

# Social Media for Emergency Management

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# Agenda

- Recap
- Social media
- Social media use in disasters
- What is streaming?
- Why Spark streaming?
- Spark streaming components
- Social network graphs
- Example: Real-time twitter data stream processing with Apache Spark
- Presentations by you!!

# Recap

- Central Themes:
  - Introduction to Emergency management (Session 1)
  - Introduction to Big data (Session 2)
  - Big Data sources for EM (Session 3)
  - Sensors/IOT for EM (Session 4)
  - **Social media for EM (Session 5)**
  - **Natural language processing (NLP) for EM and visualization/Dashboards (Session 5)**
  - **Machine learning for EM (Session 5)**
- Essay and student programming project

# Social media

# Social media in general

- The term “social media” refers to Internet-based applications that enable people to communicate and share resources and information.



- Huge volumes of data are generated every minute, a phenomenon commonly referred to by researchers as **big data**, **information overload** or **data deluge**.

- Evolving phenomenon
- New technologies have enabled people to interact and share information through media.



# Social media in disasters

- Social media (SM) plays a vital role in disaster response and recovery by **providing response information** before, during and after disasters.
- Social media are **changing the way people communicate** not only in their day-to-day lives, but also during disasters that threaten public health.
- Engaging with and **using emerging social media** may well **place** the **emergency-management community**, including medical and public health professionals, **in a better position to respond to disasters**.
- The effectiveness of public emergency system relies on routine attention to preparedness, agility in responding to daily stresses and catastrophes, and the resilience that promotes rapid recovery. Social media **can enhance** each of these component **efforts**.

# Social media in disasters

- The use of social media for emergencies and disasters **on an organizational level** may be conceived of as two broad categories:
  - To **disseminate information** and **receive user feedback** via incoming messages, wall posts, and polls.
  - An emergency management tool. Systematic usage might include:
    - 1) using the medium **to conduct emergency communications and issue warnings**;
    - 2) using social media to **receive victim requests for assistance**;
    - 3) **monitoring** user activities and **postings** to establish situational awareness; and
    - 4) using uploaded images to **create damage** estimates, among others.

# Social media in disasters

- For instance:
  - 2018 Indonesia Earthquake
  - 2012 Hurricane Sandy
  - 2012 Utøya bombing



# SM for Situational Awareness

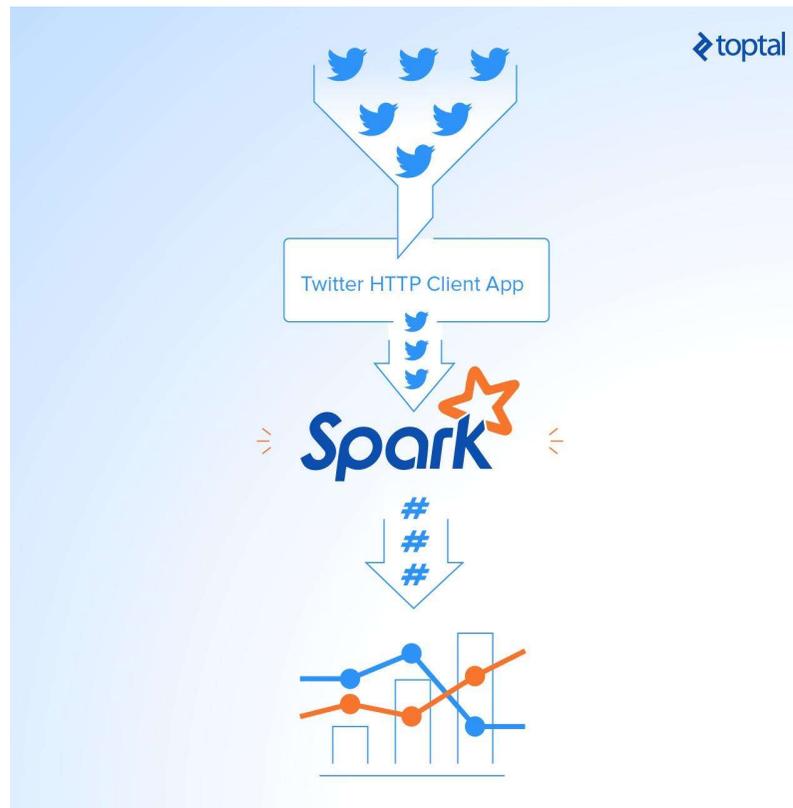
- Social media could be **used to alert emergency managers and officials** to certain situations **by monitoring the flow of information** from different sources during an incident.
- Monitoring information flows could help establish situational awareness.
- Situational awareness: the ability to identify, process, and comprehend critical elements of an incident or situation.
- Obtaining real-time information as an incident unfolds can help officials determine where people are located, assess victim needs, and alert citizens and first responders to changing conditions and new threats.

# Challenges with Social media data

- Providing inaccurate and false information
- Malicious use of social media during disasters
- Technological limitations
- Privacy issues

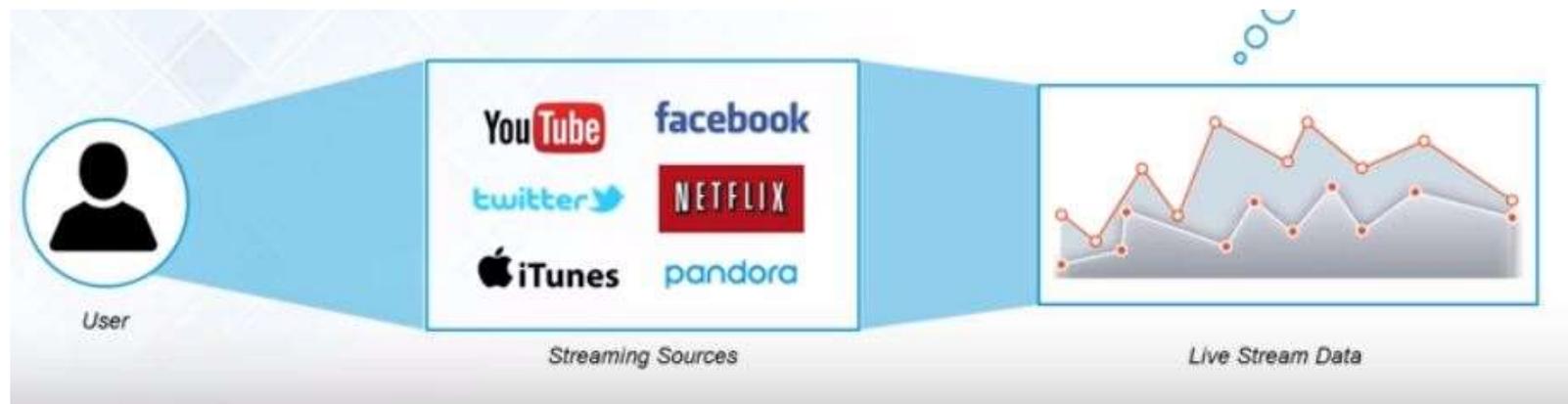
# Accessing Social Media data

# Streaming Twitter data with Spark



# What is Streaming?

- **Data streaming** is a technique for transforming data so that it can be processed as a **steady** and **continuous** stream.
- Streaming technologies are becoming increasingly important with the growth of the internet.



# Why Spark Streaming



**Spark Streaming** is used to stream real-time data from various sources like twitter, Facebook, and geographical systems and perform powerful analytics to help during disasters.

# Spark streaming features



# What is Spark Streaming?

- It is an extension of the *core Spark API* that enables
  - Scalable, high-throughput, fault-tolerant **stream processing of live data streams.**
  - Data can be ingested from many sources

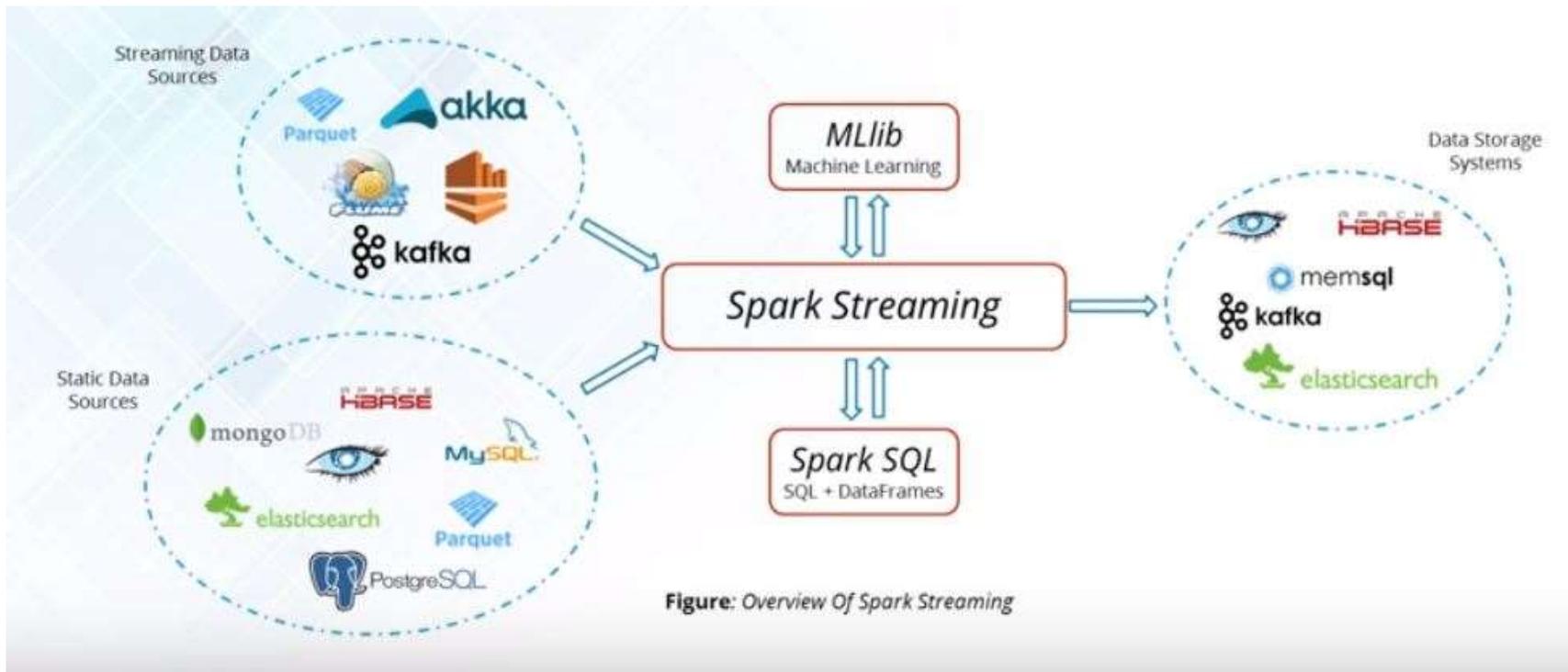


*Figure: Data from a variety of sources to various storage systems*

e.g., Kafka, Flume, Kinesis, or TCP sockets

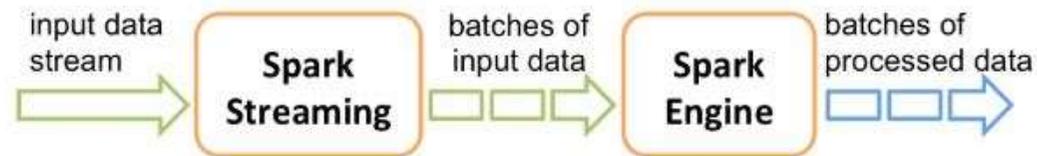
- It can be processed using complex algorithms expressed with high-level functions **like map, reduce, join and window.**
- processed data can be pushed out **to filesystems, databases, and live dashboards.**

