TweetUpLift

Team Name : ML Mavericks

Project Overview:

The project aims to develop a Chrome extension called "TweetUpLift" that focuses on improving the mental health impact of Twitter by promoting positive interactions and fostering a supportive online community.

The extension utilizes sentiment analysis algorithms to evaluate the sentiment of users' comments and posts, assigning points based on the positivity and empathy of their contributions.
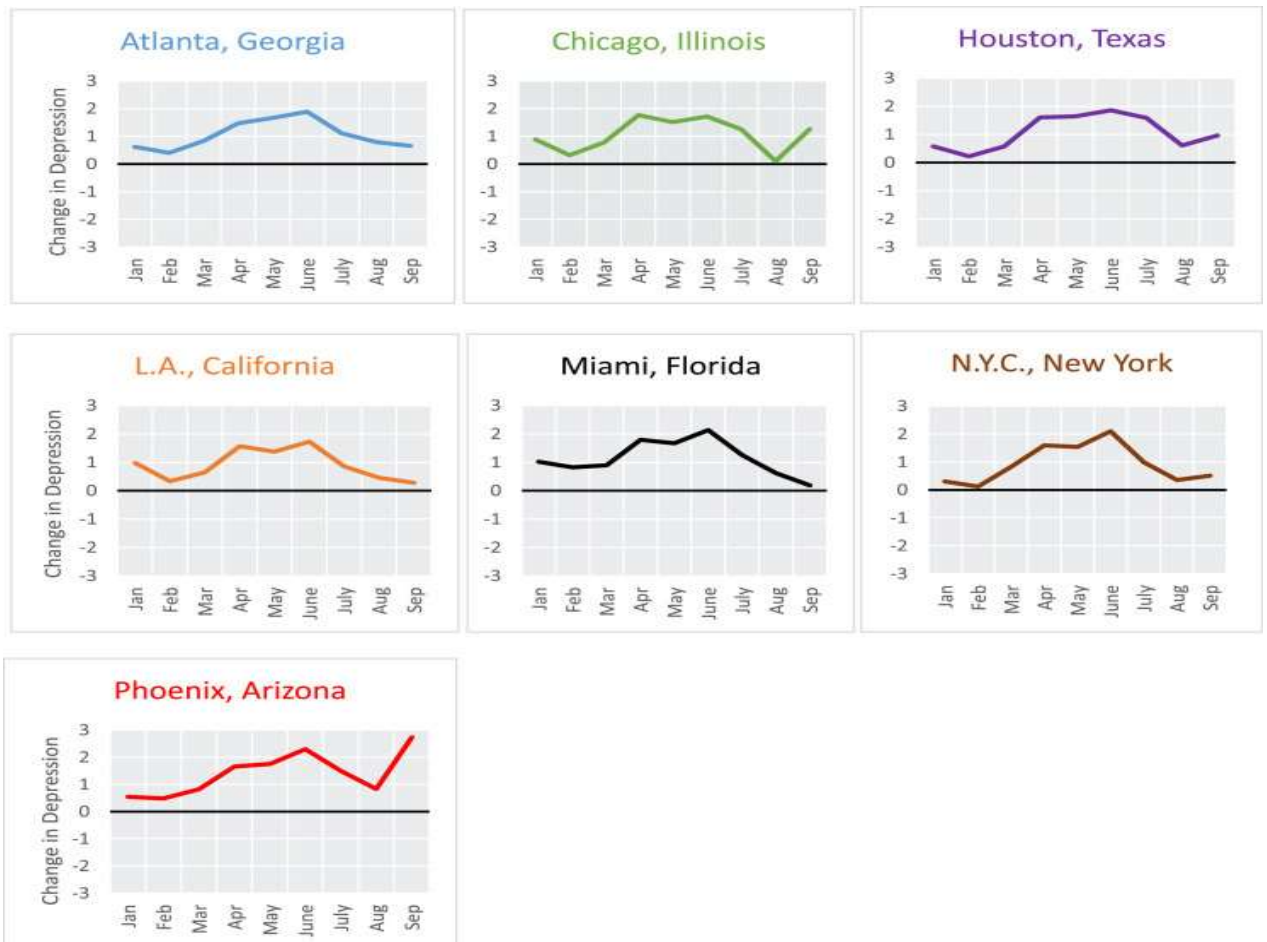
Problem Statement:

Integration of Social Media: Social media platforms have become an integral part of people's lives, playing a significant role in their daily routines and interactions.

Mental Health Issues: These platforms contribute to mental health issues such as anxiety, depression, and cyberbullying. The fast-paced nature of Twitter, in particular, can intensify these problems.

Toxic Environment: Twitter is known for its sometimes toxic environment, where negative comments and hate speech can prevail. This negativity can significantly impact the well-being and mental health of users.

Negative Effects: The constant exposure to negativity on social media platforms can lead to increased stress levels, feelings of isolation, and a decline in overall mental well-being.

➢ Depression Stats :-

Characteristic	Republican/Rep lean	Democrat/Dem lean	U.S. Twitter users (total)
Inaccurate or misleading information	52%	54%	53%
Harassment and abuse from other users	41%	50%	47%
The tone or civility of discusions	36%	39%	38%
Twitter limiting the visibility of certain posts	59%	17%	31%
Twitter banning users from the platform	61%	6%	25%

Showing entries 1 to 5 (5 entries in total)

Details: United States; May 17 to May 31, 2021; 2,548 respondents; 18 years and older

© Statista 2023

-
- Source : https://www.statista.com/statistics/1279620/united-states-twitter-users-opinions-major-problems/

Proposed Solution:

The Chrome extension will integrate sentiment analysis algorithms that can evaluate the sentiment of users' comments and posts.

It will utilize natural language processing techniques to analyze the emotional tone and sentiment of the text.

By assigning points to each user based on the sentiment of their contributions, the extension will encourage positive and constructive engagement.

The extension will feature a leaderboard that displays the top users who have accumulated the most points for their positive contributions.

This leaderboard will serve as a means of recognition and incentive for users to strive for positive interactions on Twitter. Additionally, the extension can provide feedback to users in real time, notifying them of the sentiment of their posts and offering suggestions for improvement.

Market Analysis:

The mental health impact of social media is a growing concern among individuals, organizations, and society as a whole.

Users are seeking ways to mitigate the negative effects of these platforms and create a healthier online environment.

The proposed Chrome extension taps into this market demand by offering a solution specifically tailored for Twitter users.

Revenue/Value Model:

The Chrome extension can adopt a freemium model, offering basic sentiment analysis and leaderboard functionality for free to attract a wide user base.

Advanced features, such as personalized sentiment insights, sentiment trend analysis, and customized leaderboards, can be offered as premium upgrades with a subscription-based pricing model.

Additionally, partnerships with mental health organizations or social media companies could provide opportunities for revenue generation.

Impact Assessment:

The primary goal of the chrome extension is to decrease the mental health impact of social media, particularly on Twitter users.

 By promoting positive and empathetic interactions, the extension aims to create a more supportive and inclusive online community.

The impact can be measured through user feedback, engagement metrics, and surveys assessing the well-being and satisfaction of users.

Additionally, tracking sentiment trends on the platform can provide insights into the overall shift towards more positive discourse.

CONCLUSION

The proposed chrome extension offers a solution to address the mental health impact of social media by promoting positive interactions and recognizing individuals who contribute positively to the Twitter community.

By leveraging sentiment analysis and implementing a leaderboard, the extension aims to improve the well-being of users and foster a healthier online environment.