

# A Digital Start

## ECP Post COVID-19 Initiatives

### Data Analytics for Social Impact

#### Our Event

Data analytics is commonly seen as the tool to furthering the goals of business; however, a branch of this field focuses elsewhere – ‘data analytics for social impact’.

*Data analytics for social impact is an emerging research domain facilitating innovative methodologies from researchers who span the fields of social sciences, mathematics, and computer science.*

Join us for an event that will bring together three leading international researchers who will each describe distinct methodologies they have employed to enable them to conduct research with a social impact.

Our event will be opened by [Prof Calum Drummond AO](#), DVC, R&I and Vice President who will talk about the RMIT ECP Post COVID-19 Restart Initiatives and their achievements.

This international event, uniquely links researchers both in the social and in the technical. It will provide in depth knowledge on three distinct approaches: large-scale analysis of social media content; exploiting Facebook advertising data to learn about marginalized communities; and deploying sensors and mobile phone apps to learn about communities. Come to a forum where you will listen to and engage in discussions that will touch upon human/machine interactions, privacy, digital inclusion, algorithmic ethics, and social approaches to digital communication.

#### Event details

Tuesday 1 December 2020

5.00pm-6.30pm

Online

**REGISTER  
HERE**



*During COVID-19, the digital recalibrated all aspects of our lives - transforming workplaces, education and learning, health support systems and how we socialize. Issues around inequalities were exposed, highlighting the need to innovate.*

#### RMIT's ECP 'A Digital Start' Initiative

*will reflect on how we could use digital technologies for social innovation — from social inclusion, digital media literacy and healthy living, to acknowledging new ways of working.*

#### Speakers

##### External Speakers

**Dr Cecile Paris**, Chief Research Scientist at Data61 and Group Leader of Knowledge Discovery and Management, CSIRO (Data61), Sydney, Aust.

**Dr Ingmar Weber**, Research Director, Social Computing, Qatar Computing Research Institute (QCRI) at Hamad Bin Khalif University, Qatar

##### Internal Speaker

**A/Prof Flora Salim**, Deputy Director, RMIT Centre for Information Discovery & Data Analytics, RMIT University, Melbourne, Aust.

##### Discussant

**Professor Linda Brennan**, School of Media and Communication, RMIT University, Melbourne, Aust.