



spatial modelling lab
dortmund

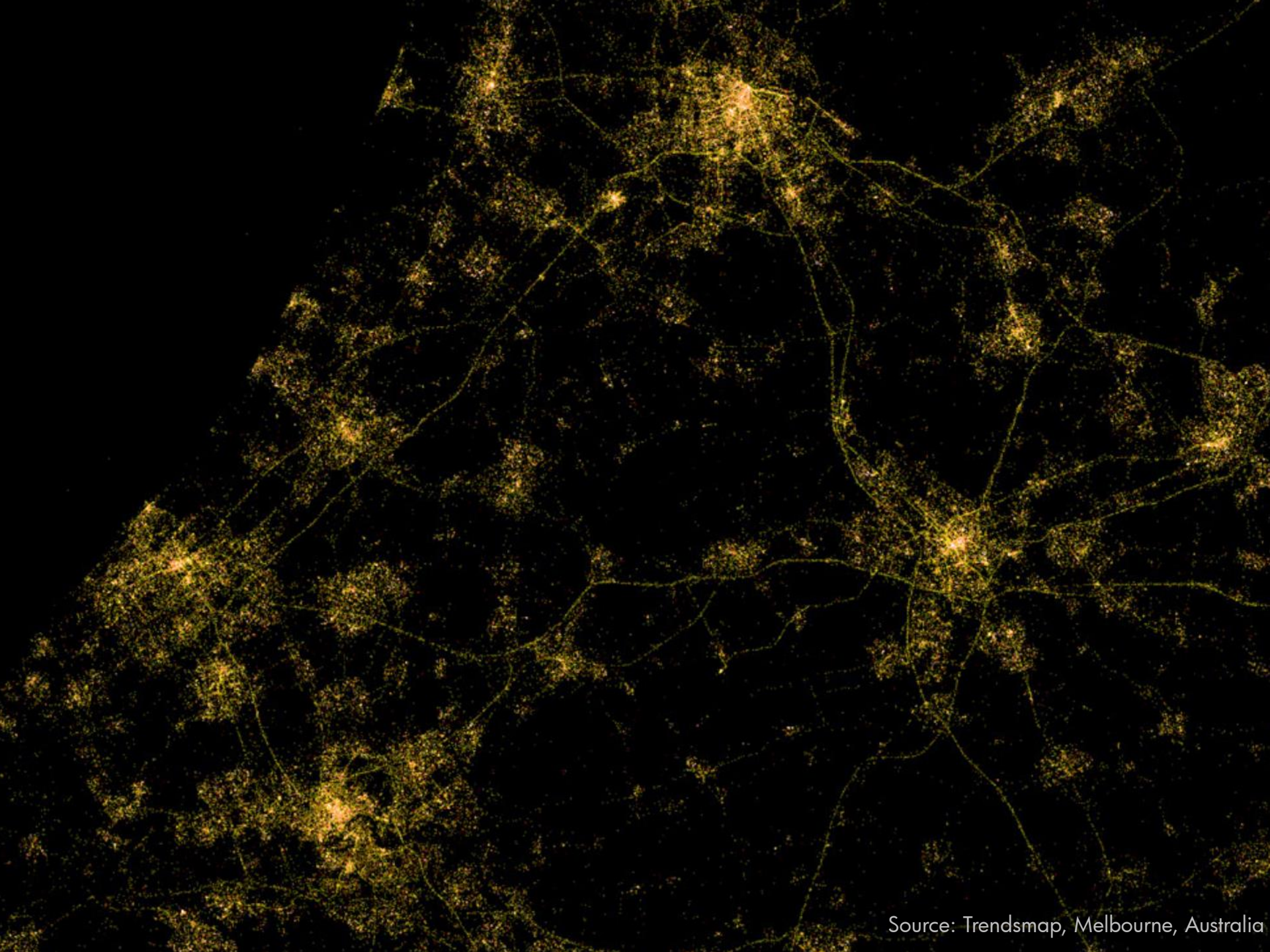


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SPATIAL AMPLIFIER