



# Using Social Media Data in Research

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WebDataRA from WSI

*Prof Leslie Carr*

# Web Data Research Assistant

Available from the Chrome Web Store at [bit.ly/WebDataRA](https://bit.ly/WebDataRA)

**Web Data Research Assistant**

This table has been copied onto your clipboard - paste it into Excel for further analysis.

- On a Twitter search results page, the browser will continually scroll to the bottom of the page to trigger more results, until the page stays static for more than 5 seconds.
- Data will also be extracted from a Google search page. Press the button on each page of the search results and the data will be collected into a single table for convenience.

Please be sure to treat the data according to the terms and conditions of the source. For more details, see the [small print](#).

N	ID	Replies	Retweets	Favorites	Author	Text
95	[93334241375779969]	42	353	599	Harryslaststand	How on earth can Govt be 'forward looking' when they give t...
94	[933358591758749697]			3	BBCRadio4	Signs, fossils, fissures in the rock, a absolute outrage.pic.twitter.c...
93	[933320900568649728]	1	1	13	Rowenaaaaa	Working on playlists for BBC Music and the wonderful @Kern...
92	[933355800071942146]		14	24	Harryslaststand	I wish this didn't still matter: How Brexit threatens our human...
91	[933358690840784896]				sparrowbarley	Yes, and so the synthetic data must be made to be messy toohttps://twitter.com/lornamcampbell/status/9333482466...
90	[933098941607952385]	320	7.3K	27K	TVietor08	2016: @lvankaTrump will be a great moderating force 2017: I d...
89	[933356718229663744]	4		3	ODIHQ	#AutumnBudget: the ODI welcomes measures to open up lan...
88	[933333317121970177]	14	182	100	HackneyAbbott	The Tories have U-turned on their promise to protect polie f...
87	[933319266052472838]	6		19	StandardIssueUK	"I think the quickest way to subvert the status quo is by the p...

