User Manual

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1. Beginning a Session

To begin a session, go to your desktop and open any browser of your choice as showcased below.

Fig. 1.1. Choosing a Browser

Once your broswer has loaded, click on the URL search bar and key in the Brexit Analysis URL: www.brexitanalysis.tk

Fig. 1.2. Entering the Brexit Analysis URL

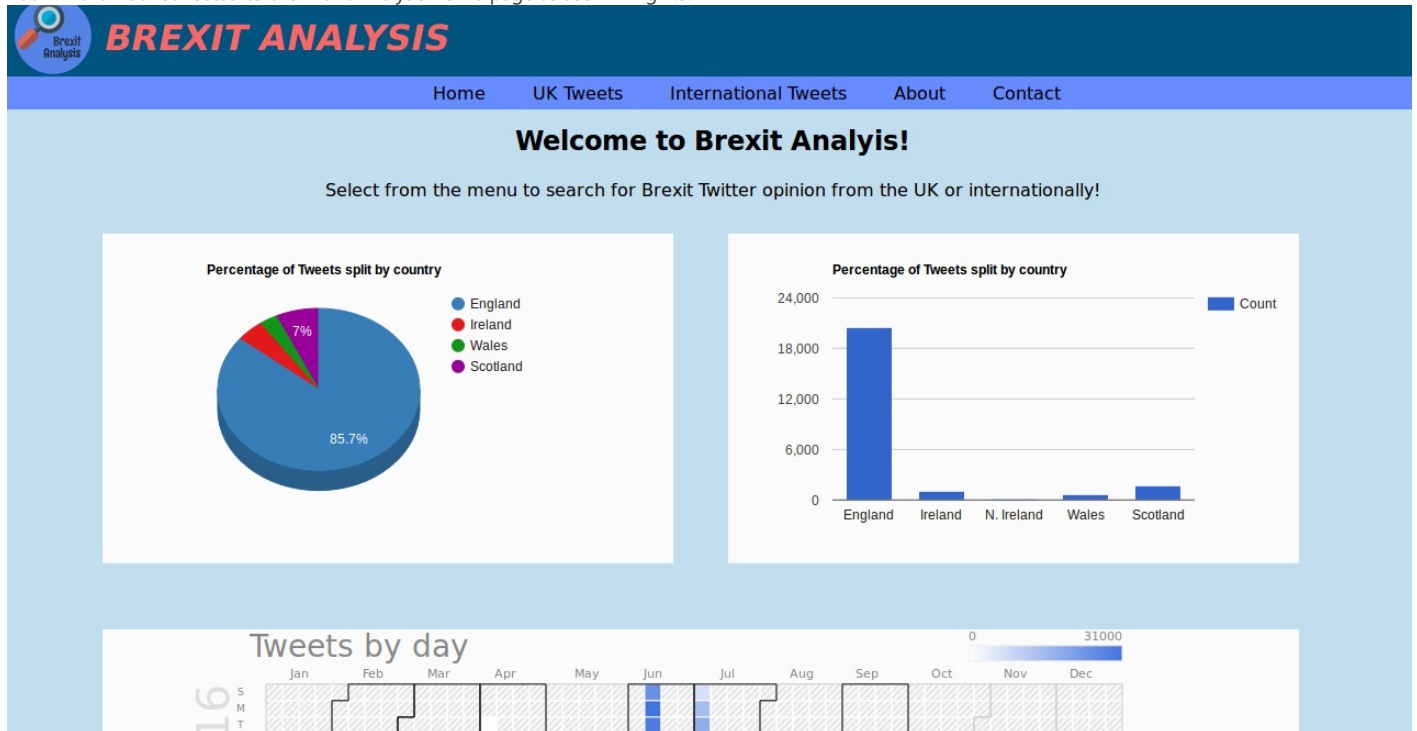You will then be redirected to the Brexit Analysis home page as seen in Fig 1.3.

Fig. 1.3. Brexit Analysis Homepage

2. Brexit Analysis Webpage

Here, you can see the following headings in the navigation bar at the top of the page - the contents of which will be explained in full detail in later paragraphs:

- Home
- UK and Ireland
- International
- About
- Contact

2.1. Home

Here, you can see examples of the various graph options and the various data results displayed by them. This data is regularly updated and refreshed by our back-end database so returning to the home page at a later time (e.g. an hour or two later) will result in a change in the data displayed.

To return to the homepage at any time, you can click 'Home' in the navigation bar or click the Brexit Analysis logo in the top-left corner of the page as demonstrated below:

Fig 2.1. Returning to the main page

2.2. UK and Ireland Tweets

Here, users can input search parameters via a HTML form in order to query data from our back-end database.
This retrieved data can then be displayed visually via their selected chart - i.e. pie chart, bar chart, etc.

At the top of this search page is a brief set of instructions:

UK and Ireland Tweet Search

On this page you will find various graphs populated with data from our database.
You can use the form on the left to alter the data you want to see on the graphs.

