

Milestone 1: Project Proposal

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Project Objective

The research will be focused on the emotional impact of events (crashes, overtakes, pit strategies, etc.) during a Formula 1 race/weekend on the twitter activity of people who watch that race. With that results, advertising companies can use those busy twitter moments for the optimization for their advertisements.

Research Question

How do events during a Formula 1 race/weekend emotionally impact the twitter activity?

Sub-Questions: (if any)

None

Type of Question

The research question I will answer is a descriptive question.

Data

Keep the choice which applies to your project:

- I have downloaded the necessary data for this project. The script to download the data is [data/download-data.R](#)¹
- I have not yet downloaded the final data for this project because the event I want to study has yet to occur, but have a working R script that downloads data for an earlier time period. The script to download the data is [data/download-data.R](#)²
 - **NOTES:** Only use this option if you are using the Twitter API, and the event you plan to study has not occurred by the proposal deadline
- I am yet to download the necessary data for this project
 - **NOTES:** Selecting this option comes with a **30% penalty** to your grade as you have not met the requirements for the proposal.

¹The instructors need to be able to run this script so be clear what libraries are needed to be installed.

²The instructors need to be able to run this script.

Data Description

Provide a short (max. 7 sentences) explaining the data you will use in your project. Where is it from? How many rows and columns? What are the important columns for your analysis? Provide a citation for the data if you didn't collect it yourself.

Analysis Workflow

My workflow will follow the following steps:

- **Step 1.** SOMETHING
 - Some details
 - More details (if needed)
- **Step 2.** SOMETHING
 - Some details
 - More details (if needed)
- ...

Communicating Results

Explain how you plan to report your results (max. 5 sentences). For example, what tables and figures do you expect your report will contain. Will the table be a regression table or something else? Will the figure(s) be a box-plot, scatter plot, something else?

Word Count

Number of Words: 372

References