Calculating the Polarity of Tweets with ArcGIS and qdap

1. Add R into the PATH environmental variable
    a. Right click "My Computer" on Windows XP (or "Computer" on Windows 7), either on your desktop or in your start menu.
    b. Click "Properties"
    c. In Windows 7, click "Advanced System Settings" on the left.
    d. In the "Advanced" tab, click the "Environment Variables" button.
    e. Double-click the PATH variable, and add your R path to the list.
        i. Entries are separated by semicolons. For example: **%WinDir%\System32;C:\Program Files\R\R-2.11.1\bin**

2. Add a Python Toolbox
    a. Follow the instructions in the attached video

3. Collect Tweets
    a. Double click the 'get_tweets' tool located within your new toolbox.
    b. Add a keyword for your search (i.e. Obama)
    c. Enter a pair of Longitude, Latitude Coordinates
        i. The first pair must be the southwest corner of a box, and the second pair must be the northeast corner of the same box.
        ii. See the coordinates section for examples
    d. Enter the total number of tweets that you want to collect
    e. Click 'OK' to start collecting tweets
    f. If all goes well, a new table named '(your keyword)_tweets.dbf' should appear within your current directory

4. Get the Polarity of the Tweets
    a. Double click the 'sentiment' tool located within your new toolbox.
    b. Add the name of your table created with the 'get tweets' tool
    c. Optional: Add a variable for grouping (i.e. place)
    d. Click 'OK' to start calculate the polarity of the tweets
    e. If you did not add a grouping variable, your results will be added as columns to your '(your keyword)_tweets.dbf' table
    f. If you added a grouping variable, a new table named '(your keyword)_tweets_(your group)_polarity.dbf' should appear within your current directory

5. Coordinates
    a. United States -122.09, 32.25, -67.86, 47.16
    b. San Francisco -122.75, 36.8, -121.75, 37.8
    c. New York City -74.26, 40.49, -73.73, 40.88
    d. Washington, DC -77.13, 38.81, -76.91, 39.01