Once you have filled out the form, click the draw graph button underneath the type of graph in which you would like to see the data displayed.
You must select exactly one selection as the value "Split By".

Fig. 2.2.1. UK Tweet Search instructions

The search parameters are as follows:

- Search by String
- Region*
- Sentiment*
- Stance*

Region, Sentiment and Stance are dropdown menus whose options appear to the user once clicked.

NB: *The user must select 'Split By' for one and **only** one of the dropdown search parameters in order to query data within the database by a particular attribute group.*
Essentially, the search must be grouped by either region, sentiment or stance before specifying a particular location, sentiment value or political leaning.

An example is provided below where a user is searching for the percentage result of tweets **split by** country.
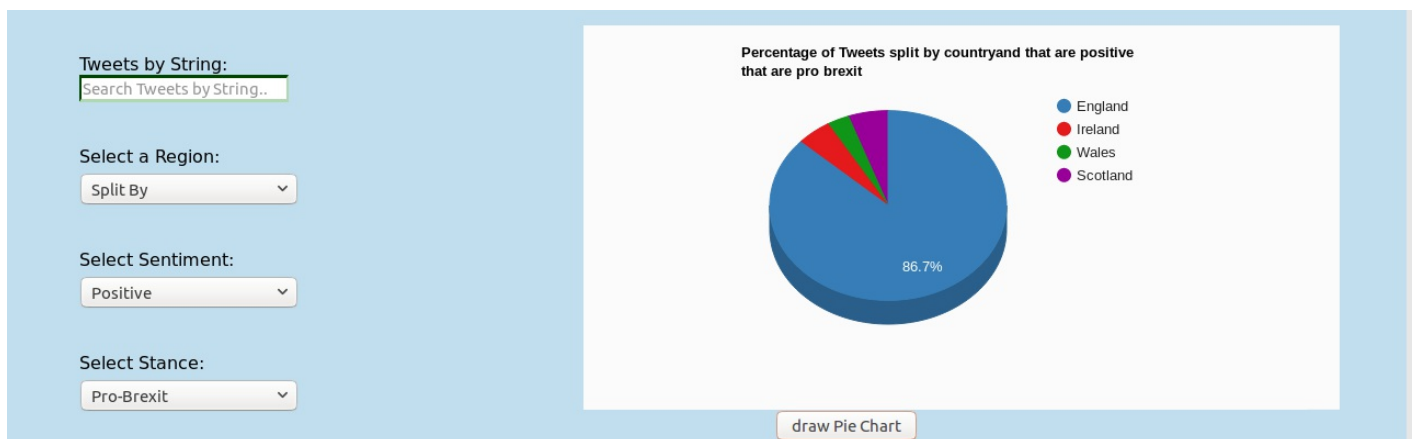They have narrowed their search by selecting to search for tweets that are positive and Pro-Brexit.

Fig. 2.2.2. Specifying a search for UK and Ireland Tweets

2.2.1. Search by String

The search box provided on this page allows users to enter any particular string - e.g. 'Scottish Independence', 'Irexit', etc. - in order to view the total percentage of tweets containing this string. This is an optional parameter which can be included by the user into their search query at their discretion.

2.2.2. Region

This search parameter requires users to select a location against which to base their search query and retrieve data from the database.
The region parameter allows users to specify the location from which they wish to view the percentage of tweets with a particular stance or of a particular sentiment or both.
The locations in question are the Republic of Ireland and the four central regions which compose the UK - i.e. England, Scotland, Northern Ireland and Wales.

2.2.3. Sentiment

This parameter allows users to search for tweets whose text is of a particular sentiment - i.e. positive, negative or neutral.
Users can also opt to query all sentiment values via the '*Split By*' option or select an assortment of values via the '*No Preference*' option.

2.2.4. Stance

Stance here primarily refers to the two political options with regards to the collected tweets and the Brexit referendum - namely that of tweets with hashtags affiliated with the Leave campaign (Pro-Brexit) and those containing hashtags affiliated with the Remain campaign (Pro-Stay).

Similarly to the Sentiment options, users can choose to view the data results from tweets of both political sides via the *'Split By'* option.

2.2.5. Choosing a Chart

Users can pass their chosen parameters to the database by selecting a particular chart as seen below: ▫

Fig. 2.2.3. Choosing a chart

2.3. International Tweets

In similar fashion to the UK and Ireland page, there is also a small paragraph at the top centre of the detail with instructions on how to utilise the graphs (see Fig. 2.3.1)

International Tweet Search

On this page you will find various graphs populated with data from our database.
You can use the form on the left to alter the data you want to see on the graphs.

Once you have filled out the form, click the draw graph button underneath the type of graph in which you would like to see the data displayed.
You must select value "Split By for either Stance or Sentiment".