FILTERING FOR ANALYSING GEOSOCIAL MEDIA DATA

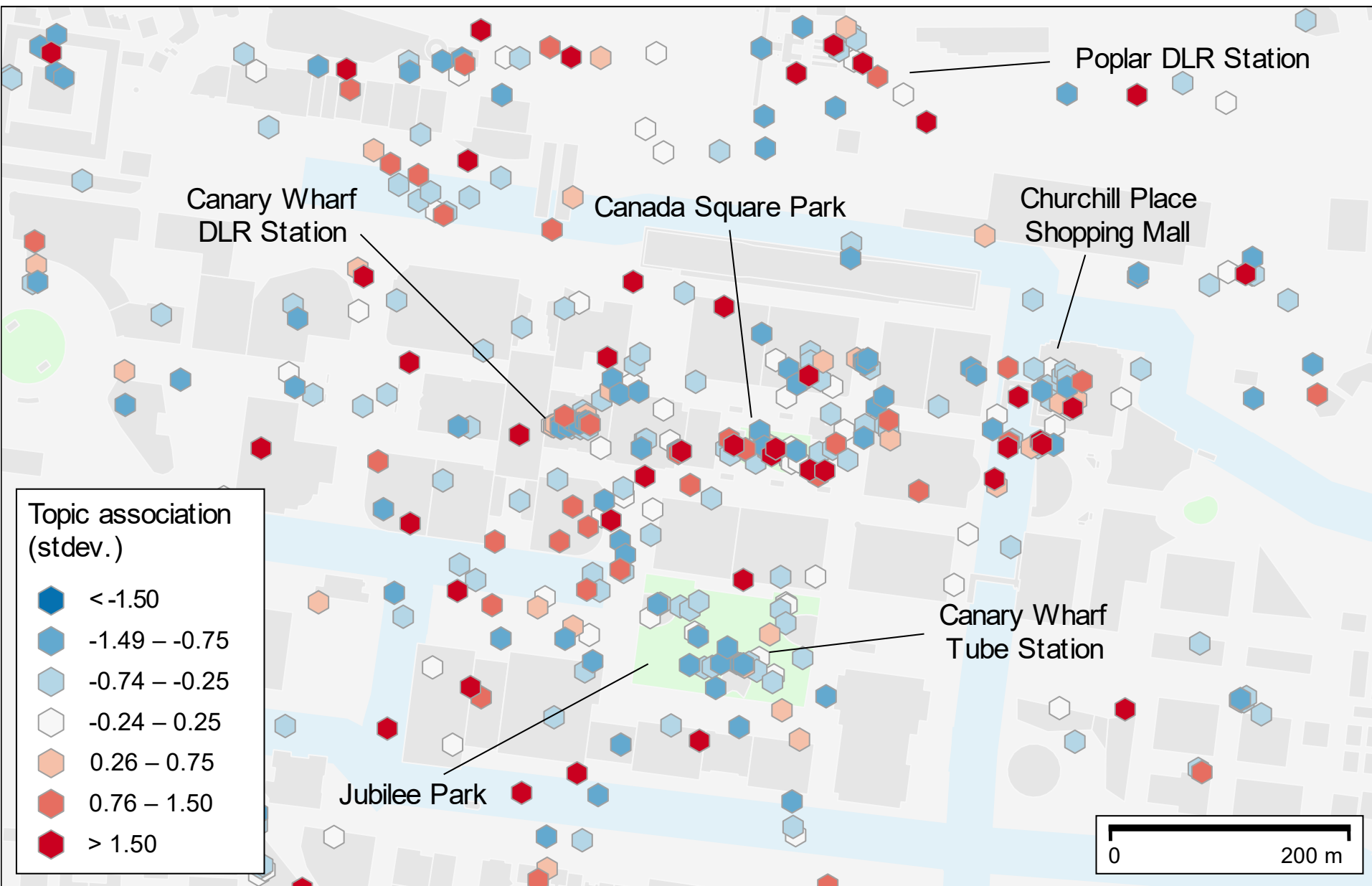
René Westerholt





Source: Trendsmap, Melbourne, Australia