# Spark streaming overview



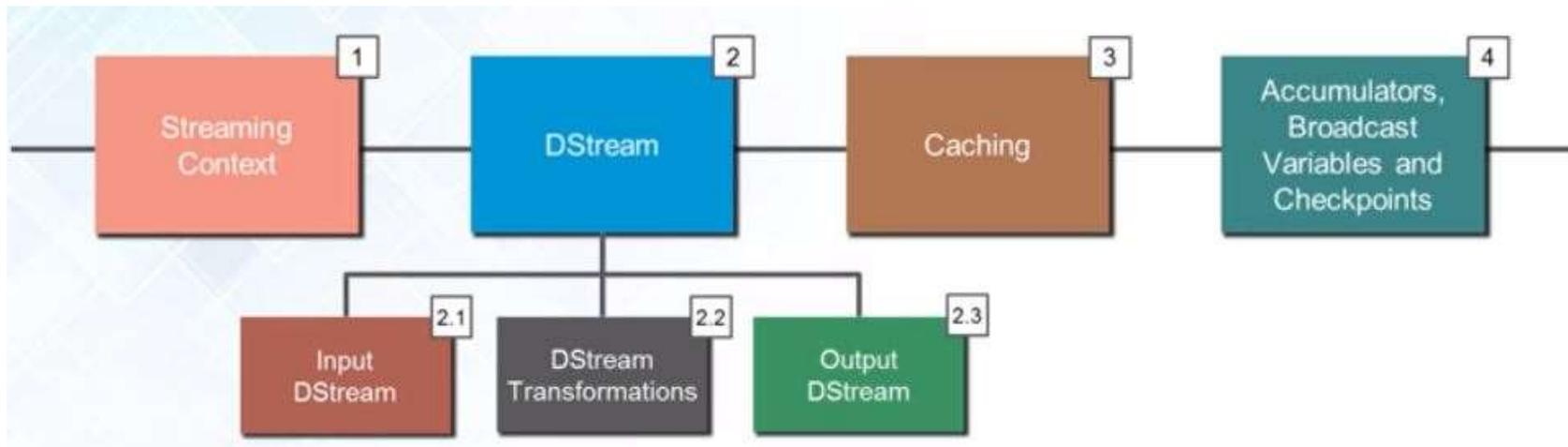
# Spark Streaming

- Spark Streaming receives live input data streams and divides the data into batches, which are then processed by the Spark engine to generate the final stream of results in batches.
- It provides a high-level abstraction called *discretized stream* or *Dstream*.
- We can write Spark Streaming programs in Scala, Java or Python



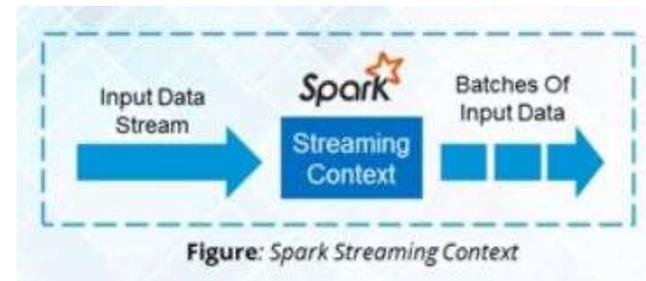
**Figure: Incoming streams of data divided into batches**

# Streaming fundamentals



# Streaming Context

- Consumes a stream of data in Spark.
- Registers an **InputDstream** to produce a **Reciever** object.
- It is the main entry point for Spark functionality.
- Spark provides a number of default implementations of sources like Twitter, Akka Actor, and ZeroMQ that are accessible from the context.



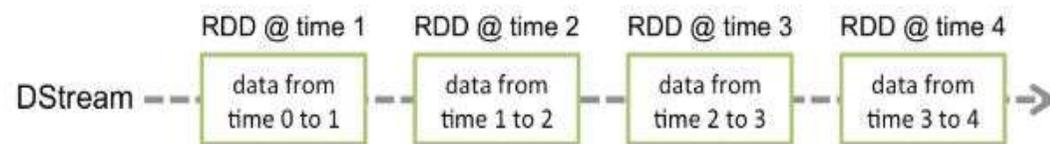
# Streaming Context - Initialization

- A StreamingContext object can be created from a SparkContext object.
- A SparkContext represents the connection to a Sprak cluster and can be used to create RDDs, accumulators and broadcast variables on that cluster.

```
import org.apache.spark._  
import org.apache.spark.streaming._  
var ssc = new StreamingContext(sc, Seconds(1))
```

# Dstream

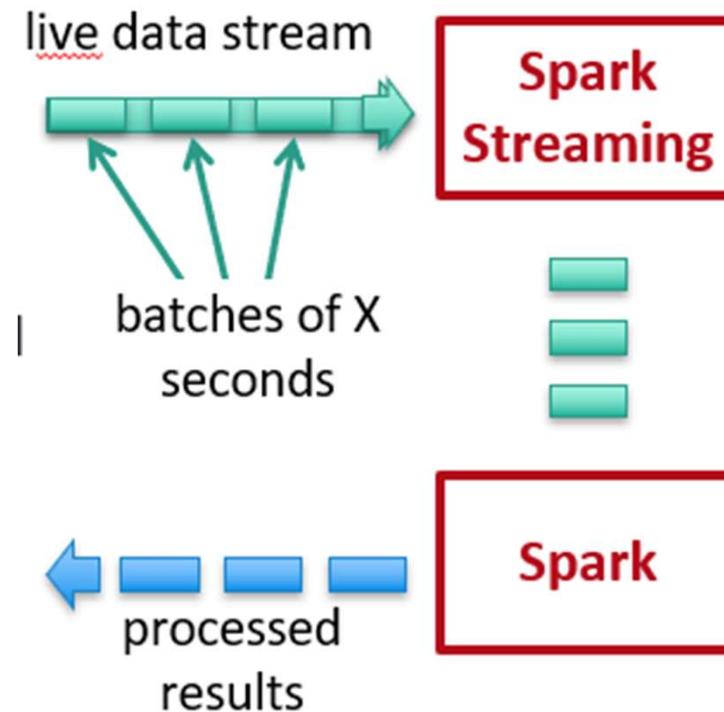
- Discretized stream (Dstream) is the basic abstraction provided by Spark Streaming.
- It represents a continuous stream of data.
- It is received from source or from a processed data stream generated by transforming the input stream.
- Internally, a DStream is represented by a continuous series of Resilient Distributed Datasets (RDDs). Each RDD contains data from a certain interval.



**Figure: Input data streams divided into discrete chunks of data**

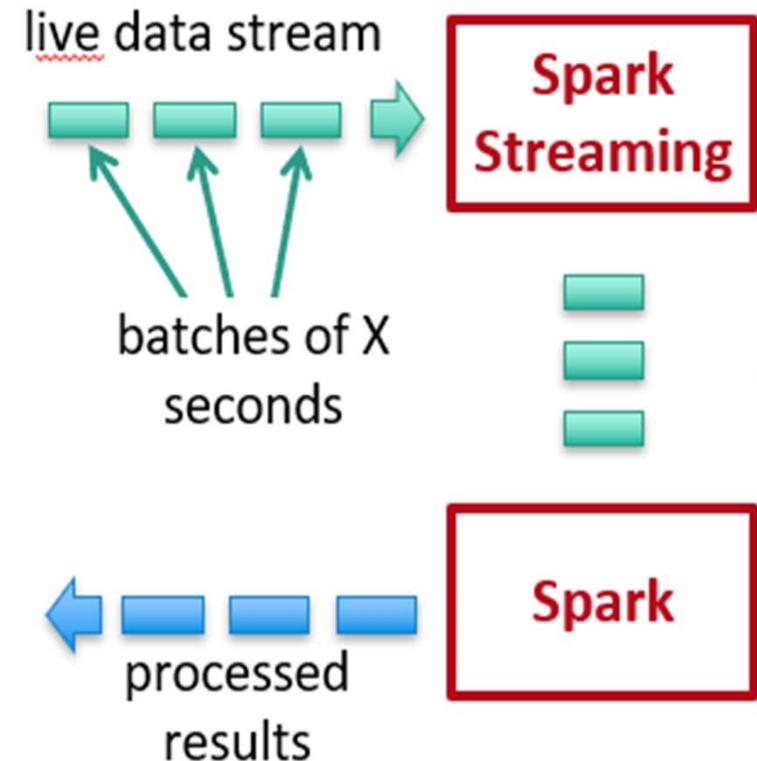
# Discretized Stream Processing

- Dstreams: Run a streaming computation as a **series of very small, deterministic batch jobs**
  - Chop up the live stream into batches of X seconds
  - Spark treats each batch of data as RDDs and processes them using RDD operations
  - Finally, the processed results of the RDD operations are returned in batches



# Discretized Stream Processing

- Dstreams: Run a streaming computation as a **series of very small, deterministic batch jobs**
  - Batch sizes as low as  $\frac{1}{2}$  second, latency of about 1 second
  - Potential for combining batch processing and streaming processing in the same system



# Example – Get hashtags from Twitter

```
val tweets = ssc.twitterStream()
```

**DStream:** a sequence of RDDs representing a stream of data

Twitter Streaming API

batch @ t

batch @ t+1

batch @ t+2



tweets DStream



stored in memory as an RDD  
(immutable, distributed)

# Dstream operation

- Any **operation** applied on a **DStream** translates to **operations** on the **underlying RDDs**.
- For example, in the example of converting a stream of lines to words, **the flatMap operation** is applied on each **RDD** in the lines **DStream** to generate the RDDs of the words Dstream.

