

Dealing with Data: Spring 2016

Analysis of Public Sentiment on Twitter Versus Debate Performance of Top GOP Candidates

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Executive Summary

The 2016 GOP race has become one of the most talked about topics of the year, garnering the public's attention with the debates becoming a televised spectacle. Fox News' debate in Detroit is the highest viewed debate of the year at 16.9 million viewers. This is no surprise with the interest Donald Trump has gathered from the general public. Trump's brash manner and lack of civility has ran counter to traditional political campaigns. Our project tried to see if there was a correlation between how Trump using negative rhetoric during the debates helped his standing with the public in contrast to his rivals.

We took a sentiment analysis of all GOP candidates participating in the last three debates of the GOP nominee trail and compared it to Twitter's response of each candidate. To our surprise we found that Trump's debate performances were not as negative in sentiment as his running mates. Additionally, our expectation for positive public sentiment on Twitter was wrong as well. What we did find was that Trump dominated the digital space in sheer volume of tweets and re-tweets.

Background

Our hypothesis was that Trump using negative rhetoric on the debate stage helped him garner positive sentiment from the public on social media specifically Twitter. Our datasets included:

Debate transcripts from the Washington Post website:

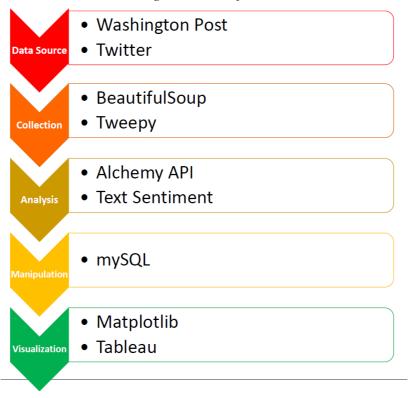
- 1) Debate 1 (Houston, TX, 02/25/2016): https://www.washingtonpost.com/news/the-fix/wp/2016/02/25/the-cnntelemundo-republican-debate-transcript-annotated/
- 2) Debate 2 (Detroit, MI, 03/03/2016): <u>https://www.washingtonpost.com/news/the-fix/wp/2016/03/03/the-fox-news-gop-debate-transcript-annotated/</u>
- 3) Debate 3 (Coral Gables,FL, 03/10/2016): https://www.washingtonpost.com/news/the-fix/wp/2016/03/10/the-cnn-miami-republican-debate-transcript-annotated/

Twitter data was extracted for different candidates using Tweepy API.

Project Description

The workflow process was as follows:

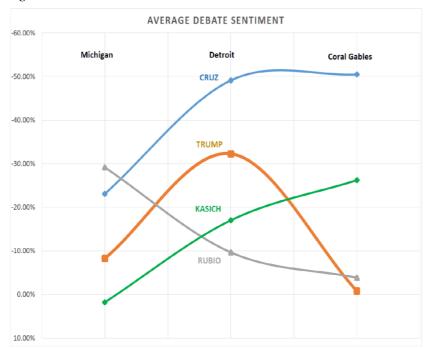
Figure 1: Workflow



- 1) We used transcripts from the Washington Post of three previous Republican Debates (Houston, Detroit, and Miami). With the help of Beautiful Soup (an HTML parser) we scraped these sites to build dictionaries of all words said by specific candidates during each debate.
- 2) The dictionaries were placed in a relational database to find keywords and then sent through Alchemy Sentiment API to get a confidence and sentiment score.
- 3) We made a Twitter app and used its consumer and access keys to extract tweets using query words and hashtags. Twitter only allowed us to access the last 10 days of data free of charge. So we extracted relevant tweets using Tweepy cursor along with API.search. This data set was also sent through a Sentiment API.
- 4) After both data sets were collected we assigned a weighting factor and then combined using SQL. From the sets we performed data visualization using pandas (MATPLOTLIB) and Tableau to showcase the trends and our findings.

What did the Debate Data Say?

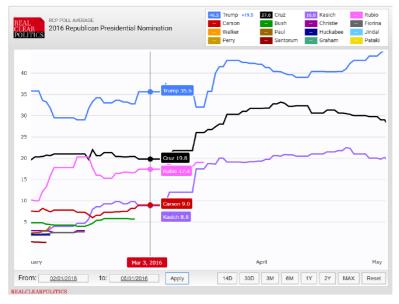
Figure 2: Debate Sentiment



- $Sensitivity = \frac{\sum_{i \to l} (i_{pos} i_{neg})}{\sum_{i} i}$ where i = relevance
- Cruz and Kasich get more negative as they get desperate.
- Trump has an outlier negative performance in Detroit
- Rubio continues to be neutral

Figure 2 shows the average debate sentiment of all participating GOP candidates through the 3 debates. One thing that immediately is surprising is the fact that Trump was not the most negative in sentiment. We did notice an outlier performance in Detroit, this was due to the fact that he was being attacked by all 3 remaining GOP nominees. So much so that it dominated the headlines the next day (see figure 3).

Figure 3: Where were we before Detroit?



NEWS HEADLINES

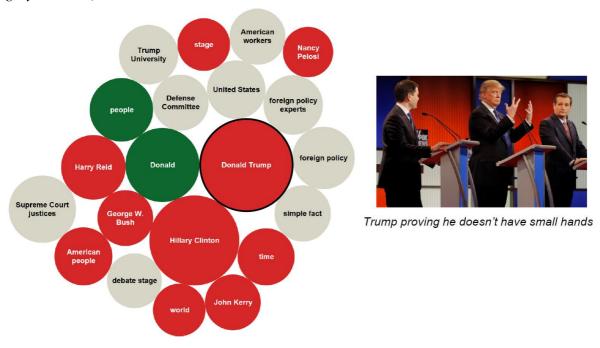
- The Washington post
 "Trump was attention of attacks
 at GOP debate"
- Che New York Cimes
 "Taking On Donald Trump, at
 Their Own Peril"
- . Kolking Stone

"Watch every time FOX News attacked Trump at GOP debate."

Due to this increased attack it was no surprise that when we focused on keywords of the three candidates excluding Trump the word "Donald Trump" was the most relevant when aggregated and

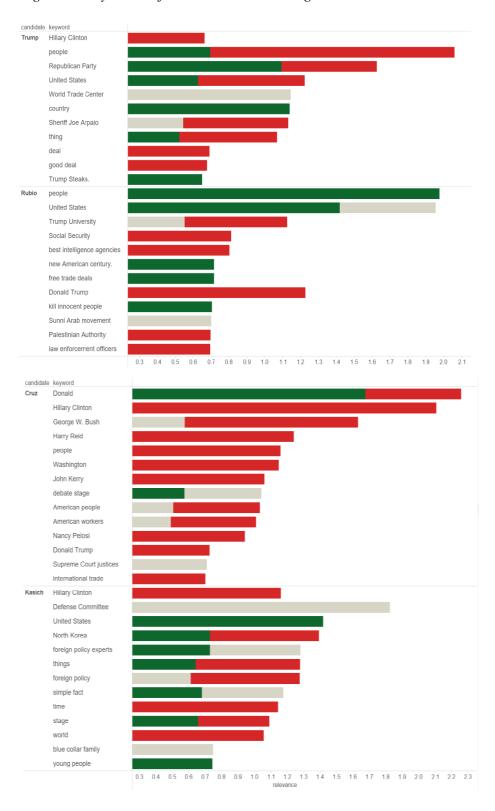
had a negative sentiment. The focused attack was so much so that "Hillary Clinton" came in second for relevance and negative sentiment (*Figure 4*).

