# Exhibit\_F\_E

**(e) Display common threads in public opinion across searchable date ranges.**

## Our interpretation:

* CMTA should be able to look for frequency of use of words during different time periods
* CMTA should be able to see how the public reacts to different transportation services during different date ranges.
* CMTA should also be able to split the collected data Twitter, Facebook , Instagram (maybe reddit and their blogs)
* Examples of tweets, facebook posts
* Demographics of public that is posting these complaints/appreciation for CMTA’s services

## Example

During major events in Austin, traffic in the downtown region may cause bus services to slow down. This can result in outrage amongst the passengers from that region which can result in Angry/Dissatisfied sentiments indicated through social media platforms during that time period.

CMTA can search for the word related to the festival/event and should be able to see activity and trends based on date/social media platform

This trend/pattern can be recognized by CMTA as an opportunity to engage with customers by:

* Announcements through the social media platforms
* Increased service in those regions during those time-periods
* Changes in schedule

## How will we achieve this?

* Create a web dashboard.
* This functionality has to be coded by ourselves (or through a hybrid app of existing application to scrape data and then analyse it using our own python code
* Cloud services 🡪 Keep historical data

## Resources/Tools/References?

Tools

* The web app itself
* AWS (to store historical data + reports)
* Django (Python)
* FusionCharts or Plotly (Python)

<https://www.rand.org/pubs/research_briefs/RB9685/index1.html> - They keep track of swearing during the iran elections to keep track of public opinions related to particular hastag. This maybe not be a direct indicator of anger but it does help keep track (in case of spikes)