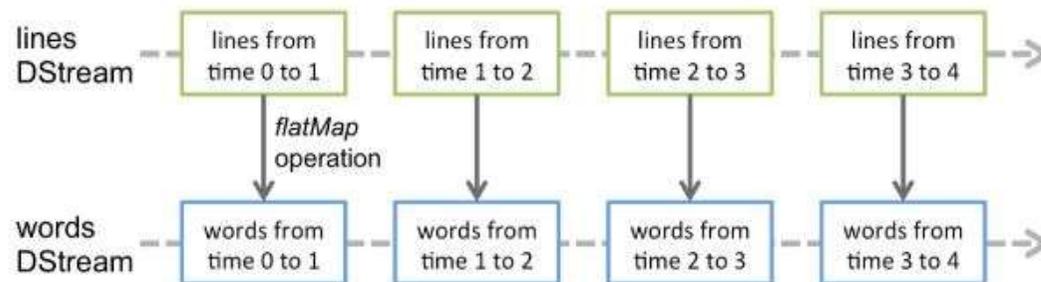


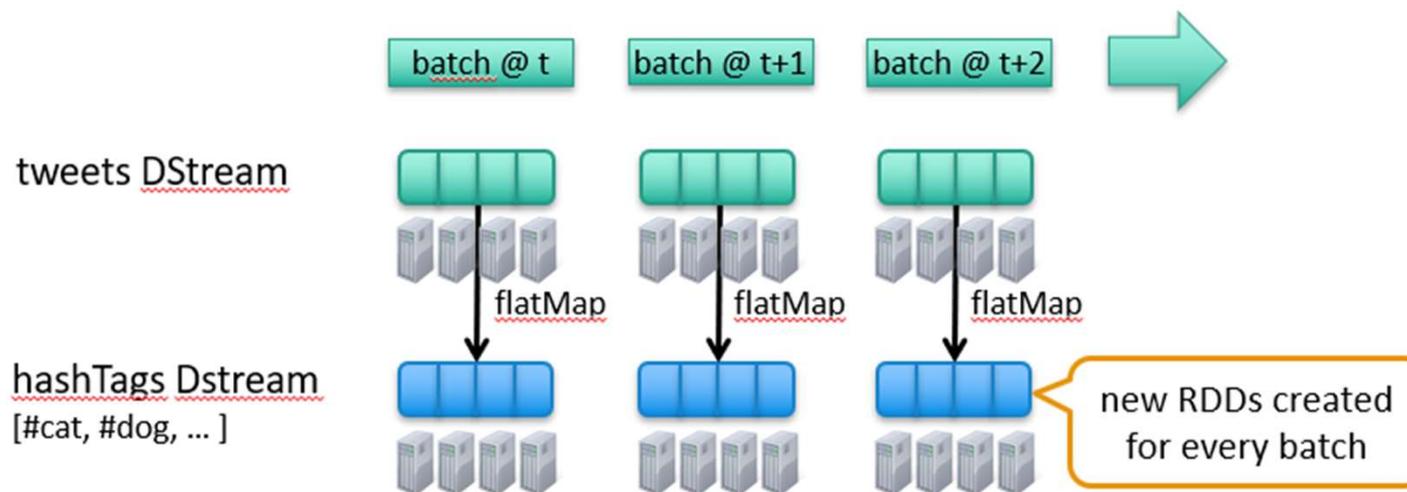
Figure: Extracting words from an Inputstream

# Example – Get hashtags from Twitter

```
val tweets = ssc.twitterStream()  
val hashTags = tweets.flatMap (status => getTags(status))
```

new DStream

**transformation:** modify data in one DStream to create another DStream



# Input DStreams

- **Input DStreams** are DStreams representing the stream of **input data** received from streaming **sources**.

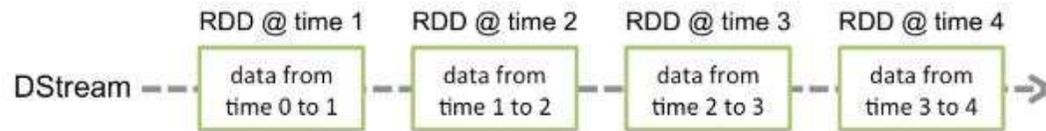
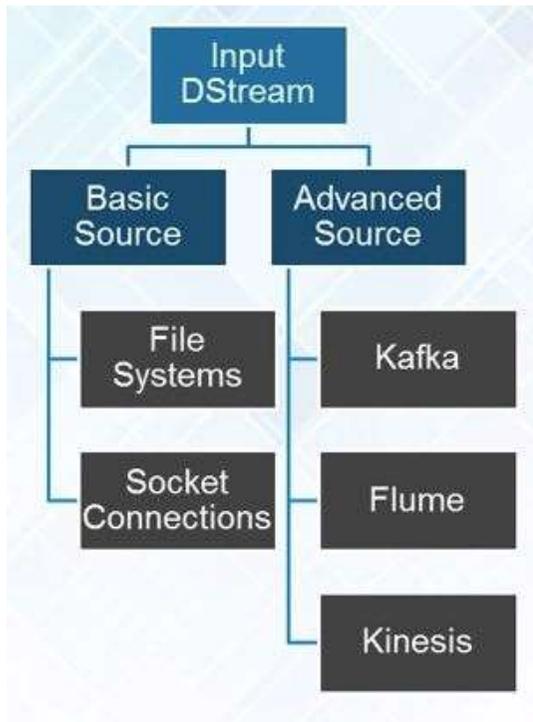


Figure: Input datastream divided into discrete chunks of data

- In the quick example, ***lines*** was an input DStream as it represented the stream of data received from the netcat server.

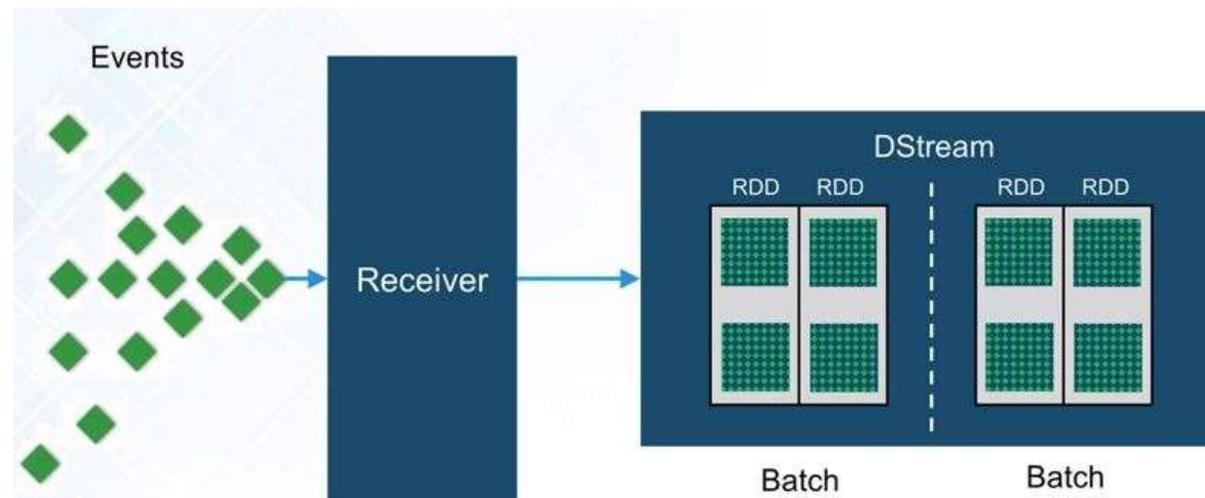
# Input DStreams



- If we want to receive multiple streams of data in parallel in our streaming application, then we can create multiple input Dstreams.
- This will create multiple receivers which will simultaneously receive multiple data streams.

# Receiver

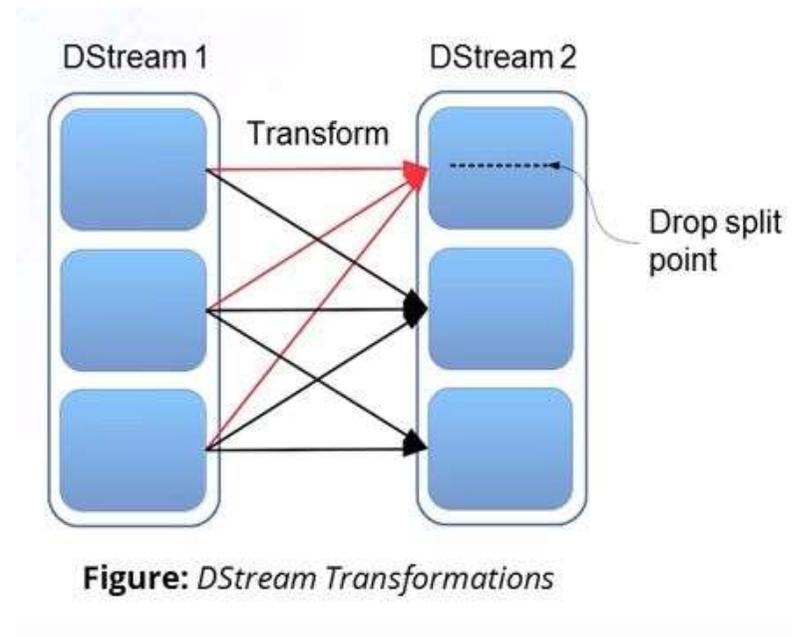
- Every input **DStream** is associated with a **Receiver** object which receives the data from a **source** and stores it in **Spark's memory** for processing.



**Figure:** The Receiver sends data onto the DStream where each Batch contains RDDs

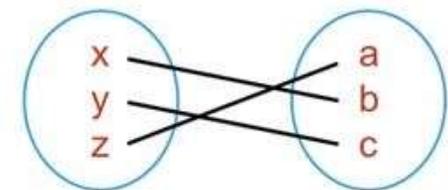
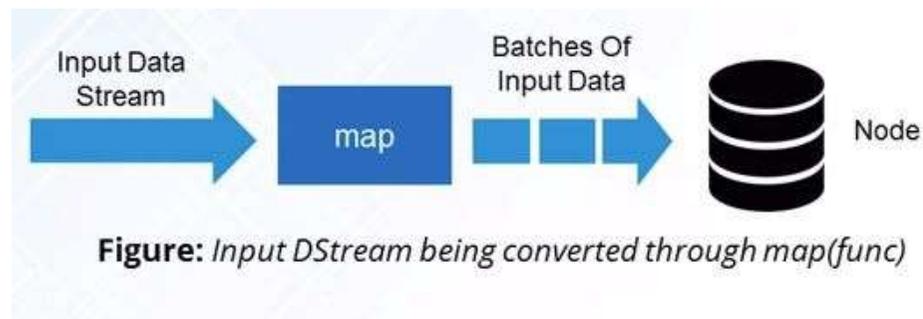
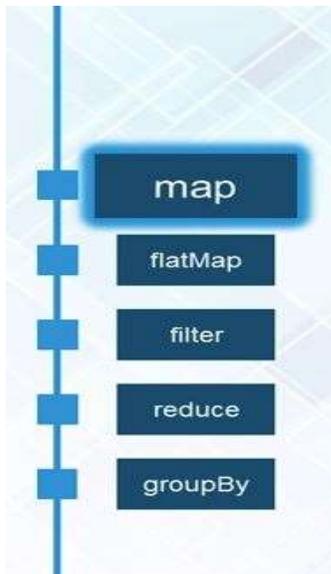
# Transformations on Dstreams

- **Transformations** allow the data from the **inputDstream** to be **modified** similar to RDDs. Dstreams support many of the transformations available on normal Spark RDDs.



