

## **Social media session : Ethical Challenges of Social Media Data: Insights from Academia and Industry**

*Friday 23 June 2017 09:00 (30 minutes)*

Social media data provide online spaces where people can share their thoughts, opinions and feelings on almost any aspect of life. They may also act as important communication tools in disaster situations to be utilised by the public, and emergency services. However, there are a number of ethical issues around the openness of social media data, and how much of social media data can be accessed by commercial entities as well as academic researchers. The talk will discuss the issues around the openness of social media data, its persistence, and outline some of the fascinating work developed from this data.

**Presenters:** Dr BATH, Peter; Mr AHMED, Wasim

**Session Classification:** Plenary 5