

WORK REPORT II

Zhao Chang - Dec, 12, 2017

Introduction

This website has a total of **6** interfaces.

The core idea of this website is to present an efficient and intuitive way to **explore** how the moral rhetoric for the top trends change over time dynamically.

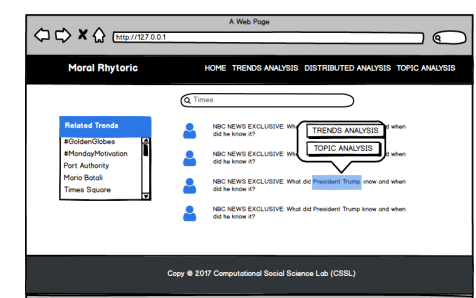
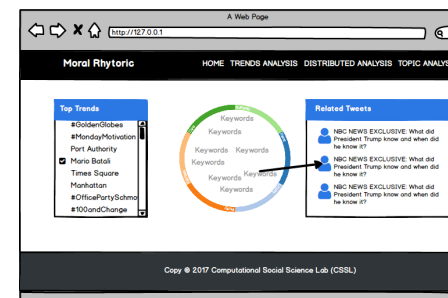
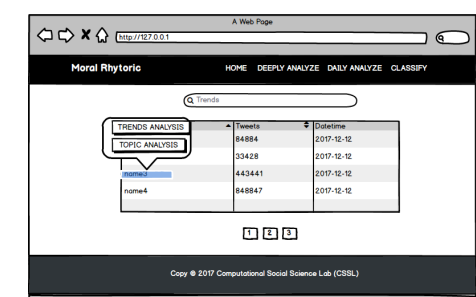
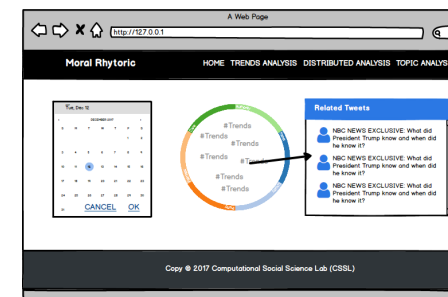
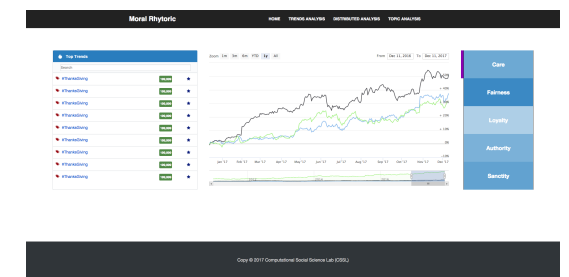
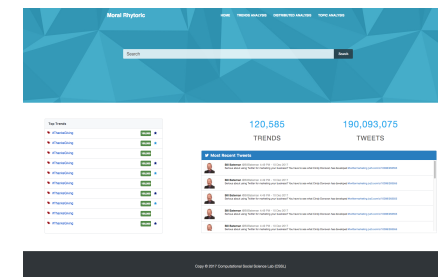
There are three different types of analysis.

1). "**Trends analysis**" is to display how the moral concern loadings change over time dynamically.

2). "**Distributed analysis**" is to display how top trends we collect distribute in MFD.

3). "**Topic analysis**" is to explore what tweets in a particular trend discuss in every aspect of five foundations.

I have completed two demo pages. The link is <http://47.89.251.72/>.



Homepage

Moral Rhetoric

HOME

TRENDS ANALYSIS

DISTRIBUTED ANALYSIS

TOPIC ANALYSIS

Search

3. The part is to show the numbers of top trends and tweets in our database.

120,509

TRENDS

190,092,999

TWEETS

1. "Top Trends" provides the latest top trends that we collected. When the pointer is over the name of the top trend, the pop-up window will appear and provide an entrance to "Trends analysis" and "Topic analysis". When the user clicks the button, this trend will be added to the corresponding analysis. (The users may be most interested in latest trends.)

2. "Most Recent Tweets" provides the latest tweets that are related to "Top Trends3. The part is to show the numbers of top trends and tweets in our database.", which aims to show the data we collected.

Most Recent Tweets



Bill Bateman @BillBateman 4:49 PM - 10 Dec 2017

Serious about using Twitter for marketing your business? You have to see what Cindy Donovan has developed [#twittermarketing jvz5.com/c/10008/263555](https://jvz5.com/c/10008/263555)



Bill Bateman @Bill

Serious about using ?