# Transformations on Dstreams

- Map(func):
  - It returns a new **Dstream** by passing each element of the source Dstream through a function **func**.

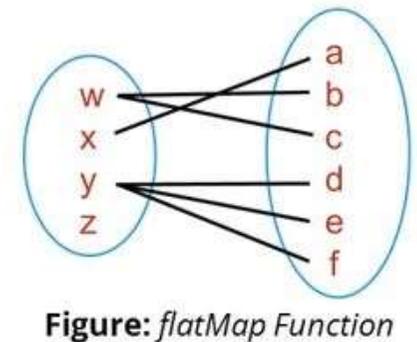
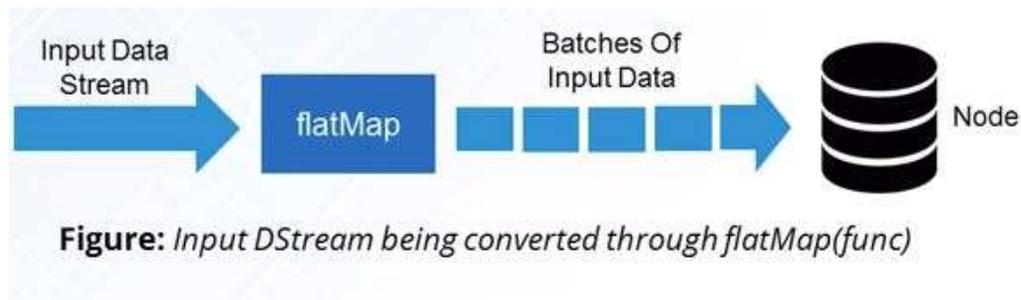


**Figure:** Map Function

# Transformations on Dstreams

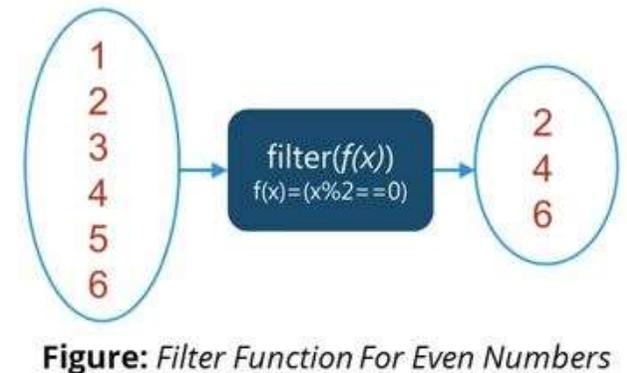
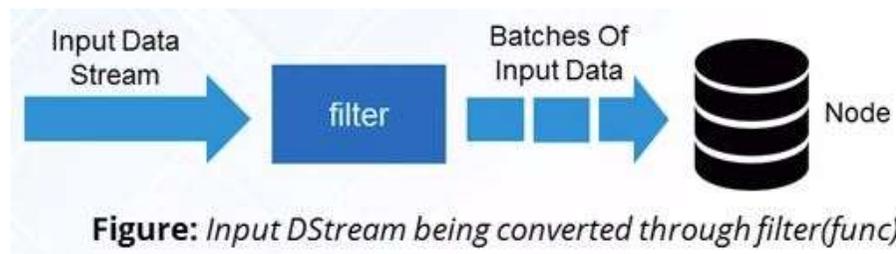
- flatMap(func):

- It is similar to `map(func)`, but each input item can be mapped to 0 or more output items and returns a new `Dstream` by passing each source element through a function `func`.



# Transformations on Dstreams

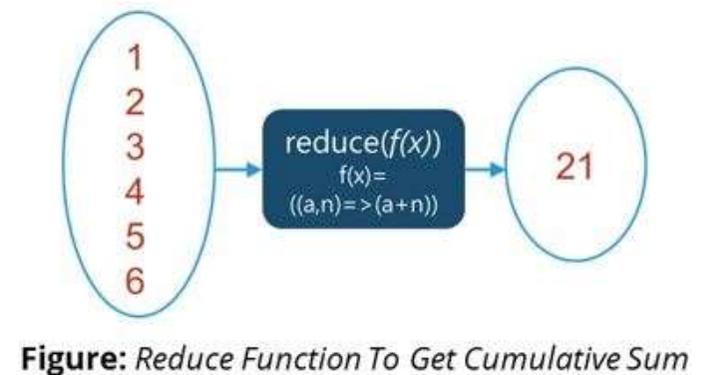
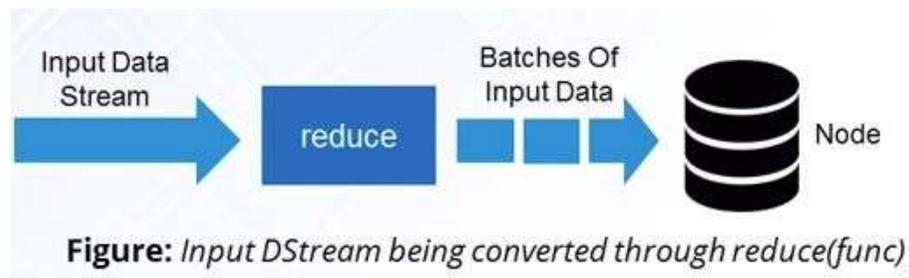
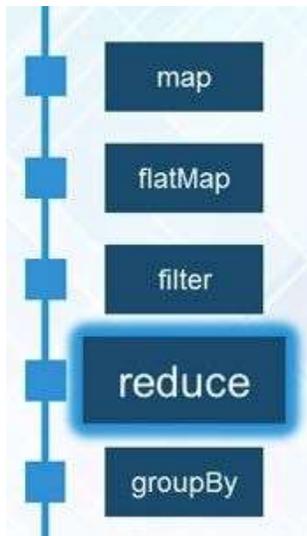
- Filter(func):
  - It returns a new **Dstream** by **selecting** only the records of the source Dstream on which **func** returns true.



# Transformations on Dstreams

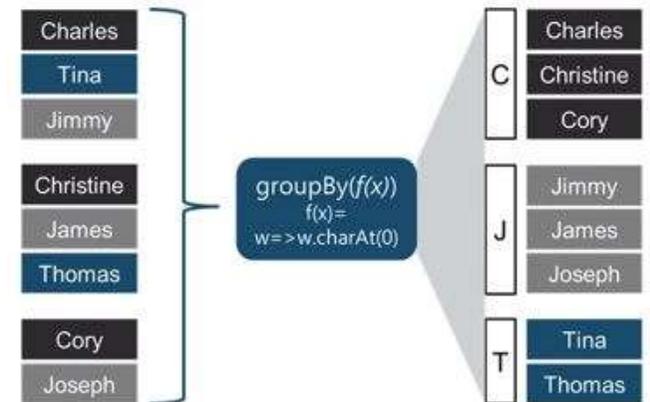
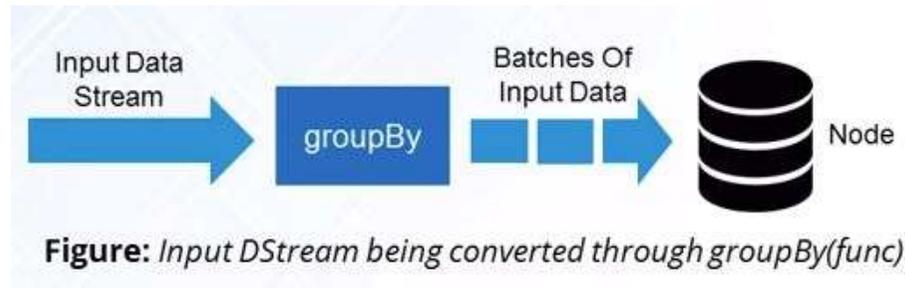
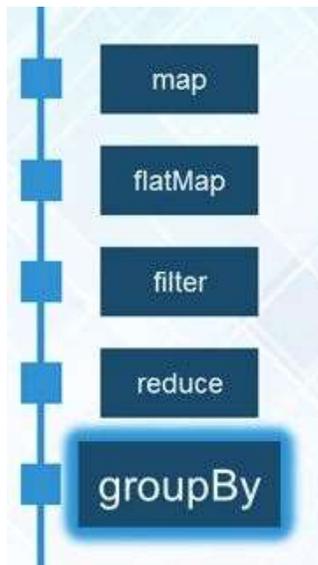
- Reduce(func):

- It returns a new Dstream of **single-element** RDDs by **aggregating** the elements in each RDD of the source Dstream using a function **func**.



# Transformations on Dstreams

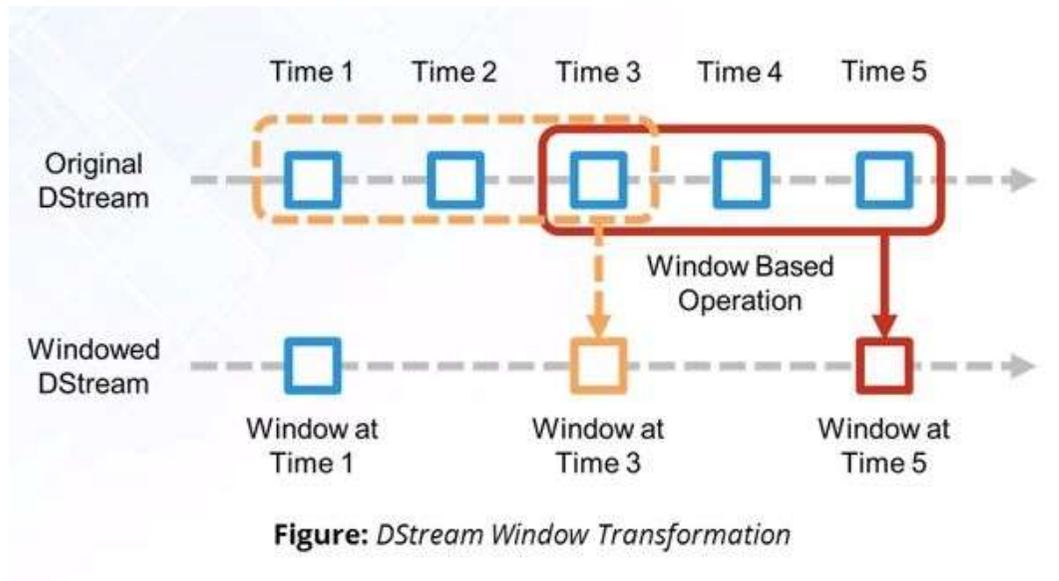
- groupBy(func):
  - It returns the new RDD which basically is made up with a **key** and **corresponding list** of items of that group.



