NLP with Disaster Tweets

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# Which Domain?

What domain is this data going to come from? Please list 10 references (with a brief annotation) to use to make sense of what you’re doing with these data.

Twitter is a place people go to talk about things that are going on in their life. If an emergency or disaster happens, Twitter will often be the first place that they go to comment on it. It allows people to report that emergency in real time. There are many reasons that it would be useful to be able to quickly identify and filter out tweets that relate to a disaster. The data comes from a Kaggle competition (<https://www.kaggle.com/c/nlp-getting-started/data>). The data contains a training set with 10,000 tweets that were hand classified and a test set with 10,000 more tweets that are not labeled.

References:

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# Which Data?

What is the dataset you’ll be examining? Please provide a codebook if there is one or a link to the dataset as well as a detailed description.

The dataset has the following fields:

* id: a unique identifier for reach tweet
* text: the text of the tweet
* location: the location the tweet was sent from (may be blank)
* keyword: a particular keyword from the tweet (may be blank)
* target: in train.csv only, this denotes whether a tweet is about a real disaster (1) or not (0)

# Research Questions? Benefits? Why analyze these data?

How are you proposing to analyze this dataset? This is about your approach. Here, you’ll be proposing your research questions as well as justifications for why you’d offer these data in this way.

We plan to analyze this data by visualizing the nutritional information, categorizing cereals, and using clustering techniques to identify similarities. Our research questions include:

* What determines a “healthy” cereal?
* Are cereals labeled for “health” actually healthier?
* How do portion sizes affect the healthiness of a cereal?
* Which nutritional components are correlated to healthy/unhealthy cereal?
* How does the healthiness of a cereal differ based on the manufacturer?
* What cereal attributes lead to a higher rating?

We’ll be looking at data from approximately 80 cereal brands in order to reduce the chance of brand bias.

# What Method?

What methods will you be using? What will those methods provide in terms of analysis? How is this useful?

We plan to use various visualizations to gain insight into trends in the data. We also plan to use feature selection via correlation testing, as well as k-means clustering to determine groups for ‘healthy, ‘moderate’, and ‘unhealthy’. This will be useful in determining whether or not a ‘healthy’ cereal is actually healthy.

# Potential Issues?

What challenges do you anticipate having? What could cause this project to go off schedule?

Natural language processing is something that we haven’t done a lot of work with in this course beyond organizing unstructured data. We are comfortable dealing with stopwords and tokenizing but when it comes to interpreting the tweets, we expect to have complications. Thankfully, there are many resources to help us move forward and try different methods. We expect to use Bag of Words and/or TFIDF to score words and then logistic regression to classify the tweets.

# Concluding Remarks

Tie it all together. Think of this section as your final report’s abstract.

Having a bowl of cereal for breakfast is one of the most popular morning traditions in the world. Cereal brands come in all kinds of varieties. The ones targeted for younger consumers tend to contain more sugary contents such as chocolate or marshmallows. Cereals targeted for older audiences, or just people who are looking out for their health, tend to have little to no sugar, and contain more vitamins, minerals, and whole grain. The assumption of most people is that cereal brands that are labeled as ‘healthy’ are actually not all that healthy. There are arguments that all cereal is unhealthy, despite the labeling. The purpose behind this course project is to use exploratory data analysis, clustering techniques, and correlation analysis to determine the health benefits, or lack thereof, of different cereals.