Figure 4: Keywords and sentiment during Detroit debate. (green=positive, red=negative, grey=neutral)



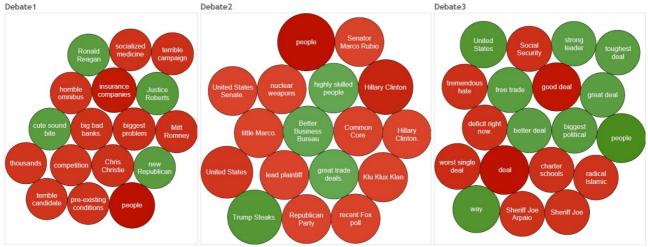
We then looked at keywords the candidates used through all three debates to see if they were continually attacking Trump and what we found further supported our theory that Detroit was an outlier. (see figure 5 below)

Figure 5: Keywords of each candidate during all 3 debates.



We finally tried to look through our data set to see what Trump was focusing on that has made him a runaway success. We found nothing astonishing other than the common theme of people not being happy and his general denouncement of the GOP establishment.

Figure 6: Trump through 3 debates.

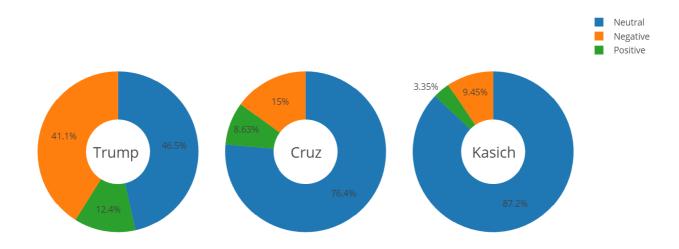


What did the Twitter Data Say?

Due to the limitation on Twitter of 10 days to get historical data it was very hard to get a correlation between debate performance and public sentiment. What we were able to see was that Trump contrary to our hypothesis was not being received on Twitter in a positive light. Overall Twitter sentiment was dominated by neutral (46.5%) and negative (41.1%).

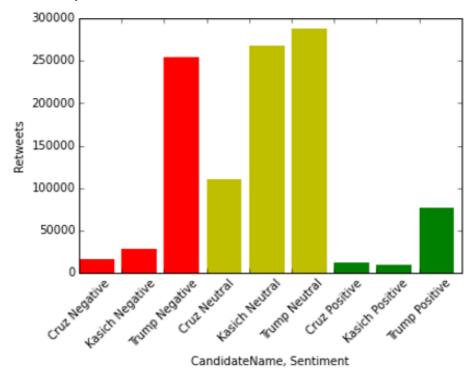
Figure 7: Twitter sentiment.

Twitter Sentiment



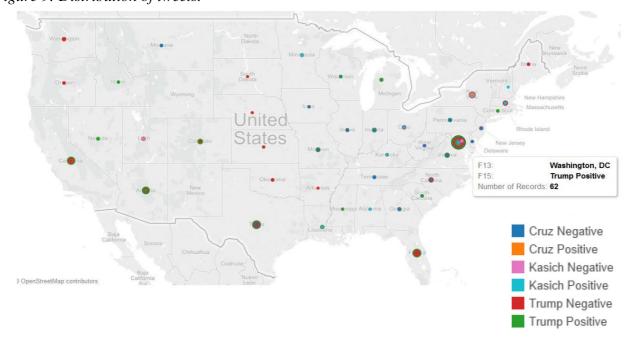
Where Trump did succeed was in the sheer volume of tweets and re-tweets he was getting, regardless of sentiment.

Figure 8: Tweet count by volume and sentiment.



We also looked at the distribution of tweets in the U.S. and found nothing telling.

Figure 9: Distribution of tweets.



Conclusion

Our hypothesis erred on two key aspects:

- Assumption: Trump most negative debate sentiment
- Assumption: Trump most positive social media support

Ultimately, Trump's debate sentiment *improved* over the course of the debates while his primary challenges Cruz and Kasich grew more negative. Trump generated the most social media, but also accounted for the **most negative** social media due to heightened general scrutiny of controversial comments

Future Opportunities

Our approach yielded additional research opportunities:

- 1. Using Twitter sentiment analysis and location data of tweets, examine correlation between change in tweet sentiment pre/post-debate and whether debate sentiment had an impact on polling data relative to state primary results.
- 2. For the debates between Donald Trump and the democratic candidate, apply a similar analysis over several debates to chart the impact of debate sentiment for a more constrained data sample.

Appendice - Debate Data Analysis (What do the debates Say?)

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1 Setting up global variables

Requirement already satisfied (use --upgrade to upgrade): beautifulsoup4 in /usr/local/lib/python2.7/di

2 Defining global functions.

```
In [8]: def openFile(url):
            #opening files
            file0 = BeautifulSoup(urllib.urlopen(url).read(),"lxml")
            return fileO
        def cleanFile(file1):
            #function extracts text lines from html
            textLines = []
            paragraph = file1.find_all("p")
            for lines in paragraph:
                textLines.append(lines.get_text())
            return textLines
        def lines2words(file1):
            #function takes a list of strings and returns it as a string of words
            return_string = ''
            for line in file1:
                return_string += line
            words = return_string.split()
            return words
```

```
def getCandidate(candidate,file2):
    #function gets cadidate lines
    i = 0
    candidateLines = []

for line in file2:
    if candidate in line:
        candidateLines.append(line)
        i += 1
    elif candidate in file2[i]:
        candidateLines.append(line)
        i += 1
    else:
        i += 1
```

3 Function to compile all keywords due to API 50 word limit

```
In [3]: def keywordAnalysis (textFile):
        #Calculating how many passes to send the API through according to dictionaryt length.
            multiple= 0
            multiple= len(textFile)/50
            remainder= len(textFile)%50
            if remainder > 0:
                multiple += 1
            temp=[]
            url = "http://access.alchemyapi.com/calls/text/TextGetRankedKeywords"
            api_key = '1f62c149d1b092011db73353df8215f6a5d3eb9e'
            headers = {"Accept": "application/json"}
            i=0
            while i != multiple:
                text = textFile[i*50:i*50+50]
                parameters = {
                    'outputMode': 'json',
                    'apikey' : api_key,
                    'maxRetrieve' : 200,
                    'sentiment': 1,
                    'text': text}
                resp = requests.post(url, params=parameters, headers=headers)
                temp.append(json.loads(resp.text))
                i += 1
                #printing out relevenaces
                #j=0
```

4 Final Function.

i += 1

You choose a candidate name and provide a source of text. The function parses the data and returns back keywords according to relevace.

```
In [ ]: def getCandidateKeywords(candidateName,URL):
            File1 = openFile(URL)
            textFile = cleanFile(File1)
            candidateLines= getCandidate(candidateName, textFile)
            word_counts = collections.Counter(lines2words(candidateLines))
            return keywordAnalysis(candidateLines)
            #for word, count in word_counts.most_common():
                #print word, count
        debate1={}
        debate1['Trump'] = getCandidateKeywords('TRUMP', debates[0])
        debate1['Cruz'] = getCandidateKeywords('CRUZ', debates[0])
        debate1['Rubio'] = getCandidateKeywords('RUBIO', debates[0])
        debate2={}
        debate2['Trump'] = getCandidateKeywords('TRUMP', debates[1])
        debate2['Cruz'] = getCandidateKeywords('CRUZ', debates[1])
        debate2['Rubio'] = getCandidateKeywords('RUBIO', debates[1])
        debate3={}
        debate3['Trump'] = getCandidateKeywords('TRUMP', debates[2])
        debate3['Cruz'] = getCandidateKeywords('CRUZ:', debates[2])
        debate3['Rubio'] = getCandidateKeywords('RUBIO', debates[2])
        #for line in debate1['Cruz']:
           i = 0
             while i != len(line['keywords']):
                 print '\n' , "Keyword: ", line['keywords'][i]['text'], ", Relevance: ", line['keywords
        #
                 print "Sentiment: ", line['keywords'][i]['sentiment']
                 i += 1
        #i=0
        #for line in info:
        # print info[i], '\n'
```