**Figure:** Grouping By First Letters

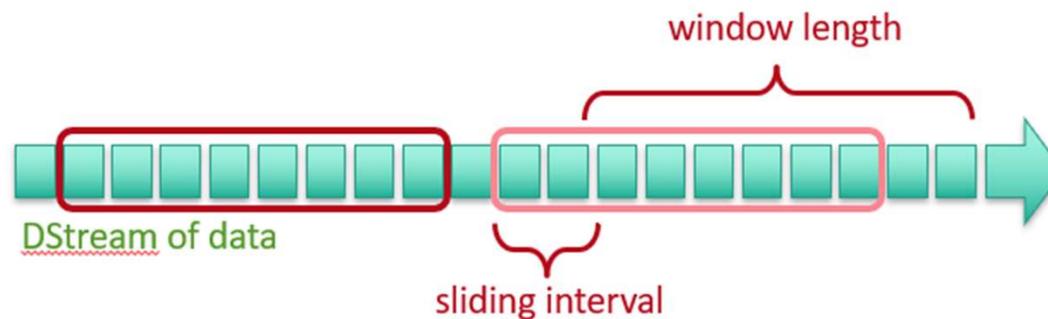
# Dstream Window Operations

- Spark Streaming also provides **windowed computations**, which allow you to apply transformations over a sliding window of data.



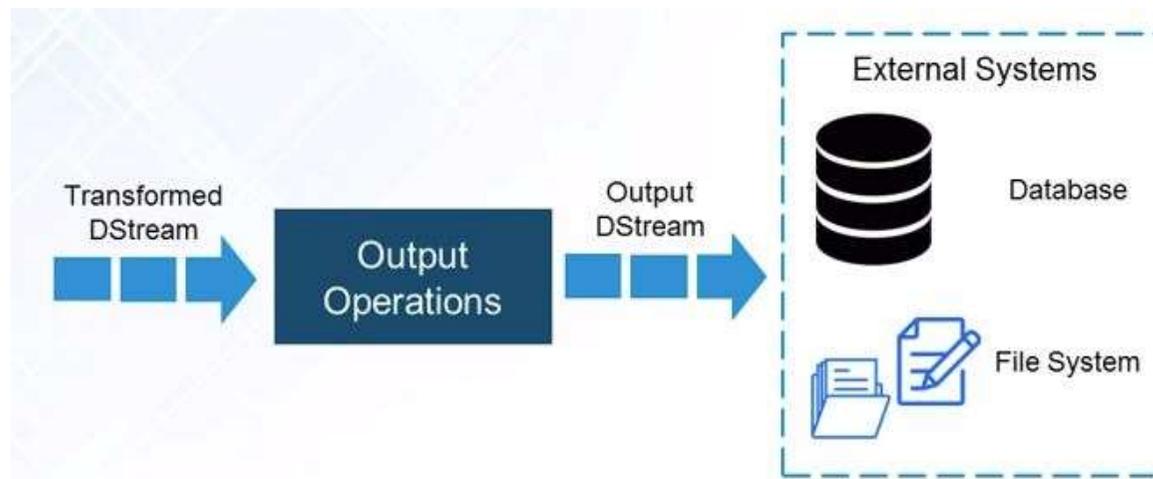
# Window-based Transformations

```
val tweets = ssc.twitterStream()
val hashTags = tweets.flatMap(status => getTags(status))
val tagCounts = hashTags.window(Minutes(1), Seconds(5)).countByValue()
```



# Output Operations on DStreams

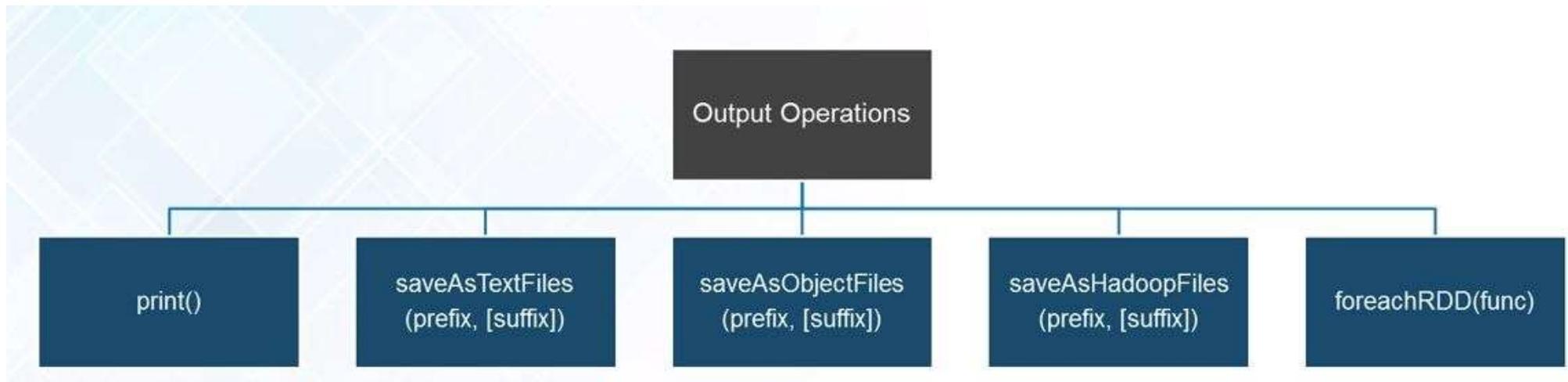
- It allows **DStream's data** to be **pushed out** to external systems like **databases** or **file systems**.
- Output operations **trigger** the **actual execution** of all the DStream transformations.



**Figure:** *Output Operations on DStreams*

# Output Operations on DStreams

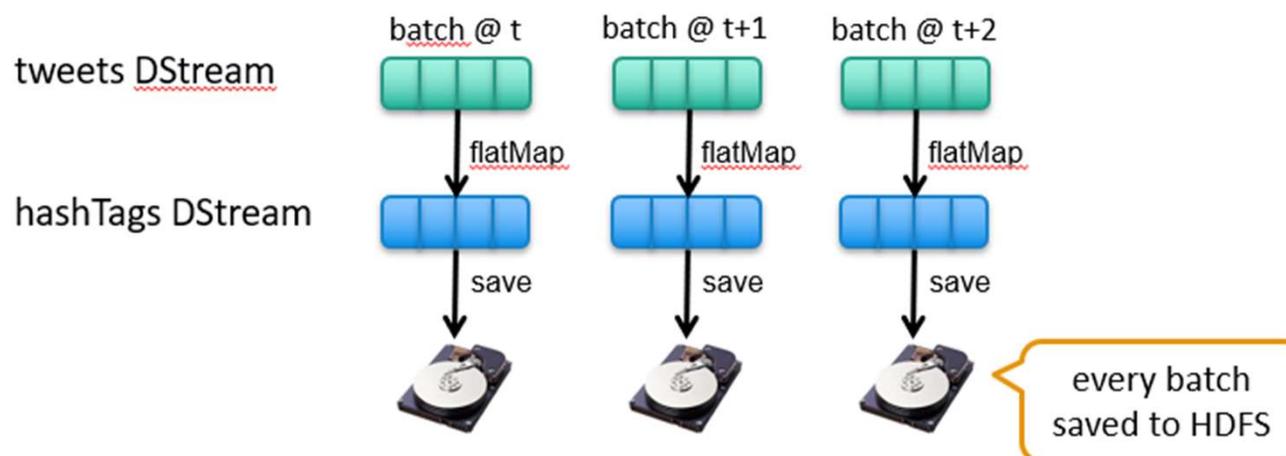
- Currently, the following output operations are defined:



# Example – Get hashtags from Twitter

```
val tweets = ssc.twitterStream()  
val hashTags = tweets.flatMap (status => getTags(status))  
hashTags.saveAsHadoopFiles("hdfs://...")
```

**output operation:** to push data to external storage



# Design Patterns for using foreachRDD

- `dstream.foreachRDD` is a powerful primitive that allows data to be sent out to external systems.
- The lazy evaluation achieves the most efficient transfer of data.

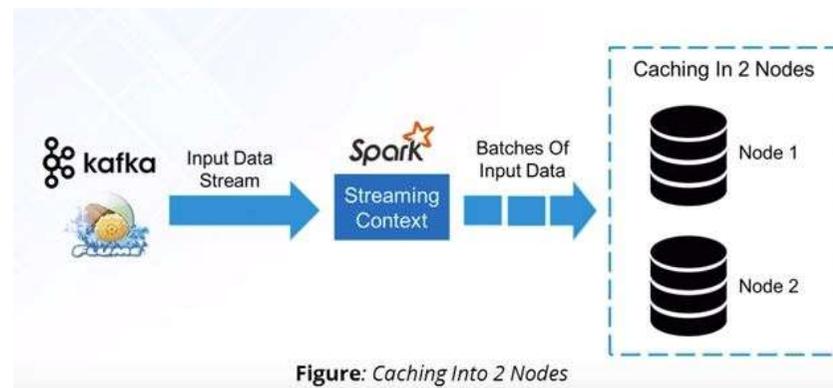
```
dstream.foreachRDD { rdd =>
  rdd.foreachPartition { partitionOfRecords =>

    // ConnectionPool is a static, lazily initialized pool of connections
    val connection = ConnectionPool.getConnection()
    partitionOfRecords.foreach(record => connection.send(record))

    // Return to the pool for future reuse
    ConnectionPool.returnConnection(connection)
  }
}
```

# Caching and persistent

- **Dstreams** allow developers to **cache/persist** the stream's data in memory. This is useful if the data in the Dstream will be computed multiple times.
- This can be done using the **persist()** method on a Dstream.
- For input streams that receive data over the network (such as Kafka, Flume, sockets, etc), the default persistence level is set to replicate the data to two nodes for fault-tolerance.



# Accumulators/Broadcast/Variables/Checkpoints

- **Accumulators** are variables that are only added through an associative and commutative operation.
- They are used to implement **counters** or **sums**.
- Tracking accumulators in the UI can be useful for **understanding** the **progress** of running stages.
- Spark natively supports **numeric** accumulators. We can create **named** or **unnamed** accumulators.