**BuzzFeed News AM to DM** Watch

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ID	Replies	Retweets	Favorites	Author	Text	URL	Timestamp	Seconds
[93181397737982825]	153	577	728	JustGvng	If someone you love needs specialist medical treatment, JustWriting helps you raise funds.https://cards.twitter.com/cards/11211211/justwriting	https://twitter.com/JustGvng/status/93181397737982825	13-Aug-15	1494941165
[9278699592076899]	10	170	321	JeffHam	I resent the fact that my brain got out more than I do.	https://twitter.com/JustGvng/status/9278699592076899	10-Mar-16	1679202474
[71341866522048332]	6	93	133	JeffHam	Hello, here's @BBCRadio4 on dreams - cartooned by yours truly.pic.twitter.com/CYVz76jW	https://twitter.com/JustGvng/status/71341866522048332	25-Mar-16	168927214
[853868797823143936]	2	27	72	Controlpic	Clrk admin! Simulate users' login to optimize your enduser's experience!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/Controlpic/status/853868797823143936	Feb-26	1486212625
[8800044098486273]	11	9	13	Azolicitors	Ever taken a loan from Welcome Finance? You could be due a refund...http://bit.ly/WF_Claim.pic.twitter.com/VQAGt7Hs	https://twitter.com/Azolicitors/status/8800044098486273	Jun-28	149845337
[90448368179748864]	21	390	851	YMCAIRg_Wales	Self-service for nontechnical users and data preparation are among the biggest barriers to BI and analytics adoption!pic.twitter.com/cards/90448368179748864	https://twitter.com/YMCAIRg/status/90448368179748864	Sep-04	150440690
[90533441730933348]	12	120	113	YMCAIRg_Wales	When you're living on the streets, every door is closed to you!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/YMCAIRg/status/90533441730933348	Sep-06	150469242
[90741734622140466]	1			11read	Have shopping? We need thumbnails!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/11read/status/90741734622140466	Sep-11	150513418
[9075232760059336]	17	4	63	forduk	Say yes to a new Kuga!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/forduk/status/9075232760059336	Sep-11	150514179
[9080381644306728]	1	6	11	Hilvest	Revised: The Top 10 Funds Bought By Our ISA Clients in 2016/17. Risk Of Loss. http://bit.ly/19h9pic.twitter.com/Z38r7Hs	https://twitter.com/Hilvest/status/9080381644306728	Sep-13	150532843
[9163102498888712]	3	9	9	23 adwards	Advertisement on Google. Create your first ad in minutes, and only pay for results. Start now with a £75 coupon!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/adwards/status/9163102498888712	Oct-06	150730062
[91771362095531238]	907	833	3.8K	UNICEF_UK	Do you remember the classic cars of the 70s? Did you have the ever popular Ford Cortina?pic.twitter.com/cards/186c5y9a8r	https://twitter.com/UNICEF_UK/status/91771362095531238	Oct-10	150794952
[9209630176720444]	12	141	285	saabit	Mitigate risk of privileged identity theft by improving your security processes. Click for 5 quick wins!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/saabit/status/9209630176720444	Oct-19	150844981
[92404855846051512]	2	23	74	janalright	Our free guide on why your tech employees quit and how costly it can be for your business.https://cards.twitter.com/cards/186c5y9a8r	https://twitter.com/janalright/status/92404855846051512	Oct-27	150914111
[9263652470400961]	29	19	115	EE	Go on an iPhone X and get a new iPhone every year with EE Annual Upgrade!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/EE/status/9263652470400961	Nov-03	150967660
[92795466411175680]	11	16	68	Will_people	Introducing a Brilliant New Will Writing Service Sweeping The UK!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/Will_people/status/92795466411175680	Nov-07	151007000
[92828654114629634]	3	7	17	GoogleForUd	Interested in classroom technology that saves time, engages students and helps improve results?pic.twitter.com/cards/186c5y9a8r	https://twitter.com/GoogleForUd/status/92828654114629634	Nov-08	151015726
[92915898199232533]	3	47	116	forrester	GIIP is coming—are you ready? Download the report to find out!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/forrester/status/92915898199232533	Nov-10	151038102
[9303329673852296]	1	21	4	ChrisBarth	Dear social media, please do your thing! Here, a museum in Exham would like some examples of PC or peripheral man!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/ChrisBarth/status/9303329673852296	Nov-14	151065446
[9307292873815424]	4	4	18	OZ	Get a friends & family cinema pass when you buy a O2 Pay Monthly sim!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/OZ/status/9307292873815424	Nov-15	151073811
[931096266284716032]	5	5	57	CanonUKandE	New year is coming. Be ready!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/CanonUKandE/status/931096266284716032	Nov-16	151082623
[93155377227554816]	2	21	29	AGA	Get ready for our new and unseen second set of specimen GCSE science papers. Register here: http://bit.ly/2hZ6c2c.pic.twitter.com/cards/186c5y9a8r	https://twitter.com/AGA/status/93155377227554816	Nov-16	151083976
[93161133260297961]	15	184	317	anylic	Switching all my DNS over to 9.9.9.9 Quad9!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/anylic/status/93161133260297961	Nov-16	151084089
[93161361070124740]	17	107	197	JP_Lik	A successful career in engineering requires excellent communication skills, teamwork and BTEC knowledge!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/JP_Lik/status/93161361070124740	Nov-16	151084725
[93222177925204136]	48	7	23	Uber	Want to earn more in your spare time? Turn free time into paid time driving with Uber!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/Uber/status/93222177925204136	Nov-10	151103966
[93228975686226689]	4	4	9	aha_je	Connect Aha! roadmap software with JIRA to keep product and development in sync!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/aha_je/status/93228975686226689	Nov-20	151119437
[93280975685193728]	5	12	16	AdrianaWide	Academic conferences are hugely compromised, temporal spaces of inclusion, exclusion, amplification and silencing...pic.twitter.com/cards/186c5y9a8r	https://twitter.com/AdrianaWide/status/93280975685193728	Nov-21	151124808
[932911664849395745]	14	19	27	majianstwin	Think you know your wine-stuff? Have a crack at these tricky wine questions from real Majeptic customers!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/majianstwin/status/932911664849395745	Nov-21	151128848
[9335578039717792]	6	47	395	MossAlban	Isn't it sunshine when she's gone?pic.twitter.com/cards/186c5y9a8r	https://twitter.com/MossAlban/status/9335578039717792	Nov-21	151129553
[93392707962020096]	3	3	3	3magpic	Limpeyo! Do this FREE training & get guaranteed interview with Premier Inn. Starts 28/11 - sign up: http://bit.ly/2hZ6c2c.pic.twitter.com/cards/186c5y9a8r	https://twitter.com/3magpic/status/93392707962020096	Nov-21	151129213
[9329888679431168]	3	3	3	AdrianaWide	When you decided to pursue a PhD, which factor influenced your decision the most?pic.twitter.com/cards/186c5y9a8r	https://twitter.com/AdrianaWide/status/9329888679431168	Nov-21	151127084
[93297456874023168]	3	3	3	webminic	Very sorry you were so ungracious to @chrisidell05 when your campaign so obviously owes him credit as the original 'm:pic.twitter.com/cards/186c5y9a8r	https://twitter.com/webminic/status/93297456874023168	Nov-21	151127845
[93299435718587955]	2	2	5	SchneiderUK	Ensure your Managed Services Business is set to succeed with our free guide of best practice advice!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/SchneiderUK/status/93299435718587955	Nov-21	151127862
[93300270984658089]	4	4	4	LDCEP	Are you looking for investment to drive business growth but not sure where to start? Download our guide to real estate!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/LDCEP/status/93300270984658089	Nov-21	151128019
[93305481639966702]	2	2	2	ONK	@ONK looks at CEOs that have reorganized the Global Open Data Index over the years!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/ONK/status/93305481639966702	Nov-21	151124246
[93306651413004288]	2	1	2	ANCESTRYUK	ANCESTRYDNA: The Only DNA Test That Can Trace Your Origin To 350+ Ancestral Regions!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/ANCESTRYUK/status/93306651413004288	Nov-21	151120552
[9332448361015990]	5	2	2	Janice_G	NEW From @CLEAPP Keep It Safe! Health & Safety in Practical Science for New Teachers!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/Janice_G/status/9332448361015990	Nov-22	151133542
[93327469574608832]	4	4	3	Janice_G	Annual GCSE Computing Update with Awarding Organisations!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/Janice_G/status/93327469574608832	Nov-22	151136126
[9332724051909528]	91	1.2K	1.3K	sturdyAlex	In the UK, an annual rail season ticket from Hornham to London costs £312! In Germany you can get a BahnCard 100 for 100€!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/sturdyAlex/status/9332724051909528	Nov-22	151135610
[93320464099302832]	1	1	1	ghernardy	Thanks to the General Data Protection Regulation companies like Uber will face multi-million £ sanctions when they go!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/ghernardy/status/93320464099302832	Nov-22	151134975
[9333680786220944]	1	1	1	ifitjuuk	This video will empower your staff to take ownership & become problem-solvers!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/ifitjuuk/status/9333680786220944	23h	23h
[9333720802436227]	96	4.7K	16K	Technicallylol	his name is mortyestpic.twitter.com/OhG5ik8m	https://twitter.com/Technicallylol/status/9333720802436227	23h	23h
[93330825441798144]				uxctymcr	Are you looking to attend TechCrunch as a group of 3 or more? Get in touch for a group booking discount!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/uxctymcr/status/93330825441798144	23h	23h
[93330879252848578]	797	18K	5K	Technicallylol	Just pressed this giant seal being chased out the door of a fishermen shop in Wicklow town.pic.twitter.com/cards/186c5y9a8r	https://twitter.com/Technicallylol/status/93330879252848578	23h	23h
[933318457909791]	1	2	14	innamundocoll	ReTweeting yourself is like when you take a joke and nobody laughs so you wait until there's a gap in the conversation and then tweet!pic.twitter.com/cards/186c5y9a8r	https://twitter.com/innamundocoll/status/933318457909791	23h	23h