Bill Bateman @Bill

Serious about using ?



Bill Bateman @Bill

Serious about using Twitter for marketing your business? You have to see what Cindy Donovan has developed [#twittermarketing jvz5.com/c/10008/263555](https://jvz5.com/c/10008/263555)



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Trends analysis

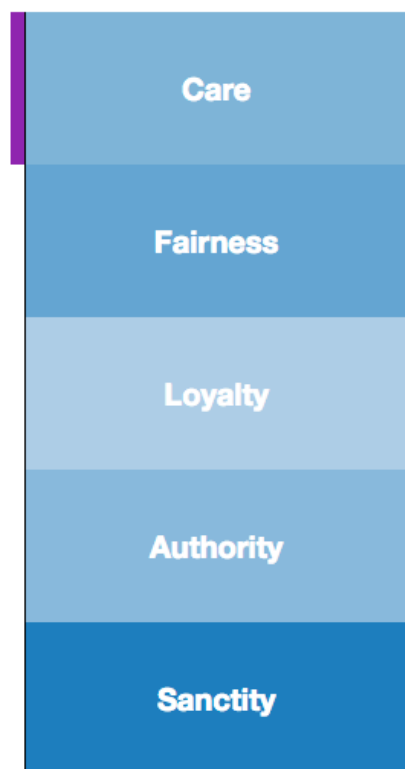
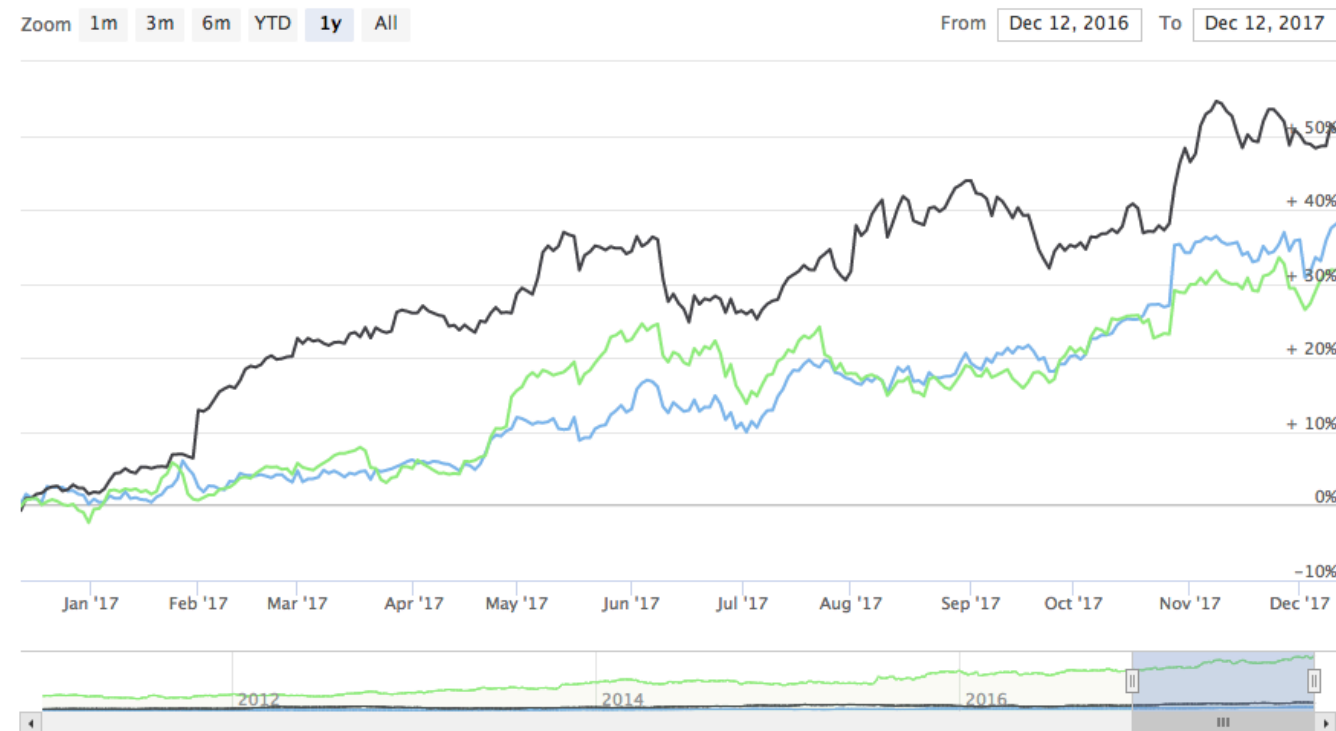
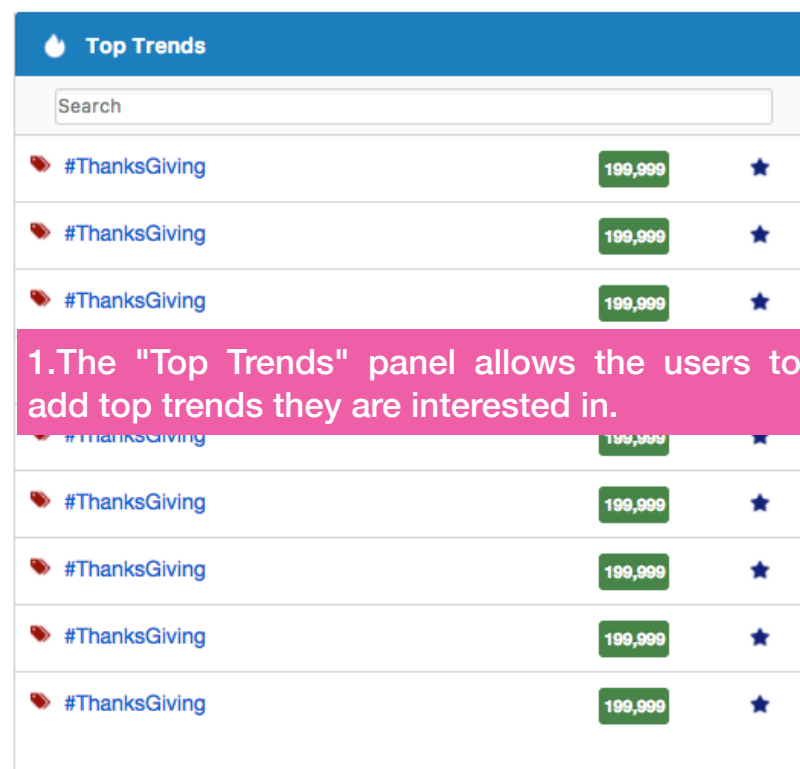
Moral Rhetoric

