

MATH 513 Practical Presentation

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Introduction

- Samsung and Apple as competing businesses
- Flagship phones chosen
 - ▶ S20
 - ▶ iPhone12
 - ▶ provides freshest data
 - ▶ relevant since S20FE was recently released
- S20FE was chosen for comparison

Tools Utilised

- RTweet
- Rstudio
- Twitter Developer API



SAMSUNG



Examined the key hashtags that were being used for the phones chosen

- Checked Samsung's Twitter feed
- Checked Tim Cook's Twitter feed
- Checked for number and age of tweets using a simple Twitter search for several hashtags
- Avoided people so we can get a wide range of options/tweets for a more rounded data set

Section 1

Stage 1- Overcoming Issues

Issues identified

- Unable to filter by region without Google API (paid service)
- Date refinement on Twitter Premium
- Possible duplication if we extracted at the same time
- Extraction capped at 500k tweets using non premium features and past 69 days
- Extraction limited to 18k per 15mins
- Foreign languages
- Different regions with different opinions
- Tweets are pulled from date to backwards to date to

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Stage 1- Overcoming Issues

Overcoming Issues - Our dev suite allowed for: + 15k of full archive extraction + 25k of 30 day extraction - Full archive extraction allows for refinement of dates and pull tweets back to 2006 - Use of premium features avoids some duplication - RTweet will continue to try until it gets to the number of tweets requested - Filter by 'en' applied to only pull English tweets - Region filter didn't work in test so we concluded we would examine this in the analysis stage - Pull tweets in a 2 month cycle

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Stage 1 - Data Extraction

Clean-up required the following:

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Stage 3 - Data Visualisation

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Improvements & Further Study

Improvements Access to the Google Maps API would - provide better region filter before pulling the tweets -

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Next Steps

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Conclusions

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