- Scrapes Twitter, Facebook and Google data into a spreadsheet
- Uniquely allows free historic data capture
- No programming required
- Browser extension, one-click install

# Overview of Use



- The Web Data RA will capture Twitter, Facebook and Google data from a browser and allow you to paste a table of information directly into a spreadsheet. This tutorial focuses on its use with Twitter.
1. Visit **bit.ly/WebDataRA** in Chrome, click on the blue “+ Add to Chrome” button. The small green icon will appear in the top right of the browser window, next to the URL bar.
  2. Go to **twitter.com** and create a Twitter search or display a timeline
  3. Click on the **WebDataRA** icon to start collecting tweets.
    - Every 5 secs the browser will automatically scroll to the bottom of the page to make Twitter load the next batch of results and add the updates to the clipboard.
  4. When you have collected enough results, paste the data into an Excel spreadsheet.
  5. Use Excel to analyse data, or export to other programs such as Gephi or Voyant for other kinds of analysis.

# WebDataRA Tables

Account	Author Count	...Inc RTs	Mention Count	...Inc RTs
1234margs	1		3	
2202Gayle	1	1		
25Score	1	2		
50Folds	1	3		
90_mile_beach	1	1		
949powerfm	1	2		
ABRAMSbooks	1	5		
ADDBlog	1	2		
AFARmedia	1	2	2	6
ASMRLittleMelon	1	1		
ASTsupportAAli	1	2		
AbbaReach	1	2		
AdarntheHullF			1	1
AV			1	1
AdelMeyer			1	1
AdrianChen			1	2
AgenceW	1	2		
AlanSee	1	3		
AlexRWilliams	1	4		
AlthaValerie	1	2		
Aloe_Vera_FLP	1	2		
AmyBotanicals			1	6
Andrea_MacE	1	2		
AngeliahBold			1	1
Antipratapsing	1	2		
AnnaBell_writes			1	5
Anonfighter5			1	1
AppliedIG	1	4		
Argemine58			2	2
AstraLifeID	1	5		
AvonsworthEA	1	2		
BBC			1	1
BBCJonSopel	1	1		
BBCWomensHour			1	2

Hashtags	Count	...Inc RTs
#skincare	2	2
#124;	1	1
#365daysofselfcare.	1	1
#AI.	1	1
#AgeSeRight	1	4
#AbuDhabi	1	2
#Apps	1	2
#Argyll	1	15
#BCNMI	1	1
#BLOGOSPHERECHAT	1	2
#BabyZakTime	1	2
#Bachelor	1	3
#BeWellDoWell	1	5
#BienvenuechezNous	1	2
#BlogsphereChat	15	27
#BlogsphereChat.	1	1
#CBCconf18	1	3
#Cafepress	2	3
#CaribbeanSea!	1	7
#CellPhone	1	7
#Cheshire	2	19
#Children	15	51
#Class	1	1

Source	Target	Weight
1234margs	YouTube	1
2202Gayle	BiosphereM	1
2202Gayle	ccfest	1
2202Gayle	edfringe	1
90_mile_beach	sundarakarma	1
ABRAMSbooks	tanyagoodin	1
ASMRLittleMelon	Anonfighter5	1
Andrea_MacE	iamwellandgood	1
AppliedIG	DanConnors16	1
BBCJonSopel	BBC	1
BBCJonSopel	OilPaul	1
BBCJonSopel	SebGorka	1
BVG_Kampagne	adidas	1
BVG_Kampagne	betablogr	1
BarryEdwardsJr	LloydEdwards91	1
BellyDanceRav	...	...

