

Ma3Map Social Media Classification

Summary

Thank you for your assistance in the Ma3Map project. The goal of the project is to produce a real time map of traffic accidents in Nairobi, using information pulled from social media. We are asking for your assistance in determining whether tweets are traffic related and recording spatial information captured in tweets. The following pages provide detailed instructions.

Classifying Tweets. We have pulled tweets from a number of twitter handles that often post about traffic accidents. We are asking you to classify whether tweets are accident related, record geographic information stored in tweets, and determine if tweets provide enough information to find the locations of accidents.

Questions

If you have questions during this work, post the question to the google sheet (see link below). We will regularly monitor this and will respond as soon as possible.

<https://docs.google.com/spreadsheets/d/1OR6XA7itlDPF0wkE-L3SllJbnwxF97Z7fFvNnxexxUQ/edit?usp=sharing>

DETAILED INSTRUCTIONS

Task 1: Classifying Tweets

For this component we are asking you to record information about tweets. The excel file includes the text of the tweet and a series of columns for you to fill out. Below are the questions we are asking you to answer about each tweet with some guidance & examples.

[Column D] Does the tweet refer to a specific accident? (Yes/No/Uncertain) We are interested in whether the tweet refers to specific accidents. Only record “Yes” if the tweet refers to one or more specific accidents; general comments about accidents should be recorded as “No.” In addition, other traffic incidents (e.g., breakdowns, traffic jams) should be recorded as “No.” Below are example tweets and how they should be classified.

- **Yes:** “Bad accident at KINARI on Nairobi-naivasha hghway blocking both ways..several people injured..but there's police at site”
- **No:** “I wonder too. The number of accidents they cause on Msa Road is a concern”
- **No:** “A breakdown is on its side, outside Uhuru Gardens on Langata”
- **Yes:** “two accidents on Magadi road this morning near GEMS and CUEA junction”
- **Yes:** “First of all 2..... four bad accidents between Naivasha and Nairobi. Bad traffic walai. Okokeni wasee.”

Additional Notes

- If you answer “no”, leave columns E through L blank
- If you are uncertain whether a tweet is referring to a specific accident, write “uncertain” and fill out any remaining columns that you are able to

ONLY ANSWER THE REMAINING QUESTIONS IF YOU ANSWERED “YES” TO THE PREVIOUS QUESTION (IE, THE TWEET REFERS TO A SPECIFIC ACCIDENT).

[Column E] If the tweet references a street name, record the street name(s). If the tweet references that the accident occurred along a street, record the street name. If the tweet references more than one street name, list all street names, separating them using a semicolon (;). See below example:

- **Tweet:** “Bad accident at KINARI on Nairobi-naivasha hghway blocking both ways..several people injured..but there's police at site”
- **Street Names:** Nairobi-naivasha hghway

Additional Notes

- If the tweet does not reference a street name, write “none”

[Column F] If the tweet references a landmark, record the landmark(s). If the tweet references that the accident occurred near a landmark, record the landmark. If the tweet references more than one landmark, list all landmarks, separating them using a semicolon (;). By landmark, we mean any spatial information that is not a street name (e.g., name of building, bus stop, etc). See below example:

- **Tweet:** “accident alert near icea lion place on chiromo road 105 shuttle minibus overturns”
- **Landmark:** icea lion

Additional Notes:

- If the tweet does not reference a landmark, write “none”

[Column G] Based on the information in the tweet, can you find the exact location that the tweet is referring to? By “exact location,” we mean a location specific enough that a person could go to the specified location and easily find the accident. In particular, tweets that reference unique, recognizable locations should be classified as “Yes.” Below provides example tweets and how they should be coded:

- **Yes:** “accident alert near icea lion place on chiromo road 105 shuttle minibus overturns”
 - **Note:** The ICEA Lion on Chiromo road is a specific location; consequently, we code as “Yes.”
- **No:** “Kiambu rd traffic building up due to an accident involving a motorbike and a Prado,police already at the scene”
 - **Notes:** Kiambu road is multiple kilometers long; consequently, the tweet does not provide enough information to identify the location of the accident. However, if the accident occurred on a shorter road (e.g., Nass Drive), then we could code this as “Yes.”

Additional Notes

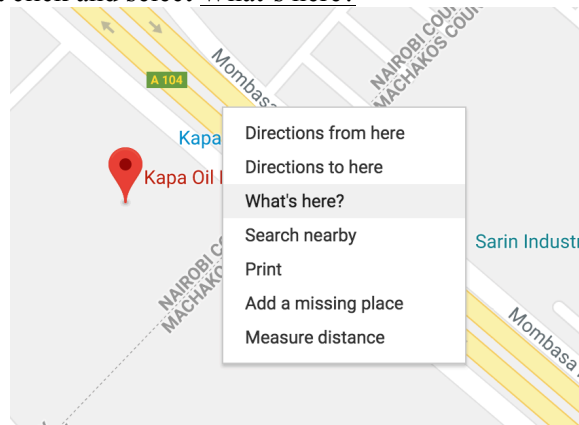
- **If the tweet references that the accident occurred between two locations, record the middle of the two locations.
- **If the tweet references a street name and the street is short (e.g., about a 1km long), record the middle of the street.

[Columns H & I] Latitude/Longitude of accident (if can determine). If the tweet provides enough information to find the exact location of the tweet, record the latitude & longitude of the accident.

- **Tweet:** “Accident Alert: an accident reported at KAPA, Msa Rd. One fatality reported and another”
- **Note:** The tweet indicates that the accident occurred near the Kapa Oil Refinery on Mombasa Road. We want to find the latitude and longitude of this location.

Steps to Find Latitude & Longitude

1. In google maps, go to the location where the accident occurred. Put your cursor over the point where the accident occurred. Right click and select What’s here?



2. After selecting What’s here?, a pop-up similar to the one below will show up. Latitude is the number on the left while longitude is the number on the right.