5

```
Creating SQL Tables
In [11]: import MySQLdb as mdb
        import sys
        con = mdb.connect(host = 'localhost', user = 'root', passwd = 'dwdstudent2015', charset='utf8'
        # Query to create a database
        db_name = 'Final_Project'
        create_db_query = "CREATE DATABASE IF NOT EXISTS {0} DEFAULT CHARACTER SET 'utf8'".format(db_n
        # Create a database
        cursor = con.cursor()
        cursor.execute(create_db_query)
        cursor.close()
/usr/local/lib/python2.7/dist-packages/ipykernel/_main_.py:12: Warning: Can't create database 'Final_Pr
    Debate1
6
In [ ]: cursor = con.cursor()
       table_name = 'Debate1'
       # Create a table
```

```
# The \{0\} and \{1\} are placeholders for the parameters in the format(\dots) statement
create_table_query = '''CREATE TABLE IF NOT EXISTS {0}.{1}
                                 (candidate varchar(250),
                                 keyword varchar(250),
                                 relevance varchar(250),
                                 sentiment varchar(250)
```

```
)'''.format(db_name, table_name)
cursor.execute(create_table_query)
```

Sending information to TABLES

cursor.close()

```
In []: def send2SQL (candidateName, DebateSent, DebateDic):
            cursor = con.cursor()
            query_template = 'INSERT INTO Final_Project.'+ DebateSent + '(candidate, keyword, relevance
            for line in DebateDic[candidateName]:
                while i != len(line['keywords']):
                    candidate = candidateName
                    keyword = line['keywords'][i]['text']
                    relevance= line['keywords'][i]['relevance']
                    sentiment= line['keywords'][i]['sentiment']['type']
                    print "Inserting ", candidate, keyword
                    query_parameters = (candidate, keyword, relevance, sentiment)
                    cursor.execute(query_template, query_parameters)
```

```
con.commit()
                    i += 1
            cursor.close()
In [ ]: send2SQL('Trump', 'Debate1', debate1)
        send2SQL('Cruz', 'Debate1', debate1)
        send2SQL('Rubio', 'Debate1', debate1)
In []: send2SQL('Trump', 'Debate2', debate2)
       send2SQL('Cruz', 'Debate2', debate2)
        send2SQL('Rubio', 'Debate2', debate2)
        send2SQL('Trump', 'Debate3', debate3)
        send2SQL('Cruz', 'Debate3', debate3)
        send2SQL('Rubio', 'Debate3', debate3)
In [14]: File1 = openFile(debates[1])
         textFile = cleanFile(File1)
         candidateLines= getCandidate('CRUZ', textFile)
         #print candidateLines
         cruzFile= {
           "status": "OK",
           "usage": "By accessing AlchemyAPI or using information generated by AlchemyAPI, you are agre
           "totalTransactions": "2",
           "language": "english",
           "text": "[u'CRUZ: Well, Megyn, you know, at the end of the day for the folks at home, this i
           "keywords": [
             {
               "relevance": "0.973902",
               "sentiment": {
                 "type": "neutral"
               },
               "text": "cruz"
             },
               "relevance": "0.860171",
               "sentiment": {
                 "mixed": "1",
                 "score": "0.0353621",
                 "type": "positive"
               },
               "text": "Donald"
             },
               "relevance": "0.769394",
               "sentiment": {
                 "score": "-0.376831",
                 "type": "negative"
               },
               "text": "Hillary Clinton"
             },
             {
```

```
"relevance": "0.727488",
  "sentiment": {
    "score": "-0.449751",
   "type": "negative"
  },
  "text": "Donald Trump"
},
  "relevance": "0.713683",
  "sentiment": {
    "score": "-0.21383",
   "type": "negative"
  },
  "text": "u'CRUZ"
},
  "relevance": "0.710594",
  "sentiment": {
   "type": "neutral"
  "text": "Supreme Court justices"
},
  "relevance": "0.693337",
  "sentiment": {
   "type": "neutral"
  "text": "conservative Supreme Court"
},
{
  "relevance": "0.651944",
  "sentiment": {
    "score": "-0.579802",
   "type": "negative"
  },
  "text": "Harry Reid"
},
  "relevance": "0.611968",
  "sentiment": {
    "score": "-0.640245",
    "type": "negative"
  },
  "text": "New York Times"
},
  "relevance": "0.586689",
  "sentiment": {
    "score": "-0.563325",
   "type": "negative"
 },
  "text": "Jimmy Carter"
},
{
```

```
"relevance": "0.578867",
  "sentiment": {
    "score": "-0.410417",
   "type": "negative"
  },
  "text": "head Donald Trump"
},
  "relevance": "0.528143",
  "sentiment": {
    "score": "-0.474125",
    "type": "negative"
  },
  "text": "American people"
},
  "relevance": "0.52794",
  "sentiment": {
   "type": "neutral"
  "text": "Senator Cruz"
},
  "relevance": "0.499918",
  "sentiment": {
    "score": "-0.490873",
   "type": "negative"
  },
  "text": "simple flat tax"
},
  "relevance": "0.493251",
  "sentiment": {
    "score": "-0.563325",
    "type": "negative"
  "text": "Ronald Reagan"
},
  "relevance": "0.491057",
  "sentiment": {
   "type": "neutral"
  },
  "text": "American workers"
},
  "relevance": "0.487158",
  "sentiment": {
    "score": "-0.437368",
   "type": "negative"
  },
  "text": "John Kerry"
},
{
```

```
"relevance": "0.482618",
  "sentiment": {
    "score": "-0.437368",
   "type": "negative"
  },
  "text": "George W. Bush"
},
  "relevance": "0.474669",
  "sentiment": {
    "score": "-0.640245",
   "type": "negative"
  },
  "text": "York Times tape"
},
  "relevance": "0.472739",
  "sentiment": {
    "score": "-0.594748",
   "type": "negative"
  "text": "United States government"
},
  "relevance": "0.469633",
  "sentiment": {
   "type": "neutral"
  },
  "text": "debate stage"
},
  "relevance": "0.467996",
  "sentiment": {
    "score": "-0.563325",
    "type": "negative"
  "text": "Jimmy Carter administration"
},
  "relevance": "0.462909",
  "sentiment": {
   "type": "neutral"
  "text": "Chuck Schumer sign"
},
  "relevance": "0.45866",
  "sentiment": {
    "score": "-0.23942",
   "type": "negative"
 },
  "text": "left-wing judicial activist"
},
{
```

```
"relevance": "0.457682",
  "sentiment": {
    "score": "0.736703",
   "type": "positive"
  "text": "South China Sea"
},
  "relevance": "0.456996",
  "sentiment": {
   "type": "neutral"
  "text": "support Harry Reid"
},
  "relevance": "0.455043",
  "sentiment": {
   "type": "neutral"
  "text": "support John Kerry"
},
  "relevance": "0.453574",
  "sentiment": {
    "score": "-0.410417",
   "type": "negative"
  "text": "CNN poll"
},
  "relevance": "0.453177",
  "sentiment": {
    "type": "neutral"
  "text": "Senate majority leader."
},
{
  "relevance": "0.452221",
  "sentiment": {
    "type": "neutral"
  "text": "support Jimmy Carter"
},
  "relevance": "0.42519",
  "sentiment": {
    "score": "-0.446914",
   "type": "negative"
  },
  "text": "president"
},
  "relevance": "0.418681",
  "sentiment": {
```

```
"type": "neutral"
  },
  "text": "Hillary Clinton."
},
  "relevance": "0.409659",
  "sentiment": {
    "score": "0.378171",
    "type": "positive"
  "text": "Web site"
},
  "relevance": "0.408178",
  "sentiment": {
    "score": "-0.473597",
    "type": "negative"
  },
  "text": "Barack Obama."
},
  "relevance": "0.407642",
  "sentiment": {
    "score": "-0.584961",
    "type": "negative"
  },
  "text": "Mr. Trump"
},
  "relevance": "0.406459",
  "sentiment": {
    "score": "0.819239",
    "type": "positive"
  },
  "text": "astonishing statement"
},
  "relevance": "0.405331",
  "sentiment": {
    "score": "-0.293798",
    "type": "negative"
  "text": "liberal Democrats"
},
  "relevance": "0.402876",
  "sentiment": {
    "type": "neutral"
  },
  "text": "actual record"
},
  "relevance": "0.400797",
  "sentiment": {
```

```
"type": "neutral"
  },
  "text": "comprehensive investigation"
},
  "relevance": "0.400752",
  "sentiment": {
    "type": "neutral"
  },
  "text": "U.S. companies"
},
  "relevance": "0.40041",
  "sentiment": {
    "score": "-0.605438",
    "type": "negative"
  "text": "troubling development"
},
  "relevance": "0.39998",
  "sentiment": {
    "score": "-0.281833",
    "type": "negative"
  },
  "text": "foreign workers"
},
  "relevance": "0.399422",
  "sentiment": {
    "score": "-0.640245",
    "type": "negative"
  "text": "Editorial Board"
},
  "relevance": "0.399168",
  "sentiment": {
    "type": "neutral"
  "text": "H1B program"
},
  "relevance": "0.398898",
  "sentiment": {
    "score": "-0.594748",
    "type": "negative"
  },
  "text": "American citizens"
},
  "relevance": "0.398311",
  "sentiment": {
    "score": "-0.573335",
```

```
"type": "negative"
      },
      "text": "high-paying jobs"
    },
      "relevance": "0.397868",
      "sentiment": {
        "score": "-0.531953",
        "type": "negative"
      "text": "H1-B program"
    },
      "relevance": "0.397636",
      "sentiment": {
        "score": "-0.66833",
        "type": "negative"
      },
      "text": "H1-B abuse"
    },
      "relevance": "0.397633",
      "sentiment": {
        "score": "-0.574643",
        "type": "negative"
      "text": "Nancy Pelosi"
    },
      "relevance": "0.396027",
      "sentiment": {
        "type": "neutral"
      "text": "Cold War."
    }
 ]
}
```