The tweet data, with author, mentions, hashtags, text and counts of retweets, replies and likes broken out in separate columns.

Account occurrence summary, a count of the number of times that each Twitter account appears in the dataset as author or a mention (including retweets).

Counts of the appearances of each hashtag.

A table of edges of the conversational network, i.e. the number of times each pair of accounts communicate with each other.

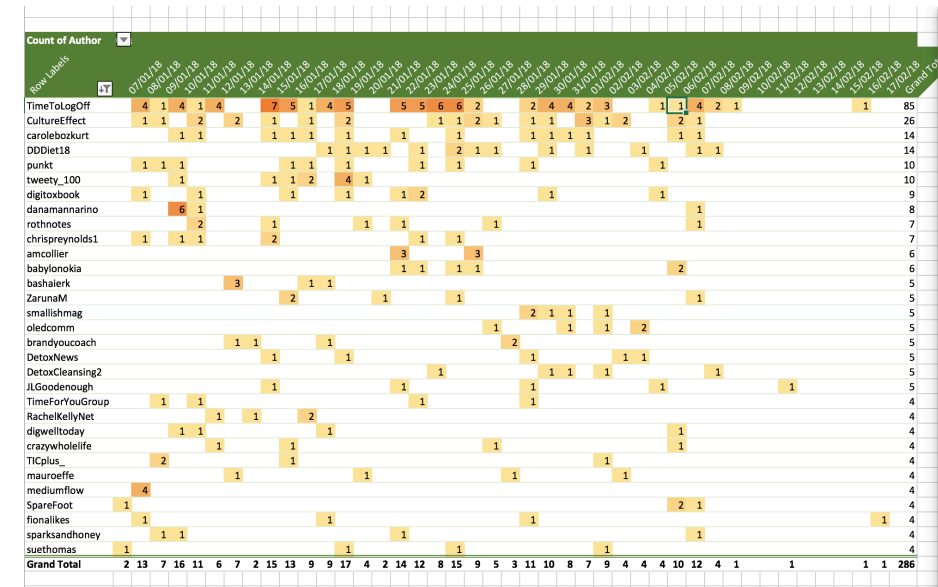
# Using The Tweet Data Table

- The tweet data (gray) contains the basic data about each tweet: what was said, when, by who and to whom.
- Use this data to form a general overview of the communication over time and identify the most significant tweets.
- Examine specific tweets and their context by referring back to the Twitter site using each tweet's URL.