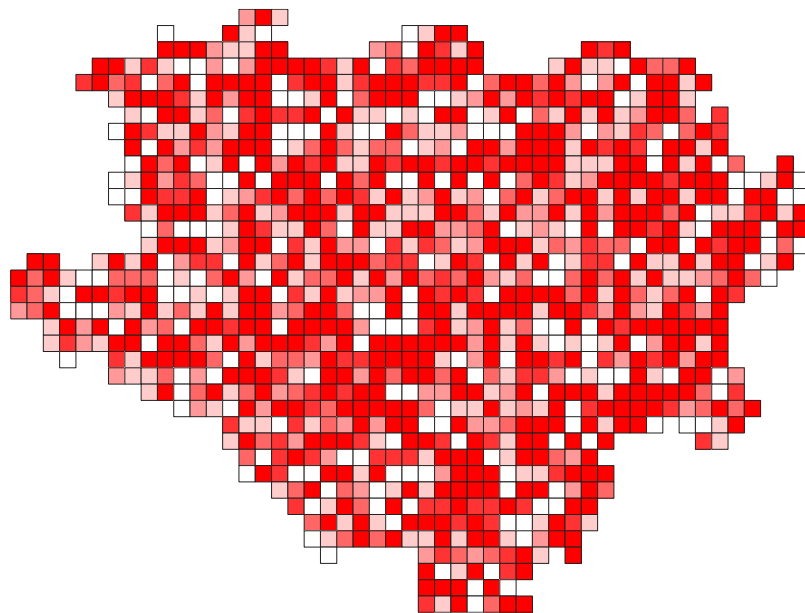
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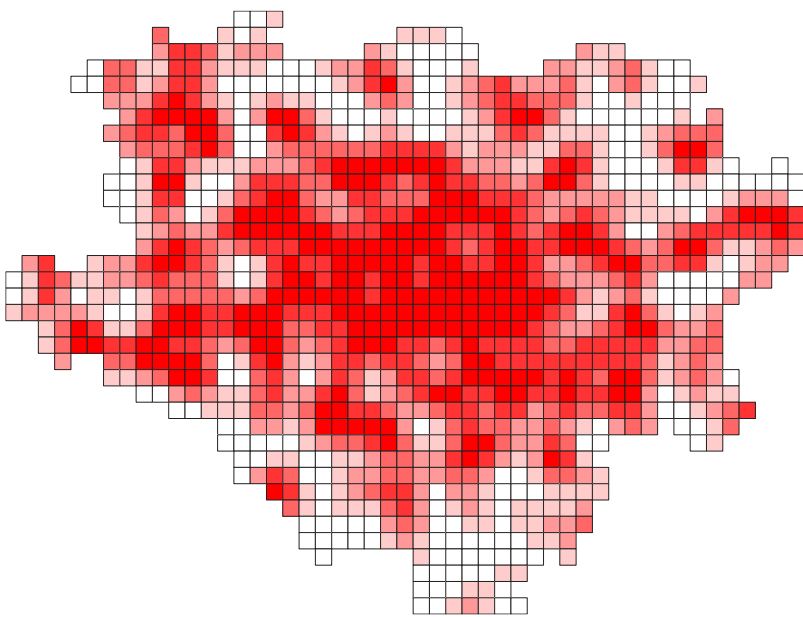




