Text Mining using Twitter Data

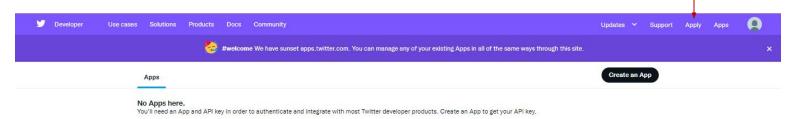
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Why is Twitter Data Useful

- Text mining is getting a lot attention in last few years, due to an exponential increase in digital text data from web pages and social media services.
- Twitter data constitutes a rich source that can be used for capturing information about any topic. This data can be used for finding trends related to a specific keyword, measuring brand sentiment, and gathering feedback about new products and services etc.

- Twitter account is required to fetch the data from it. If not, first create a Twitter account.
- Keep the Twitter account running on one webpage.
- Open another webpage of apps.twitter.com
- Click on the apply.



• Fill in your verified email. • Select the Country. If you already have developer account, you can go to slide number 24. Developer Portal Docs V Community V Updates V Support Hey New_User248. Ready to build something cool? Twitter Account ① @ New_User248 Switch @username Create new @username Email ① ne*****@gm*****.com Change email What country are you based in? India What's your use case? We need this information for data protection. Learn more

Will you make Twitter content or derived information available to a government entity or

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 Click on Academic Researcher. Developer Portal Docs V Community V Updates V Support Switch @username Create new @username Email ① ne*****@gm*****.com Change email What country are you based in? What's your use case? We need this information for data protection. Learn more Academic researcher Select one Building B2B products Building consumer products Build customized solutions in-house Publishing ads programatically Making a bot Building tools for Twitter users Exploring the API Academic researcher Something else (But related to academics)

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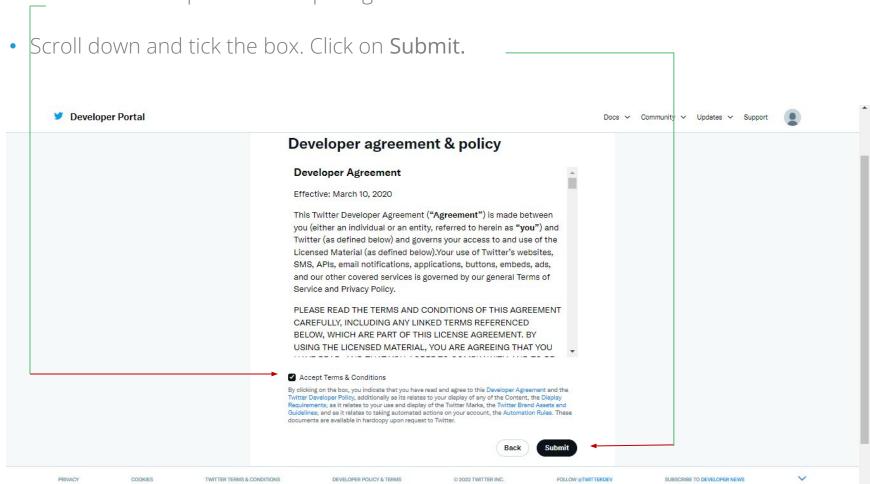
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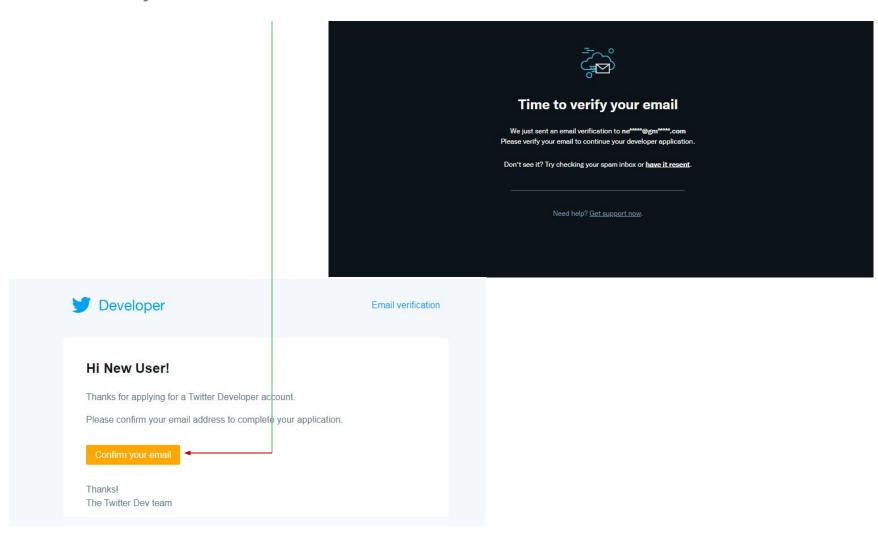
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Review and accept the developer agreement.