ID	Text	Retweets	Likes	Author	Location	Hashtags	Text	URL	Timestamp	Latitude	Longitude	Language	Text
58	"59971582	2	1	mwhathweek		#leadership #digital_detox	This is What It's Like To Not Own A Smartphone In 2018 <a href="https://www.dab.io/w/3727050">https://www.dab.io/w/3727050</a> #leadership #digital_detox pic.twitter.com/Rq770A05	<a href="https://www.dab.io/w/3727050">https://www.dab.io/w/3727050</a>	03-Feb-18	151.7648876	151.7648876	This is What It's Like To Not Own A Smartphone In 2018	
57	"599717045	2	2	carole_m_cott			Digital detox weekend starting now. Have a good one everyone. I'm off to put my head in the office world!	<a href="https://twitter.com/carole_m_cott/status/959717045">https://twitter.com/carole_m_cott/status/959717045</a>	03-Feb-18	151.7649349	151.7649349	Digital detox weekend starting now. Have a good one everyone. I'm off to put my head in the office world!	
56	"599722010	1	2	4 nicholas00k			Being off 'social media' for a bit makes you realise what gossip you've missed out on. What a bunch of bitchy gossipers we all really are... not quite the digital detox I had in mind!	<a href="https://twitter.com/nicholas00k/status/959722010">https://twitter.com/nicholas00k/status/959722010</a>	03-Feb-18	151.7650392	151.7650392	Being off 'social media' for a bit makes you realise what gossip you've missed out on. What a bunch of bitchy gossipers we all really are... not quite the digital detox I had in mind!	
55	"599730021	2	4	lqghakendal	DanConners15		I love social media and the benefits it offers, yet I'm aware it sometimes takes over too much of my life. This year I've pledged to change that, it's working so far! Some fab tactics for digital detox by @DanConners15 here: <a href="http://slg.pawak.net/post/122ap4a/digital-detox-one-month-in-...">http://slg.pawak.net/post/122ap4a/digital-detox-one-month-in-...</a>	<a href="https://twitter.com/lqghakendal/status/959730021">https://twitter.com/lqghakendal/status/959730021</a>	03-Feb-18	151.7652443	151.7652443	I love social media and the benefits it offers, yet I'm aware it sometimes takes over too much of my life. This year I've pledged to change that, it's working so far! Some fab tactics for digital detox by here too: ...	
54	"599738094	2	2	CarlyKeaton87	Cloe_Jones		Make sure you take the time you need. Social media keeps us connected, maybe not always a good thing though. I'm considering a digital detox, sounds like a 100 days suggestion right there!	<a href="https://twitter.com/CarlyKeaton87/status/959738094">https://twitter.com/CarlyKeaton87/status/959738094</a>	03-Feb-18	151.7653890	151.7653890	Make sure you take the time you need. Social media keeps us connected, maybe not always a good thing though, I'm considering a digital detox, sounds like a 100 days suggestion right there!	
53	"599744821	2	1	berrynodesign			Try it: Your 2018 'Digital Detox' Guide <a href="http://cww6.tz2950ey">http://cww6.tz2950ey</a>	<a href="https://twitter.com/berrynodesign/status/959744821">https://twitter.com/berrynodesign/status/959744821</a>	03-Feb-18	151.7655971	151.7655971	Try it: Your 2018 'Digital Detox' Guide	
52	"599746691	1	2	sheenamwhite		#family #children #parenting	How to Do a Digital Detox with Your Family: <a href="http://slg.io/88R7">http://slg.io/88R7</a> (And why it's super healthy for your #children to do! <a href="https://parentingpic.twitter.com/DVtG5MMydW">https://parentingpic.twitter.com/DVtG5MMydW</a> )	<a href="https://twitter.com/sheenamwhite/status/959746691">https://twitter.com/sheenamwhite/status/959746691</a>	03-Feb-18	151.7656417	151.7656417	How to Do a Digital Detox with Your Family: (And why it's super healthy for your #children to do)	
51	"5997508307914801	2	2	jaynuhealth		#digitaldetox	Woohoo!!! It's the weekend – the perfect time to get your digital detox on: <a href="http://dab.io/5GzL2E">http://dab.io/5GzL2E</a> #digitaldetox pic.twitter.com/3CkxJdJF	<a href="https://twitter.com/jaynuhealth/status/9597508307914801">https://twitter.com/jaynuhealth/status/9597508307914801</a>	03-Feb-18	151.7657405	151.7657405	Woohoo!!! It's the weekend – the perfect time to get your digital detox on:	
50	"599754171	3	2	18 griffai			"Taps whistles" folks, I have gathered you here today to something something digital detox gymmyth patrow going retrograde embracing obscurance exotera. I'll be online & on email if you need me.	<a href="https://twitter.com/18griffai/status/959754171">https://twitter.com/18griffai/status/959754171</a>	03-Feb-18	151.7658201	151.7658201	"Taps whistles" folks, I have gathered you here today to something something digital detox gymmyth patrow going retrograde embracing obscurance exotera. I'll be online	

# Pivot Table Visual Twitter Timeline

- Click on any gray cell in the Tweet Data table
- Choose “Pivot Table” from the Insert ribbon.
- In the Pivot Table builder
  - drag “Author” from the Field Name panel into the “Rows” panel
  - drag “Timestamp” into the “Columns” panel
  - drag “Author” (again) into the “Values” panel (it will automatically turn into “Count of Author”).
- Reformat to create a helpful Timeline summary of contributors (vertical axis) by days (horizontal axis).
  - narrow the columns, slant the column headings, change the angle of the text to 60°
  - use the “Row Labels” control to sort by the author count
  - show only the rows where the total author count is greater than a chosen threshold.
  - use conditional formatting to highlight the most extreme values.



# Other Questions to ask of the Data

- All kinds of summaries and analyses are possible using Excel on this data, including:
  - Showing the distribution of the tweet sample through time
  - Identifying the most prolific and/or popular actors, and showing their activity through time
  - Showing the use of individual hashtags (this might be useful in a big conversation, or one that evolves over a longer period)
  - Comparing the relative proportion of contributions from different actors / hashtags

# Using The Account Data Table

- The account table (green) shows
  - the most active tweeters,
  - the most frequent repliers,
  - the most retweeted users.
- This shows the key actors in a conversation, and the main roles that they take.
- Get detailed information by clicking on the account names (linked) to see the account bios and the relevant timelines of these actors in the Twitter website.
- Understand whether they are corporate accounts, private individuals, bots or trolls.

