



# **Scraping the Barrel: Apple at SXSW**

By: Ted Brandon, Chris O'Malley  
& Kelsey Lane

# The Twittervated Trio

**Chris O'Malley**



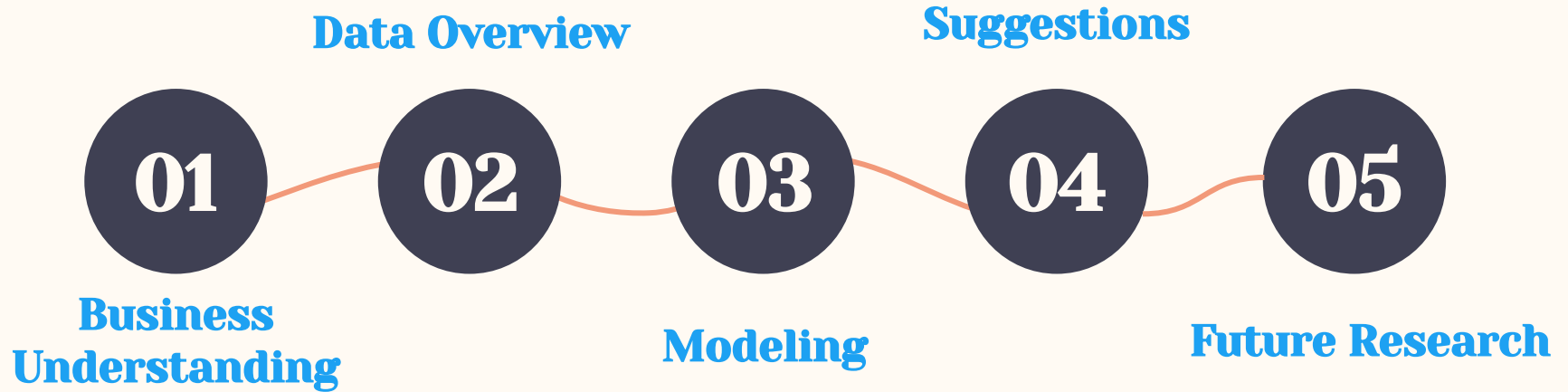
**Kelsey Lane**



**Ted Brandon**



# AGENDA

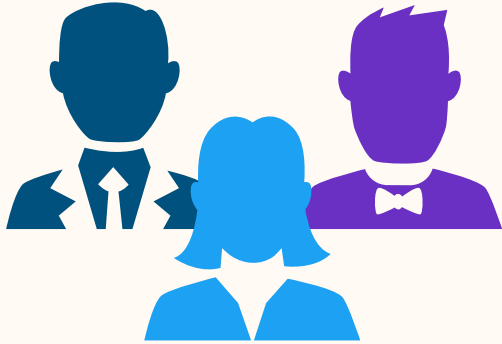


