China Programme, final report for projects 2013-2015
SUMMARY REPORT FOR PUBLICATION

Name of the project
Data analysis of social media with primary interest in mobility

Coordinating Institution
University of Tampere

Objectives of the project (as indicated in the project proposal)

The objective of the project was to develop collaboration between the University of Tampere (UTA) and its Chinese partner universities, in particular in PhD and MSc education in computing and communication, in areas relating to social media analysis. The target group includes the participating universities’ communication and computation teaching and research staff as well as PhD students.

Achieved results and outcomes

The achieved results include common research publications, common research initiatives, a new collaboration agreement on a Master’s Degree Programme in Computational Big Data Analytics between the University of Tampere and Sichuan University, and overall an improved common understanding of the challenges and potential approaches relating to social media.

Activities carried out during the project

The most important single activity was a summer school held at UTA in 2014, with participants from the Chinese and Finnish partner universities, including presentations given by them, followed by discussions and collaboration plans. The visits carried out before and after the summer school have included both educational planning and collaboration, researcher training, and actual research.

Future developments

The established collaboration will continue between the partner universities. There are several new research initiatives. In addition, the partner universities will be the driving force behind the biannual conference to be held at the Nordic Centre of Fudan University in 2016. The main topic will be digital society, including social media.
Other remarks

It was interesting to notice how much the supported mobility helped in the development of concrete cooperation with Chinese partners. CIMO’s financial support both enabled researchers to travel and was a proof of a certain quality for the activities carried out during the project.

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