Account	Author Count	...Inc RTs	Mention Count	...Inc RTs
1234margs	1	3		
2202Gayle	1	1		
25Score	1	2		
50Folds	1	3		
90_mile_beach	1	1		
949powerfm	1	2		
ABRAMSbooks	1	5		
ADJBlog	1	2		
AFARmedia			2	6
ASMRLittleMelon	1	1		
ASTsupportAAli	1	2		
AbhaReach	1	2		
AdamtheBullFAN			1	1
AdeldMeyer			1	1
AdrianChen			1	2
AgenceW	1	2		
AlanSee	1	3		
AlexRWilliams	1	4		
AlishaValerie	1	2		
Aloe_Vera_FLP	1	2		
AmlyBotanicals			1	6
Andrea_MacE	1	2		
AngelaInBold			1	1
Anitapratapsing	1	2		
AnnaBell_writes			1	5
Anonfighter5			1	1
AppliedIG	1	4		
Argentine58			2	2
AstraLifeID	1	5		
AvonworthEA	1	2		
BBC			1	1
BBCJonSopel	1	1		
BBCWomansHour			1	2



# Inspecting Twitter Accounts

Account	#	Bio
<a href="#">ItsTimeToLogOff</a>	30	Time To Log Off is the home of digital detox. We're spearheading the movement to disconnect regularly from digital devices and reconnect with the world offline. We do this through collecting facts on the need for digital detox, running campaigns to get everyone off their screens and hosting retreats, events and workshops.
<a href="#">DinnerTableMBA</a>	9	A commercial organisation working together to help families become more confident, successful, and self-empowered
<a href="#">SpareFoot</a>	8	A storage company. We make it easy to move and store your stuff. Reserve storage for free and get your mind out of the clutter.
<a href="#">CultureEffect</a>	5	Author of Digitox: How to Find a Healthy Balance for your Family's Digital Diet

The account names in the account “author and mentions” (green) table are clickable, and open the page of the account profile in your default web browser.

Following the account hyperlinks for the most prolific authors in the green table, we see that they are all commercial or institutional actors to one extent or another.

# Using The Hashtag Data Table

- The hashtag table (blue) shows you the most frequently used hashtags. This can help you extend your data gathering to look for more tweets relevant to your research question.

Hashtags	Count	...Inc RTs
##skincare	2	2
#124;	1	1
#365daysofself care.	1	1
#AL	1	1
#AageSeRight	1	4
#AbuDhabi	1	2
#Apps	1	2
#Argyll	1	15
#BCNMI	1	1
#BLOGOSPHE RECHAT	1	2
#BabyZakTime	1	2
#Bachelor	1	3
#BeWellDoWe ll	1	5
#BienvenueChe zNous	1	2
#BlogosphereC hat	15	27
#BlogosphereC hat.	1	1
#CBCconf18	1	3
#Cafepress	2	3
#CaribbeanSea!	1	7
#CellPhone	1	7
#Cheshire	2	19
#Children	15	51
#ClassC	1	1

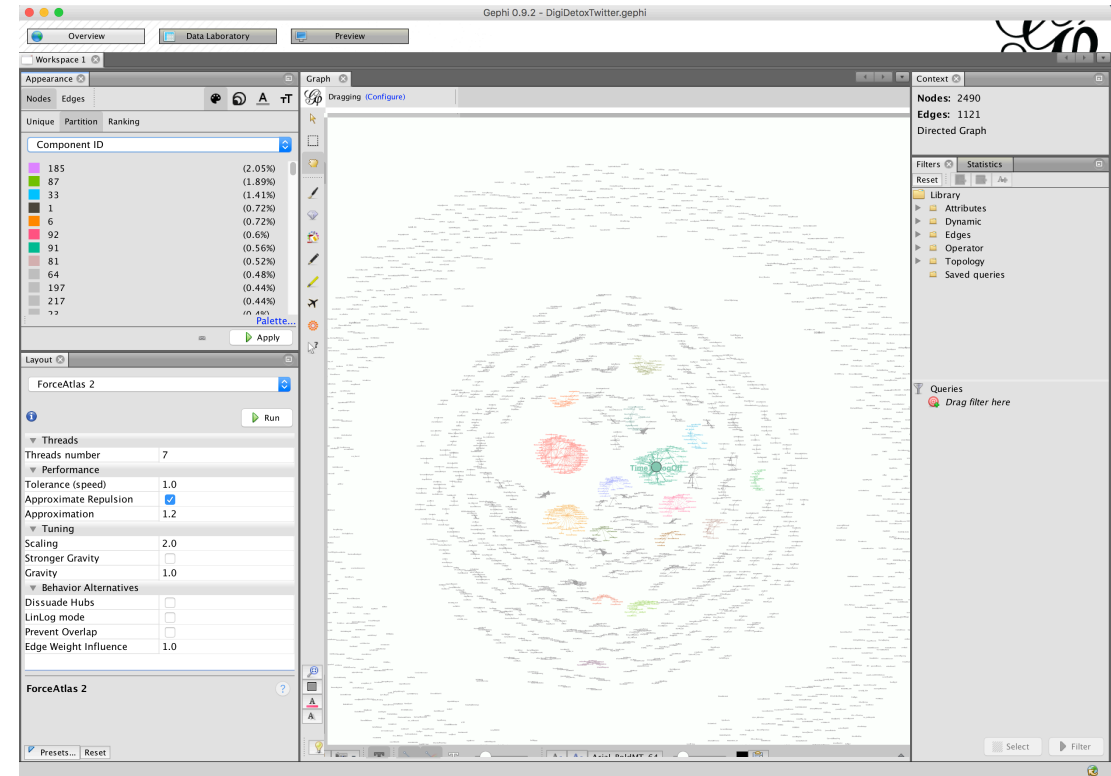
# Using The Edge Data Table

- The edge table (yellow) will help you to see the interactions between actors, and help you to understand groupings of actors, and the pattern of their interaction.
  - Is a key account dominating a conversation and talking to many others?
  - Are they responding or just being passive recipients of marketing messages?
  - Is there a group of equals having a balanced conversation with equal participation?

