

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Outline

- Introduction
- Project Objectives

Introduction

- Transportation infrastructure investments are designed to enhance the movement of people and goods
 - Impact land use, urban residential location decisions and activity patterns, economic growth, and overall quality of life.
- Transportation infrastructure projects
 - Build connections across regions,
 - Catalyst for developing, shaping, guiding, and strengthening community life.
- With emerging transportation infrastructure (such as connected vehicles and infrastructure, driverless cars, electric cars) and analytics (social media and big data approaches, machine learning methods) is likely to play a major role in building true Smart Cities.

Project Objectives

- The proposed research effort is geared towards examining the role of transportation infrastructure investments in community building measures.
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 - **Objective 1: Identify Data Sources** - *Identify* publicly accessible databases for identifying indicators of community development achieved through transportation projects.
 - **Objective 2: Develop Custom Queries for Social Media** - The research will develop custom queries for extracting social media data reflecting the influence of several current and proposed transportation infrastructure investments on community building.
 - **Objective 3: Assess Projects** – Quantify the impact of transportation infrastructural changes using traditional and big data oriented analytical approaches

Questions
