Innovations and social media analytics in a digital society

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Abstrak

Recent advances in digitization are transforming healthcare, education, tourism, information technology, and some other sectors. Social media analytics are tools that can be used to measure innovation and the relation of the companies with the citizens. This book comprises state-ofthe-art social media analytics, and advanced innovation policies in the digitization of society. The number of applications that can be used to create and analyze social media analytics generates large amounts of data called big data, including measures of the use of the technologies to develop or to use new services to improve the quality of life of the citizens. Digitization has applications in fields from remote monitoring to smart sensors and other devices. Integration generates data that need to be analyzed and visualized in an easy and clear way, that will be some of the proposals of the researchers present in this book. This volume offers valuable insights to researchers on how to design innovative digital analytics systems and how to improve information delivery remotely.