8 Alchemy API wouldn't work for Cruz Debate 2

```
In [15]: print len(cruzFile['keywords'])

#for line in cruzFile['keywords']:
    # print '\n', "Keyword: ", line['text'], ", Relevance: ", line['relevance']
    # print "Sentiment: ", line['sentiment']

cursor = con.cursor()

query_template = 'INSERT INTO Final_Project.Debate2(candidate, keyword, relevance, sentiment)
```

```
for line in cruzFile['keywords']:
            candidate = 'Cruz'
            keyword = line['text']
            relevance= line['relevance']
            sentiment= line['sentiment']['type']
            print "Inserting ", candidate, keyword
            query_parameters = (candidate, keyword, relevance, sentiment)
            cursor.execute(query_template, query_parameters)
            con.commit()
        cursor.close()
50
Inserting Cruz cruz
Inserting Cruz Donald
Inserting Cruz Hillary Clinton
Inserting Cruz Donald Trump
Inserting Cruz u'CRUZ
Inserting Cruz Supreme Court justices
Inserting Cruz conservative Supreme Court
Inserting Cruz Harry Reid
Inserting Cruz New York Times
Inserting Cruz Jimmy Carter
Inserting Cruz head Donald Trump
Inserting Cruz American people
Inserting Cruz Senator Cruz
Inserting Cruz simple flat tax
Inserting Cruz Ronald Reagan
Inserting Cruz American workers
Inserting Cruz John Kerry
Inserting Cruz George W. Bush
Inserting Cruz York Times tape
Inserting Cruz United States government
Inserting Cruz debate stage
Inserting Cruz Jimmy Carter administration
Inserting Cruz Chuck Schumer sign
Inserting Cruz left-wing judicial activist
Inserting Cruz South China Sea
Inserting Cruz support Harry Reid
Inserting Cruz support John Kerry
Inserting Cruz CNN poll
Inserting Cruz Senate majority leader.
Inserting Cruz support Jimmy Carter
Inserting Cruz president
Inserting Cruz Hillary Clinton.
Inserting Cruz Web site
Inserting Cruz Barack Obama.
Inserting Cruz Mr. Trump
Inserting Cruz astonishing statement
```

 ${\tt Inserting} \quad {\tt Cruz\ liberal\ Democrats}$

Inserting Cruz actual record

Inserting Cruz comprehensive investigation

Inserting Cruz U.S. companies

Inserting Cruz troubling development

Inserting Cruz foreign workers
Inserting Cruz Editorial Board

Inserting Cruz H1B program

Inserting Cruz American citizens

 ${\tt Inserting} \quad {\tt Cruz \ high-paying \ jobs}$

Inserting Cruz H1-B program

Inserting Cruz H1-B abuse

Inserting Cruz Nancy Pelosi

Inserting Cruz Cold War.

Appendice - Twitter - Public Sentiment Analysis

May 17, 2016

1 Tweet Data load in CSV for Trump using Tweepy

```
In [ ]: from twython import Twython # pip install twython
        import time # standard lib
        import urllib
        import requests
        import tweepy
        from requests_oauthlib import OAuth1
        import pandas as pd
        import matplotlib.pyplot as plt
        import json
        from nltk.tokenize import word_tokenize
        from collections import defaultdict
        from nltk.corpus import stopwords
        import string
        import operator
        import csv
        from collections import Counter
        CONSUMER_KEY = 'SFh6rygaDcA4eSKxD9HFW3Yq4'
        CONSUMER_SECRET = '2PyhorQtbW7AQQCcNQqzlJg0Y9GW6XulBobeSz1oNXbVHH0eMW'
        ACCESS_KEY = '130253651-gL2gsx1nyy4yi8S2w3gSdCE9rbMazLJ4ptyciN0q'
        ACCESS_SECRET = '9DAQi4iDFBDOHtTiMsDZ2E5Xa6HaPVodYj7Eu7NiFUWLm'
        auth = tweepy.OAuthHandler(CONSUMER_KEY, CONSUMER_SECRET)
        auth.set_access_token(ACCESS_KEY, ACCESS_SECRET)
        #Trump API
        api = tweepy.API(auth)
        # Append data to CSV
        CSVF = open('/home/ubuntu/data/Trump.csv', 'a')
        CSV Writer
       CSVW = csv.writer(CSVF)
        #most recent tweet id for iteration
       lis = [724910184376750080]
        total_retweets=0
```

```
#print the_page
for i in range (0, 16):
    time.sleep(40)
    for id, tweet in enumerate (tweepy.Cursor(api.search,
                    q='Trump',
                    since="2016-04-26",
                    until="2016-05-03",
                    lang="en",
                    \max_{id=lis[-1]}
                    ,include_retweets=False
                    ).items(200)):
        #Write a row to the csv file/ I use encode utf-8
        data = urllib.urlencode({"text":tweet.text.encode('utf-8')})
        u = urllib.urlopen("http://text-processing.com/api/sentiment/", data)
        the_page = u.read()
        lis.append(tweet.id)
        total_retweets+=tweet.retweet_count+ 1
        CSVW.writerow(['Trump',tweet.geo,tweet.created_at
                        ,tweet.retweet_count,the_page,tweet.text.encode('utf-8')])
        print x,'Trump',tweet.created_at, tweet.text,tweet.retweet_count,the_page
        print "Retweets Till now :",total_retweets
CSVF.close()
print "This is total retweet count"
print total_retweets
```