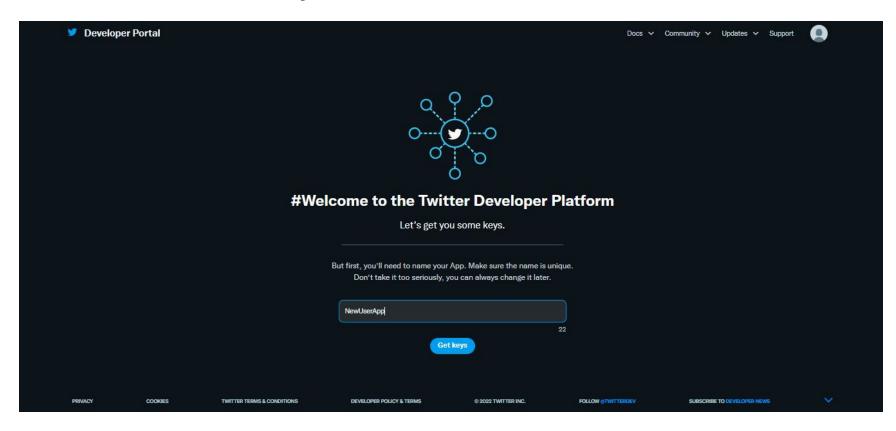


• Once this page is opened, open the email received to registered email id and click on the confirm your email.



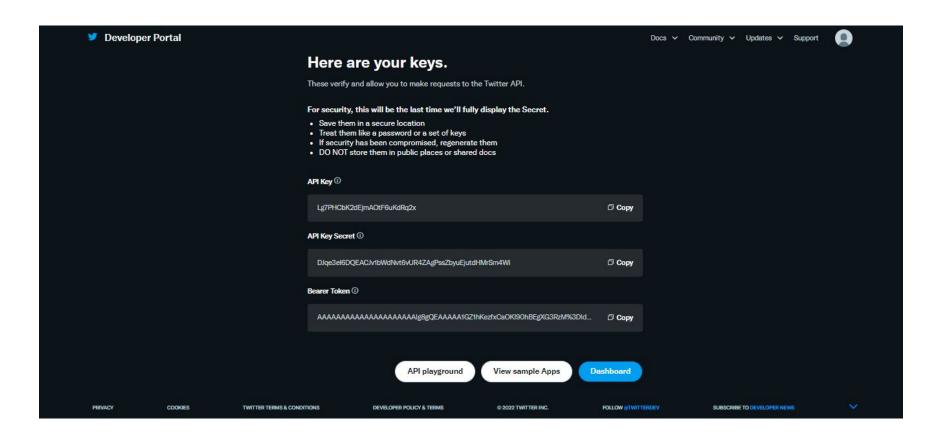
Creating App

- Once you click on the confirm your email, it will direct to this page.
- Give an App Name. (It should be UNIQUE for each developer).
- Once done, click on Get Keys.