HOME

TRENDS ANALYSIS

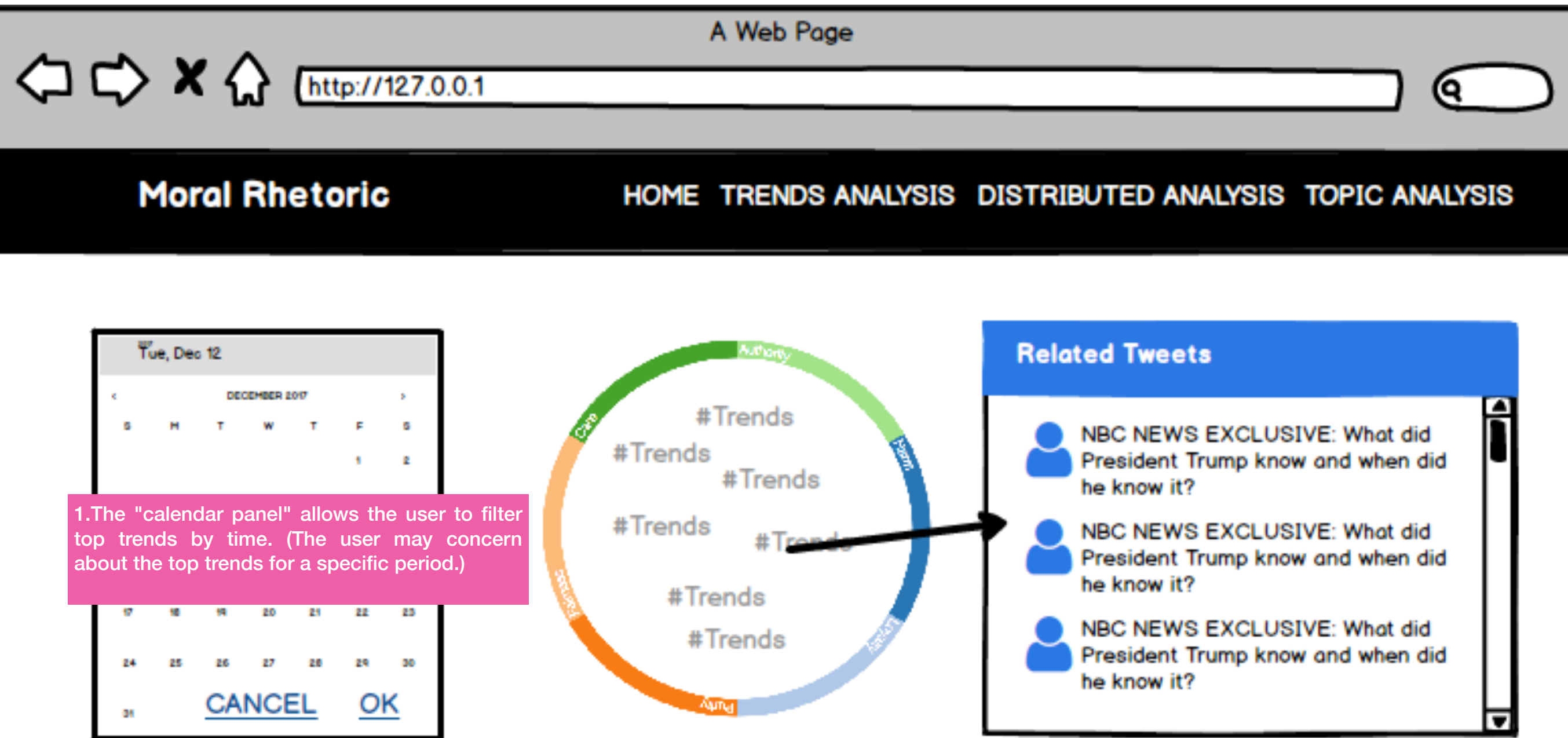
DISTRIBUTED ANALYSIS

TOPIC ANALYSIS

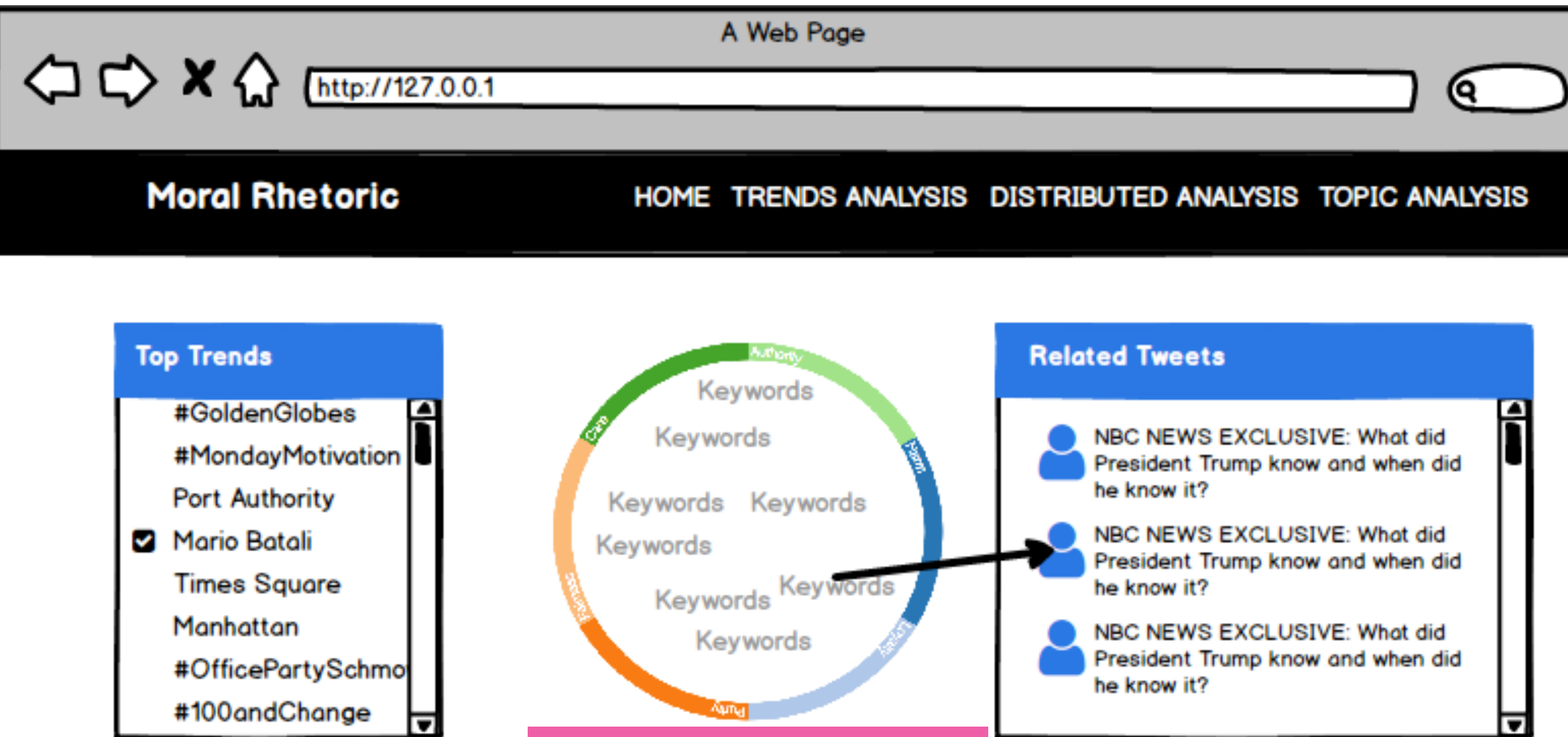


2.The rightmost panel lists five foundations. The user can choose any one of them. The color depth of every rectangle represents the proportion of moral rhetoric for the trends listed in the leftmost panel in the corresponding foundation.

Distributed analysis



Topic Analysis



1.The keywords inside the circle represent the topics of those tweets for a particular trend. The users can see corresponding tweets by clicking keyword.

Search interface

The screenshot shows a web browser window titled "A Web Page" with a search bar containing "http://127.0.0.1". Below the browser window is a navigation bar with the text "Moral Rhetoric" and a series of links: "HOME", "TRENDS ANALYSIS", "DISTRIBUTED ANALYSIS", and "TOPIC ANALYSIS". The main content area features a search bar with the text "Q Times". To the left of the search results is a sidebar titled "Related Trends" with a list of items: "#GoldenGlobes", "#MondayMotivation", "Port Authority", "Mario Batali", and "Times Square". The search results display four entries, each with a blue person icon and a text snippet. The third entry, "NBC NEWS EXCLUSIVE: What did President Trump know and when did he know it?", has the words "President Trump" highlighted in blue. A callout box with two tabs, "TRENDS ANALYSIS" and "TOPIC