2 Tweet Data load in CSV for Cruz using Tweepy

```
In [ ]: #Cruz
        from twython import Twython # pip install twython
        import time # standard lib
        import urllib
        import requests
        import tweepy
        from requests_oauthlib import OAuth1
        import pandas as pd
        import matplotlib.pyplot as plt
        import json
        from nltk.tokenize import word_tokenize
        from collections import defaultdict
        from nltk.corpus import stopwords
        import string
        import operator
        import csv
        from collections import Counter
        CONSUMER_KEY = 'SFh6rygaDcA4eSKxD9HFW3Yq4'
        CONSUMER_SECRET = '2PyhorQtbW7AQQCcNQqzlJg0Y9GW6XulBobeSz1oNXbVHH0eMW'
```

```
ACCESS_KEY = '130253651-gL2gsx1nyy4yi8S2w3gSdCE9rbMazLJ4ptyciN0q'
ACCESS_SECRET = '9DAQi4iDFBDOHtTiMsDZ2E5Xa6HaPVodYj7Eu7NiFUWLm'
auth = tweepy.OAuthHandler(CONSUMER_KEY, CONSUMER_SECRET)
auth.set_access_token(ACCESS_KEY, ACCESS_SECRET)
api = tweepy.API(auth)
CSVF3 = open('/home/ubuntu/data/Cruz.csv', 'a')
#CSV Writer
CSVW = csv.writer(CSVF3)
#qet the lis value for most recent tweet
lis = [724910184376750080]
x=0
total_retweets=0
for i in range(0, 16):
    time.sleep(40)
    for id, tweet in enumerate (tweepy.Cursor(api.search,
                    q='Cruz',
                    since="2016-04-26",
                    until="2016-04-28",
                    lang="en",
                    \max_{id=lis[-1]}
                    ,include_retweets=False
                    ).items(200)):
        #Write a row to the csv file/ I use encode utf-8
        data = urllib.urlencode({"text":tweet.text.encode('utf-8')})
        u = urllib.urlopen("http://text-processing.com/api/sentiment/", data)
        the_page = u.read()
        print x,'Cruz', tweet.created_at, tweet.geo, tweet.text, tweet.retweet_count, the_page
        lis.append(tweet.id)
        total_retweets+=tweet.retweet_count+ 1
        CSVW.writerow(['Cruz', tweet.geo, tweet.created_at
                        ,tweet.retweet_count,the_page,tweet.text.encode('utf-8')])
        print "Retweets Till now :",total_retweets
        x+=1
CSVF.close()
```

3 Tweet Data load in CSV for Kasich using Tweepy

```
from nltk.tokenize import word_tokenize
from collections import defaultdict
from nltk.corpus import stopwords
import string
import operator
import csv
from collections import Counter
CONSUMER_KEY = 'SFh6rygaDcA4eSKxD9HFW3Yq4'
CONSUMER_SECRET = '2PyhorQtbW7AQQCcNQqzlJgOY9GW6XulBobeSz1oNXbVHHOeMW'
ACCESS_KEY = '130253651-gL2gsx1nyy4yi8S2w3gSdCE9rbMazLJ4ptyciN0q'
ACCESS_SECRET = '9DAQi4iDFBDOHtTiMsDZ2E5Xa6HaPVodYj7Eu7NiFUWLm'
auth = tweepy.OAuthHandler(CONSUMER_KEY, CONSUMER_SECRET)
auth.set_access_token(ACCESS_KEY, ACCESS_SECRET)
api = tweepy.API(auth)
CSVF4 = open('/home/ubuntu/data/Kasich.csv', 'a')
#CSV Writer
CSVW = csv.writer(CSVF4)
#get the lis value for most recent tweet
lis = [724910184376750080]
x=0
total_retweets=0
for i in range(0, 16):
    time.sleep(40)
    for id, tweet in enumerate (tweepy.Cursor(api.search,
                    q='Kasich',
                    since="2016-04-26",
                    until="2016-05-03",
                    lang="en",
                    max_id=lis[-1]
                    ,include_retweets=False
                    ).items(200)):
        #Write a row to the csv file/ I use encode utf-8
        data = urllib.urlencode({"text":tweet.text.encode('utf-8')})
        u = urllib.urlopen("http://text-processing.com/api/sentiment/", data)
        the_page = u.read()
        print x, 'Kasich', tweet.geo, tweet.place, tweet.text, tweet.retweet_count, the page
        lis.append(tweet.id)
        total_retweets+=tweet.retweet_count+ 1
        CSVW.writerow(['Kasich', tweet.geo, tweet.created_at
                        ,tweet.retweet_count,the_page,tweet.text.encode('utf-8')])
        print "Retweets Till now :",total_retweets
        x+=1
CSVF.close()
```

4 Reading and Transforming CSV data for Trump

```
In []: !head /home/ubuntu/data/Trump.csv
In []: !cut -f1,2,6,7,8,9,10,11 -d',' /home/ubuntu/data/Trump.csv > /home/ubuntu/data/Trump_reduced.csv
In []: !head /home/ubuntu/data/Trump_reduced.csv
```

5 Reading and Transforming CSV data for Cruz

```
In []: !head /home/ubuntu/data/Cruz.csv
In []: !cut -f1,2,4,5,6,7,8,9 -d',' /home/ubuntu/data/Cruz.csv > /home/ubuntu/data/Cruz_reduced.csv
In []: !head /home/ubuntu/data/Cruz_reduced.csv
```

6 Reading and Transforming CSV data for Kasich

```
In [ ]: !head /home/ubuntu/data/Kasich.csv
In [ ]: !cut -f1,2,4,5,6,7,8,9 -d',' /home/ubuntu/data/Kasich.csv > /home/ubuntu/data/Kasich_reduced.cs
In [ ]: !head /home/ubuntu/data/Kasich_reduced.csv
```

7 Making SQL Connection and creating the database

```
In [181]: #Now SQL Part
          import sys
          import MySQLdb
          connection = MySQLdb.connect(host = 'localhost', user = 'root'
                                       , passwd = 'dwdstudent2015', charset='utf8', use_unicode=True);
In [182]: cur = connection.cursor();
In [3]: #Creating HomeWork 5 database
        database = 'FinalProject'
        Q1 = "CREATE DATABASE IF NOT EXISTS {0} DEFAULT CHARACTER SET 'utf8'".format(database)
        cur.execute(Q1)
/usr/local/lib/python2.7/dist-packages/ipykernel/_main_.py:4: Warning: Can't create database 'FinalPro
Out[3]: 1L
In [188]: %load_ext sql
The sql extension is already loaded. To reload it, use:
  %reload_ext sql
In [185]: %sql mysql://root:dwdstudent2015@localhost:3306/FinalProject?charset=utf8
Out[185]: u'Connected: root@FinalProject'
In [187]: %sql USE FinalProject
0 rows affected.
Out[187]: []
In []: #%sql drop table FinalProject.Republican_debate
```

