

UTC Project Information	
Project Title	Data mining Twitter to improve automated vehicle safety
University	Texas A&M and Virginia Tech
Principal Investigator	Tony McDonald
PI Contact Information	mcdonald@tamu.edu
Funding Source(s) and Amounts Provided (by each agency or organization)	Safe-D: \$137,477 Virginia Tech University Match: \$38,834 TAMU Match: \$63,723
Total Project Cost	\$240,034
Agency ID or Contract Number	Grant No: 69A3551747115 Project: 04-098
Start and End Dates	03/01/19 – 04/30/20
Brief Description of Research Project	In this project, we seek to understand the conversation about automated vehicles on Twitter through a network and natural language processing analysis. We further focus on responses and changes of opinion surrounding automated vehicle crashes. In the final phase of the project, we will translate our findings into guidelines for automated vehicle crash responses to help public information officers structure their communications about crashes.
Describe Implementation of Research Outcomes (or why not implemented) Place Any Photos Here	Research outcomes: <ol style="list-style-type: none"> 1. Journal article describing the Twitter search methodology 2. Journal article describing the findings of the Tweet analysis 3. Journal article describing the design of the guidelines for AV crash communications 4. A “playbook” for AV crash communication 5. A series of classroom exercises with Twitter data 6. The complete dataset from the project containing AV tweets 7. A webinar presenting the “playbook” to stakeholders
Impacts/Benefits of Implementation (actual, not anticipated)	This project will help facilitate the safe adoption of automated vehicle technologies, encourage high school and undergraduate students to pursue studies of data analytics, and provide education and guidance for public information officers.
Web Links <ul style="list-style-type: none"> • Reports • Project website 	https://www.vtti.vt.edu/utc/safe-d/index.php/projects/data-mining-twitter-to-improve-automated-vehicle-safety/