Fig. 2.3.1. International Search Page instructions

NB: In contrast to the UK and Ireland page, users must select a 'Split By' value from either the Sentiment or Stance menu.
Please review section 2.2. for details of choosing parameters and selecting a chart as the International page follows the same methodology.

2.3.1. Country

Here the Countries menu works in a similar fashion to that of the UK and Ireland Regions menu.
Once clicked, a dropdown menu with all provided options will appear to the user.
However, the countries in question are a list of 224 international countries which do not belong to the UK or Ireland.

2.4. About

This page provides users with background information with regard to Brexit Analysis as a whole.

2.5. Contact

This page allows users to send an email to the admin of Brexit Analysis.
Users are required to provide a valid name and email and will then write their query into the message box on-screen.
To submit the form, press submit.

Fig. 2.5.1. Filling in the Contact Form

Once successful, you will be redirected to a confirmation page that will display the message, "Thank You! Your query has been received!"
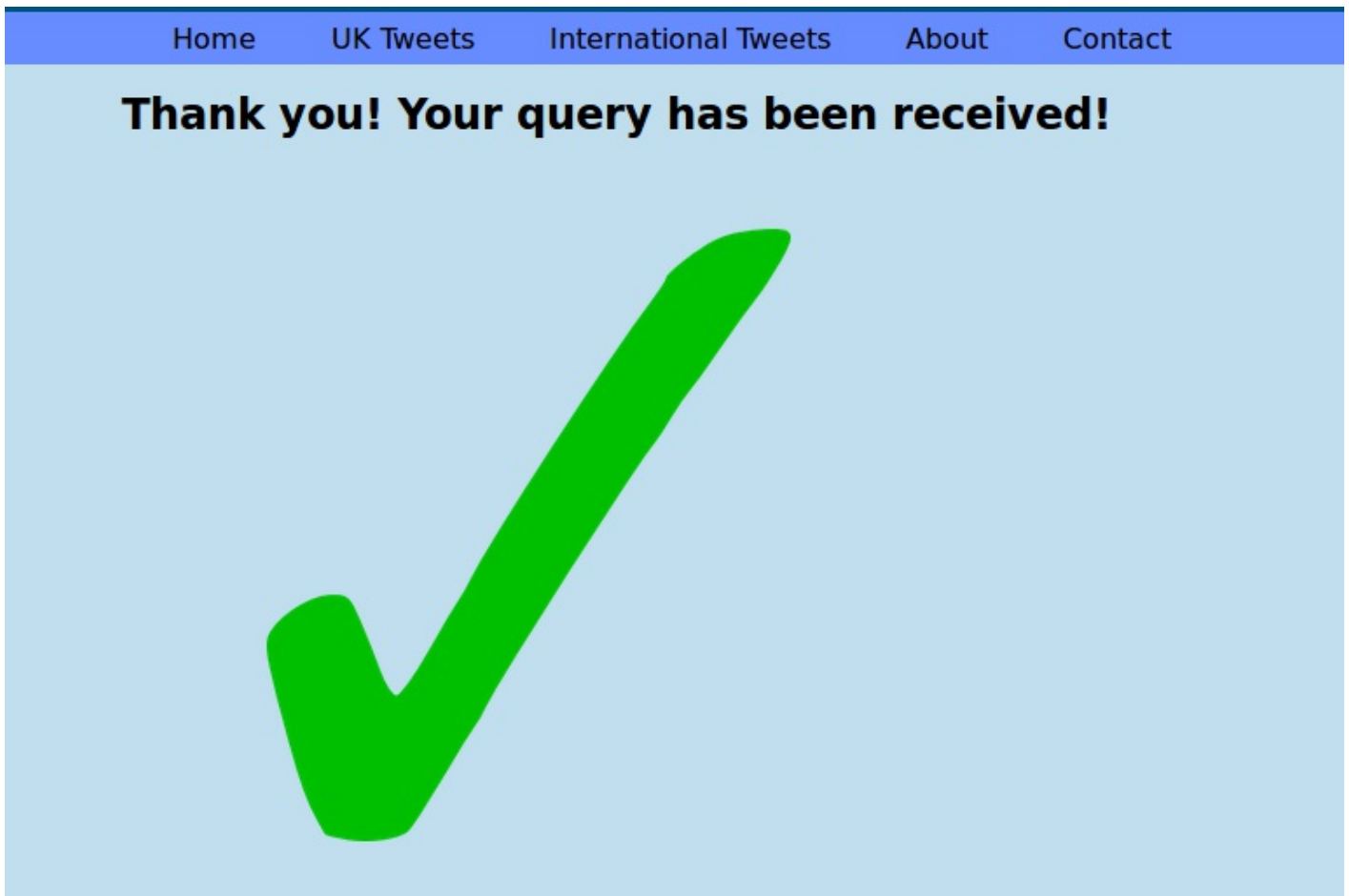
Users can then use the navigation bar to return to a different page of the website.

3. Ending a Session

To end a session, simply click the red 'X' button in the corner of the browser screen.