

Article from

ARCH 2017.1 Proceedings

Social Media Analysis of Catastrophic Response: Twitter Data Analysis of Tornadoes

Dale Hall – Society of Actuaries Kalian Shang – Swin Solutions Inc. Steve Siegel – Society of Actuaries

This research report studies the social media response to three extreme tornado outbreaks in the Midwest United States. The study examines Twitter data within a 14-day period for each event with a focus on the 24-hour period surrounding each event. The report includes an analysis of the data, the magnitude of the data as the events unfold, and who is generating the data.