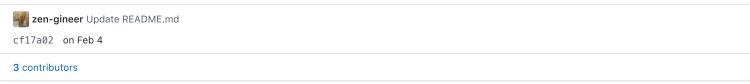
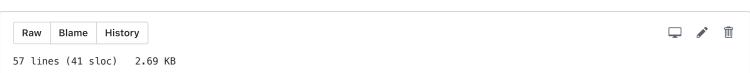
#### CurrentTrendsTool / README.md





# Media and Social Media Monitoring and Analytics.

Jennifer Shtaway, Alena Dudko, Rekha Amer, Shandiz Montazeri

## **Project Overview**

Nowadays, advertisement departments and PR agencies are interested in the public response regarding their products. This is why companies such as Business Wire, NUVI, newsapi.aylien.com provide real-time social media and media monitoring and analytics.

This project will accept any user input keywords for analysis. Once a user provides a valid input, the program scans the internet via API's and webscraping to provide graphs analyzing sentiment, location, timeline of tweet among other things.

### Questions this project addresses

- What are the related handles (hashtags) appearing together with the user searched term?
- What is the average sentiment of top-10 influential people (with the highest number of followers) about the target term?
- What is the average sentiment of top-10 retweets about the target term?
- What is the overall average sentiment about the target term?
- Which news sources write mostly about the topic?
- What is an average sentiment score of their articles? How it changes over period of time?
- How the topic popularity in media changes over period of time?

#### **Data Sources**

Data sets are dynamic and come from: twitter API (api.search) News API (newsapi.org) Wikipedia gmaps Google Translate

###Requirements - What you'll need in order to use this code Twitter API keys

###Python Packages tweepy, vaderSentiment, googletrans, pygeocoder, wikipedia, wordcloud, seaborn, matplotlib, pandas, numpy, BeautifulSoup

#### **Project Steps:**

- · Data retrieving, selecting and cleaning.
- Collecting and grouping data in DataFrames.
- Creating pivot tables. Calculating averages, finding highest/lowest values.

Building charts. Analyzing			
Example Output w/ searc	:h term "SpaceX":		

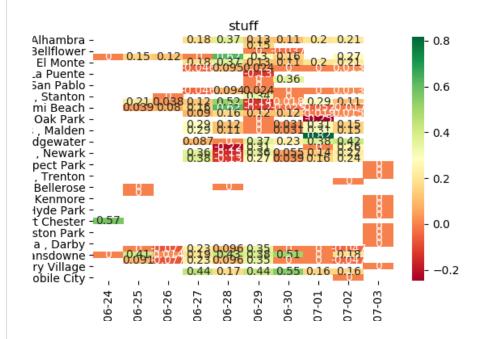
VideosLaJornada funny Stopdrymarkeritis robot SpaceX Dragon Dragon CRS15 Dragon Together Wine Italy NileNzKs14 smart One Chat Openthe Podbay doors thing Scream Scr

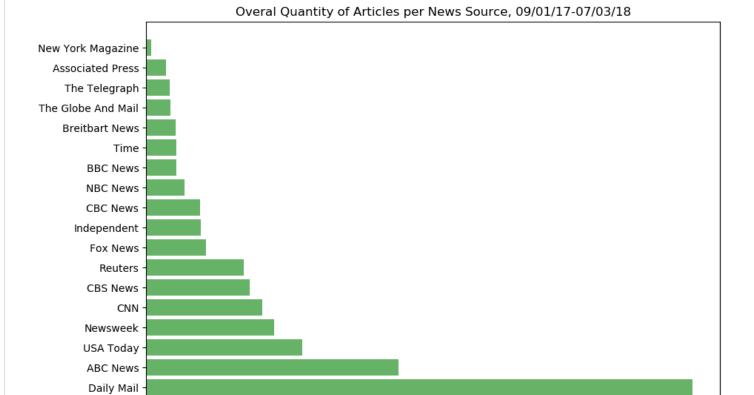
Heatmap of Avg. Compound Scores, 09/01/17-07/03/18 ABC News --0.02 0.03 -0.15 0.14 -0.05 0.04 0.11 0.27 0.2 - 0.50 -0.69 0.05 0.06 0.24 Associated Press --0.14 0 0 -0.06 0.29 0.06 0.06 0.3 0 BBC News -Breitbart News -0.1 0.08 -0.03 -0.03 0.18 -0.2 0.15 0.15 -0.12 CBC News - 0.05 0.01 0 0.19 0.06 0.06 0.2 0.16 0 0.25 0.01 0.07 0.16 0.03 0.22 0.06 0.05 0.2 CBS News -0 CNN - -0.06 -0.03 0.13 0.27 0.07 0.12 0.21 0.29 -0.14 -0.04 Daily Mail -0.27 0.07 0.06 0.05 0.03 0.13 0.1 0.09 0.11 0.12 0.11 - 0.00 0.11 0.25 -0 0.16 0 -0.02 -0.15 Fox News -Independent -0.05 0.17 -0.24 -0.02 0.28 -0.06 0.29 -0.31 NBC News -0 -0.08 0.19 -0.09 0.19 -0.08 0.21 0.05 New York Magazine -0.26 0.06 - -0.25 Newsweek -0.04 -0 0.02 -0.02 -0.02 0.1 0.02 0.14 0.01 0 -0.26 -0.24 0.09 0.01 0.11 -0.02 0.19 -0.13 -0.14 Reuters -0 0 0.28 The Globe And Mail - -0.25 0.18 0.21 - -0.50 The Telegraph -0 0 0 0.15 -0.1 0.06 0.26 0.11 0.01 0.02 0.03 0 Time -USA Today - -0.14 0.19 -0.05 0 0.01 0.21 0.07 -0.02 0.11 0.18 2017-09 2017-10 2017-11 2017-12 2018-01 2018-02 2018-03 2018-04 2018-05 2018-06 2018-07

year\_month

	Number of Articles per Month, 09/01/17-07/03/18												
ABC News	- 5	32	24	41	29	85	32	15	11	7	1		
Associated Press	-					2			10	7	3		- 125
BBC News	- 1	2	2	3	5	8	4	5	3	1			
Breitbart News	-	6	1	5	4	5	5	1	3	3			
CBC News	- 3	5	2	3	8	16	8	7	4	3	1		- 100
CBS News	-	5	3	9	19	34	18	10	10	7	1		
CNN -	- 4	3	9	18	16	34	14	11	12	9			
Daily Mail	- 18	34	34	47	56	134	69	83	79	51	5		- 75
Fox News	-	2	2	2	5	17	10	8	14	6	1		- /5
Independent	- 2	3	3	5	4	16	9	12	3	4			
NBC News	- 1	4	3	6	6	10	4	3	2	4			
New York Magazine	-					3	3						- 50
Newsweek	- 2	5	14	15	26	24	26	14	12	5			
Reuters -	- 4	5	7	3	7	11	32	12	15	11	2		
The Globe And Mail	- 2	2	2	1	3	11	6						- 25
The Telegraph	- 1			3	1	4	6	4	3	4			
Time ·	- 1		2	2	5	12	6	4	1	1			
USA Today ·	- 3	12	13	13	20	39	19	18	17	19	1		
2017-09 2017-10 2017-12 2018-01 2018-02 2018-03 2018-04 2018-05 2018-06 2018-07													

year\_month





Number of Articles

