Motivation

- Social media & micro-blogging posting nowadays are spontaneous, instantaneous, & overwhelmed, particularly during any eventful or crisis situations
- Multimodal data analytics and knowledge extraction are vital
- Build a proof of concept information extraction model using flash floods in Ellicott city
- Similar models can be employed to more critical and severe natural disaster situations

Research Approach

- Investigated the narrative (texts) and visual (images) components of Twitter feeds to improve the results of queries by exploiting the deep contexts of each data modality
- **Employed Latent Semantic** Analysis (LSA)-based techniques to analyze the texts
- Implemented Discrete Cosine Transformation (DCT) to analyze the images
- Established cross-correlations between the textual and image dimensions of queries to reciprocate each other







Input: a corpus with p images; **Output:** list of top k DCT coefficients for each image; for $i \leftarrow 1$ to p do **Convert** image *i* to grayscale; **Preform** DCT on image *i*; **Select** the k largest coefficients such that 90% of energy is preserved; end

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