**FINAL REPORT**

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**T-SA:** **Twitter Keyword Search API based Tweet Analysis**

(The 19th President Election)



Semester: 2019-1st Semester

Course: INC-CAPSTONE DESIGN 1

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**Chapter 1. Introduction**

**Section 1. Motives and Needs for Development**

Twitter is a social network service (SNS) that allows people to express their opinions (thoughts) on tweets. Now, the use rate is much lower than Facebook and Instagram, but the social impact cannot be ignored because of the convenience of writing tweets and the rapid spread of information. Anonymity is stronger than other SNS because account creation requires only mail addresses, and is formatted through a mobile phone authentication process, but is private to other users. As a result, many tweets express their opinions (thoughts) about social phenomena as they are often expressed with confidence. Twitter's posting, Twitter's tweet, can write 140 characters at a time, including spaces and symbols, whether in Korean or English. Because of these features, it takes less time to see tweets that express opinions (thoughts) of other users, and Twitter searches for content on topics that become real-time issues provide faster and more diverse results than other SNSs (facesbook, Instagram).

Obama's camp had drawn global attention in the 2008 and 2012 U.S. presidential elections. Obama's campaign announced his candidacy and opened it to social networking sites (SNS) and used it to rally key supporters and mobilize them as political allies. So Barack Obama earned the nickname "social media president" because he showed positive results in the 2008 and 2012 presidential elections by demonstrating and utilizing an excellent way of running social media. President Barack Obama also said during his campaign that "social media is a platform for candidates to talk about without the filters of journalism." Since then, Hillary Clinton (Democratic Party) and Donald Trump (Republican Party) have run in the 2016 U.S. presidential election. At this time, Donald Trump had 11.3 million Twitter followers and 10.56 million Facebook followers, far surpassing former President Barack Obama, who had 10 million Twitter followers. Through this large number of SNS followers, Donald Trump has been the talk of the town throughout the Republican nomination race, pumping messages related to various political issues onto social networks. In particular, he shocked the U.S. political community by openly criticizing his opponent (Hillary Clinton) and making extreme remarks on sensitive issues such as illegal immigration and racism rather than promoting his pledges or showing achievements. However, supporters on SNS were enthusiastic about Donald Trump's extreme remarks, and as a result, he won the 2016 presidential election.

The nation actively used the Internet in the 2002 presidential election, showing how social media could be used in elections in earnest in the 2011 Seoul mayoral by-election. In particular, a deep analysis of the role of social media emerged in many aspects, including the spread of each candidate's network and message, and the encouragement of participation in voting on social media.

The use of SNS in the previous presidential election (2008, 2012 and 2016) in the U.S. and by-elections (2011) in Seoul may have implications for Korea's presidential election. So, in this project, we will analyze the relationship between the two by choosing Twitter, which is written in short letters, and the 19th presidential election during the nation's presidential election, as was written on top of the SNS.