8 Creating Table for storing Candidate data

9 Loading candidate data from CSVs into the database table

```
In []: !mysql -u root password=dwdstudent2015 --local-infile FinalProject
        # It can be done in Terminal as well
        cur = connection.cursor()
       database = 'FinalProject'
       table = 'debate1'
       Q2 = '''load data local infile '/home/ubuntu/data/Trump_reduced.csv'
        into table FinalProject.Republican_debate
       fields terminated by ',' enclosed by '"'
       lines terminated by '\n'
        ignore 1 rows;'''.format(database, table)
In []: !mysql -u root password=dwdstudent2015 --local-infile FinalProject
        # Do this in Terminal as well
        cur = connection.cursor()
       database = 'FinalProject'
        table = 'debate1'
       Q2 = '''load data local infile '/home/ubuntu/data/Cruz_debate1_reduced.csv'
        into table FinalProject.Republican_debate
       fields terminated by ',' enclosed by '"'
        lines terminated by '\n'
        ignore 1 rows;''.format(database, table)
In []: !mysql -u root password=dwdstudent2015 --local-infile FinalProject
        # Do this in Terminal as well
        cur = connection.cursor()
       database = 'FinalProject'
       table = 'debate1'
       Q2 = '''load data local infile '/home/ubuntu/data/Kasich_reduced.csv'
        into table FinalProject.Republican_debate
       fields terminated by ',' enclosed by '"'
        lines terminated by '\n'
        ignore 1 rows;'''.format(database, table)
```

10 Selecting candidate data from database table

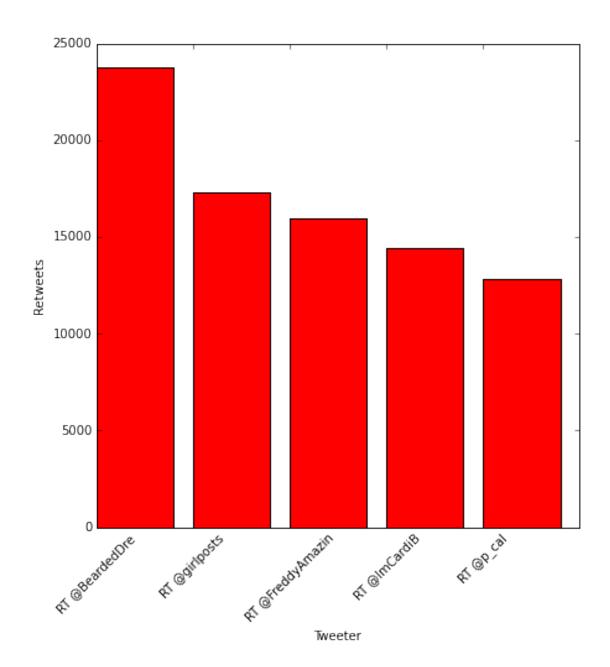
In []: %%sql select CandidateName,Retweets,Semantics,Tweet from FinalProject.Republican_debate
 where candidatename = 'TRUMP' and Semantics not like '%Throttled, wait%'

In []: %%sql select CandidateName,Retweets,Semantics,Tweet from FinalProject.Republican_debate
 where candidatename = 'Kasich' and Semantics not like '%Throttled, wait','

```
Displaying Top 5 Negative Tweets for Trump
11
In [179]: tr10=%%sql SELECT distinct Retweets, LEFT(Tweet,INSTR(Tweet,":")-1) as Tweeter
          from FinalProject.Republican_debate
          where candidatename = 'Trump' and Sentiment in ('Negative')
          and Retweets !=14964 order by Retweets desc limit 5
5 rows affected.
Out[179]: [(23777L, u'RT @BeardedDre'),
           (17306L, u'RT @girlposts'),
           (16001L, u'RT @FreddyAmazin'),
           (14423L, u'RT @ImCardiB'),
           (12832L, u'RT @p_cal')]
In [24]: tr9=%%sql select distinct Tweet from FinalProject.Republican_debate
         where candidatename = 'Trump' and Retweets !=14964
         and Sentiment in ('Negative') order by Retweets desc limit 5
         tr9
5 rows affected.
Out[24]: [(u"RT @BeardedDre: I pray and I pray trump doesn't get elected VOTE... https://t.co/V3EZHpXJj
          (u'RT @girlposts: me: green is like the ugliest color ever\ndonald trump: i hate the color gre
          (u"RT @FreddyAmazin: I'M SCREAMING THEY DROVE PAST A TRUMP RALLY AND PLAYED THIS https://t.co
          (u'RT @ImCardiB: Donald trump gona deport all the foreign bitches that yall love fucking ',)
          (u'RT @p_cal: Donald Trump rally vs Bernie Sanders rally https://t.co/ZFqfly9Zpf\r',)]
In [25]: from matplotlib import pyplot as plt
         plt.figure(figsize=(7,7))
         tr10.bar(color='r')
         tr9
Out[25]: [(u"RT @BeardedDre: I pray and I pray trump doesn't get elected VOTE... https://t.co/V3EZHpXJj
          (u'RT @girlposts: me: green is like the ugliest color ever\ndonald trump: i hate the color green
          (u"RT @FreddyAmazin: I'M SCREAMING THEY DROVE PAST A TRUMP RALLY AND PLAYED THIS https://t.co
```

(u'RT @ImCardiB: Donald trump gona deport all the foreign bitches that yall love fucking ',)

(u'RT @p_cal: Donald Trump rally vs Bernie Sanders rally https://t.co/ZFqfly9Zpf\r',)]



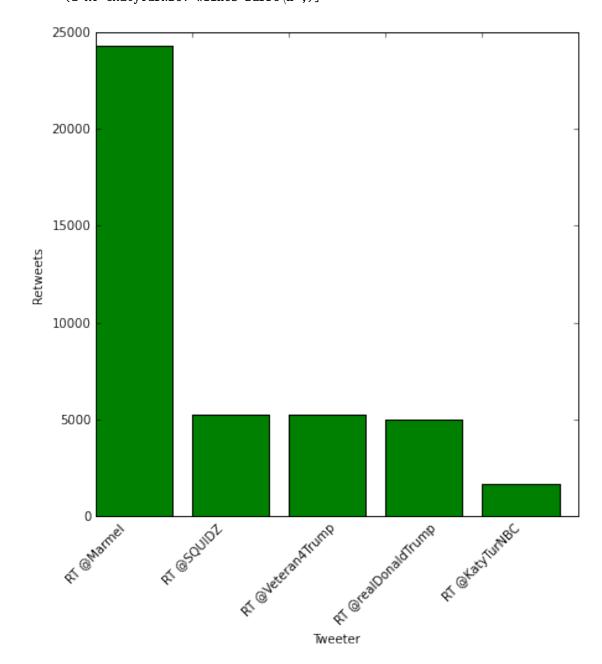
12 Displaying Top 5 Positive Tweets for Trump

```
In [26]: tr11=%%sql select distinct Tweet from FinalProject.Republican_debate
    where candidatename = 'Trump' and Retweets !=14964
    and Sentiment in ('Positive') order by Retweets desc limit 5

    tr12=%%sql SELECT distinct Retweets, LEFT(Tweet,INSTR(Tweet,":")-1) as Tweeter
    from FinalProject.Republican_debate
    where candidatename = 'Trump' and Retweets !=14964 and Sentiment in ('Positive')
    order by Retweets desc limit 5
    plt.figure(figsize=(7,7))
```

