

UTC Project Information	
Project Title	Mining Transportation Information from Social Media for Planned and Unplanned Events
University	State University of New York at Buffalo
Principal Investigator	Qing He
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Funding Source(s) and Amounts Provided (by each agency or organization)	TransInfo: \$62,025 UB cost share: \$31,838
Total Project Cost	\$93,863
Agency ID or Contract Number	N/A
Start and End Dates	2/1/2014-1/31/2016
Brief Description of Research Project	The focus of this project is on mining social media data to deduce useful information about present or future travelers' behavior, with a special emphasis under events, including both planned events (sporting games, concert, parade, holidays and etc.), and unplanned events (such as inclement weather, earthquakes, hurricanes, floods and etc.). Specifically, the project proposes to develop effective and efficient techniques to collect, extract and mine social media data to support advanced traveler information systems and traffic operators. By mining social media based semantics, especially text semantics, this project aims to achieve the following goals : 1) Assess the impact of unplanned events. 2) Extract useful travel information to indicate congestion for planned events. 3) Identify causality between abnormal traffic pattern and social media data.
Describe Implementation of Research Outcomes (or why not implemented) Place Any Photos Here	

Impacts/Benefits of Implementation (actual, not anticipated)	
Web Links <ul style="list-style-type: none">• Reports• Project website	http://www.buffalo.edu/transinfo/Research/socialmediaminingforevents.html