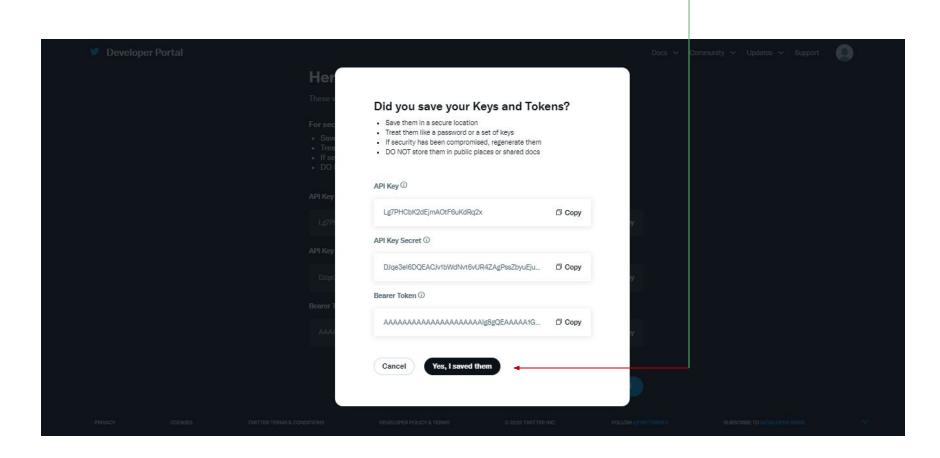
Creating App

- Save the API Key and API Secret Key into a notepad/external file as they are required for further analysis and will not be available later.
- Once copied, click on **Dashboard**.



Creating App

• It will load a popup form to confirm. Click on Yes, I saved them.



 Now that the app is created, essential access is granted. But in order to extract tweets, elevated access is required.

 From the side menu, go to Products > Twitter API v2. • Switch to **Elevated** tab and click **Apply**. Docs ∨ Community ∨ Updates ∨ Support Developer **Portal** Twitter API v2 n Dashboard Elevated Academic Research Projects & Apps { } Products NEW **Elevated** Twitter API v2 **|**Apps 3 environments per project Overview Higher levels of access to the Twitter API for free with an approved application. **I** Tweets 2M Tweets per month / Project ■ Cost Do you need Elevated access for your Project? Elevated features

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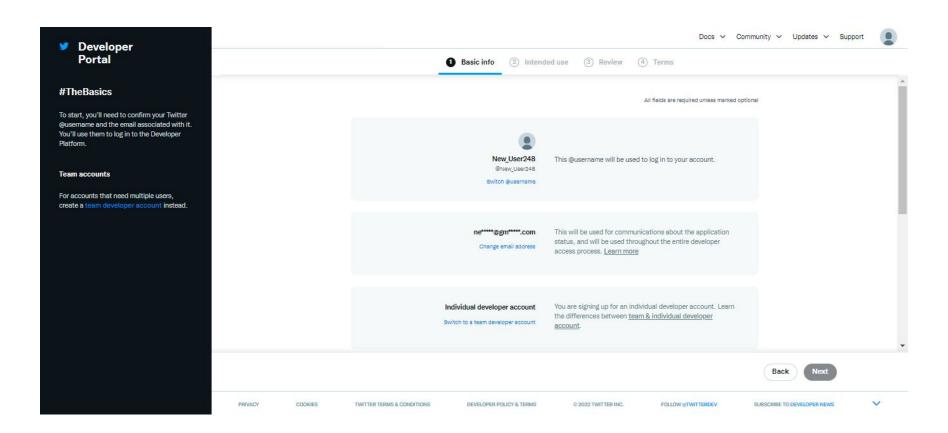
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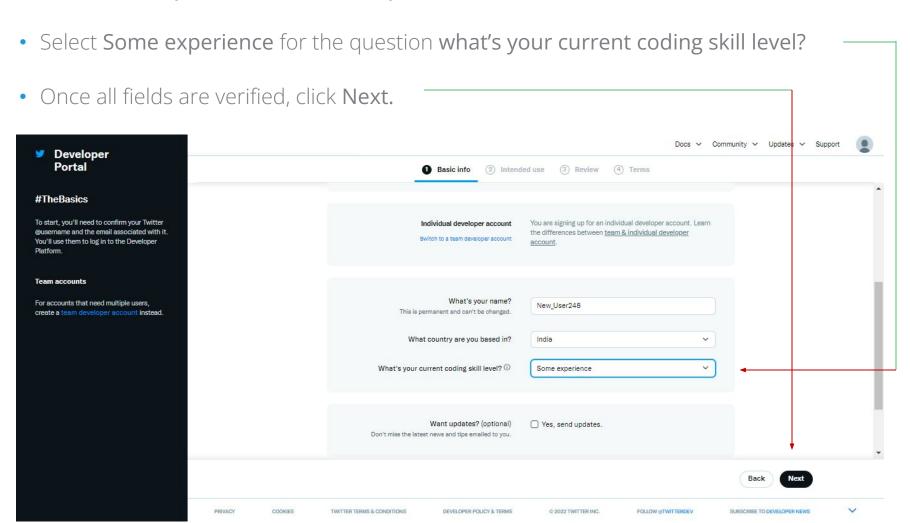
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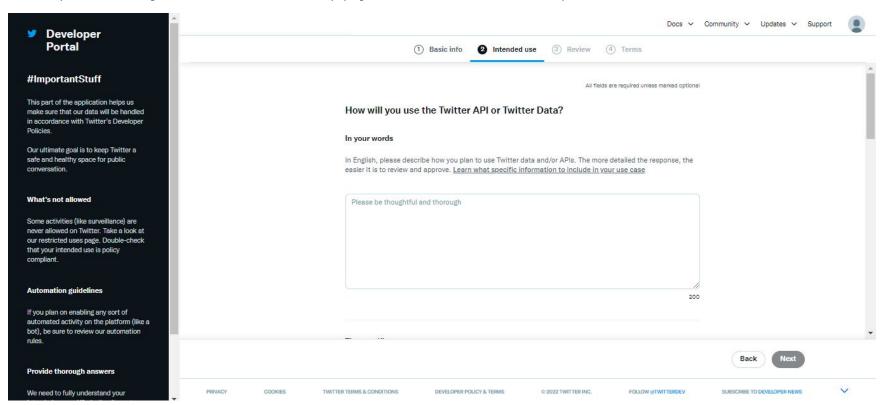
• Double check the **username and email id** and if correct, proceed to the rest of the form.

