

Process Book

Our World in Tweets

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<https://github.com/nicholke/dataviscourse-pr-2021-in-Tweets>



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Overview and Motivation

The prevalence of social media in the past decade has changed the way people receive and exchange information. Social media has become one of the largest and most popular tools for trading information between friends, students, organizations, and businesses. A large network of public information is useful and important because it spreads new ideas, events, and broadens awareness of existing ideas.

Twitter is an especially powerful platform because of its ability to display trends in real-time. Trending data provides insight into not only what topics are important or popular, but specific sentiments towards news, issues, and interests. Twitter's algorithms use trending hashtags to prioritize displays of the most popular trending topics. Trending topics can be used to spread breaking news globally and because of Twitter's public API, trending data can be used for analysis. An analysis of trending topics could provide an extensive snapshot of the most important current events at a specific time on a global scale. This information is specifically interesting to our group because of our extensive use of social media for communication and news. There are many current events in the past few years that have been impactful and life altering, we are curious about tracking these trends and events across the globe.

Related Work

The Conversation: Twitter Trends 2022

https://marketing.twitter.com/en_gb/insights/the-conversation-twitter-trends-uk-2022

The report for trending twitter topics in 2022 uses animated bubble charts to display various categories of trending topics and a subsequent breakdown of each category. We plan to adopt a similar approach for our bubble chart; however, it is hard to tell if the scale of the bubbles in their chart is based on popularity of trend. In our bubble chart we plan to utilize the area of the bubble chart to display counts as well as topic.

Twitter Trend Worldwide

<https://getdaytrends.com/>

This website displays the order of trending topics with a numbered chart, the trending topics, and the order it is trending. #1 is the most trending topic and so on, this display also includes a small line chart with the trend over a 24-hour period. We plan to utilize a numbered chart with order of trending topic and instead of individual line charts to show trends overtime we plan to use one large line chart with the trends displayed together.

Data Viz Hw 4

<https://github.com/dataviscourse/2022-homework/tree/main/hw4>

The world map from hw4 inspired our use of the world map and may be used as the first implementation of the world map in the project.

Mapping the World one Tweet at a Time

<https://mislove.org/tweetmap/>

The world map visualization uses the geotag of tweets to map out the different locations that each tweet took place globally. The map uses a drag and zoom feature that we may implement on our world map as well. Instead of only using the geotag to display where the tweets were created, we will use the geotag and display the accompanying trending topic at that location.

Questions

Twitter is one of the most popular social media platforms available today. Twitter provides insights into popular trends and important cultural and political moments. We are interested in discovering the twitter trends, especially, trending topics across the globe. The project initially centered around finding the most popular issues globally in the year 2021. However, data constraints with the twitter API only allow us to grab trending topics from the past 24 hours. To provide enough relevant data from the project, we will pull and store the twitter API data every day until the project submission, the visualization will display trending data for the past month instead of the past year. This slightly changes that project questions to:

- What were the most popular issues on Twitter in the last month?
- What were the different geographic breakdowns of these popular issues?
- How long are trending topics maintaining popularity?

Data

For the project we considered using twitter API to get 2021 trends, tweet volume, and location of tweet. While waiting to gain access to the data, the group found an existing dataset from Kaggle, called “Twitter: Trending Tweets per week”. This dataset would be used if we were not able to access enough relevant data from the API. However, the Kaggle dataset also has some limitations, it does not contain location information for all countries and has many missing values for tweet volume. This dataset would leave several countries blank in the world map.

link to the dataset is below:

<https://www.kaggle.com/datasets/rsrishav/twitter-trending-tweets>

Data Update

The group gained access to the twitter API and discovered that trending data can only be pulled for the last 24 hours. The group met to thoroughly review the differences between the data from the twitter API and the Kaggle dataset to decide how to proceed. The data from the twitter API contains trending topics for every country, unlike the Kaggle dataset which only contains info for several countries. Both datasets contain several missing values for the tweet volume, so there wasn't much benefit with either dataset. After meeting with the project TA, we decided to pivot the project topic slightly and use the 24-trending data from the twitter API. Instead of visualizing 2021 trending topics, our group will pull and store trending topics every 24 hours until the project submission. Data will be stored as a json file with date as the key in mm-dd-yy format and value with a nested dictionary that contains country name and relevant trending information. At the end of the project this will provide approximately a months' worth of trending topics and tweet volume for every country. Tweet volumes that are equal to None will be filtered out and additional URL links to the trending topic twitter page were also stored for potential use in future animation.