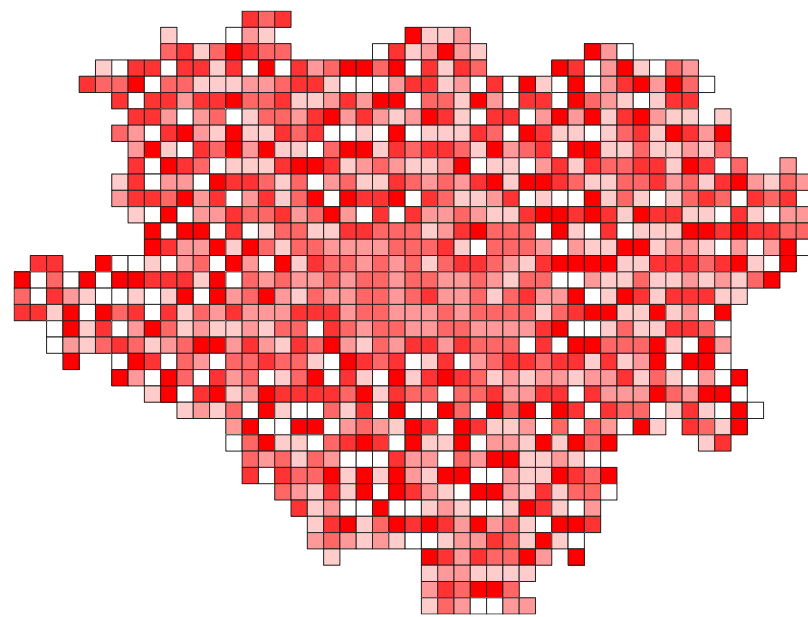
RANDOM



POSITIVE

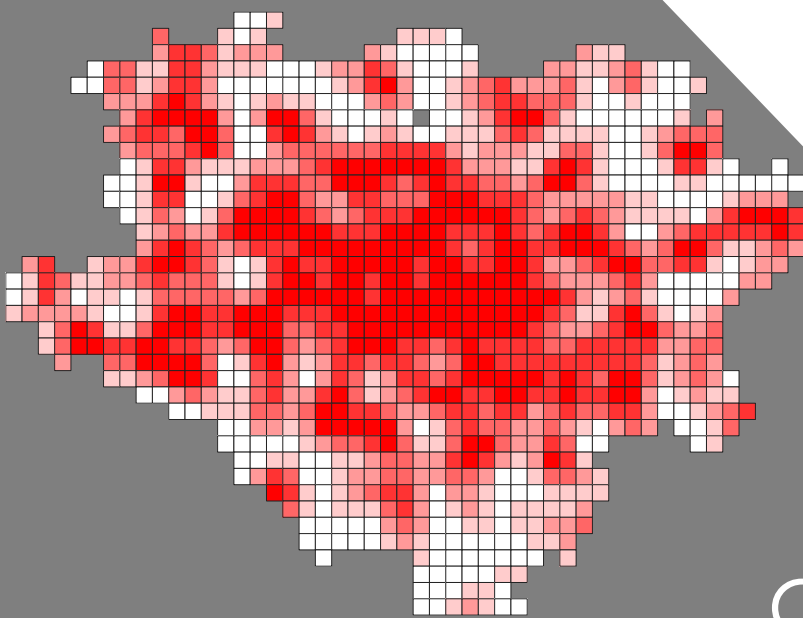
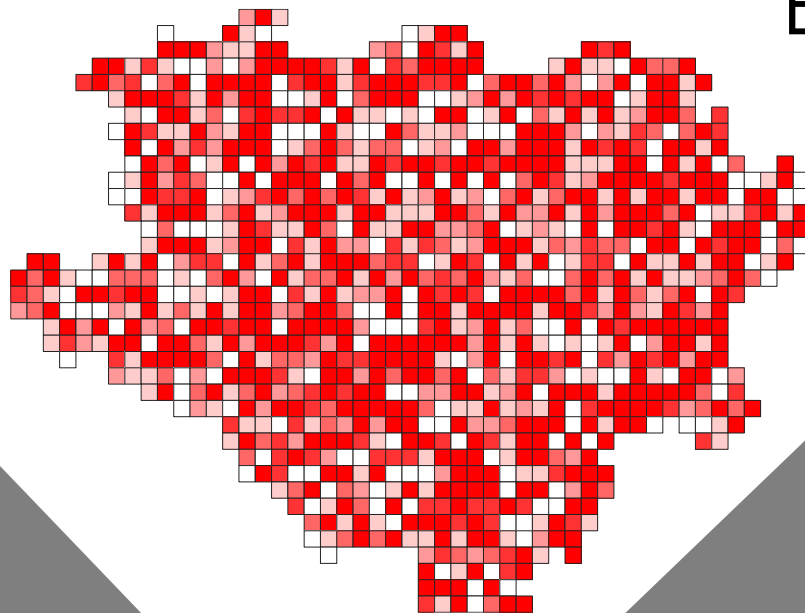


