

# Group Project -- Programming in R

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## Description of Investigation

By means of social media analytics, we will investigate the correlation between Twitter and John Deere. This will be achieved using the knowledge and techniques of R learned in class.

For example: <https://twitter.com/i/web/status/910123775177392130>

## Collection of the Data

We will create a simple app using Twitter's APIs which will call *John Deere's* twitter data through the R programming language package known as rTweet.

Rights to Data – Use of Twitter API's are available to the public. Please refer to the Twitter API terms of service and Twitter terms of service.

## Questions Answered

1. What are common words associated with "Deere" on Twitter? Graph this in various ways, including creating a word map for visualization. (Answer other various questions like - How often is "Deere" and hat mentioned?)
2. What hashtags are commonly associated with this?
3. (Does this change in a meaningful and measurable amount overtime? Example: Does harvest season in North America change the amount of "Deere" tweets or the type of content in them?)
4. If time permits – use geolocation to map "Deere" tweets, both in North America's and globally.

**NOTE:** Questions included in () are "stretch" questions to be answered, we may not have time to answer these in the time permitted.