

Brief installation and walk-through manual, for Counting Words

Beta 0.2

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What is Counting Words?

CountingWords is a clever piece of script that allows a quick analysis of twitter conversations. It is based on the counting of frequencies/distances of adjectives as compared to brands or product names, and outputs a correspondence map or a multi dimension reduction (MDR) map. CountingWords is very useful to analyze general perceptions on topics or brand positioning in the social-digital landscape.

Installation

This brief manual is written under the assumption that you do not have installed R in your system. Thus if you do have it please skip to the steps after the installation.

1. Go to the following website and install **R** following the default installation:
 - <http://cran.r-project.org/bin/windows/base/>
2. Go to the following website and install "**R Studio**" (GUI) following the default installation:
 - <http://www.rstudio.com/>
3. Create a folder in your C: drive and name it *Demo*, then unzip the *Demo.zip* file in it.
4. Open the **R studio** program
5. Open the file *TestCounting.R* by double clicking it or from the **R studio** interface.
6. Select the whole script (Ctrl + A) and the hit Ctrl+ENTER to execute the code. It will take approximately 5 minutes to run the code, however if it is the first time you run the script, it might take longer than that as the code is downloading and installing the needed packages for the analysis and plotting.
7. If successfully executed, a correspondence map must be displayed in the bottom right corner of your screen.