01

# Business Understanding



# 1, 000 Tweets



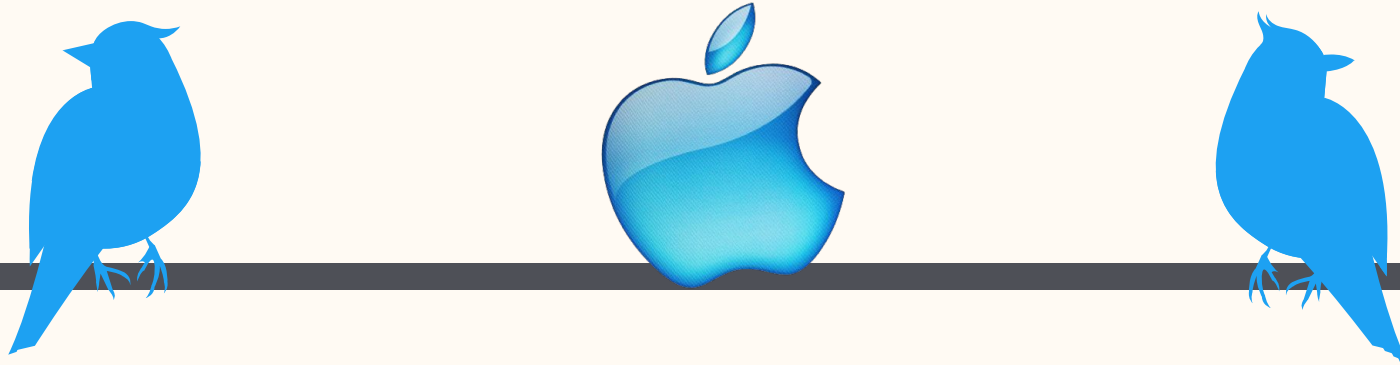
5 Hours



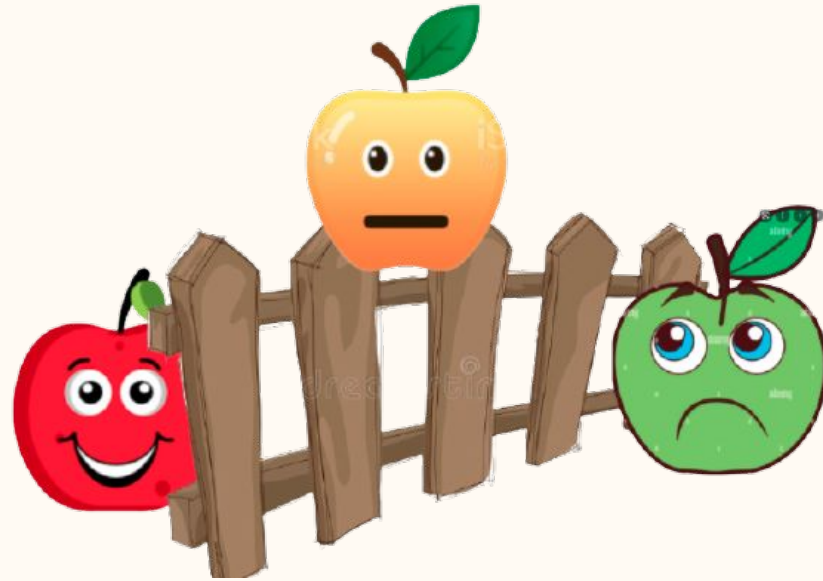
1 Second



# Why Sentiment Analysis with Twitter?



# Targeting Neutral Sentiment



02

