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Data Bootcamp

Twitter Analytics Homework

Due: 4/9/2018

Social Media Analytics: Trends for Five Popular News Outlets

1. Of the five outlets, @CBSNews had the most negative sentiment on average over their last 100 tweets; @nytimes had the least polarized sentiment.
2. All of the news outlets had an average negative compound score, though the BBC and the New York Times were both very close to 0 average compound score.
3. The standard deviations of tweet sentiment were between 0.4 and 0.5 for all outlets; BBC had the highest standard deviation while CBS had the lowest. The scatter plot does show that the BBC has more of a wide spread of sentiment in tweets, while CBS tended to group together in the negative sentiment.