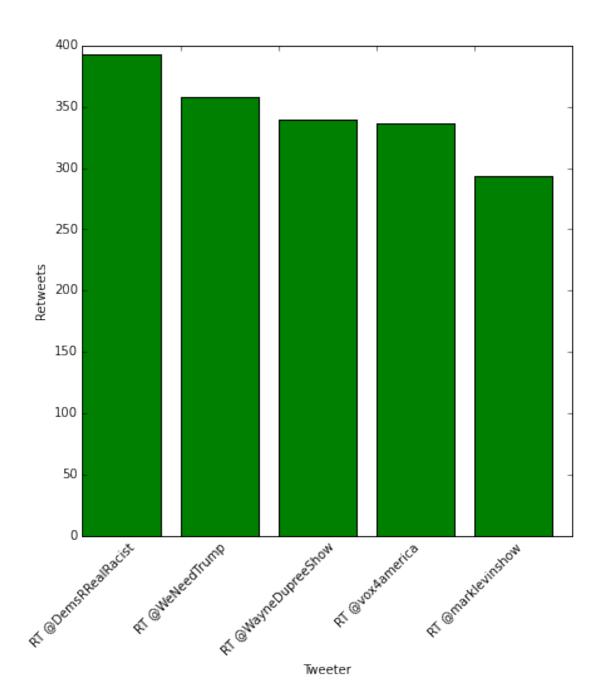
```
tr12.bar(color='g')
tr11
```

5 rows affected.
5 rows affected.



13 Displaying Top 5 Positive Tweets for Cruz

```
In [120]: tr13=%%sql select distinct Tweet, Retweets, sentiment
          from FinalProject.Republican_debate
          where candidatename = 'Cruz' and Sentiment in ('Positive')
          order by Retweets desc limit 5
          tr14=%%sql SELECT distinct Retweets,
          LEFT(Tweet,INSTR(Tweet,":")-1) as Tweeter
          from FinalProject.Republican_debate
          where candidatename = 'Cruz' and Sentiment in ('Positive')
          order by Retweets desc limit 5
          plt.figure(figsize=(7,7))
          tr14.bar(color='g')
          tr13
5 rows affected.
5 rows affected.
Out [120]: [(u'RT @DemsRRealRacist: Ted Cruz understands that step number one in defeating that nasty Wa
           (u'RT @WeNeedTrump: Cruz \setminus n', 358L, u'Positive'),
           (u'RT @WayneDupreeShow: Now do you believe me that the Cruz campaign is struggling\n\n#Trump'
           (u'RT @vox4america: On behalf of Trump supporters\n', 336L, u'Positive'),
           (u'RT @marklevinshow: Sellout? Nah\n', 293L, u'Positive')]
```

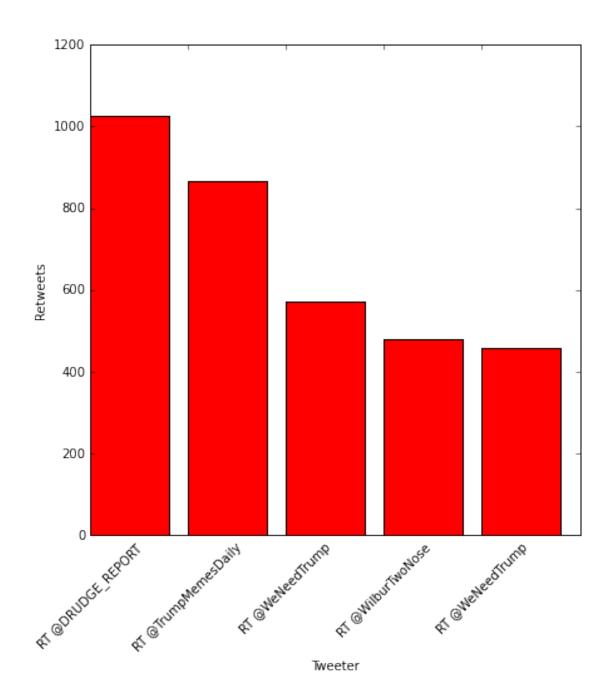


14 Displaying Top 5 Negative Tweets for Cruz

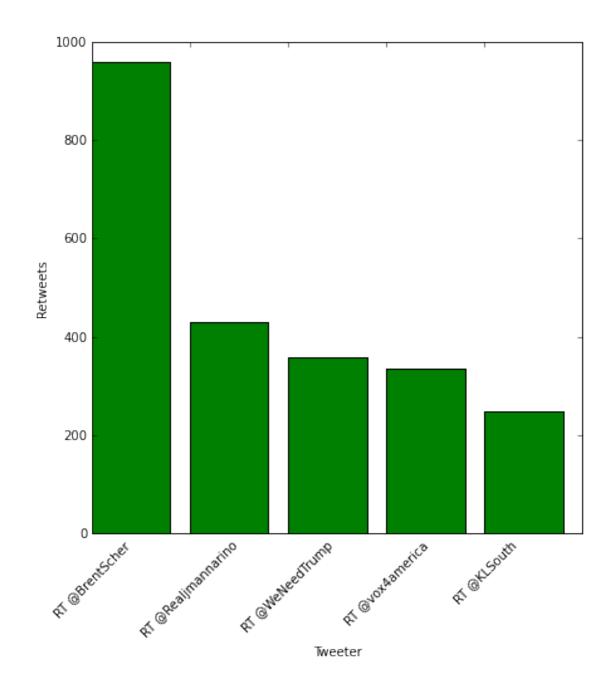
```
from FinalProject.Republican_debate
    where candidatename = 'Cruz' and Sentiment in ('Negative')
    order by Retweets desc limit 5
    plt.figure(figsize=(7,7))
        tr16.bar(color='r')
        tr15

5 rows affected.
5 rows affected.
Out[121]: [(u'RT @DRUDGE_REPORT: CRUZ CONFRONTED: HOW CAN YOU HAVE DELEGATES WITHOUT A VOTE!? https://t
```

(u'RT @TrumpMemesDaily: Cruz and Kasich should just drop out drop out already\n#Trump2016 #Volume (u"RT @WeNeedTrump: The people aren't happy with the dirty politics Cruz is playing. It's over (u'RT @WilburTwoNose: Cruz on CNN just said\n',),
(u"RT @WeNeedTrump: RETWEET if you think Cruz and Kasich's attempt to subvert the popular volume.