# Data Overview



# Data

- Scraped from Twitter
  - August 2013
  - SXSW Conference
- 5,428 total tweets

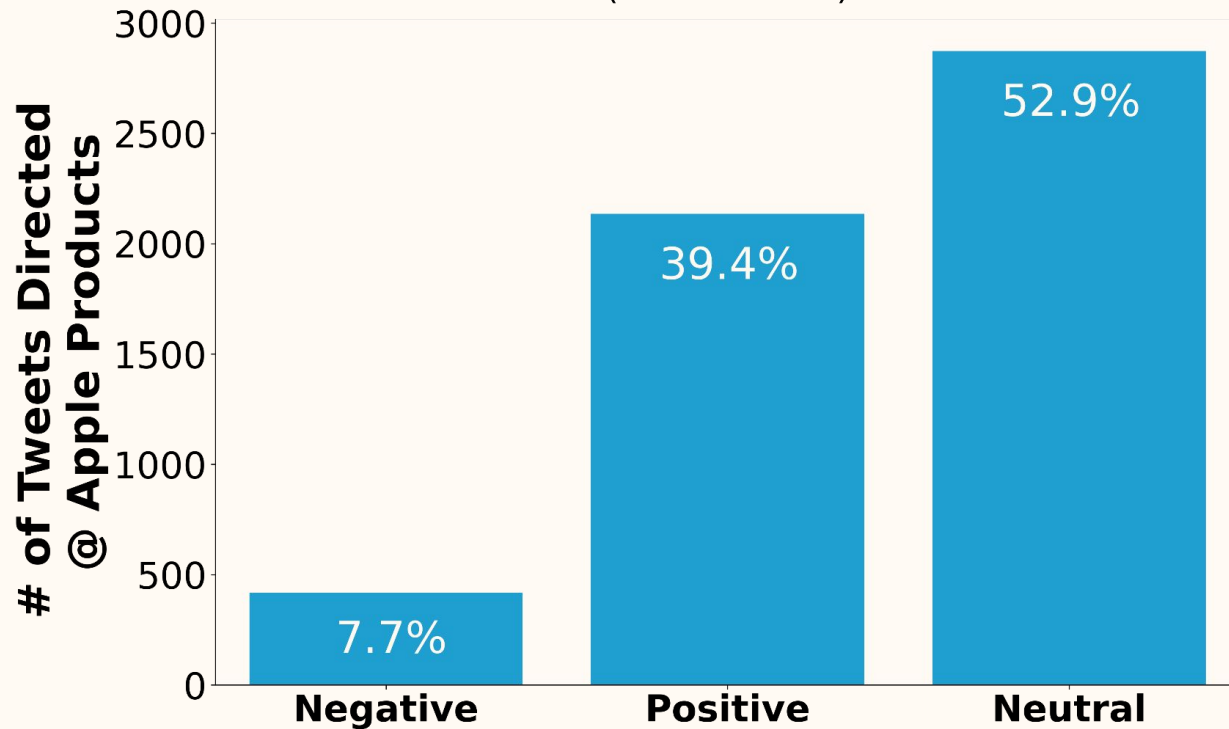


Data



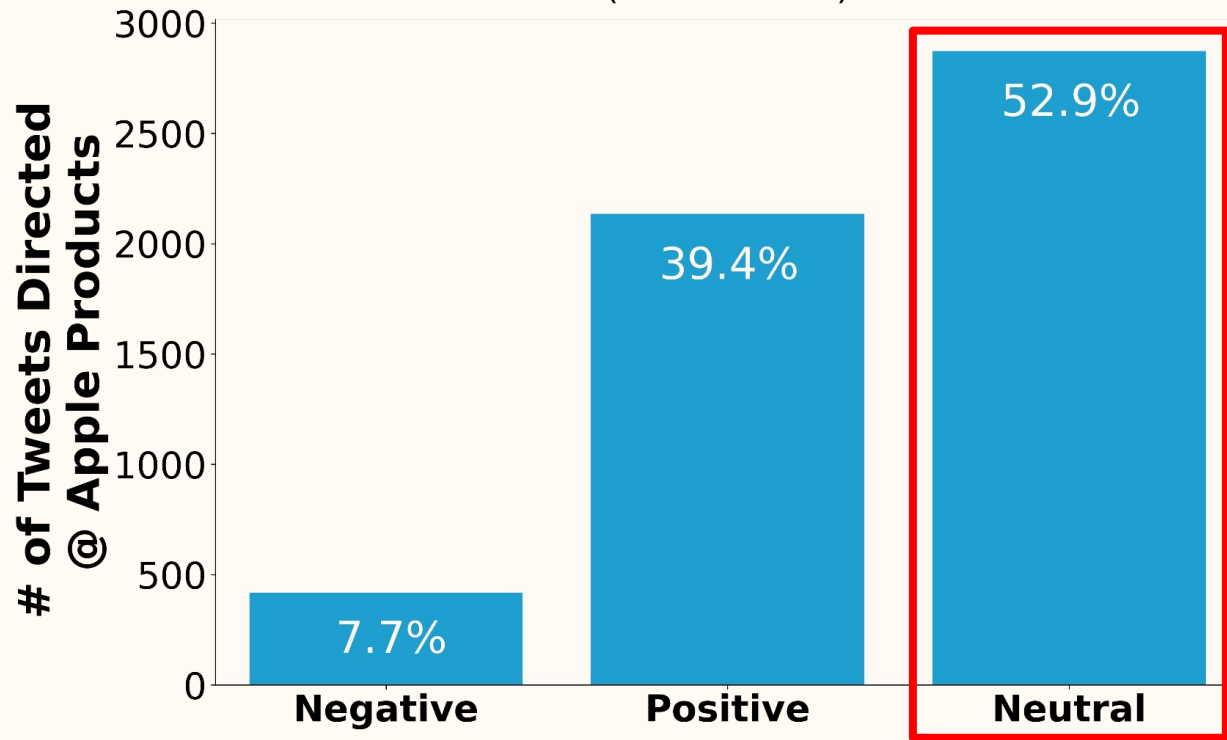
# Tweet Sentiments of Apple Products from SXSW 2013

