Biography

**Background:** My main research work on Twitter since 2009 focuses specifically on visualisation, clustering and pattern recognition, inference algorithms, and demographic analysis.

**Pioneering work:** I am the first in Monash University to explore this niche research area; and one of the pioneers in studying Twitter as a viable source of "big" social media data prior to Twitter's restrictions on its APIs. My research is unique as it is an extension of the work done since 2009 for my PhD, where I investigated low-cost and statistically sound methods for demographic analysis and the study of communication patterns using Twitter as a platform. Techniques I have uncovered could be extended to other contexts such as different social media platforms, different investigative foci, etc.

My latest research contributions include a multidisciplinary analysis of communication patterns on Twitter w.r.t. alcohol producers and consumers.

Related Links:
- ORCID
- Google Scholar profile

Qualifications

Activities