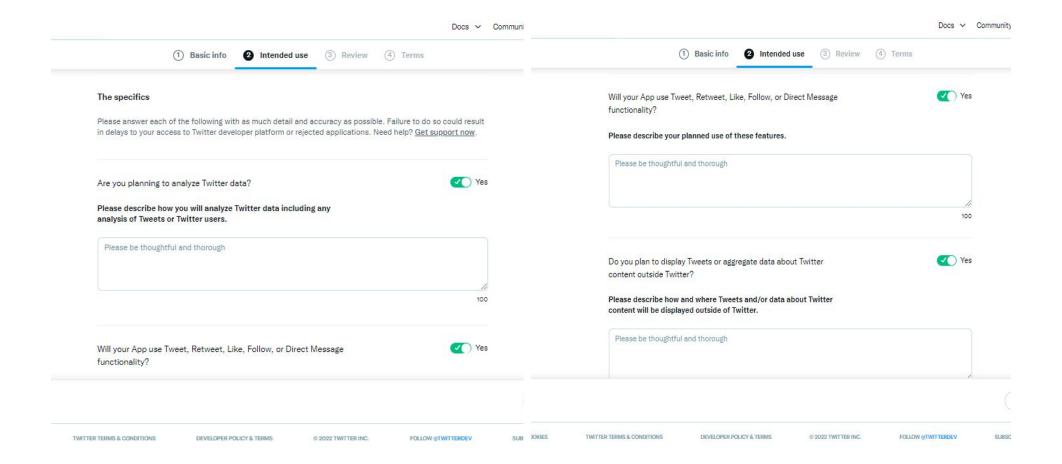


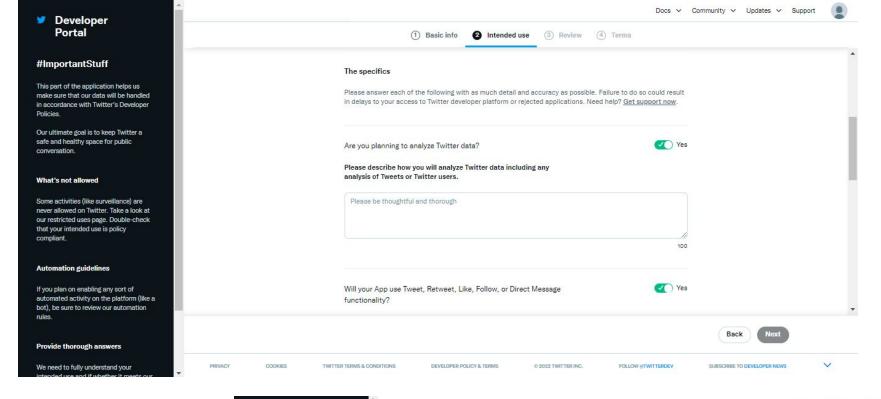
• Double check your name and country.



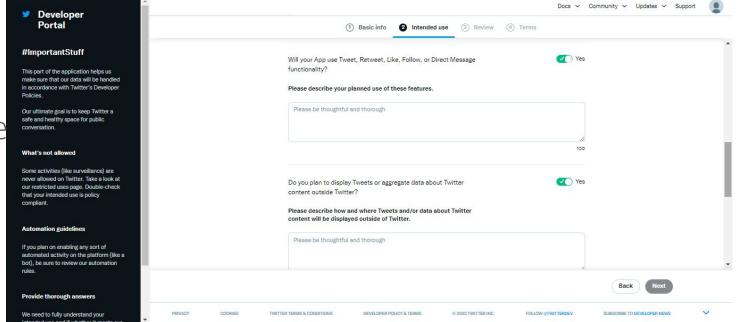
- Write the description for each question under How will you use the Twitter API or Twitter data? Minimum number of characters for answers are specified for each question.
- You can take help from this link:
 https://www.jcchouinard.com/apply-for-a-twitter-developer-account/



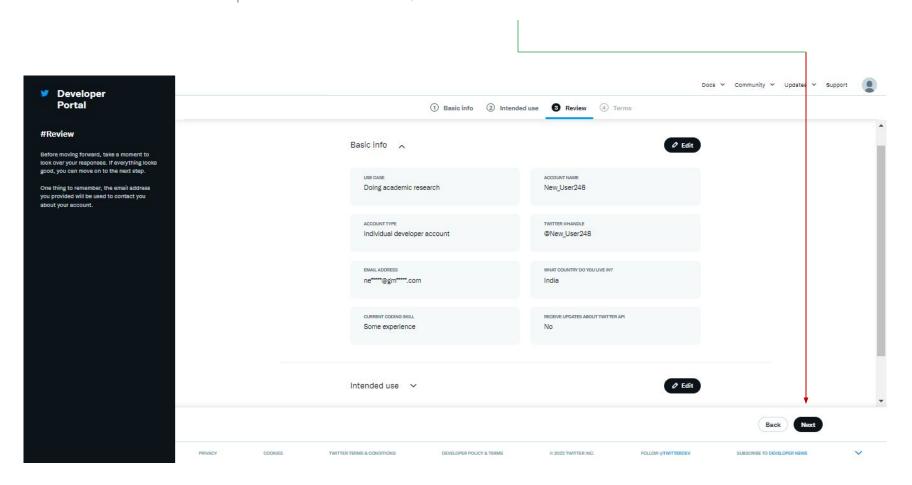




In case, the images in the above slide need a different layout.