(Total = 5428)



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(Total = 5428)



# Word Cloud



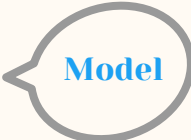
03

# Modeling



# Modeling

- Sentiment analysis
  - Predict new tweets
  - See consumer groups
- 62% accurate



04

# Suggestions



# Suggestions

- Target neutral tweets
- Learn from negatives





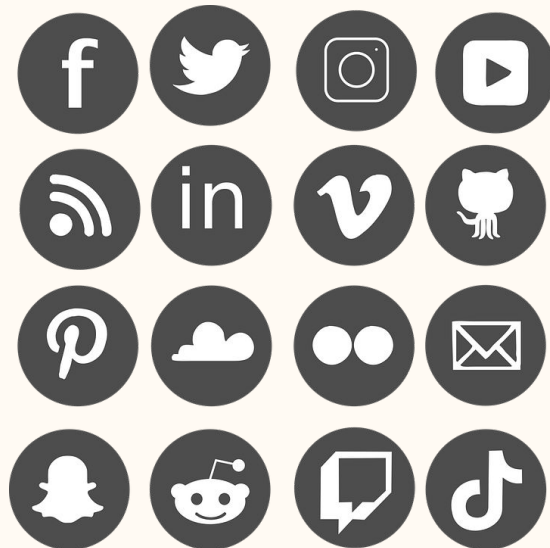
05

# Future Research



# Future Research

- More fine-grained
- Model other platforms
- Inform future products



Future

# Thank you!

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**Questions?**

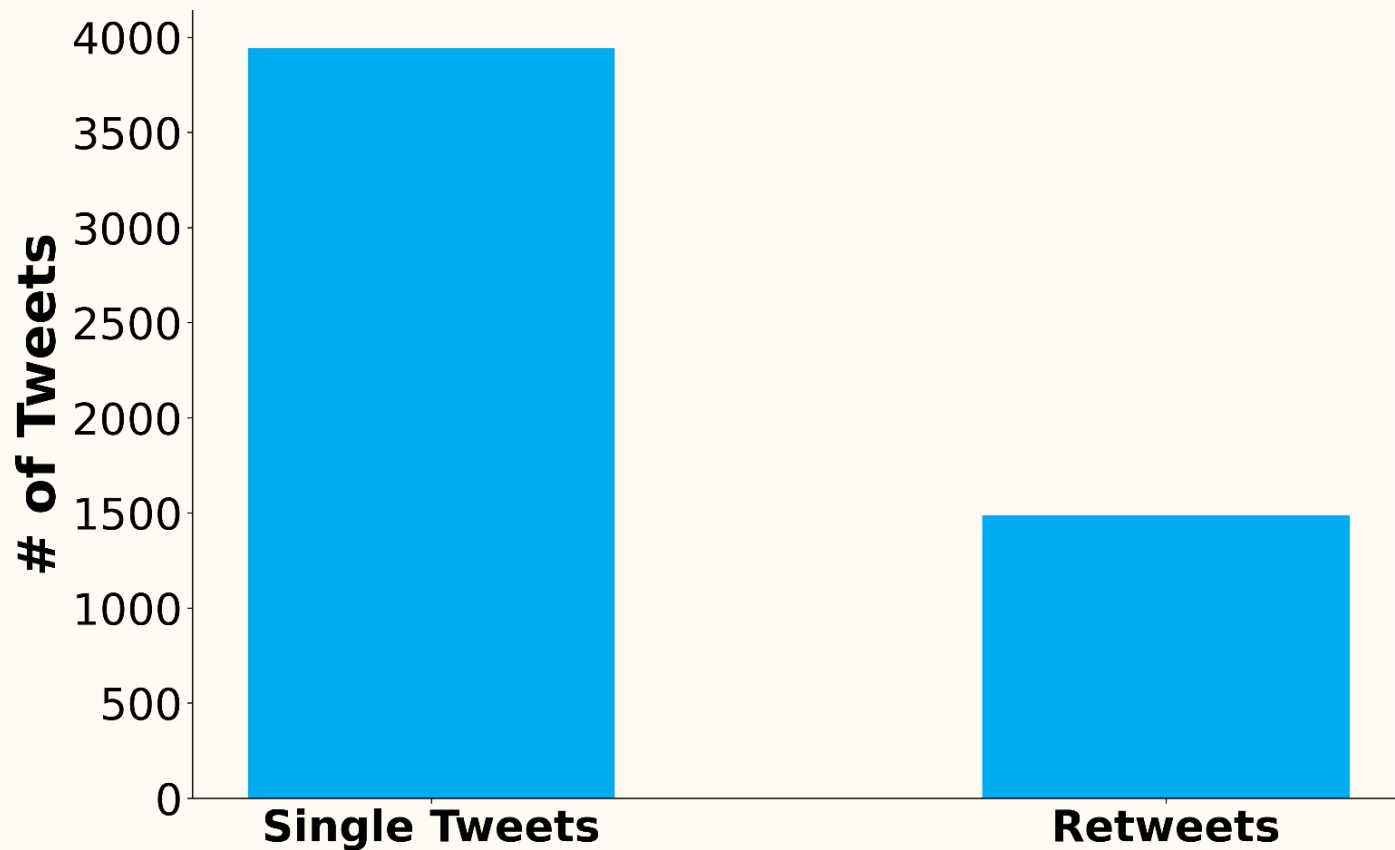
# Appendix

## A word cloud in the shape of a blue Apple logo with a single leaf. The words are in white and of varying sizes, representing terms associated with the event. The most prominent words are 'iPhone', 'App Store', 'iPad', 'Austin', 'SXSW', and 'Apple'. Other visible words include 'get', 'line', 'open', 'win', 'popup', 'launch', 'temporary', 'know', 'today', 'downtown', 'set', 'via', 'go', 'ipad', 'launch', 'apple', and 'new'.