NEGATIVE



RANDOM

EMPHASISE

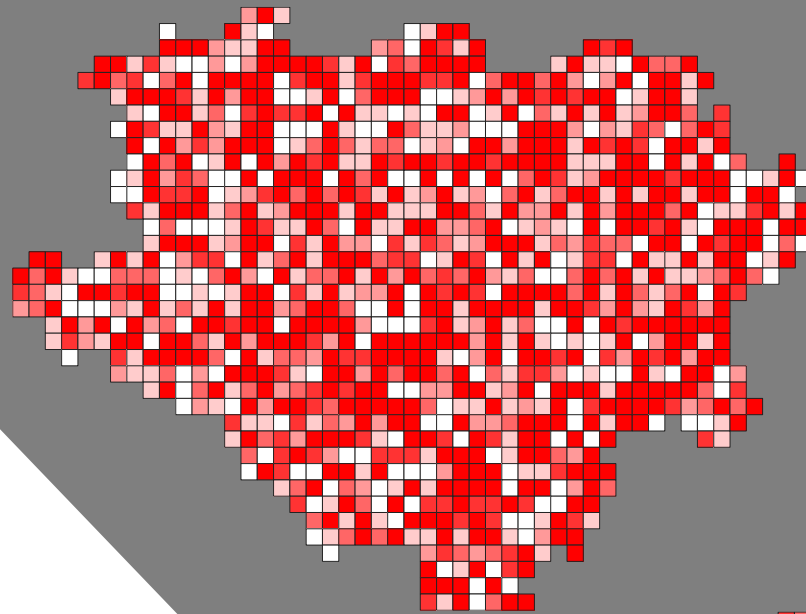


POSITIVE

CONTROL

NEGATIVE

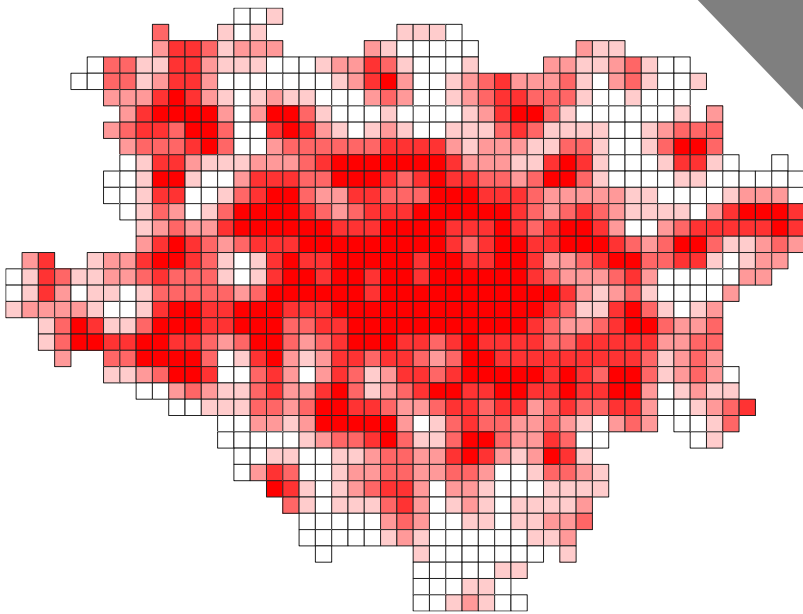
RANDOM



CONTROL

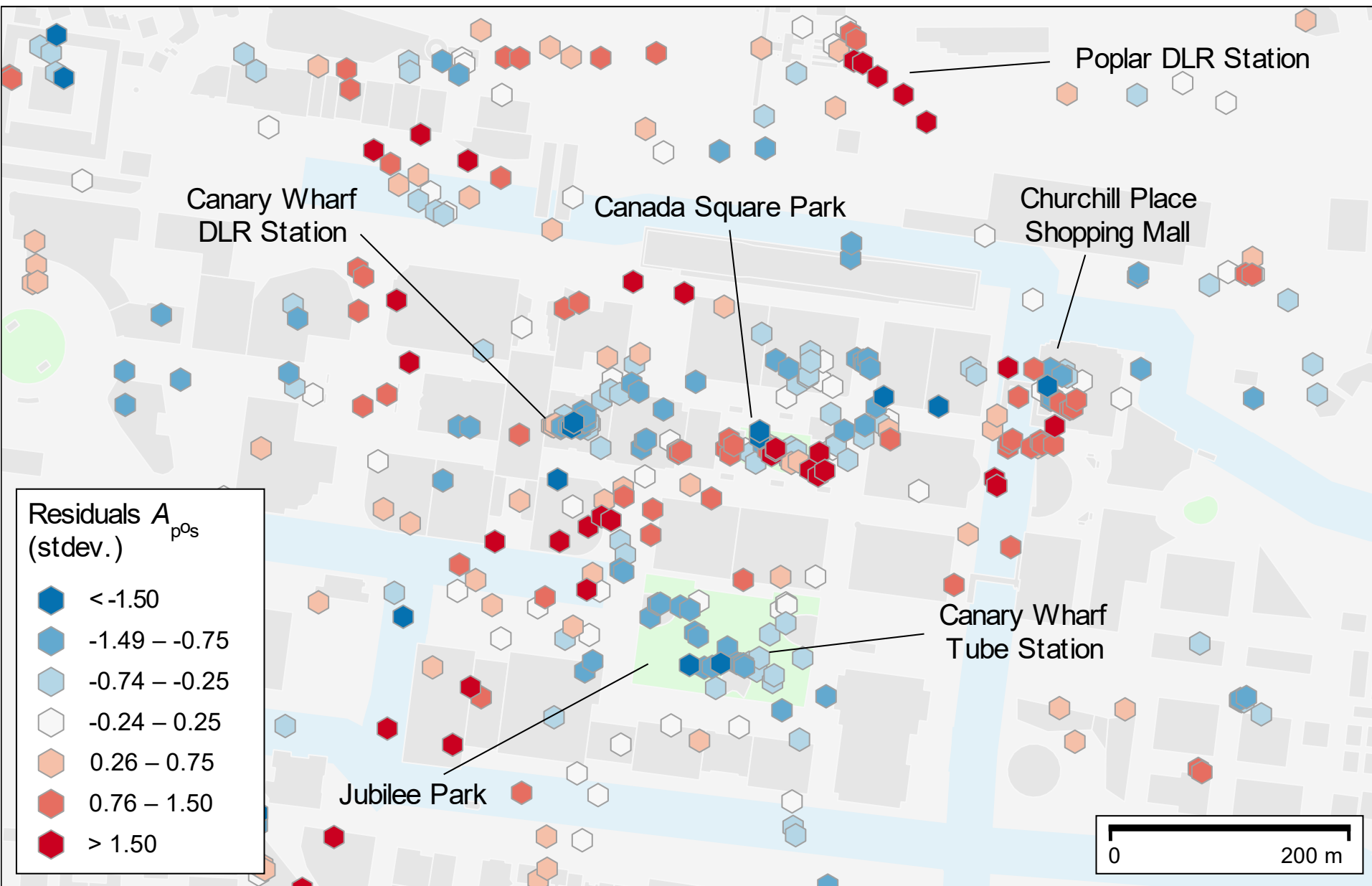


