

Connecting People to Avail the Resources During Crisis Through Twitter Using Machine Learning

Shaikh Areeba¹, Muskan Singh², Pooja Nandukumar Shingewad³,

Shruti Nikam⁴, Prof. (Mrs) S. A. Nagtilak⁵

Students, Department of Information Technology^{1,2,3,4}

Faculty, Department of Information Technology⁵

Smt Kashibai Navale College of Engineering (SKNCOE), Pune. Maharashtra, India

Abstract: *Although social media has become the most widely utilized and active form of communication, research on its usage in crisis management is still in its early stages. As a result, this research examines the rising body of knowledge on social media and crisis management. [1] Between October 2017 and January 2018, a review was conducted, which included locating and retrieving records from an electronic database. The outcomes of this study indicated that the rise of social media has altered the landscape of crisis communication by allowing for greater engagement. However, due to its nature, social media might also be used to spark a crisis. This means that the crisis can be both produced and disseminated through social media. Nonetheless, social media's promise as a crisis-resolution tool is undeniable. It has the capability of proving a claim, dispelling false rumors, or just demonstrating a fact. As a result, practitioners should understand how social media works and how to best use it to interact with their stakeholders. This study also includes other findings, limits, and useful suggestions for scholars and practitioners interested in learning more about the role of social media on crisis communication and management. As most of the crisis problem were reported via twitter. However, most of the problem reported and corresponding responses via twitter were not successfully exchanged between victim's and resource organization. As a result, most of the tweets were not getting help. Thus, we designed a platform where people can avail the resources of crisis through tweets matching concept using machine learning.*

Keywords: Crisis, Machine Learning, Twitter Dataset

REFERENCES

- [1]. Douglas Cirqueria and Gultekin Cakir , “Explainable Sentiment Analysis Application for Social Media Crisis Management in Retail”,2020
- [2]. Azzam Mourad , Ali Srouf and Mohamad Arafeh, “Critical Impact of Social Networks Infodemic on Defeating Coronavirus COVID-19 Pandemic: Twitter-Based Study and Research Directions”,Transaction on Network and Service Management, IEEE 2020
- [3]. Umar Ali Bukar and Fatimah Sidi, “Crisis Informatics in the Context of Social Media Crisis Communication: Theoretical Models, Taxonomy, and Open Issues”, IEEE Access 2020
- [4]. Jayashree Domala and Vinit Masrani, “Automated Identification of Disaster News for Crisis Management using Machine Learning and Natural Language Processing”, International Conference on Electronics and Sustainable Communication System ,IEEE 2020
- [5]. Tejas Shah, Zhenyu Wen and Divya Pullarkatt, “Use of Social Media Data in Disaster Management: A Survey”, AI and IoT technologies in smart cities, MDPI 2020
- [6]. Vedant Dhurve, Krutika Hedao, Himanshu Itankar, Jayesh Lanjewar , “Survey on Content Based Disaster Management Using Social Media”, International Journal of Scientific Research & Engineering Trends , 2021
- [7]. Anita Saroj and Sukomal Pal, “Use of social media in crisis management: A survey”, Elsevier 2020
- [8]. Christian Reuter and Amanda Lee Hunges, “Social Media in Crisis Management: An Evaluation and Analysis of Crisis Informatics Research”, Research Article 2018