## A word cloud in the shape of an Apple logo. The words are in various sizes and orientations, mostly in white and blue. The largest word is 'Apple'. Other prominent words include 'iPad', 'store', 'Austin', 'iPhone', 'get', 'line', 'pop-up', 'free via go', 'new app', 'one day', 'cool', 'open', 'temporary', 'time', 'I'm', 'like', 'come', 'downtown', 'SXS', 'Store', 'launch', 'line', 'pop-up', and '#iPad2'. The background is black.

## A word cloud in the shape of an Apple logo. The words are arranged to fit the silhouette of the apple, including the stem and leaf. The most prominent words are 'iPhone', 'iPad', 'Apple', 'apps', 'design', 'need', 'line', 'give', 'battery', 'new', 'use', 'news', 'time', 'come', 'think', 'fascist', 'would', 'go', 'tweet', 'people', 'Austin', 'store', 'apple', 'take', 'get', 'one', 'I've', 'like', 'America', 'say', 'day', 'long', and 'new'. The words are in various sizes and orientations, with 'iPhone' and 'iPad' being the largest. The background is white, and the Apple logo is filled with a solid blue color.

# Comparison of Single Tweet Counts and Retweet Counts



# Study on Sentiment Analysis

Sentiment Analysis: Distinguish Positive and Negative Documents  
By Mark Cieliebak

<https://spinningbytes.com/sentiment-analysis-distinguish-positive-and-negative-documents/>