Accumulators									
Accumulable	Value								
counter	45								

Tasks										
Index	ID	Attempt	Status	Locality Level	Executor ID / Host	Launch Time	Duration	GC Time	Accumulators	Errors
0	0	0	SUCCESS	PROCESS_LOCAL	driver / localhost	2016/04/21 10:10:41	17 ms			
1	1	0	SUCCESS	PROCESS_LOCAL	driver / localhost	2016/04/21 10:10:41	17 ms		counter: 1	
2	2	0	SUCCESS	PROCESS_LOCAL	driver / localhost	2016/04/21 10:10:41	17 ms		counter: 2	
3	3	0	SUCCESS	PROCESS_LOCAL	driver / localhost	2016/04/21 10:10:41	17 ms		counter: 7	
4	4	0	SUCCESS	PROCESS_LOCAL	driver / localhost	2016/04/21 10:10:41	17 ms		counter: 5	
5	5	0	SUCCESS	PROCESS_LOCAL	driver / localhost	2016/04/21 10:10:41	17 ms		counter: 6	
6	6	0	SUCCESS	PROCESS_LOCAL	driver / localhost	2016/04/21 10:10:41	17 ms		counter: 7	
7	7	0	SUCCESS	PROCESS_LOCAL	driver / localhost	2016/04/21 10:10:41	17 ms		counter: 17	

Figure: Accumulators In Spark Streaming

# Accumulators/Broadcast/Variables/Checkpoints

- **Broadcast variables** allow the programmer to keep a **read-only variable cached** on each machine rather than shipping a copy of it with tasks.
- They can be used to give every node a **copy** of a **large input dataset** in an efficient manner.
- **Spark** also attempts to distribute broadcast variables using efficient **broadcast algorithms** to reduce communication post.

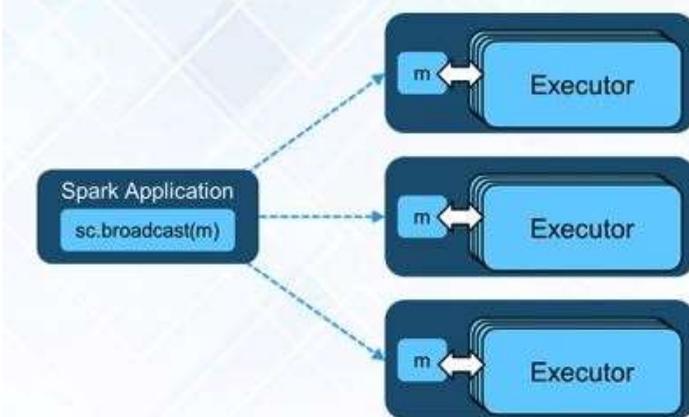


Figure: Broadcasting A Value To Executors

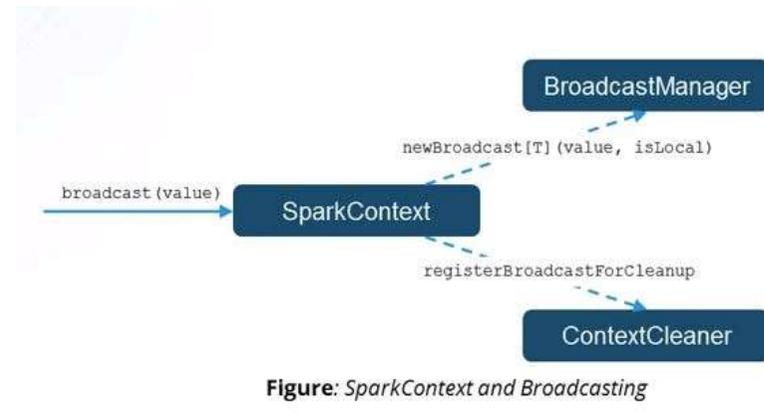
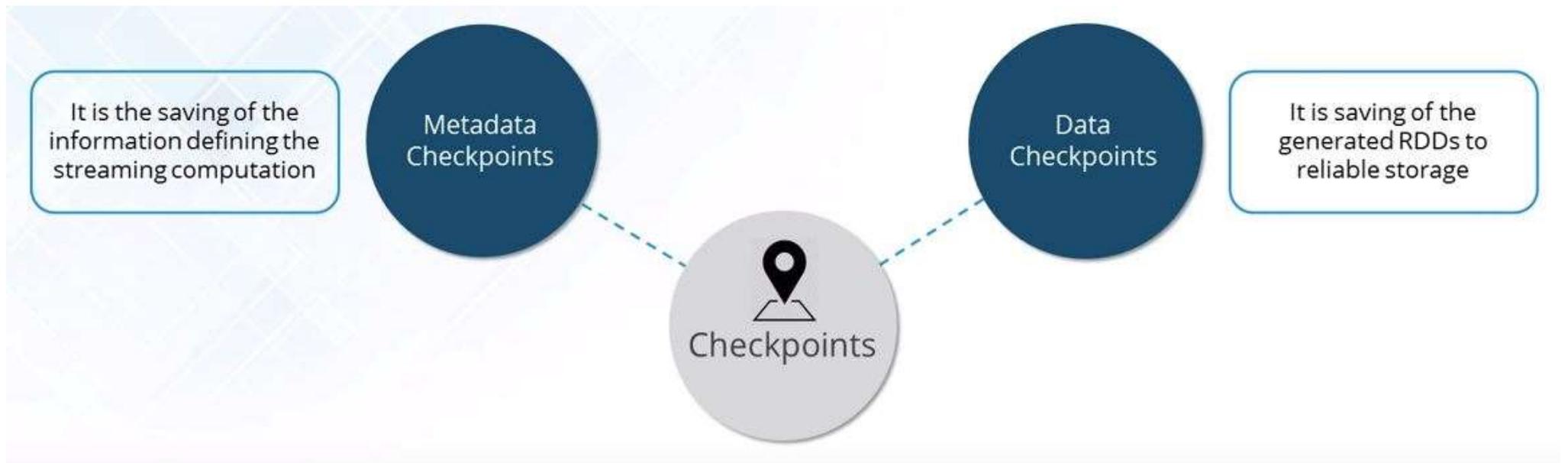


Figure: SparkContext and Broadcasting

# Accumulators/Broadcast/Variables/Checkpoints

- **Checkpoints** are similar to checkpoints in **gaming**. They make it **run 24/7** and make it **resilient to failures** unrelated to the application logic.



# Social network graphs

# Social network graphs

- Social Networks as graphs
  - Social networks are naturally modeled as graphs, which we sometimes refer to as a social graph.
- What is a social network??
  - When we think of a social network, we think of Facebook, Twitter, Google+, or another website that is called a “social network,” and indeed this kind of network is representative of the broader class of networks called “social.”

# Social network graphs

- In social networks, the entities are the nodes, and an edge connects two nodes if the nodes are related by the relationship that characterizes the network.
- If there is a degree associated with the relationship, this degree is represented by labeling the edges.
- Often, social graphs are undirected, as for the Facebook friends' graph. But they can be directed graphs, as for example the graphs of followers on Twitter or Google+.

