Jacob Reske

05/31/13

Walt Disney Studios

Project 1: Twitter Analysis

**Statement of Intent**

The purpose of this project is to identify sentiment of online users with relation to media and products owned by TWDC. Its focus will be on media developed by WDS but will not be limited to those products by nature. It will use extensive databases culled from social media sources (Twitter, Facebook, Reddit, Tumblr, etc) and weigh in the collective sentiment of users by demographic, on a time basis, and by category of media.