

How social media data mining can help map responses to nuclear proliferation

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The problem is complicated

- Iranian proliferation efforts *may* cause a cascade of proliferation in the Arab world but we have no way of knowing.
- Change could happen rapidly and could be driven by "non-traditional" threats.
- Proliferation is only one response among a broader set of strategies.

Research Questions:

- How can we assess if proliferation will beget proliferation or if states will respond in other ways?
- In what ways can social media data mining help us discern early indicators of state responses to Iran's nuclear proliferation efforts?

Objective:

- Mine social media in Egypt using Facebook to collect “weak signals” to get an understanding of changes in attitudes towards nuclear issues



How Social Media Data Mining Can Capture Societal Attitudes

The ABCs of social media data mining

A. Data is downloaded using APIs (pipes) or screen scraping

B. “Dirty Data” is refined for analysis الانتشار عدم , نووي

1. Rules
2. Machine based learning

C. Data is analyzed

1. Content
2. Sentiment
3. Social Network

Why social media data mining can be effective

- Group belief formation and change happens quickly
- Public opinion polling is improving but still unreliable
- “Weak” signals may help us understand the bottom up pressures

Why Egypt is important

- Social media continues to grow in importance
- Potential proliferator and Geo-political influence along multiple axes

The limitations may be “limited”

1. Cognitive biases, representation, and sampling issues
 - But these are problems in all research
2. Egypt's problems are internal
 - This will change

Next Steps