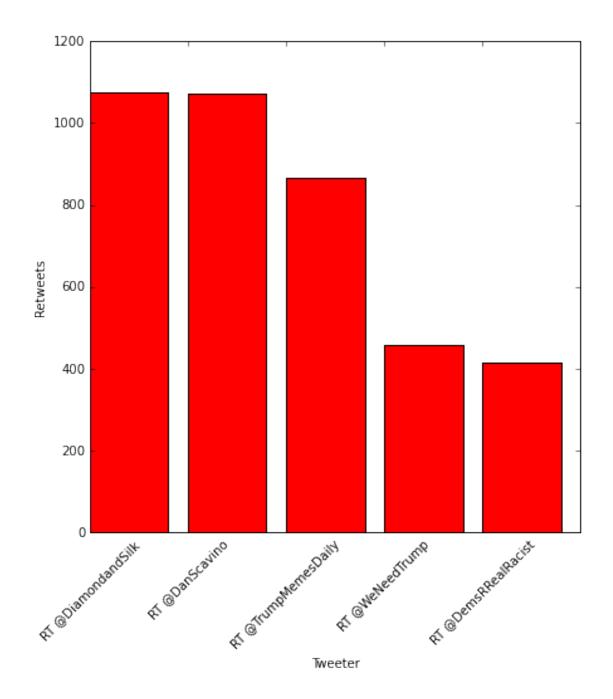


15 Displaying Top 5 Positive Tweets for Kasich



16 Displaying Top 5 Negative Tweets for Kasich

Out[152]: [(u"RT @DiamondandSilk: Lyin' Ted & DiamondandSilk: Lyin' Ted & DiamondandSi



17 Running queries to transform and check table data

18 Counting Positive, Negative and Neutral Tweets (No Retweet)

19 Counting Positive, Negative and Neutral Tweets (with Retweet)

In []: %sql select distinct candidatename from Republican_debate

20 Selecting Positive, Negative and Neutral Tweets (with Retweets) for Trump

```
from FinalProject.Republican_debate
where Sentiment in ('Neutral','Positive','Negative')
and CandidateName='Trump'
Group by Sentiment, CandidateName
```

3 rows affected.

21 Selecting Positive, Negative and Neutral Tweets (with Retweets) for Cruz

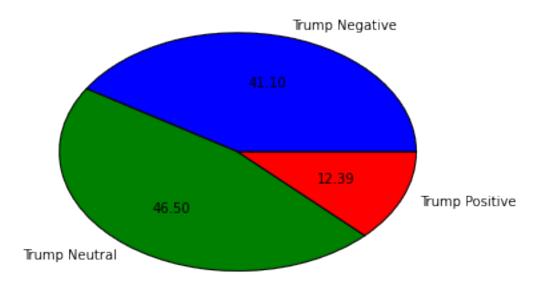
3 rows affected.

22 Selecting Positive, Negative and Neutral Tweets (with Retweets) for Kasich

23 Using Pandas, data frames for data visualization

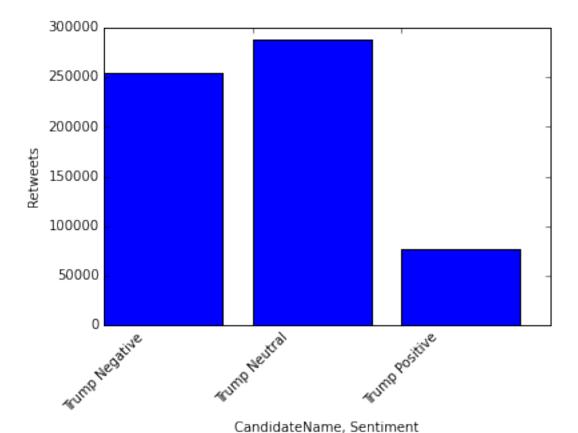
24 Percentage of Positive, Negative and Neutral Tweets + Retweets for trump

Retweets



In [14]: tr.bar()

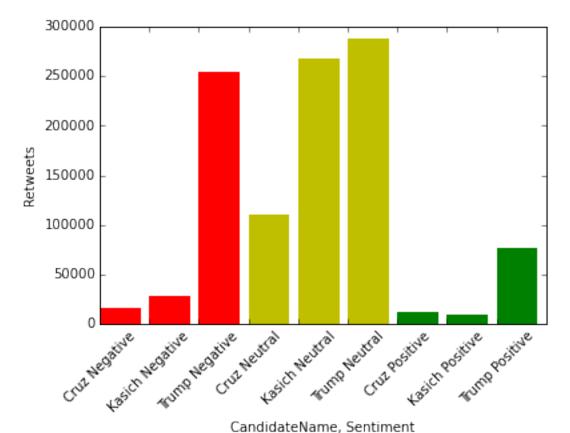
Out[14]: <Container object of 3 artists>



25 Bar chart showing absolute values of Positive, Negative and Neutral Tweets+ Retweets for Trump, Cruz and Kasich

9 rows affected.

```
barlist=tr4.bar()
barlist[0].set_color('r')
barlist[1].set_color('r')
barlist[2].set_color('r')
barlist[3].set_color('y')
barlist[4].set_color('y')
barlist[5].set_color('y')
barlist[6].set_color('g')
barlist[7].set_color('g')
barlist[8].set_color('g')
plt.show()
```



In [17]: !sudo pip install plotly

The directory '/home/ubuntu/.cache/pip/http' or its parent directory is not owned by the current user at The directory '/home/ubuntu/.cache/pip' or its parent directory is not owned by the current user and ca Collecting plotly

Downloading plotly-1.9.10.tar.gz (560kB)

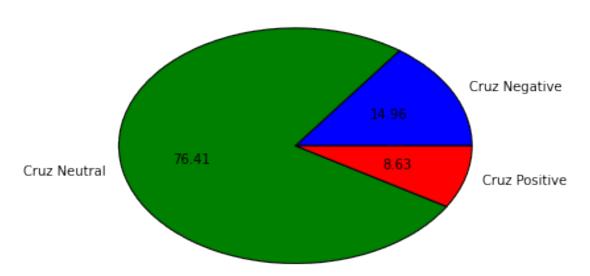
ent already satisfied (use --upgrade to upgrade): requests in /usr/local/lib/python2.7/dist-packages (f. Requirement already satisfied (use --upgrade to upgrade): six in /usr/local/lib/python2.7/dist-packages Requirement already satisfied (use --upgrade to upgrade): pytz in /usr/local/lib/python2.7/dist-package Installing collected packages: plotly

Running setup.py install for plotly

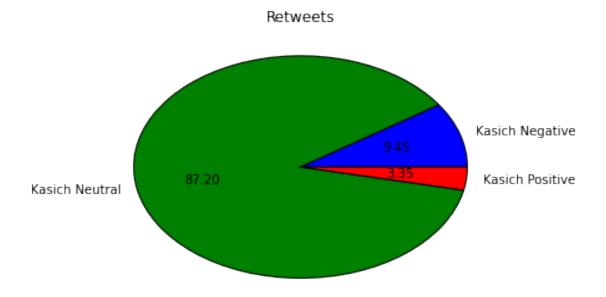
```
Successfully installed plotly-1.9.10
You are using pip version 7.1.2, however version 8.1.1 is available. You should consider upgrading via t
In [47]: df_docks2 = pd.DataFrame(tr2, columns=tr.keys)
        df_docks2
Out[47]:
         CandidateName Sentiment Retweets
                 Cruz Negative
                                     21721
                   Cruz Neutral 110934
        1
                   Cruz Positive
                                   12535
In [48]: #df_docks2['Retweets'].hist()
        df_docks2.groupby('Sentiment').Retweets.sum()
        #.plot(kind='bar')
        #df_docks2.plot(kind='bar', stacked=True, color=['red','blue','Yellow'], grid=True)
Out[48]: Sentiment
        Negative
                     21721
        Neutral
                    110934
        Positive
                    12535
        Name: Retweets, dtype: object
```

26 Percentage of Positive, Negative and Neutral Tweets + Retweets for Cruz





27 Percentage of Positive, Negative and Neutral Tweets + Retweets for Kasich



```
In [ ]: x=pd.read_csv("/home/ubuntu/data/Trump_debate1.csv", dtype=unicode,index_col=["Trump"], encoding
In [ ]: x
```

In []: x.describe()

28 Sentiment Plot on a U.S map in Tableau by Candidate

Out[193]:

