Social Monomania Helpful Documentation

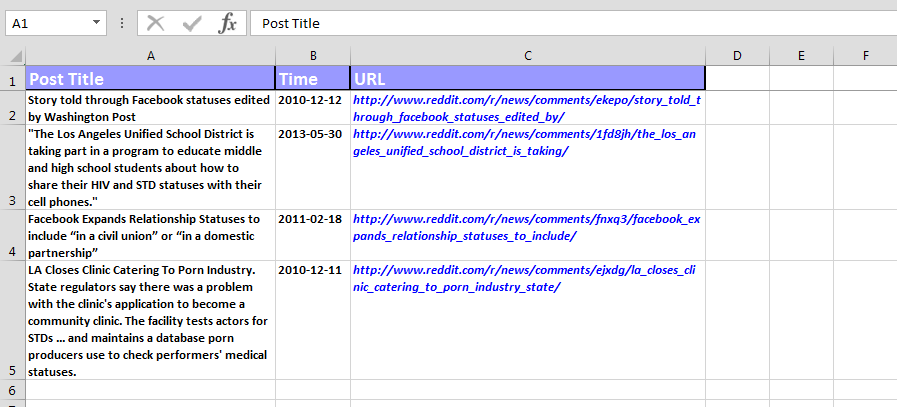
This documentation is to assist the owner with the Social Monomania Project after the current developers have concluded their time with the project.

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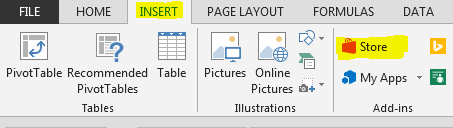
# Data Analysis with Microsoft Azure Machine Learning

Microsoft Excel 2013, and later, has a downloadable sentiment analysis tool called Azure Machine Learning.

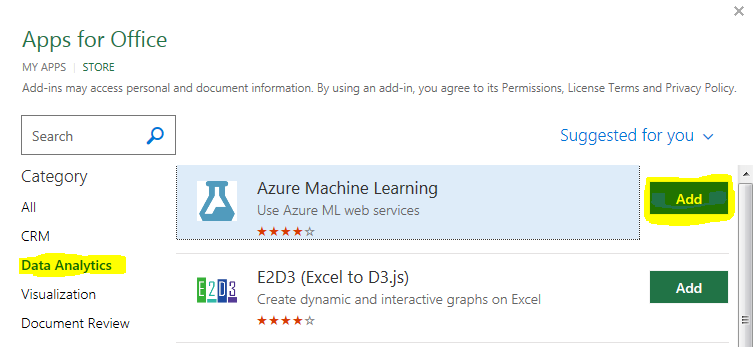
1. To begin, open the excel file you wish to perform sentiment analysis on. We are going to use the excel file downloaded from Social Monomania Data Export.



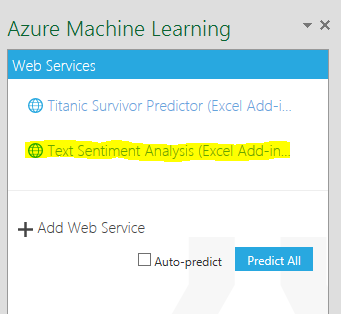
1. To download the add-in, open Excel and go to Insert -> Store in the top ribbon.
   1. Note: To access the add-in in the future, you can click ‘My Apps’ in the ‘Add-ins’ section and select the app from the menu.



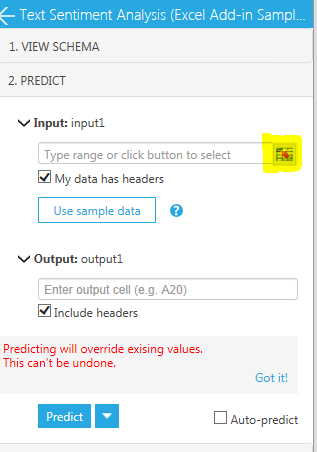
1. On the left toolbar, click ‘Data Analytics’. Click ‘Add’ next to the Azure Machine Learning item.



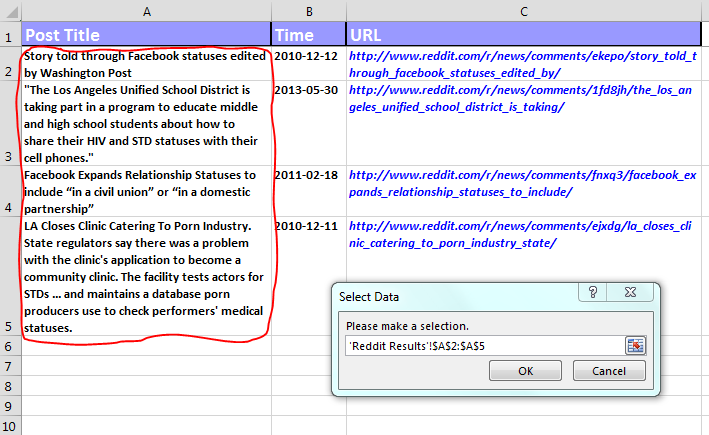
1. The Azure Machine Learning add-in is now added to Excel. It should automatically open on the right-side of your spreadsheet. Click ‘Text Sentiment Analysis (Excel Add-in…’



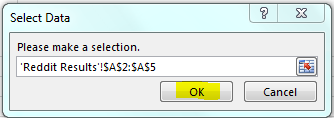
1. Click the ‘Select Data’ button to the right of the first text box.



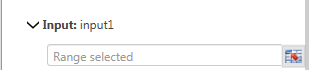
1. Select the cells in the column you want to analyze. It is important that you *do not* include the headers of the column. You will see your cells selected in the ‘Select Data’ box that popped up. ‘Reddit Results’ is the name of the worksheet you’re currently on.



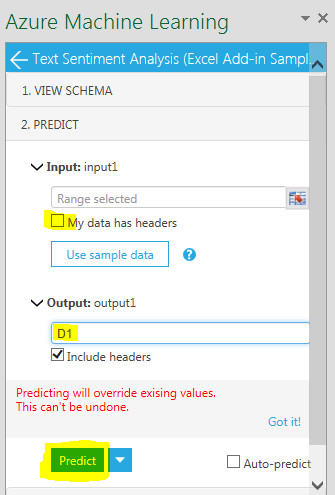
1. Click OK in the ‘Select Data’ box



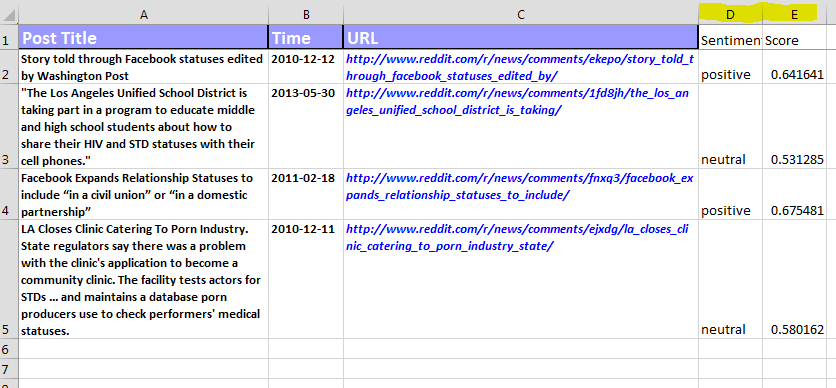
1. Notice in the add-in textbox, it now says ‘Range Selected’ to indicate you have selected a range



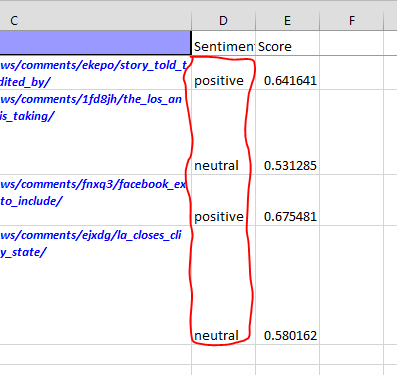
1. Make sure ‘My data has headers’ is unchecked. Type the output cell in the ‘Output’ textbox. For this example, we chose D1. Click ‘Predict’ button