Source	Target	Weight
1234margs	YouTube	1
2202Gayle	BlogosphereM	1
2202Gayle	ccfest	1
2202Gayle	edfringe	1
90_mile_beach	sundarakarma	1
ABRAMSbooks	tanyagoodin	1
ASMRLittleMelon	Anonfighter5	1
Andrea_MacEd	iamwellandgood	1
AppliedIG	DanConnors16	1
BBCJonSopel	BBC	1
BBCJonSopel	OilPaul	1
BBCJonSopel	SebGorka	1
BVG_Kampagne	adidas	1
BVG_Kampagne	betablogr	1
BarryEdwardsJr	LloydEdwards91	1
BellyDanceRav		

# Inspecting the Conversation Network

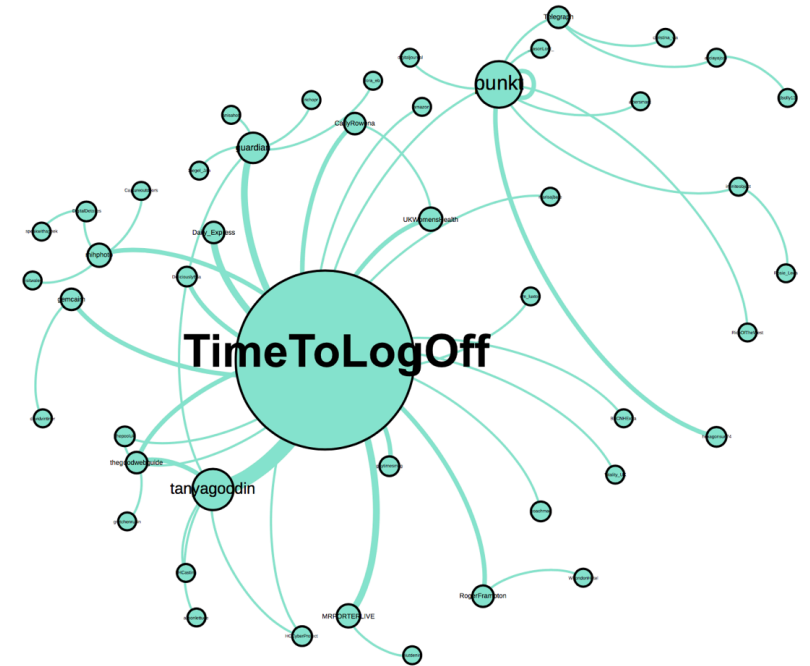
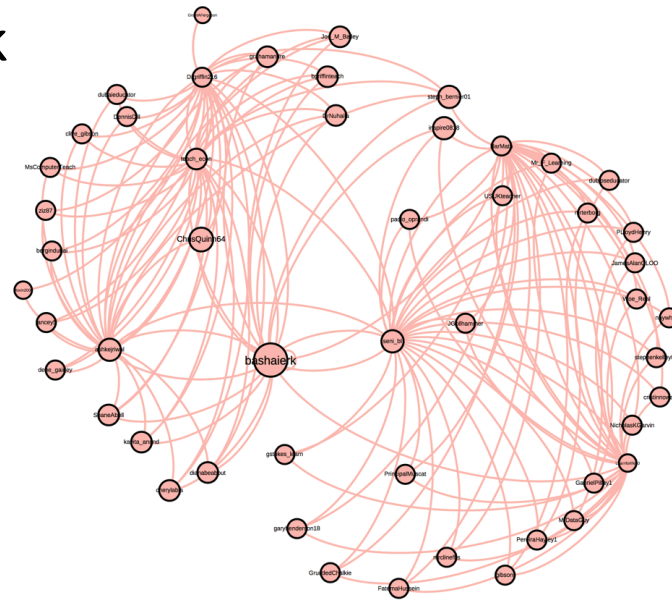
- Copy and paste the yellow table *into a separate spreadsheet* and save it as a CSV file (call it *edgetable.csv* or similar).
- Load up the network visualisation program “Gephi”, and start a new project.
- In the “Data Laboratory”, choose “Import Spreadsheet” and load up the CSV data as an *edge table*.



