DS8006: Lab 8 "Geo-coding and visualizing Twitter Data"
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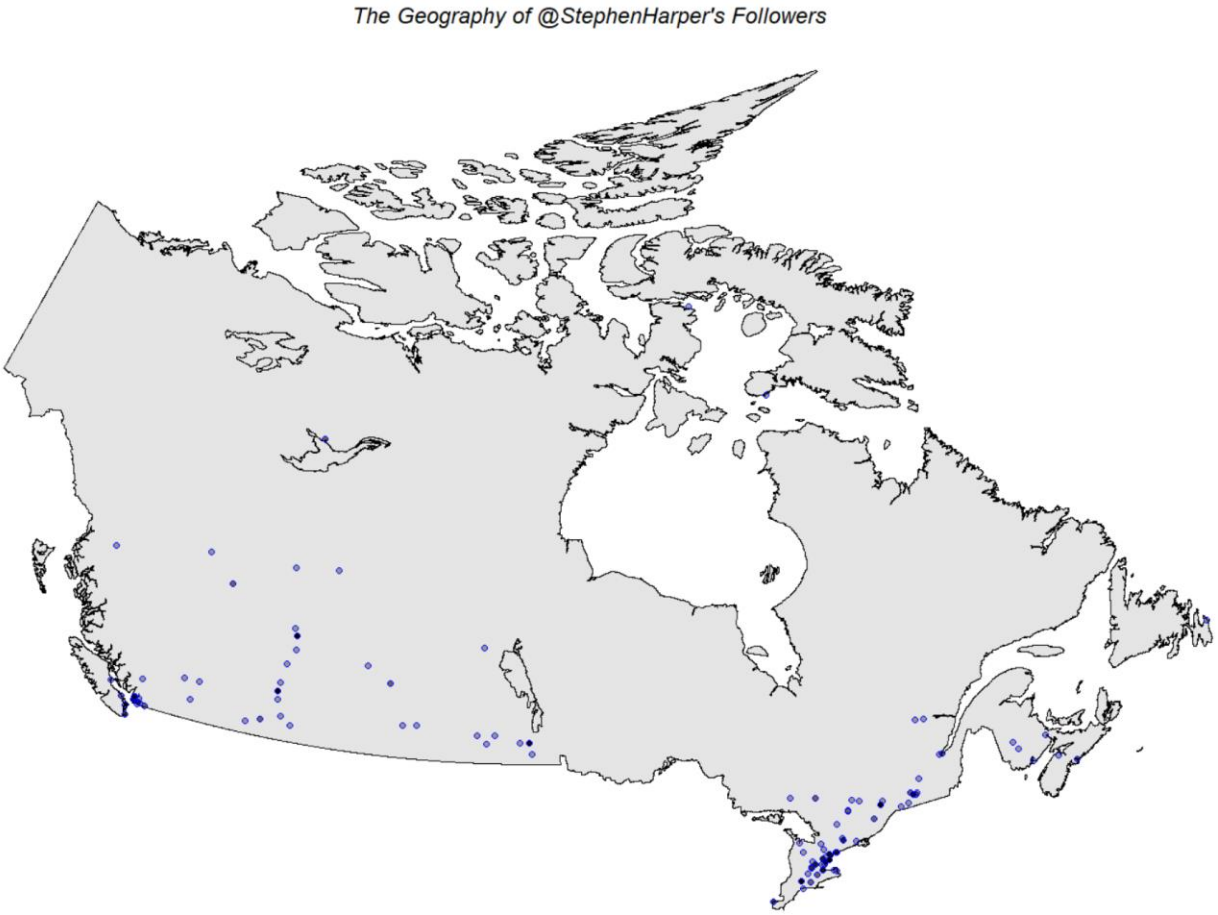
1. ***Briefly explain how you modified the script. Whose Twitter followers are you mapping and why?***
   Here is a list of the changes made to the scripts in the tutorial:
   1. *Added extra step for data cleanup (removing locations with invalid non-latin characters) copied from previous lab 2.*
   2. *Changed filter condition to keep 'canadian_results'.*
   3. *Changed map plotting function to create a canadian map and color of geocoded location points for clarity.*

2. ***Include a screenshot of the resulting visualization.***



3. ***Briefly explain why someone would be interested in your results.***
   In the case of social media analytics applied to politics, the most direct analysis can be used for targeted campaigns; I can see this geocoding result set combined with sentiment analysis to plot regions for supporters and detractors. As the same analysis can be done with the opponent's social media stream (as Twitter information is publicly available) this can also be combined to detect their regions for supporters and

detractors. Both localization results can be aggregated and further political campaign efforts and resources can be localized.

4. ***What was the most challenging part of this lab?***
   The most challenging part was to collect and clean up the data. Collection required several retries, and as the complete result set exceeded the 2,500 daily calls imposed by the Google Geocoding API, it took several days to finally come up with a correct set. As for the clean up, it required several retries and slight changes to the scripts to understand the problem related to non-latin characters in the data.