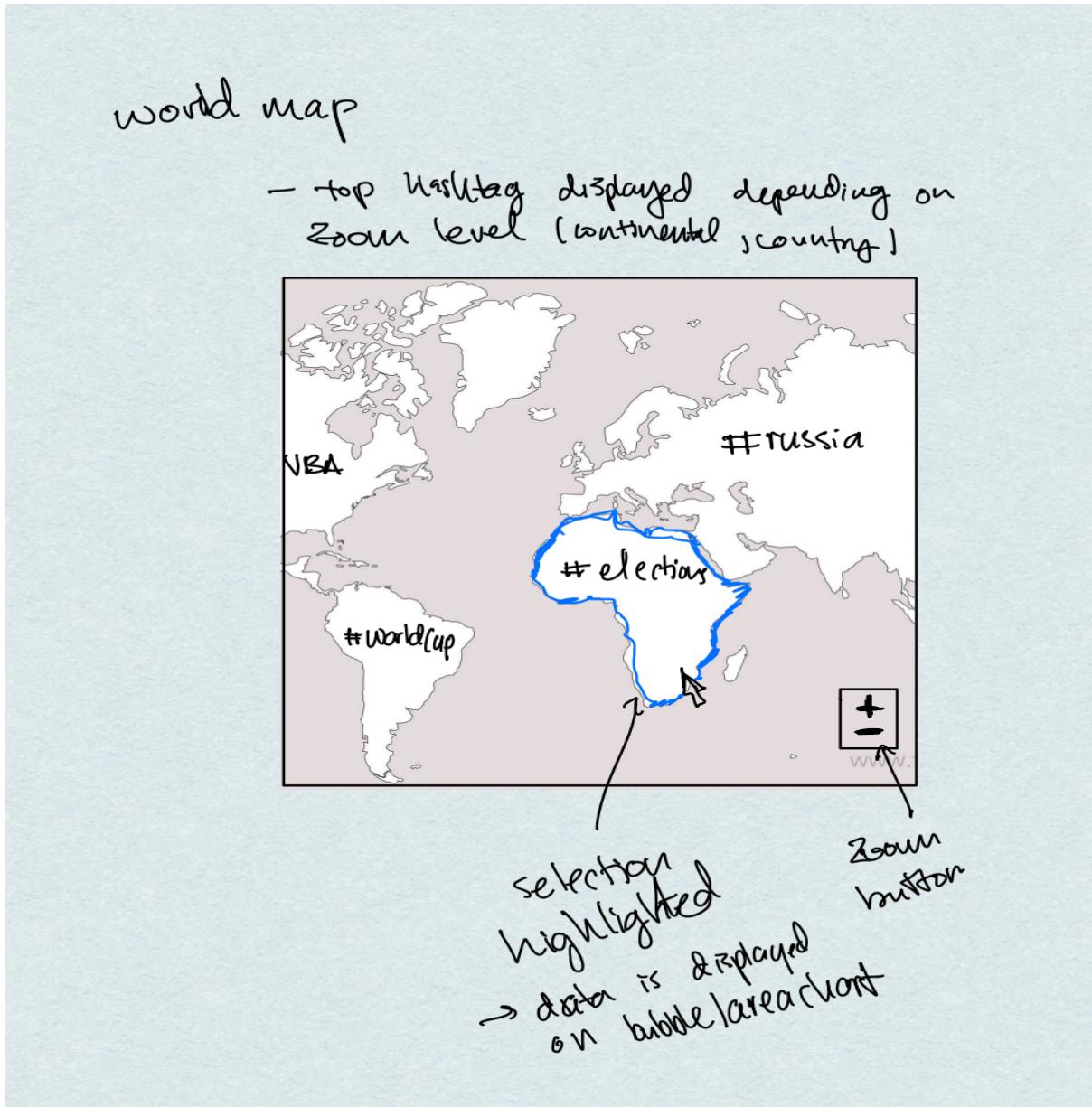
Exploratory Data Analysis

Exploratory data analysis was performed on the Kaggle set and twitter API data. Initial analysis used histograms to compare volume and country value distributions. The histograms were informative of the total missing values between datasets. This analysis led us away from the Kaggle dataset and helped us decide on the twitter API data. To explore this data, the group looked at the different types of data that we had access to with the API. The `api.trends_available()` had the most useful and complete information for the project. After exploring which data needed to be pulled, the "None" fields were filtered out, this brought the first day of data to a total of 1109 entries for all 50 countries.

Design Evolution

For the initial design phase of the project the group sketched three prototypes designs. Each design focused on a different component, the prototypes were separated into three different sections. The final design took the best versions of these designs to create the final design layout. The main components of the final project will be a world map, bubble chart, and line chart. The final design will be used as an outline for implementation. As the project continues, these designs will be updated in the implementation section as new ideas and better visualizations for the data are realized.

