

BIG DATA AND BUSINESS INTELLIGENCE ON TWITTER AND INSTAGRAM FOR DIGITAL INCLUSION

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INTRODUCTION

Social networks can contribute to an inclusive society, but they are also asymmetrical and polarized communication spaces.



This requires a competent teacher for the construction of a **critical digital citizenship**.

METHODOLOGY AND RESULTS

Este artículo tiene un doble objetivo:

1) to present the techniques "Web scraping" and "analytics" that define teachers' digital competences.

2) to investigate which publications on Twitter and Instagram are more viral in relation to education associated with disability and inclusion.



n= 48,991

publications in Spanish and English from October 13, 2021 to May 1, 2022.

Male accounts have more followers and their comments are more negative than female accounts, the latter are associated with positive comments.

Female gender accounts have fewer followers, but more "likes".

CONCLUSIONS

The most influential people have a prevalence of male gender associated with institutional accounts, mostly in the political sphere.

Big Data and Business Intelligence tools help teachers to analyze issues of educational and social relevance, contributing to acquire a collective ethic in the face of new educational challenges.



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