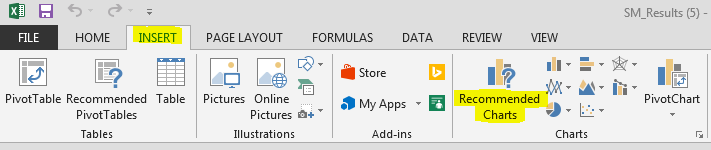
1. To verify these steps were performed properly, you will see a bubbling Erlenmeyer flask for a few seconds while the add-in calculates the results.
2. Two columns have been added to the spreadsheet detailing the sentiment analysis.



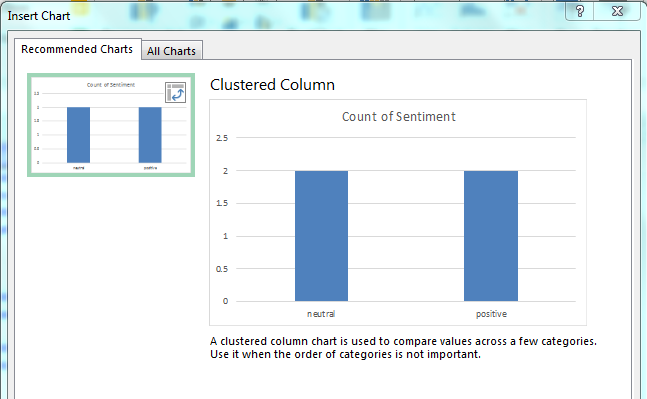
1. The column ‘Score’ gives a number ranging from 0 – 1. The closer to 0, the more negative; the closer to 0.5 is more neutral, and the closer to 1 gives you a positive. The ‘Sentiment’ column is a reflection of this range.
2. There are things you can do with this data, such as sort by ‘Sentiment’, or sort by ‘Score’ to group the results. You can also see them in graph form. To do this, select a column (excluding the headers)



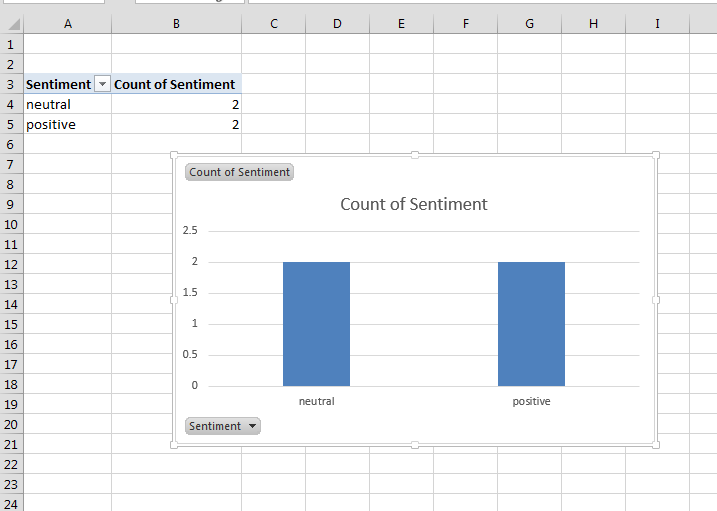
1. On the ‘Insert’ tab on the top ribbon, click ‘Recommended Charts’



1. This will bring up a list of recommended visual graphs you can choose from



1. Clicking OK will create a new worksheet in your workbook, and show the selected graph along with a key of the data it used



