

Analysing Twitter for Ubisoft

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8.1 Analysing the Relationship Between Friends and Followers for Twitter Users

8.1.1 Retrieve the posts from Twitter

relevant posts can be retrieved from twitter by leveraging the `rtweet` package, packages can be loaded for use in R thusly:

```

1  # Load Packages
   ↪ -----
2  setwd("~/Dropbox/Notes/DataSci/Social_Web_Analytics/SWA-Project/scripts_
   ↪ /")
3
4  if (require("pacman")) {
5    library(pacman)
6  } else{
7    install.packages("pacman")
8    library(pacman)
9  }
10
11  pacman::p_load(xts, sp, gstat, ggplot2, rmarkdown, reshape2,
12                ggmap, parallel, dplyr, plotly, tidyverse,
13                reticulate, UsingR, Rmpfr, swirl, corrplot,
14                gridExtra, mise, latex2exp, tree, rpart,
15                lattice, coin, primes, epitools, maps, clipr,
16                ggmap, twitterR, ROAuth, tm, rtweet, base64enc,
17                httpuv, SnowballC, RColorBrewer, wordcloud,
18                ggwordcloud)

```

The rtweet API will search for tweets that contain all the words of a query regardless of uppercase or lowercase usage [kearney2019].

and all tweets containing a mention of *Ubisoft* can be returned:

```

1  # Set up Tokens
   ↪ =====
2
3  options(RCurlOptions = list(
4    verbose = FALSE,
5    capath = system.file("CurlSSL", "cacert.pem", package = "RCurl"),
6    ssl.verifypeer = FALSE
7  ))
8
9  setup_twitter_oauth(
10   consumer_key = "*****",
11   consumer_secret =
12     ↪ "*****",
13   access_token = "*****",
14   access_secret = "*****"
15 )
16 # rtweet
   ↪ =====
17 tk <- rtweet::create_token(
18   app = "SWA",
19   consumer_key = "*****",
20   consumer_secret =
21     ↪ "*****",
22   access_token =
23     ↪ "*****",
24   access_secret = "*****",
25   set_renv = FALSE

```

References

references