SOCIAL MEDIA POPULARITY FINDER

E/15/179
E/15/325
E/15/362

INTRODUCTION

A tool
to find the
popularity of a
state university,
through social
media

Includes,

- Sentiment Analysis
- Frequency Analysis with most used words
- Popularity Comparison through years
- Graphical Representation
- Popularity Comparison

TIMELINE

March 8-22	Mar23-Apr9	Apr10-May9	May10-June10

MILESTONE 1

Selecting a Project

Preparing a project timeline

Learning related concepts, technologies and tools

MILESTONE 2

Obtaining data through APIs

Cleaning and formatting data

Preparing progress presentation

MILESTONE 3

Tagging the Data

Choosing an appropriate data mining model

Designing the backend
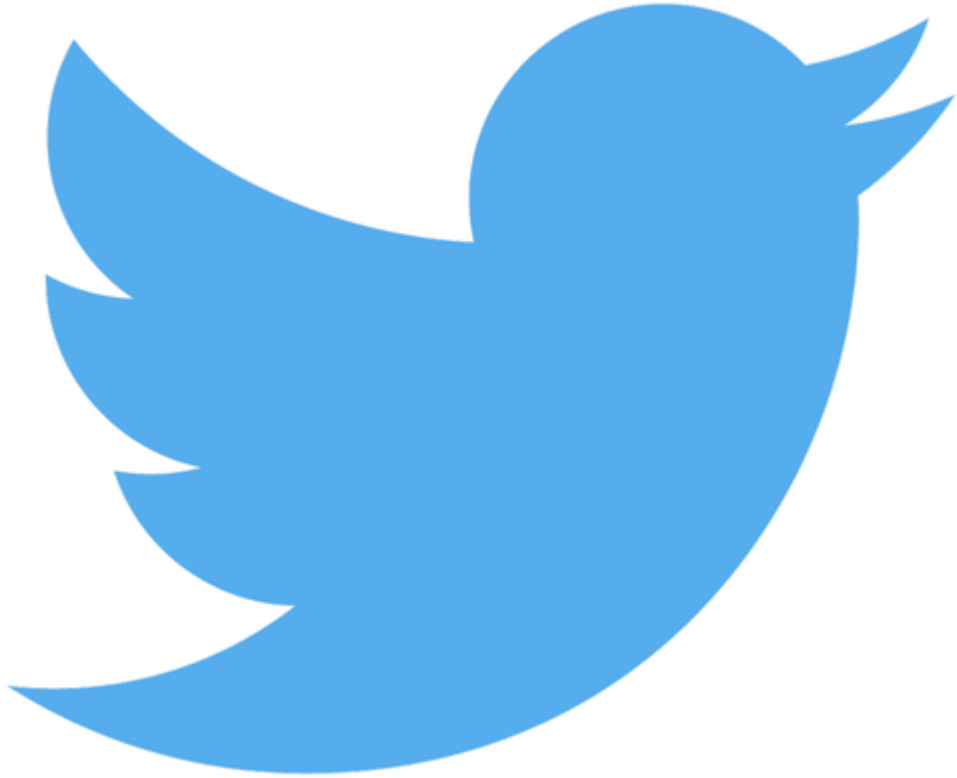
Designing the frontend

MILESTONE 4

Refining the data mining model

Testing the web app

Preparing the final presentation

WHY TWITTER?

- ✓ Difficulties with Facebook and Instagram API

- ✓ Lack of updates in other Social Media

TECHNOLOGIES USED

Front-end

Twitter Data Analysis & Word Preprocessing

HTML

CSS

python

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OUTCOME

Displays 20 words with the highest frequency

Graphical Representation of Sentiment Analysis

Popularity Variation in last 5 years

Comparison between universities

FURTHER DEVELOMENTS THAT CAN BE MADE

EXPANDING THE NUMBER OF SOCIAL MEDIA

SHOW DATA CATEGORIZED INTO DIFFERENT CATEGORIES

EXPANDING NUMBER OF UNIVERSITIES USED

SEARCHING SUB-TOPICS

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Thank You!!!