Social media has drastically altered the concept of information contribution and dissemination by empowering the general public to publish and distribute user-generated content. The information conveyed through such media is thematically diverse, ranging from important to mundane. However, this information often contains a geospatial component: a tweet on a specific topic may have a set of precise coordinates associated with it, so that we know the author’s location when it was posted. This represents an evolution of the manner in which geospatial information is collected and analyzed. We had been focusing on buildings, roads, the terrain, and infrastructure, ignoring the people who are living in this area. Now we are presented with a unique opportunity to observe the human landscape as the living, breathing organism that it is: we can witness the explosion-like dissemination of information within a society, or the clusters of individuals who share common opinions or attitudes, and map the locations of these clusters both in physical and cyber space. This is an unprecedented development that broadens drastically our understanding of the way that people interact with each other and with their environment. Through a series of case studies, this talk will demonstrate the power of GeoSocial Analysis to monitor and explore people’s views, reactions and interactions through space and time.