

Customizable Twitter Bots

PROBLEM STATEMENT:

While social media is taking up the front scene in communication, Twitter has emerged as one of the most popular websites for people to share messages in a 140 character length message. This data conveys interests and emotions, which can be used to predict several outcomes. Several companies, start ups in particular, can use this data to determine the right tags to be included to use Twitter for easy advertising. There has been no solution for this purpose, and hence becomes an important need of the hour.

METHODOLOGY:

Twitter provides its data openly, as all of it is publicly available. The APIs are coded in Python, and can be analysed through several algorithms. The reports of such analysis can be used to predict possible tags to be included in tweets. An application will be made in order to enable the type of data to be collected, and for framing the tweet. This application will be called the customizable Twitter bot. The algorithm will include data regarding followers, topics of interest, as well as trends that are currently popular on the internet. Business insights can also be developed on this basis, providing valuable information for successful advertising.

LITERATURE REVIEW:

Current researchers have attempted analysis of social media, and particularly twitter data too. Several scientists have come up with techniques to analyse and differentiate between authentic and unauthentic data. Sentiments and emotions play a major role in messages and data available from Twitter. Rather, attempts have been made to analyse the emotions, sentiments and tones of sarcasm in tweets. There has been minor research in the literary field, in order to analyse the variations in grammar and spelling in case of emotional highs. Other fields of research include analysis of data to observe catastrophes and the development of disaster struck areas through picture comparison. Finally, some researchers even use Twitter to retrieve information regarding epidemics like Influenza.

OUTCOME :

The outcome of Twitter bots will remain unchanged, as they are already present, and easily executable. However, they lack in customizability. A customizable application for tweeting will enhance quality of tweets, improve product reach, and most importantly save lots of time. This will in turn allow cost cutting and easy profile analysis, which can in turn provide extensibility.

REFERENCES:

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