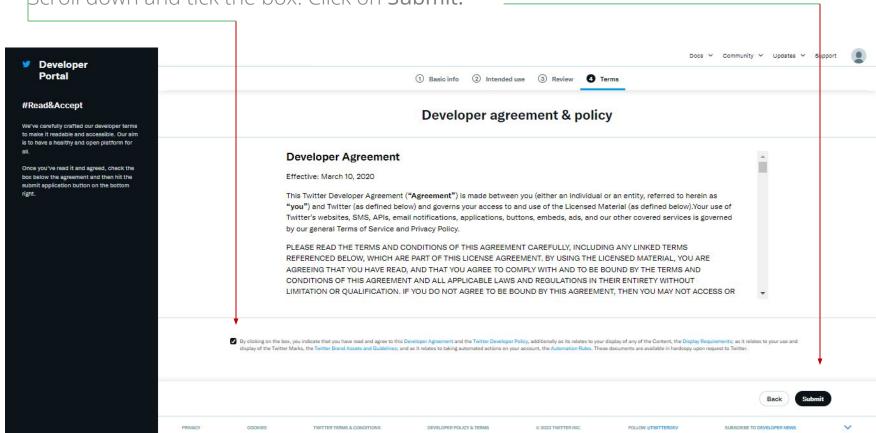


• Double check the inputs and if correct, click **Next.** Else click **Edit.**



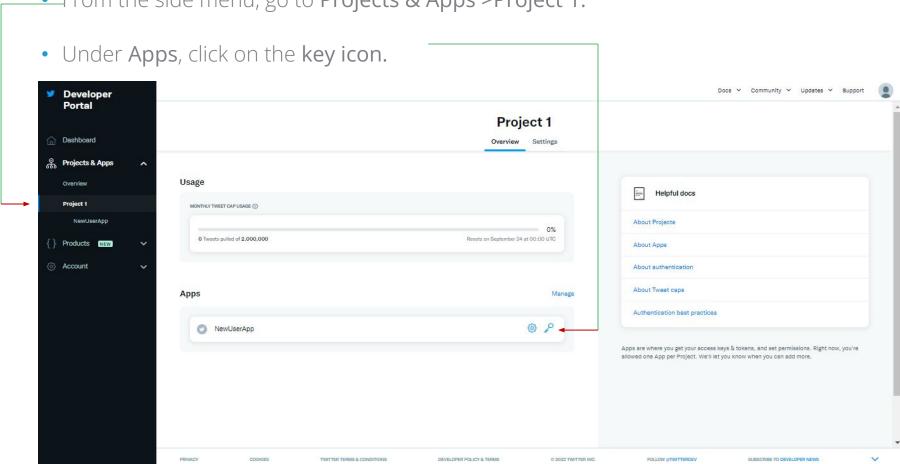
• Review and accept the **Developer agreement & policy**.

• Scroll down and tick the box. Click on Submit.



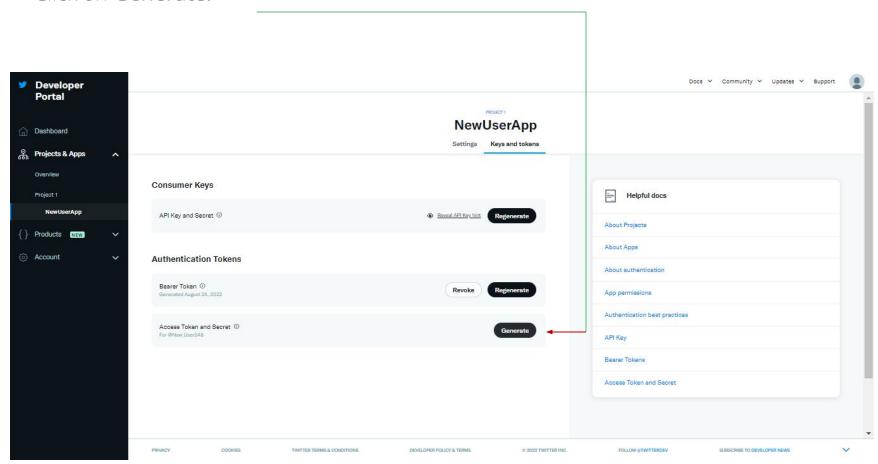
Access Key

- Lastly, generate Access Key and Access Token Key.
- From the side menu, go to Projects & Apps >Project 1.



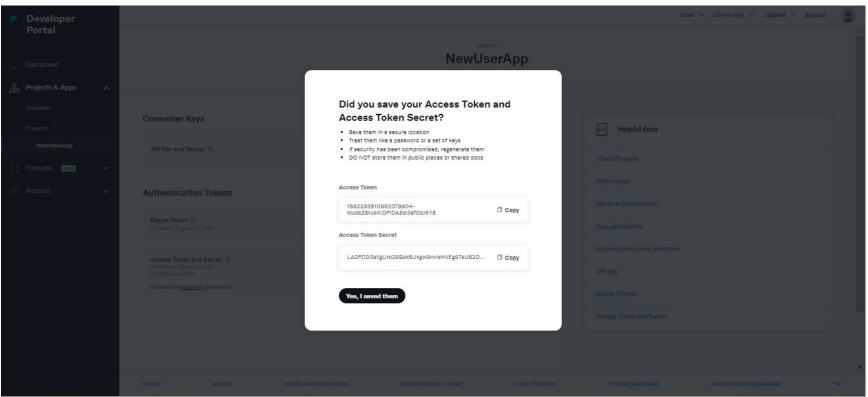
Access Key

• Click on Generate.