# An example social network

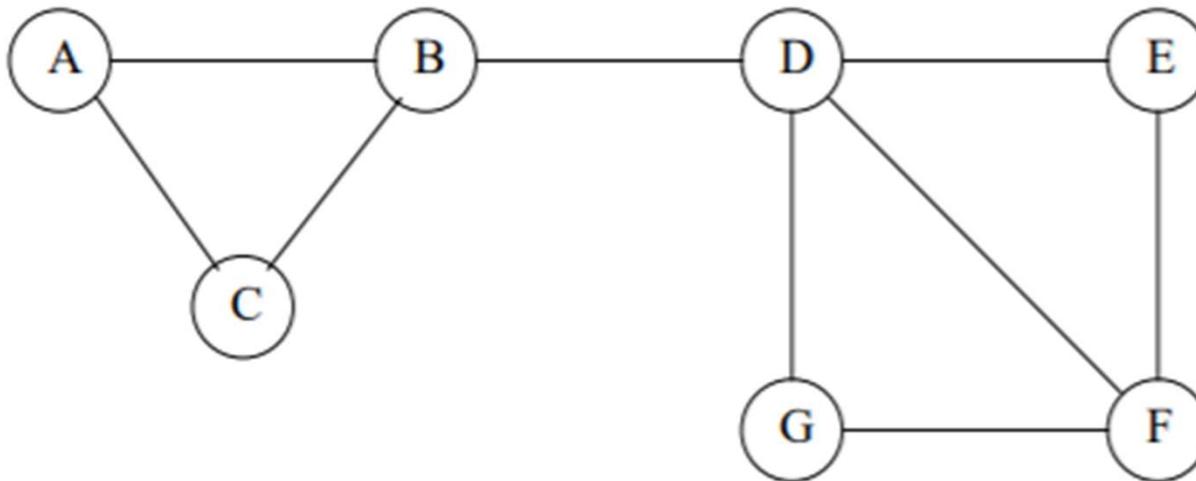
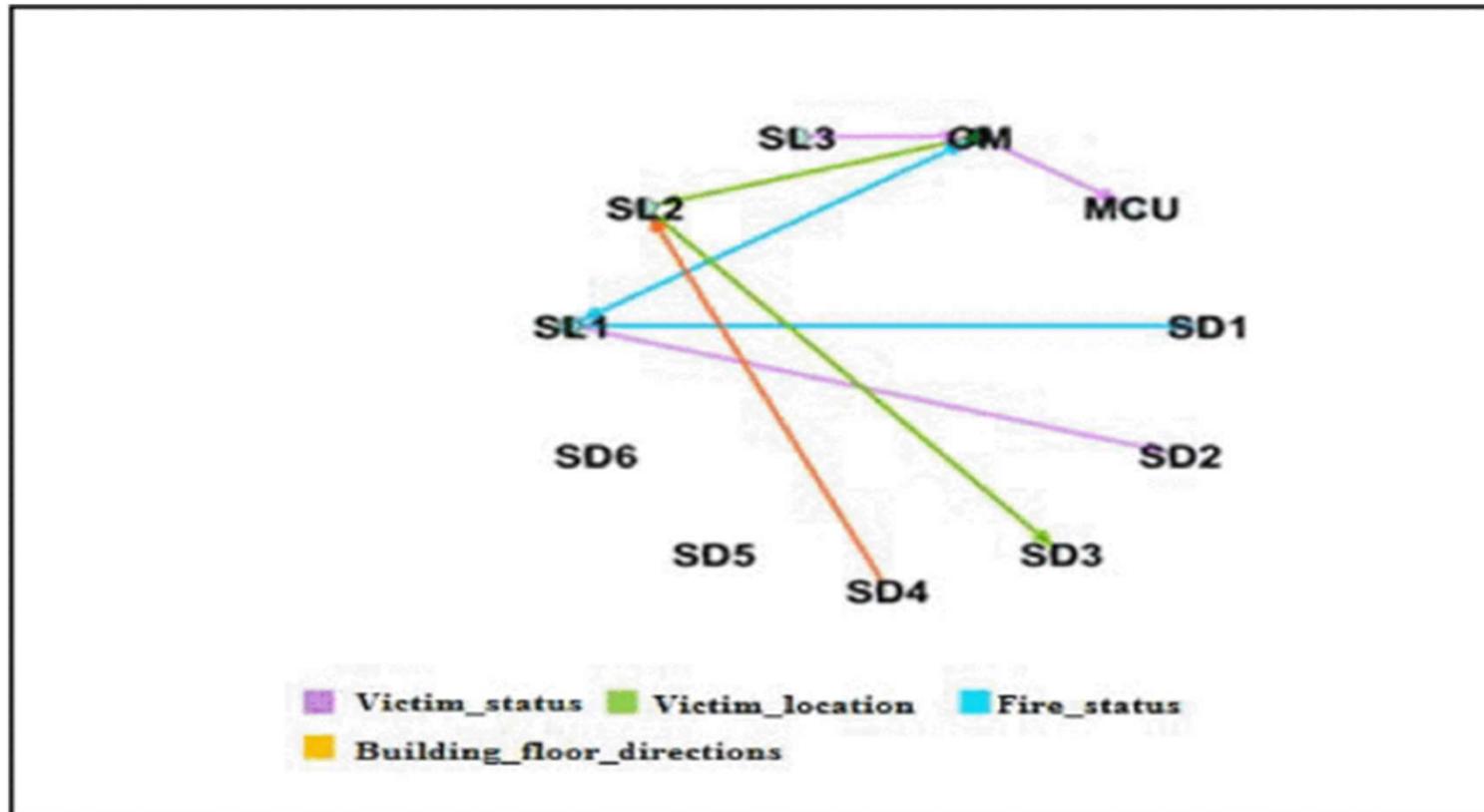
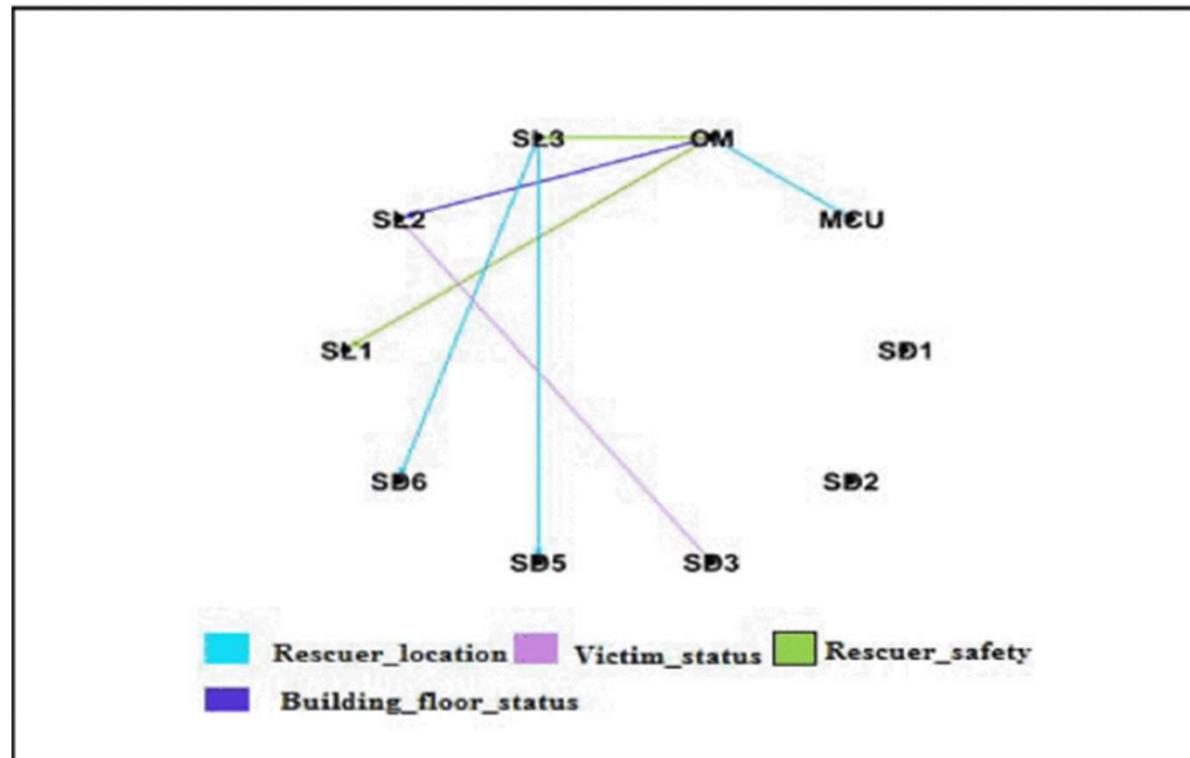


Figure 10.1: Example of a small social network

# SNA example 1:



# SNA Example 2:



# Example 3

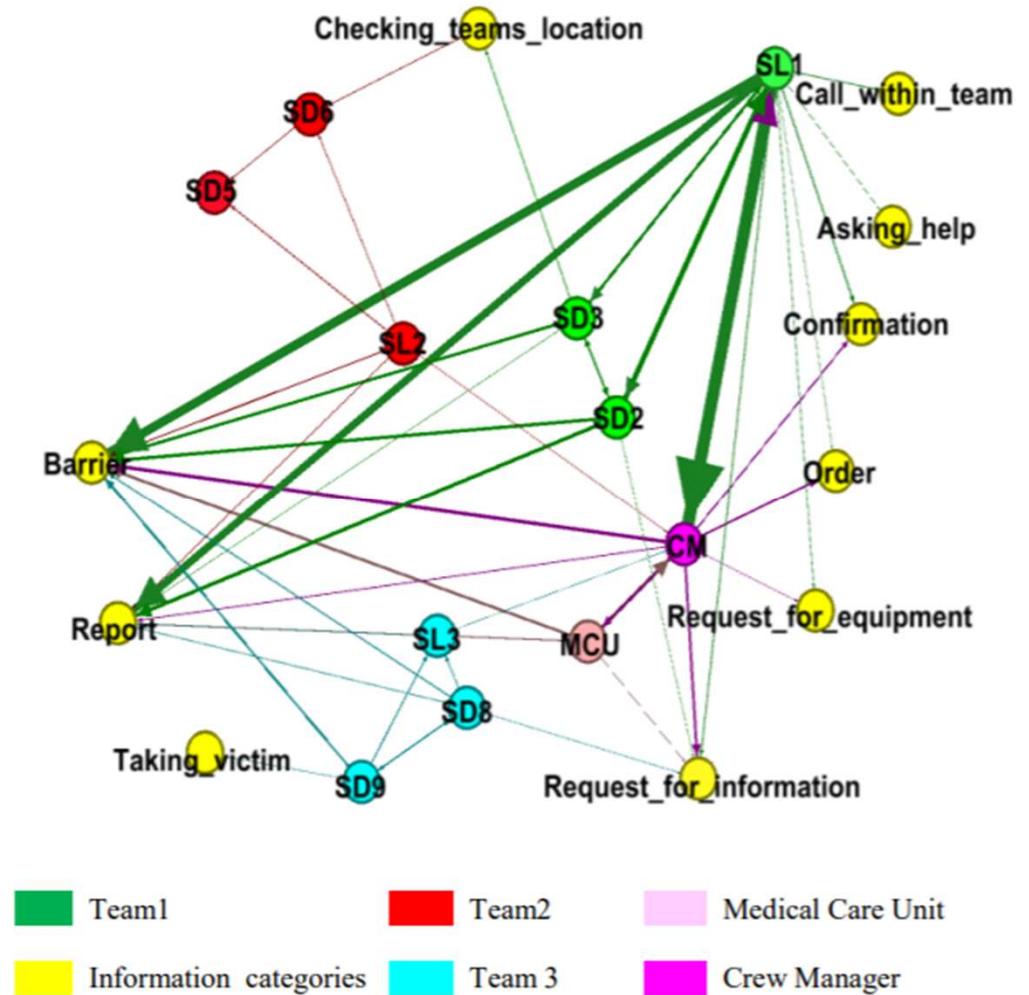


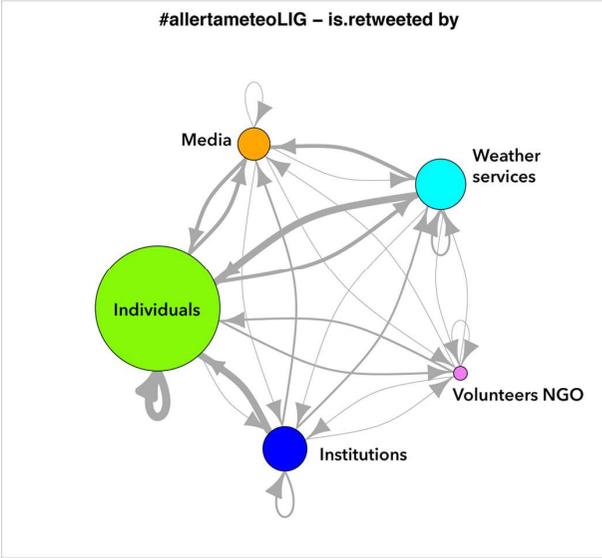
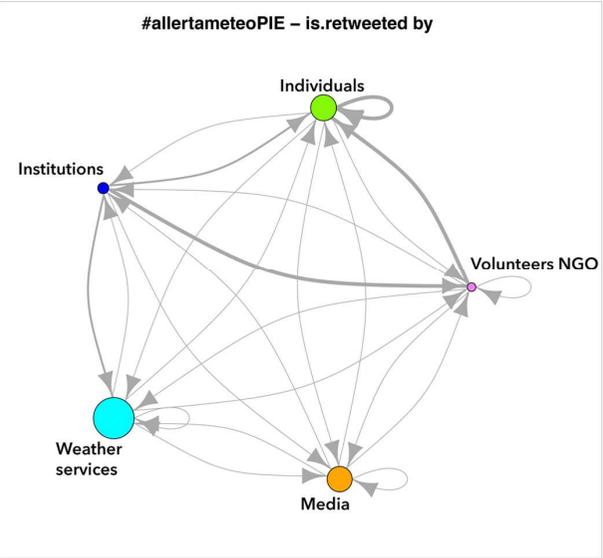
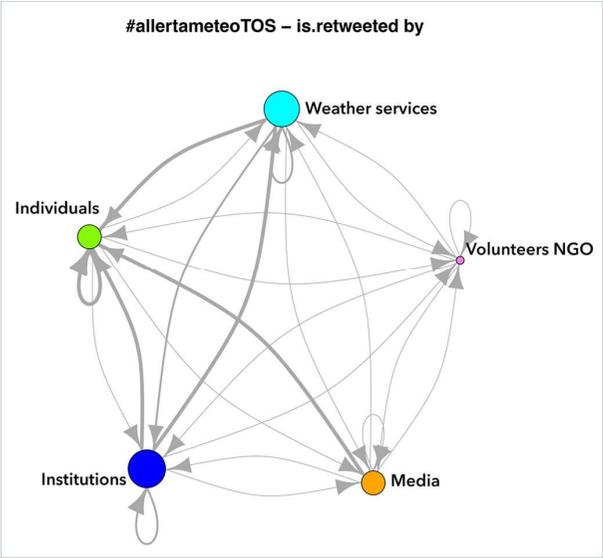
Figure 2. Information communication and tracking Network

# Social network analysis

- Social network analysis (SNA) is “the process of investigating social structures through the use of networks and graph theory”.
- Under the SNA model, social networks are represented by “nodes” and “edges,” or the elements (e.g. individuals, organizations, ideas) of a given social network and the various relationships that connect them.
- In the case of social networks on Twitter, nodes may represent different users while edges may represent any of the interactions that connect these individual accounts (e.g. likes, replies, retweets, mentions etc.).

