Proposal: Analyzing Hashtags of Major Events (Group 17)

Problem:

How do certain hashtags become popular? How do they survive over time? What keeps people interested?

Dataset:

We will get our dataset from Twitter's tweets. This will involve web scraping for particular hashtags and cleaning up the data.

Proposed Solution and Real world Application:

Our proposed solution is to select five major events and for each event, select ten hashtags related to that event. We will then analyze the trend on how particular hashtags become popular and unpopular over time. Furthermore, we will analyze the text of the tweets during peak events to identify people's ideas about a certain topic.

The real world application is that it can offer insight into whether a trend would blow up or disappear quickly. This could be used for companies who would like to take advantage of an event to market their brand or celebrities and politicians that are interested in attracting more attention.

Project Steps

Steps	Estimated completion time	Person(s) in charge (among the group of 3)
1. Web scraping and cleaning up data	One week	Gates Zeng
2. Data analysis (obtain popular hashtags and analyze related events)	Two weeks	Wei Cheng Huang
3. Data visualization (to obtain data statistics and user behavior)	One week	Yayu Lin