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| Transformative Impact of social media engagement |
| July 17th, 2024 |

# Overview

## Summary

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|  | Social media serves as a widespread communication channel. Beyond personal connections, imagine harnessing it for social change. Consider the collective criticism of pothole-ridden highways or the praise for a new downtown coffee shop. These reactions provide valuable insights for improving our community and enhancing quality of life by providing business opportunities or governmental enhancements. |

## Project scope

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|  | 1. Which 3 countries have the most social media activity in 2021-2023? 2. Using the top 3 countries of 2023, what percentage in those top 3 country's is positive, negative, or neutral? 3. How do the sentiments vary across different countries on various platforms? How can businesses and governments use this information for improvements? 4. How do retweets vary by sentiments across different social platforms? Which country shows the highest engagement of retweets across the different platforms? |

## Data

* <https://www.kaggle.com/code/alkidiarete/social-media-analysis-sentiment/notebook>

## References

* Tutor Sessions
* <https://plotly.com/python/facet-plots/>
* <https://ipywidgets.readthedocs.io/en/latest/examples/Widget%20Basics.html>

# Team member assignments

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| --- | --- |
| Name | Task |
| Marisol Trejo | Proposal, ReadMe, Question 1 |
| Anthony Banks II | Question 2, Visualizations |
| Drew Middleton | Data Story Question, Question 3 |
| Akeem Anderson | User Driven Interaction, Question 4 |