1. **Project description**
The President's Twitter is a compelling phenomenon. We want to analyze the public's reactions to his rhetoric via Twitter API data.

2. **Insight**
We want to get a sense of how long people stay interested in the content he's putting out and what people's attention spans are regarding this content.

3. **Research strategy**
We intend to answer our question by outlining how a parameter (how often people retweet Trump, for example) changes over time to measure how long people stay interested in Trump's tweets. We will also create a coding scheme to identify the sentiment tweets (neutral, positive, and negative). Also, we plan to use our findings to inform the reporting of national media outlets, in so that they know what time frame is relevant to report on the President's tweets.

Our project is a time series study regarding Twitter data and emotional reactions to current events. Specifically, we want to investigate people's reactions to Trump's tweets. The project will utilize time series sentiment analysis algorithms to outline the length of time twitter users stay interested in the specific tweet and separate these interest groups by sentiment. So the project will eventually provide an outline of how people with negative, positive, and neutral views of the President's social media output stay interested.

4. **Data**
We will utilize data scraped from Twitter. Specifically, all retweets of Donald Trump at specific time stamps after he has tweeted.

The advantage of our data is that it reflects the reactions of audiences in a timely fashion. Having both the content of the tweets and the time stamps allows us to gather both dimensions of the analysis (time lapse and sentiment.

There are also shortcomings associated with our data. Because Twitter is a niche social media site, our analysis will be bias based on our sample. The analysis will be limited to how Twitter users react and cannot confidently be extrapolated to a larger population.

5. **Output**
The output of our protect include visualizations and statistics on how people react to Trump's tweets and how these reactions change overtime.

We expect to be completed with data collection by end of March. An exploratory phase will commence once we have collected these data, and will continue through April. Our output will be complete by mid-April.