

NLP Project Proposal

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Question/Need:

In the current polarized political climate in the United States, the political alignments of big corporations have become an important business decision. Often, siding with one faction of the society could result in backlash and loss of business from the other.

Besides being the CEO of Tesla and SpaceX, Elon Musk is perhaps the most famous for his flamboyancy and political incorrectness on social media. With his recent takeover of Twitter, the long-deemed left-leaning social media company stand at a business crossroads. It is crucial to understand the public feedback on Elon Musk's acquisition of Twitter to minimize loss and maximize opportunities.



Data Description:

Twitter User political leanings will be determined based on their Twitter follows.

Tweets will be scraped from Twitter using the Twitter API.

Data scraped will include: the body of the tweet, the user's follows and followers, likes and retweets.

Tools:

Data scraping will be done via Tweepy, cleaned with pandas and preprocessed with sklearn.

MVP Goal:

Retrieve tweets using the Twitter API. Network Plot of Twitter users. Sentiment of Twitter users on Elon's Twitter acquisition.