Access Key

- It will load a popup form with the Access Key and Access Token Key.
- Save them into a notepad/external file as they are required for further analysis and will not be available later.
- Click on Yes, I saved them.



Authentication of Twitter Account in Python

```
# Install "tweepy" library from Anaconda Prompt

pip install tweepy
# Import "tweepy" library in python

import tweepy

import tweepy
```

• Copy the API key and API secret key from slide 11 and Access token and Access token secret from slide 23 and paste in Python code.

```
consumer_key = " paste here your API key "
consumer_secret = " paste here your API secret key "
access_token = " paste here your Access token "
access_token_secret = " paste here your Access token secret "
```

Complete the twitter authorization process.

```
auth = tweepy.OAuthHandler(consumer_key, consumer_secret)
auth.set_access_token(access_token, access_token_secret)
api = tweepy.API(auth)
```

Twitter account is now connected to Python for fetching tweets.

OAuthHandler() creates the authentication object.
 set_access_token() sets your access token and secret
 API() creates the API object while passing in auth information

Fetching Data From Twitter

Fetch tweets for Delhi pollution.

- ☐ Cursor() function will issue a search of Twitter based on a supplied search string.
- ☐ First argument search query to issue to twitter. Use "+" to separate query terms.
- □ .items() specifies the maximum number of tweets to return
- ☐ lang="en" search tweets in English language.
- ☐ Twitter developer account searches tweets for maximum 7 days.

Fetching Data From Twitter

Output:

['RT @AamAadmiParty: "I acknowledge that the high-level of pollution in Delhi is mainly due to its local sources... and thus, we are conducting...',

'T-1 \nAs the Winds started Blowing in delhi the concern about the pollution also get blown away #DelhiPollution #DelhiGovt Shame Shame',

'@blkahn Plus Amazon fires, Delhi pollution, China, ocean plastics...must find solutions',

'@Sharmistha_GK @ArvindKejriwal Pollution is not just a Delhi problem. Its a north India problem. If you view the ma... https://t.co/gDHPbiYc2T',

'RT @AamAadmiParty: "I acknowledge that the high-level of pollution in Delhi is mainly due to its local sources... and thus, we are conducting...']

Cleaning Data For Text Analysis

```
# Clean this corpus before we make the word cloud.
# Convert all data to lowercase
pollution tweets2 = [item.lower() for item in pollution tweets]
# Remove twitter handles
import re
pollution_tweets2 = [re.sub('@[^\s]+','',item) for item in
pollution tweets2]
# Remove twitter hyperlinks
pollution_tweets2 = [re.sub('(http\S+)','',item) for item in
pollution tweets2]
# Remove Punctuation
 from string import punctuation
 remove punc = str.maketrans("","", punctuation)
 pollution tweets2 = [item.translate(remove punc) for item in
 pollution tweets2]
# Remove Numbers
 from string import digits
 remove_digits = str.maketrans('', '', digits)
 pollution tweets2 = [item.translate(remove digits) for item in
 pollution tweets21
```

Cleaning Data For Text Analysis

```
# Remove stopwords
                                               set().union(stopwords.words('english'),
                                               additional) creates a set of all the english
import nltk
                                               stopwords which enables us to use that
from nltk.tokenize import word tokenize
                                               set entirely to remove stop words from the
from nltk.corpus import stopwords
                                               data.
 additional = ['rt','rts','retweet']
 swords = set().union(stopwords.words('english'),additional)
pc=[]
for item in pollution tweets2:
     word tokens = word_tokenize(item)
     pol clean = [w for w in word tokens if not w in swords]
     pc.append(pol_clean)
pc[2]
# Remove all white space created due to above cleaning
rm ws=[]
for item in pc:
     remove_whitespace = [x.strip() for x in item]
     rm ws.append(remove whitespace)
# Remove search words that are more frequent
import itertools
combined = list(itertools.chain.from_iterable(rm ws))
 remove common = [w for w in combined if not w in "pollution+delhi"]
```

