**Dataset Summary**

This dataset consists of tweets related to the launch of Apple's [Vision Pro](https://www.apple.com/apple-vision-pro/) device collected from Twitter before and after the release date using keyword filtering in the Twitter API. It contains ~50,000 tweets from September 2022 - January 2023 covering a 3 month period before and a month after the Vision Pro release in December 2022.

The tweets have been annotated for sentiment towards Vision Pro - Positive, Negative or Neutral using HuggingFace’s [Roberta based sentiment analysis](https://huggingface.co/cardiffnlp/twitter-roberta-base-sentiment-latest). This enables studying how expectations, anticipation and reactions on Twitter to this AR/VR device evolved over time surrounding its launch.

**Dataset Structure**

* Tweet\_ID: Unique ID of each tweet
* Date: Date tweet was posted
* User\_ID: ID of user who posted the tweet
* Text: Full text content of the tweet
* Hashtags: Any hashtags like #Apple #VisionPro included in tweet
* Sentiment: Positive, Negative or Neutral classification based on text analysis

**Methodology**

* Twitter API used to collect a stream of tweets matching "Apple Vision Pro" after filtering out spam & bot accounts
* Collected for 3 months bracketing release date using twitterscraper package
* HuggingFace API used to assign polarity sentiment scores on scale of -1 to 1 and categorized as Pos/Neg/Neutral

This rich dataset allows researchers to analyze evolving consumer expectations and reactions to new product releases, differentiate between pre-launch buzz and actual user satisfaction post-launch and determine indicators that correlate with success.

**Use Cases**

* Track product adoption lifecycle
* Compare to competitor product sentiment
* Identify pain points from complaints
* Guide marketing message targeting