

# The monitoring of cultural heritage in real time using Social Media

Sandro Stancampiano<sup>1</sup>

**Abstract** *Real time analysis about cultural heritage with the aim to detect critical situation it is essential for italian municipalities. In this paper we propose a methodology to achieve this goal following four steps: data collection, content analysis, pattern discovery and evaluation of the results. Using Big Data, in our case reviews published on the web, we can obtain useful information for the management of cultural heritage. Museum, monuments and more in general points of interest represents an important source of income for Italy. Some municipalities use these amounts to organise concerts and festivals, others for the maintenance of monuments, squares and gardens. We consider hereby reviews written in English, published in 2018, about the most important monument of Italy: the Colosseum.*

**Parole chiave:** Big Data, Text Mining, Cultural Heritage, Municipalities, Tourism.

**Gruppo tematico:** 20 Big data e misura e monitoraggio della qualità della vita. 27 Turismo e qualità della vita

---

<sup>1</sup> ISTAT, email: [sandro.stancampiano@istat.it](mailto:sandro.stancampiano@istat.it)