

Data Analytics for Social Media Monitoring | National Democratic Institute

By National Democratic Institute

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At its core, democracy is about citizens having a say in how they are governed through accountable, transparent and inclusive government. Increasingly, social media is the public square in which debates and discussions take place. In our daily lives we all see the role that social media plays in shaping public opinion and coloring political events. We have seen how virtual tools bring communities together, but also spread discord and tear them apart.

NDI seeks to empower partners to leverage technology to strengthen democracy. This means harnessing technology's potential to promote information integrity and help build inclusive democracies; while also mitigating the harm posed by disinformation, online influence campaigns, hate speech, harassment and violence.

For that reason, NDI developed, **"Data Analytics for Social Media Monitoring,"** a guide for democracy activists and researchers.

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Source: [Data Analytics for Social Media Monitoring | National Democratic Institute](#)