

# What Car Do You Drive?

- Goal: Understand differences (if any) between people driving different cars
- Data: Use the Twitter API to find tweets that mention possession of certain car brands (e.g., I drive an Acura, etc.). Manually inspect these mentions to ensure they indeed refer to people owning these cars. Obtain a large number of tweets for these car owners.
- Approach:
  - Build a classifier to automatically predict what car is someone driving
  - Analyze the differences using topic models, linguistic ethnography, other statistical tools (e.g., what are the phrases that occur more often in reviews of hot pros, etc.)
- Evaluation:
  - Use the data collected as a gold standard to measure accuracy