*You can then apply a variety of network layout algorithms in the “Overview” pane.*

# Understanding the Conversation Network

- Many summaries and analyses are possible using Gephi's network visualisations.
- Showing the interaction of the network actors
- Identifying the communities and active participant subgroups within the larger sample
- Identifying the roles of different actors in the communications network

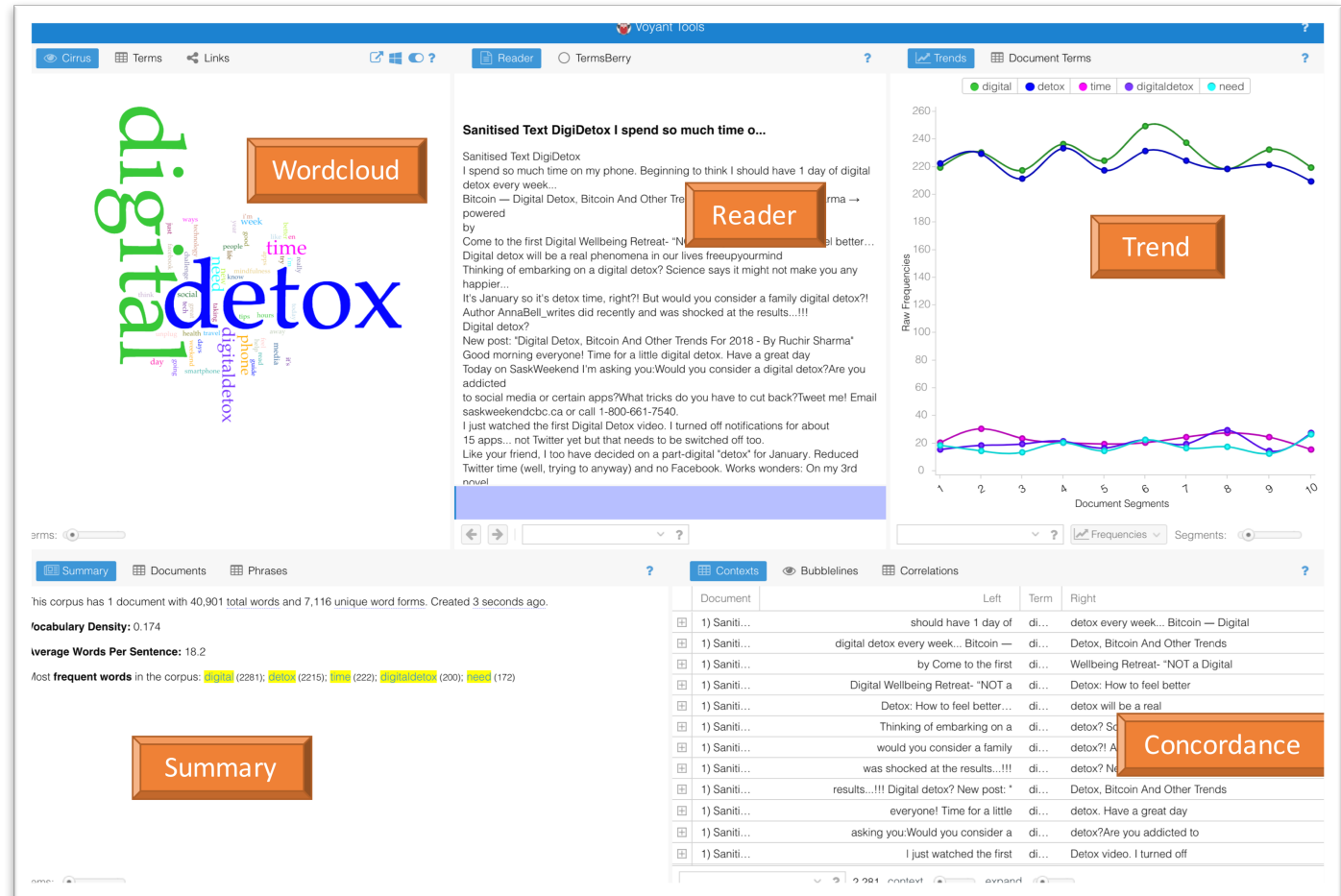


# Textual Analyses of the Social Conversation

- In the gray table, copy the “Sanitised Text” column.
  - This contains the text of all the texts, but with all the Twitter features (@names, #hashtags, URLs) removed to leave only the English text.
- Go to the [Voyant-Tools.org](http://Voyant-Tools.org) website
  - *Voyant Tools is a textual corpus analyser. It considers a Twitter conversation as a single document & individual tweets as individual sentences.*
- Paste the text into the textbox
- Press the “Reveal” button.
  - You will see a screen with several panels that help you explore the text of the tweets in different ways.

# Textual Analyses

- Voyant includes a variety of textual analysis components
  - Word cloud
  - Trend analyser
  - Concordance
  - Summary
  - Vocabulary cluster analysis
  - Dimensional Reductions
  - Co-occurrence Network



# Sentiment Analysis

- Sentiment analysis can help you identify positive or negative comments in your sample.
  - This is a popular method in industry, especially with brand management companies. However it is academically contested, and does not have a high degree of transparency in the lexical processing.
- Paste the “Sanitised Text” column into **sentigem.com**.
- Consider to what extent the results seem accurate to you? How well does it identify positive and negative ‘sentiment’ in a tweet?
  - What kinds of inaccuracies can you see?
- Does it help you to identify any points of interest in your data for more thorough investigation?