Prototype 1

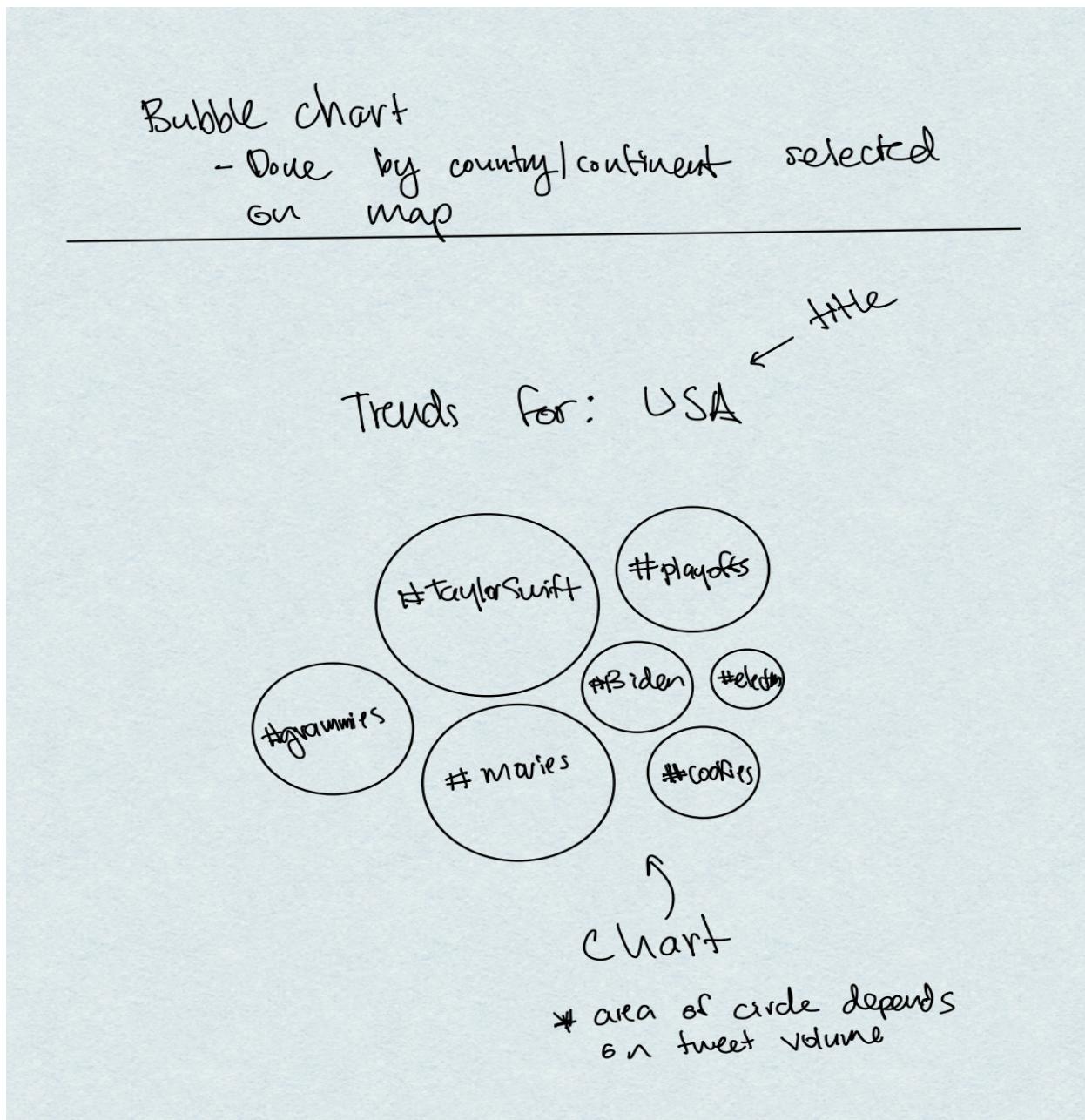


Prototype I will focus on the design of section I for the project. This prototype will use an interactive map and instead of an updating area chart, this design will utilize a bar chart to display varying trends between countries. The bar chart will use one country at a time and will update with the top trends and number of total counts for each trend.

This design will focus on looking at the trends in 2021 for each individual country. The bar chart will have a drop-down feature that allows the user to select how many trending topics they want to examine. As this parameter is updated, the bar chart will display animation that updates that