Generating WordCloud

Generate wordcloud of clean data

```
from wordcloud import WordCloud
wordcloud =
WordCloud(background_color="white").generate(str(remove_common))
import matplotlib.pyplot as plt
# plot the WordCloud image
plt.figure(figsize = (8, 8), facecolor = None)
plt.imshow(wordcloud); plt.axis("off")
plt.tight_layout(pad = 0); plt.show()
```

Output

```
thus conducting was self proclaimed gold standard pour and self proclaimed gold standard gold standa
```

Sentiment Analysis Using 'vader'

```
# Import "SentimentIntensityAnalyzer" from "vader"
# Import "pandas"
 from nltk.sentiment.vader import SentimentIntensityAnalyzer
 import pandas as pd
# Perform Sentiment analysis
 sent analysis = pd.DataFrame(columns =
 ['sentence','compound','negative', 'neutral','positive'])
 sid = SentimentIntensityAnalyzer()
 for i in range(0,len(pollution_tweets2)):
     ss = sid.polarity scores(pollution tweets2[i])
     compound = ss['compound']
     negative = ss['neg']
     neutral = ss['neu']
     positive = ss['pos']
     sent_analysis = sent_analysis.append({"sentence":
 pollution tweets2[i], "compound": compound, "negative":
 negative, "neutral": neutral, "positive": positive},
 ignore index=True)
 sent analysis
```

Sentiment Analysis Using "vader"

Output:

sentence	compound	negative	neutral	nositiva
California, even with the fires, doesn't compare to Singapore's worst day	Compound	inegative	neuer a1	POSTCIAC
Oand is a tiny fraction of Delhi's best da https://t.co/KeogdwDVtG	0.0258	0.156	0.684	0.16
RT @ndtv: Devotees stand knee-deep in toxic foam in Delhi's Yamuna for	0.0200	0.120		0120
1#ChhathPuja. https://t.co/tiHnluBdNz https://t.co/D8r6sVVpI5	0.128	0	0.903	0.097
RT @PopovichN: We visualized microscopic air pollution that wreaks havoc on				
2human health. Compare your city's air quality to some of the wo	-0.5994	0.151	0.849	0
RT @PopovichN: We visualized microscopic air pollution that wreaks havoc on				
3human health. Compare your city's air quality to some of the wo	-0.5994	0.151	0.849	0
RT @KailasK86985883: @BBMP_MAYOR We are not far from Delhi in Air				
Pollution!! Time is NOW to take right decision.				
4Please stop the proposals	0.1739	0.084	0.805	0.111
RT @nytclimate: We visualized the damaging, tiny particles that wreak havoc				
5on human health. From the Bay Area to New Delhi, see how the wo	-0.802	0.238	0.762	0
RT @nytclimate: We visualized the damaging, tiny particles that wreak havoc		0 000	0.760	
6on human health. From the Bay Area to New Delhi, see how the wo	-0.802	0.238	0.762	0
RT @nytclimate: We visualized the damaging, tiny particles that wreak havoc		0 220	0.763	0
7on human health. From the Bay Area to New Delhi, see how the wo	-0.802	0.238	0.762	0
RT @EuroGeosciences: See how the world's most polluted air compares with your city's:				
8@nytclimate has visualized the damaging, tiny partic	-0.7645	0.268	0.732	a
RT @nytimes: Particulate pollution in the air soared last month in New	-0.7043	0.200	0.732	0
9Delhi. But the city struggles with air quality throughout the year:	-0.3612	0.102	0.898	a
RT @ismaelnafria: Gran interactivo del @nytimes. Perfecto ejemplo de info	0.5012	0.102	3.050	J
10útil y personalizada - See How the World's Most Polluted Air Comp	-0.2484	0.14	0.763	0.097

Interpretation:

Negative compound score indicates, negative sentiments. Compound score give sum of all the lexicons standardized between -1 and 1.

Quick Recap

Twitter Data

• Twitter data constitutes a rich source that can be used for capturing information about any topic.

Libraries in Python

Install libraries 'tweepy' and 'nltk'

Steps required before fetching data from Twitter

- Create twitter account.
- Create developer account.
- Create app.
- Authentication of Twitter account in Python

Function in Python

• **tweepy.Cursor()** function extracts data from Twitter.