U.S Election Case Study

You are appointed as the newest social media manager for a local political candidate in Charlottesville. Social media serves as an invaluable tool for connecting individuals but has also become a powerful platform in shaping news, communication, and public opinion. People are now able to get their news information from social media–what's more is that everyone is readily able to voice their own opinions/thoughts through comments and tweets. The 2020 Presidential Election featured a notable rise in social media advertising. Examining social media's role during the 2020 election can provide insights into how political opinions intersect with social media.

Motivation

By analyzing whether tweets towards Joe Biden and Donald Trump were predominantly positive or negative, and identifying the major topics of discussion, the goal is to reveal how public sentiment was formed and how it might impact future elections. Analyzing social media data can offer explanations for shifting opinions and public opinion trends. The most recent 2024 Presidential Election significantly increased the use of social media advertising and it is safe to say that the trend of utilizing social media to campaign, advocate, and facilitate discussion will only continue to grow. Thus, you are tasked with performing sentiment analysis on the tweets directed towards the presidential candidates to gain insight into public perception and reveal issues that citizens are most concerned with. Furthermore, you will be investigating the most commonly used words in the tweets.

Deliverable:

1. Create a GitHub repository with the code, results, and more. Upload the finalized GitHub link to Canvas. Refer to the rubric for more detailed information and instructions.

Link to GitHub: https://github.com/brithoang1/DS4002-CS3