ANALYSIS", points to this highlighted text. A pink box with the text "Trend name" and an arrow points to the callout box. A pink box at the bottom contains the text: "1.This interface allows the user to search tweets. The function serves the users who don't know the specific trends name. They can enter the keyword to find trends name. If there are trends names in search results, it will be highlighted."

A Web Page

http://127.0.0.1

Moral Rhetoric

HOME TRENDS ANALYSIS DISTRIBUTED ANALYSIS TOPIC ANALYSIS

Q Times

Related Trends

- #GoldenGlobes
- #MondayMotivation
- Port Authority
- Mario Batali
- Times Square

NBC NEWS EXCLUSIVE: What did he know it?

NBC NEWS EXCLUSIVE: What did he know it?

NBC NEWS EXCLUSIVE: What did President Trump know and when did he know it?

NBC NEWS EXCLUSIVE: What did President Trump know and when did he know it?

TRENDS ANALYSIS

TOPIC ANALYSIS

Trend name

1.This interface allows the user to search tweets. The function serves the users who don't know the specific trends name. They can enter the keyword to find trends name. If there are trends names in search results, it will be highlighted.

Trends list

A Web Page

http://127.0.0.1

Moral Rhetoric HOME DEEPLY ANALYZE DAILY ANALYZE CLASSIFY

Q Trends

TRENDS ANALYSIS

TOPIC ANALYSIS

name3

name4

Tweets	Datetime
84884	2017-12-12
33428	2017-12-12
443441	2017-12-12
848847	2017-12-12

1. It will list all trends in our database.

1 2 3

Thank you