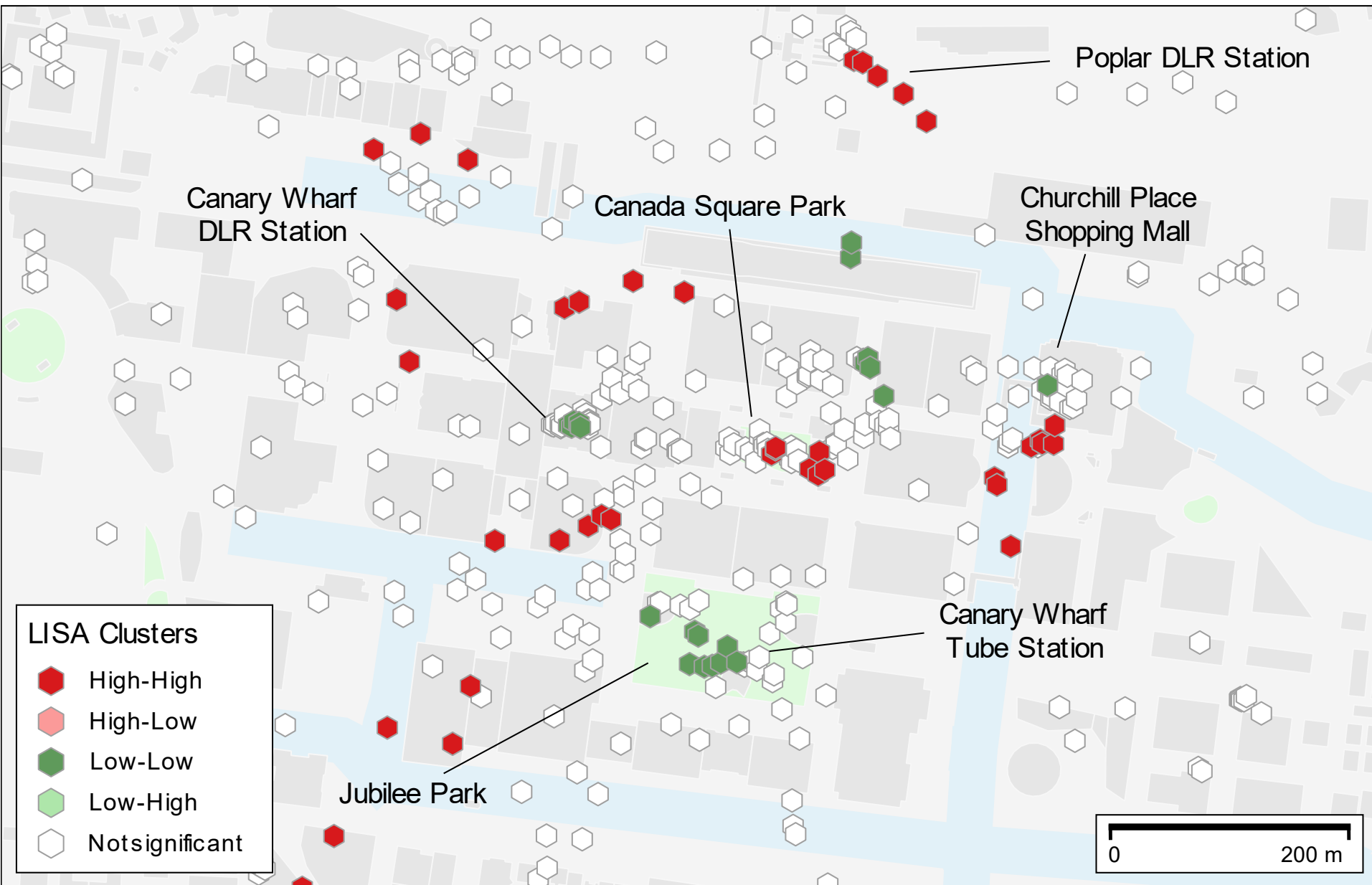
EMPHASISE



POSITIVE

NEGATIVE





CONTRIBUTIONS

Filtering out complex heterogeneities

Controlling for certain components of spatial autocorrelation

Detailed cluster characterisations

Hinting on interesting local pockets of variability

Step towards disaggregated analysis

Geosocial media analytics often aggregated; this only hides challenges

Link to the paper:



<https://doi.org/10.1177/2399808320987235>