# Twitter data on SNG

Who is retweeted by whom?



# Use Case- Twitter analysis

# Apache Spark

```
import org.apache.spark.SparkConf
import org.apache.spark.streaming.StreamingContext
import org.apache.spark.streaming.Seconds
import twitter4j.conf.ConfigurationBuilder
import twitter4j.auth.OAuthAuthorization
import twitter4j.Status
import org.apache.spark.streaming.twitter.TwitterUtils
object TwitterData {
  def main(args: Array[String]) {
    if (args.length < 4) {
      System.err.println("Usage: TwitterData <ConsumerKey><ConsumerSecret><accessToken><accessSecret>
        "[<filters>]")
      System.exit(1)
    }
    val appName = "TwitterData"
    val conf = new SparkConf()
    conf.setAppName(appName).setMaster("local[3]")
    val ssc = new StreamingContext(conf, Seconds(5))
    val Array(consumerKey, consumerSecret, accessToken, accessSecret) = args.take(4)
    val filters = args.takeRight(args.length - 4)
    val cb = new ConfigurationBuilder
    cb.setDebugEnabled(true).setOAuthConsumerKey(consumerKey)
      .setOAuthConsumerSecret(consumerSecret)
      .setOAuthAccessToken(accessToken)
      .setOAuthAccessTokenSecret(accessSecret)
    val auth = new OAuthAuthorization(cb.build)
    val tweets = TwitterUtils.createStream(ssc, Some(auth))
    val englishTweets = tweets.filter(_.getLang() == "en")
    englishTweets .saveAsTextFiles("tweets", "json")
    ssc.start()
    ssc.awaitTermination()
  }
}
```

# Setting up the Spark streaming context

- We need to set the Spark streaming context as follows:

```
val ssc = new StreamingContext(conf, Seconds(5))
```

# Authenticate twitter user

- `val cb = new ConfigurationBuilder`
- `cb.setDebugEnabled(true).setOAuthConsumerKey(consumerKey)`
- `.setOAuthConsumerSecret(consumerSecret)`
- `.setOAuthAccessToken(accessToken)`
- `.setOAuthAccessTokenSecret(accessTokenSecret)`
  
- Authentication:  
`val auth = new OAuthAuthorization(cb.build)`

# Starting the spark streaming

- `val tweets = TwitterUtils.createStream(ssc, Some(auth))`
- `val englishTweets = tweets.filter(_.getLang() == "en")`
- Run the class file and then console window is appeared.

# Spark streaming

```
Problems Tasks Console
<terminated> TwitterData$ [Scala Application] /usr/lib/jvm/java-7-openjdk-amd64/bin/java (20-Jul-2016, 11:05:54 pm)
16/07/20 23:07:40 INFO SparkHadoopMapRedUtil: attempt_201607202307_0003_m_000015_54: Committed
16/07/20 23:07:40 INFO Executor: Finished task 15.0 in stage 3.0 (TID 54). 1864 bytes result sent to driver
16/07/20 23:07:40 INFO TaskSetManager: Finished task 15.0 in stage 3.0 (TID 54) in 47 ms on localhost (16/17)
16/07/20 23:07:40 INFO BlockManager: Found block input-0-1469036259400 locally
16/07/20 23:07:40 INFO FileOutputCommitter: Saved output of task 'attempt_201607202307_0003_m_000016_55' to file:/home/kiran/workspace/Word_Count/twe
16/07/20 23:07:40 INFO SparkHadoopMapRedUtil: attempt_201607202307_0003_m_000016_55: Committed
16/07/20 23:07:40 INFO Executor: Finished task 16.0 in stage 3.0 (TID 55). 1864 bytes result sent to driver
16/07/20 23:07:40 INFO TaskSetManager: Finished task 16.0 in stage 3.0 (TID 55) in 26 ms on localhost (17/17)
16/07/20 23:07:40 INFO TaskSchedulerImpl: Removed TaskSet 3.0, whose tasks have all completed, from pool
16/07/20 23:07:40 INFO DAGScheduler: ResultStage 3 (saveAsTextFiles at TwitterData.scala:34) finished in 0.304 s
16/07/20 23:07:40 INFO DAGScheduler: Job 11 finished: saveAsTextFiles at TwitterData.scala:34, took 0.368559 s
16/07/20 23:07:40 INFO JobScheduler: Finished job streaming job 1469036260000 ms.0 from job set of time 1469036260000 ms
16/07/20 23:07:40 INFO JobScheduler: Total delay: 0.944 s for time 1469036260000 ms (execution: 0.929 s)
16/07/20 23:07:40 INFO MapPartitionsRDD: Removing RDD 29 from persistence list
16/07/20 23:07:40 INFO BlockRDD: Removing RDD 28 from persistence list
16/07/20 23:07:40 INFO BlockManager: Removing RDD 29
16/07/20 23:07:40 INFO BlockManager: Removing RDD 28
16/07/20 23:07:40 INFO TwitterInputDStream: Removing blocks of RDD BlockRDD[28] at createStream at TwitterData.scala:32 of time 1469036260000 ms
16/07/20 23:07:40 INFO BlockManagerInfo: Removed input-0-1469036249800 on localhost:33404 in memory (size: 8.9 KB, free: 946.7 MB)
16/07/20 23:07:40 INFO BlockManagerInfo: Removed input-0-1469036250000 on localhost:33404 in memory (size: 65.4 KB, free: 946.8 MB)
16/07/20 23:07:40 INFO BlockManagerInfo: Removed input-0-1469036250200 on localhost:33404 in memory (size: 3.6 KB, free: 946.8 MB)
16/07/20 23:07:40 INFO BlockManagerInfo: Removed input-0-1469036250600 on localhost:33404 in memory (size: 6.0 KB, free: 946.8 MB)
16/07/20 23:07:40 INFO BlockManagerInfo: Removed input-0-1469036250800 on localhost:33404 in memory (size: 37.9 KB, free: 946.8 MB)
16/07/20 23:07:40 INFO BlockManagerInfo: Removed input-0-1469036251000 on localhost:33404 in memory (size: 26.7 KB, free: 946.9 MB)
16/07/20 23:07:40 INFO BlockManagerInfo: Removed input-0-1469036251400 on localhost:33404 in memory (size: 3.5 KB, free: 946.9 MB)
16/07/20 23:07:40 INFO BlockManagerInfo: Removed input-0-1469036251600 on localhost:33404 in memory (size: 3.1 KB, free: 946.9 MB)
16/07/20 23:07:40 INFO BlockManagerInfo: Removed input-0-1469036251800 on localhost:33404 in memory (size: 41.2 KB, free: 946.9 MB)
16/07/20 23:07:40 INFO BlockManagerInfo: Removed input-0-1469036252000 on localhost:33404 in memory (size: 17.1 KB, free: 946.9 MB)
16/07/20 23:07:40 INFO BlockManagerInfo: Removed input-0-1469036252200 on localhost:33404 in memory (size: 3.6 KB, free: 946.9 MB)
16/07/20 23:07:40 INFO BlockManagerInfo: Removed input-0-1469036252400 on localhost:33404 in memory (size: 4.5 KB, free: 946.9 MB)
16/07/20 23:07:40 INFO BlockManagerInfo: Removed input-0-1469036252600 on localhost:33404 in memory (size: 3.9 KB, free: 946.9 MB)
16/07/20 23:07:40 INFO BlockManagerInfo: Removed input-0-1469036252800 on localhost:33404 in memory (size: 47.3 KB, free: 947.0 MB)
16/07/20 23:07:40 INFO BlockManagerInfo: Removed input-0-1469036253000 on localhost:33404 in memory (size: 51.8 KB, free: 947.0 MB)
```

# Output

The screenshot shows an IDE interface with the following components:

- Package Explorer (Left):** Shows a project structure with folders like 'Input\_format', 'JRE System Library [JavaSE-1.7]', 'Scala Library container [2.10.5]', and 'Referenced Libraries'. A file named 'part-00000' is selected and highlighted in orange.
- Main Editor (Center):** Displays the content of 'part-00000', which is a list of five StatusJSONImpl objects:

```
1 StatusJSONImpl{createdAt=Wed Jul 20 13:14:11 IST 2016, id=755669619734515713, text='Just posted a
2 StatusJSONImpl{createdAt=Wed Jul 20 13:14:11 IST 2016, id=755669619730296832, text='RT @brevamo:
3 StatusJSONImpl{createdAt=Wed Jul 20 13:14:11 IST 2016, id=755669619709358080, text='RT @tanyaqiin
4 StatusJSONImpl{createdAt=Wed Jul 20 13:14:11 IST 2016, id=755669619738710016, text='It's burger t
5 StatusJSONImpl{createdAt=Wed Jul 20 13:14:11 IST 2016, id=755669619713515521, text='@pt_upendra D
6
```
- Console (Bottom):** Shows a stack trace and Spark-related logs:

```
<terminated> TwitterData$.run [Scala Application] /usr/lib/jvm/java-7-openjdk-amd64/bin/java (20-Jul-2016, 11:05:54 pm)
16/07/20 23:07:40 INFO SparkHadoopMapRedUtil: attempt 201607202307 0003 m 000015 54: Committed
16/07/20 23:07:40 INFO Executor: Finished task 15.0 in stage 3.0 (TID 54). 1864 bytes result sent to d
16/07/20 23:07:40 INFO TaskSetManager: Finished task 15.0 in stage 3.0 (TID 54) in 47 ms on localhost
```

# Conclusions

- Social media
- Social media use in disasters
- What streaming is?
- Why Spark streaming is important?
- Different Spark streaming components
- Example: Real-time twitter data stream processing with Apache Spark