To gather the data, the best system would be to have the list of messages imported as a CSV file. Without machine learning, the messages will have to be categorized individually, likely all by the same person to avoid confounding with different definitions of “positive”, “neutral”, and “negative”. After the data are thusly categorized, the best place to enter the data would be into an Excel spreadsheet, where descriptive statistics could subsequently be generated with Excel commands.

Messages are often very similar in the world of politics, so keywords within each message would be the most efficient way to label thousands of messages.