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Fun Project: Which car companies make people on Twitter the happiest?

How it works:
- I used the twitter package for R to download a tweet when the user tags a car company.
- After downloading a maximum of 5000 tweets for each car company I borrow a function (slightly modified) which scores +1 for a positive word and -1 for a negative word in a tweet.
  - If the tweet contained a positive and a negative word the score would be 0
- I then averaged those scores for each car company and took this as a rough indication of a car company's brand image on Twitter.
- Given the roughness of the measure I've been thinking about a couple of ways to get at brand image on Twitter
  - In a separate figure I've simply counted the total number of tweets each car company is tagged.
    - This information is important because a Fiat has the highest positive brand image on average but pulls from a sample of only about 15 tweets.

Where it's headed:
- I'd like to better understand brand image so I'm thinking of better ways to measure this concept.

What's in the zip file?
- I've included by two figures
- A sample of my R script so you can see how it works
- Converted my data to Stata (.dta) so you can play around with it if you want.
  - On your job description I got the impression this was the suggested format but email me back if you prefer SAS or SPSS

What was my point of departure?
- Jeffrey Breen: Mining Twitter for Consumer Attitudes Towards Airlines
  - http://www.slideshare.net/jeffreybreen/r-by-example-mining-twitter-for