

# #tweetscomehome

Using tweets to understand the city we live in

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[nelsonauner.com/tweetscomehome](http://nelsonauner.com/tweetscomehome)

## Why #tweetscomehome?

Consider the following tweet:

*"Another day, another live music venue under threat from ceaseless residential development. Sign: <http://t.co/GhipFmcY> @moseleyfolk"-  
tweeted December, 2012, from an iPhone in north London*

This tweet, like millions of others broadcast every day across London, contains useful information to real estate agents, policy makers, and local government.

It's time we harness twitter to understand how and why people feel about where they live.

**#tweetscomehome** is a tool that aggregates, analyzes, and plots tweets and real estate prices across London to find neighborhood trends and issues relevant to government and business alike.

## Uses of #tweetscomehome

- Predict when real estate prices will rise (or fall) using the generated predictions from tweets
- Understand what makes some neighborhoods "up and coming"
- Discover issues and themes that unify neighborhoods—or divide them
- Analyze the breakdown of neighborhoods by what they really care about—not just demographic statistics
- Quickly see summaries of what technology people are using where, and how frequently.

## Example applications of #tweetscomehome

- A real estate investor want to understand why real estate prices are changing in a certain neighborhood. With **#tweetscomehome**, she can easily see the tweets that characterize the various neighborhoods
- A non-profit organization wants to investigate issues that correspond to drops in property prices
- A family wants to invest in real estate based on where young professionals are moving. Using **#tweetscomehome**, they can find where certain types of tweets are coming from, compare real estate prices, and invest in those neighborhoods
- Local government wants to understand what its residents think about the city, and how opinion changes based on property value

## Questions?

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