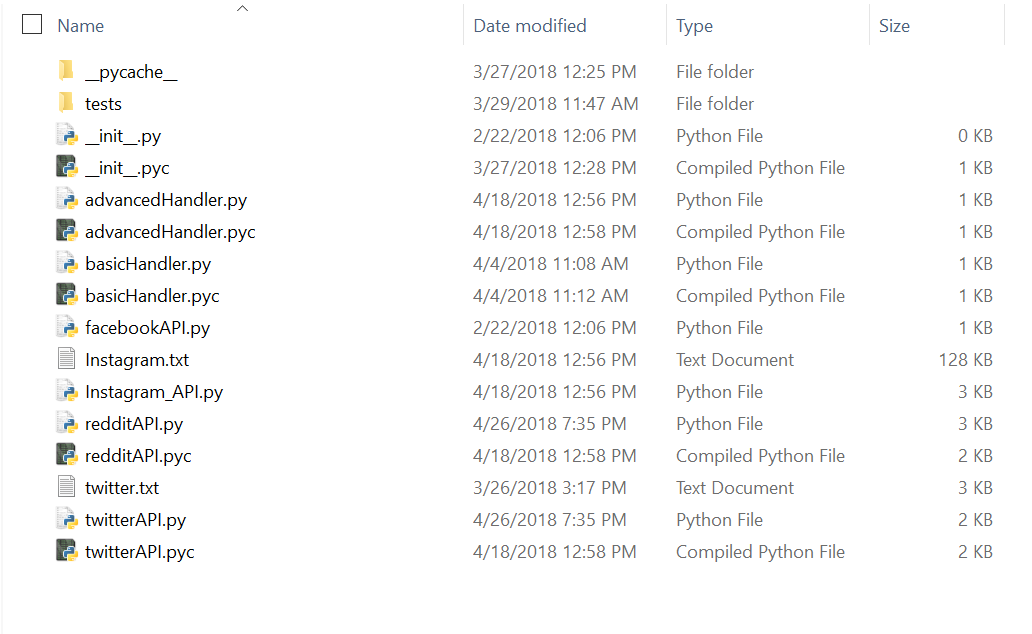
1. This concludes the simple demonstration of the Microsoft Azure Machine Learning add-in tool. For more information, please see the following link:

<https://docs.microsoft.com/en-us/azure/machine-learning/>

# Updating API Key for Reddit

In the included project files, there should be a folder called “utilities”; this houses the redditAPI.py that we will be editing.

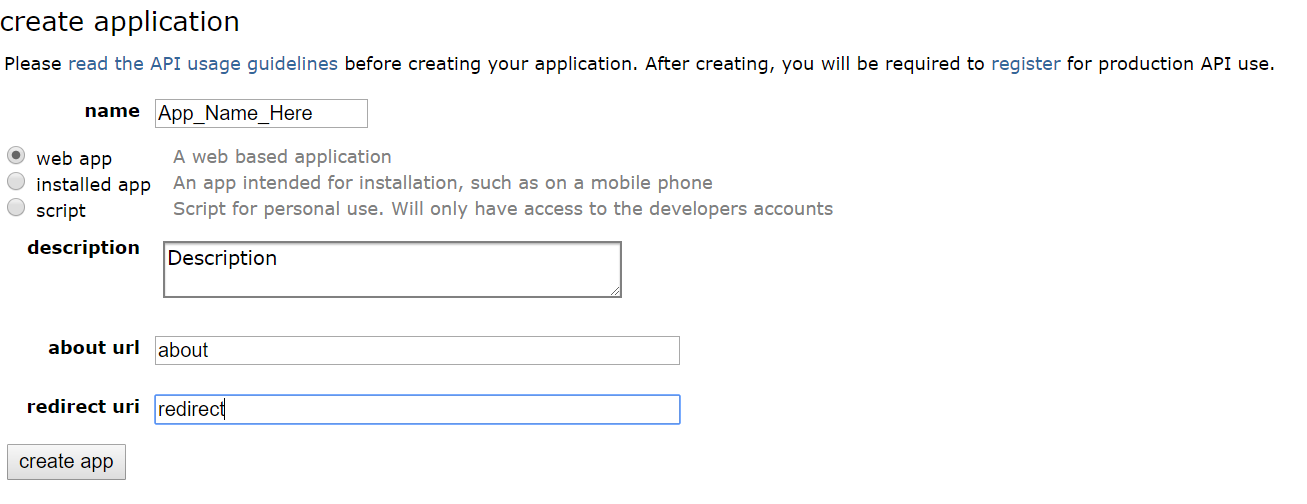
1. Navigate to the folder; it will look something like this:



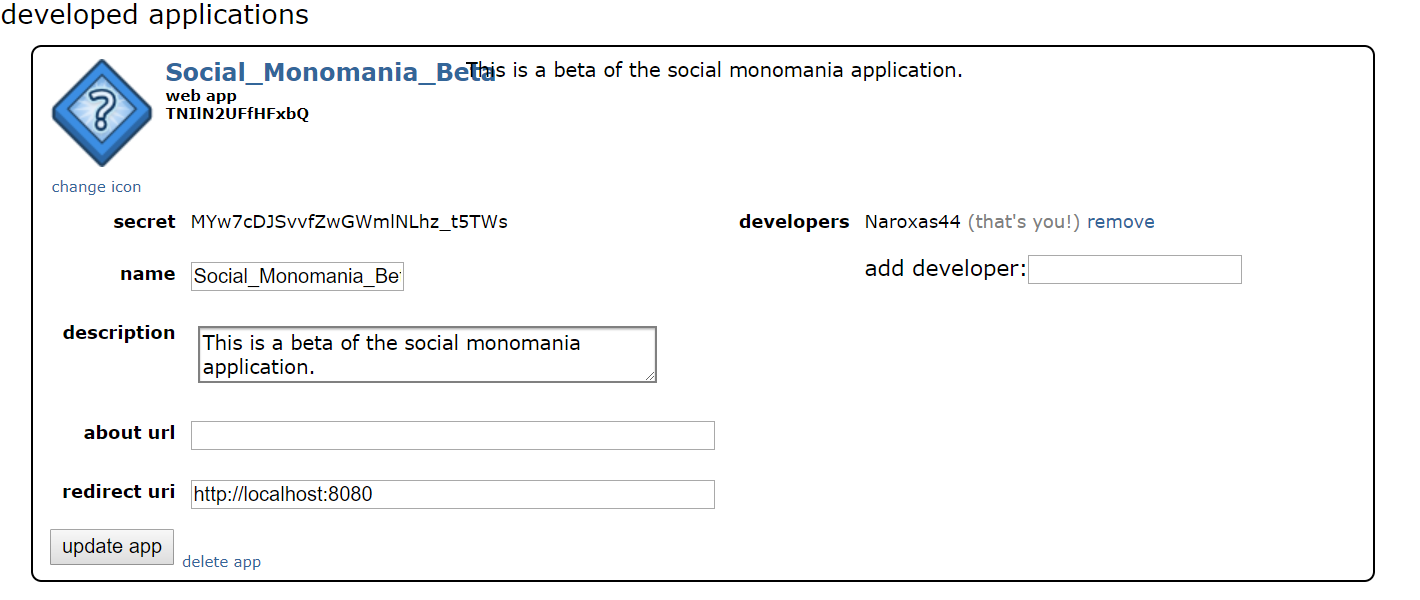
1. Open the redditAPI.py file in your choice of editor; the recommended editor for this is Sublime Text 3, which can be downloaded for free from here: <https://www.sublimetext.com/3> . After opening, the following screen should look similar to this:



1. Next, change the fields in the “reddit” variable that indicate client\_id, client\_secret, and user\_agent as seen fit; these will be obtained from creating a reddit application from the following URL: <https://www.reddit.com/prefs/apps/> .



1. Once the application has been created, the following screen will be shown with similar information:



1. This information can be entered into the specified fields above, with the text under “web app” being the client\_id, and the “secret” being the client\_secret field. This will allow the redditAPI to access reddit through a secured login system, using a reddit account to have read-only access to search result data!

For any additional information, please see the redditAPI documentation here: <http://praw.readthedocs.io/en/latest/getting_started/quick_start.html> .

# Updating API Key for Twitter

# How to Access the Django Admin Site

# How to Access the Heroku Back-End Site

# Instructions for Adding Additional Social Media API to Social Monomania

# Helpful Links

Django documentation <https://docs.djangoproject.com/en/2.0/>

Heroku support [https://help.heroku.com](https://help.heroku.com/)

Heroku documentation [https://devcenter.heroku.com](https://devcenter.heroku.com/)