Figure 1: Screenshot of the exploration tool showing the data for Canada.

4   EXAMPLE USE CASES

The tool allows discovery of both commonalities and distinctiveness in topics across countries. In most countries, the World Cup is mentioned quite frequently. However, what aspects of the World Cup are tweeted about can be quite different. In the United States, migrant workers are a common topic, but there is very little mention of the FIFA bribery allegations. However, in France and Australia, the corruption issue is prominent. Yet, users in Australia also Tweet about the migrant worker issue. In Spain, migrant workers are mentioned although corruption is not, while in India the topic is dominated by different issues such as fans and Qatar Airways. There are also topics popular in one country that are barely mentioned in others. For example, Xavi's move to play for a local side in Qatar is frequently mentioned in Spain whereas elsewhere it is almost non-existent. Our tool allows the comparison of the common themes within and across countries, making discovery and analysis of social media content easy for analysts. Similar analysis can be done by utilizing the tool to examine what domains are tweeted most often – both within and across countries– enabling the discovery of opinion influencers in regional and global social media content.

5   CONCLUSIONS

The tool in its current form is simple but attempts to address an important task: summarizing the global social chatter on Twitter involving an entity –Qatar in this case– and giving hints at who "drives" this discussion. Through this tool one can easily discover

that the topics are generally similar and that part of the reason for this convergence could lie in similar sources being referenced around the globe. It may also assist in addressing the growing concern over foreign influence on domestic politics, such as the alleged Russian "hacking" of US elections[7], where information may be strategically released by international players. Going forward, it could be interesting to attempt to detect "global astro-turfing" or trolling using approaches such as Truthy [4].

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[7]https://goo.gl/e6ZIVn