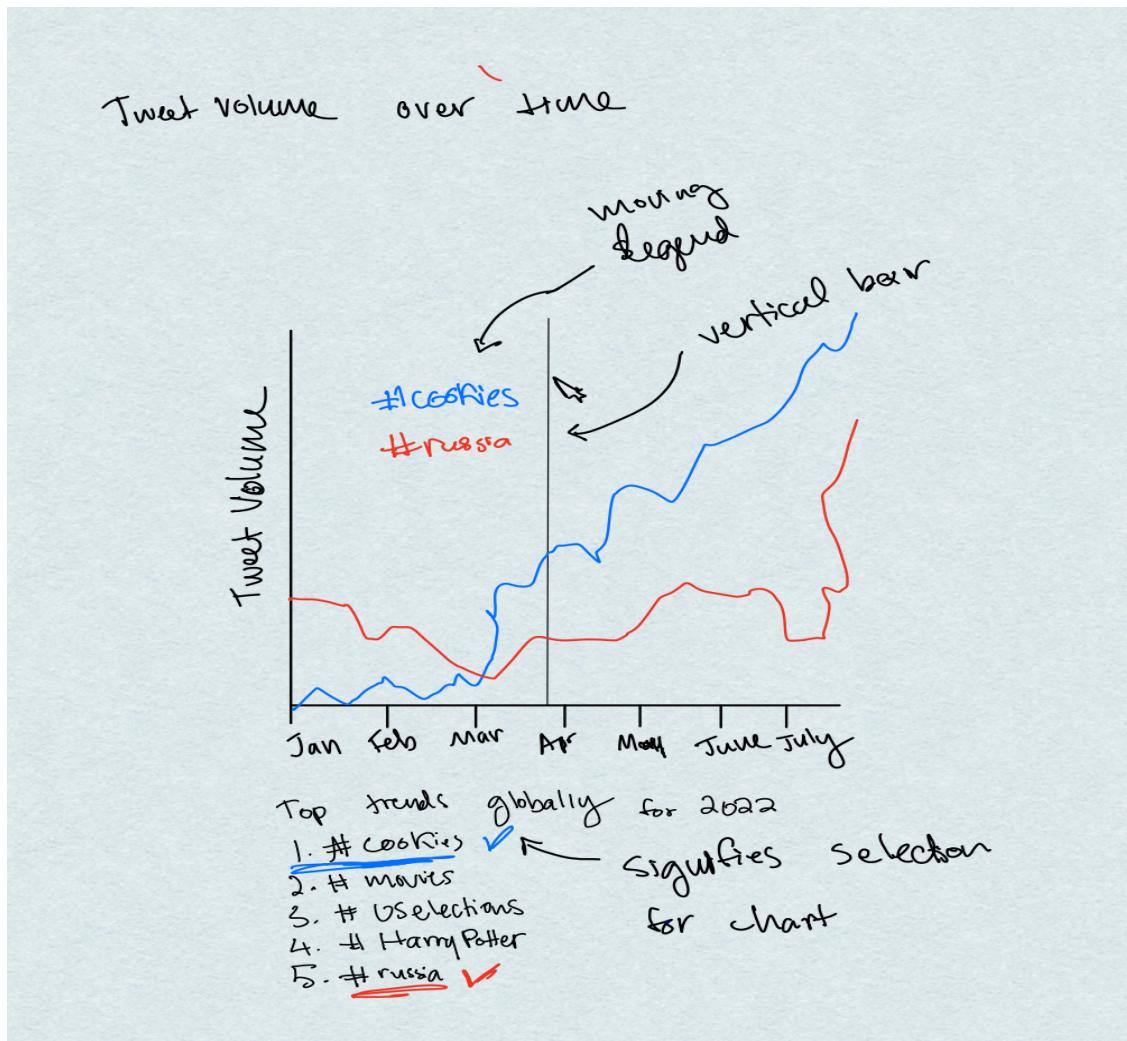
width of the bar charts depending on how many trending elements are displayed. If there are only a few trends displayed, the bars will get larger and the more trends selected, the smaller the bars will appear. For this prototype the second section of the visualization will be the same as described in the final section above. A line chart with top 50 trends of 2021 will update based on the specific trend selected by the user, this provides specific analysis of trends over time.

Prototype 2



Prototype 2 will focus on designs for section 2 of the final visualization. The first section of this design will incorporate the interactive world map and updating area/bubble chart thoroughly described in the final design section. This first section focuses on the top trends for each country in 2021. The alternative design for the second section will look at the top trending topics globally and provide an in-depth view of the trends at specified time. This design will utilize a scatterplot that will allow the user to filter the scatter based on a specific time provided in the drop down. This will populate the visualization with the 50-100 top trends at the given time. The dots will have a hover feature that displays text with the trending topic and number of instances in the dataset. The user will be able to examine data on a day, month, or yearly basis. Duplicate dots will be displayed with the same colors, so it is easier to see trending topics that span several days, weeks, or months

Prototype 3



The third prototype utilizes a world map with interactive hovers and pop outs. The first section of the design will only display an interactive world map. Each country will have a specific circle that can be clicked on to examine overall 2021 trending topics per country. When a country is clicked, the small colored circle will expand and cover up part of the world map. The expanded circle will display information about the top 5 most trending topics for each country globally. This provides an interesting interactive experience for the user. This allows them to click on any country of interest and see each country's 2021 trending topics in a quick snapshot.

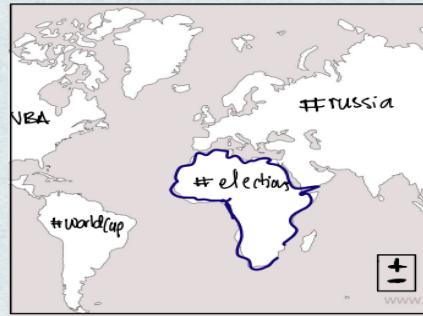
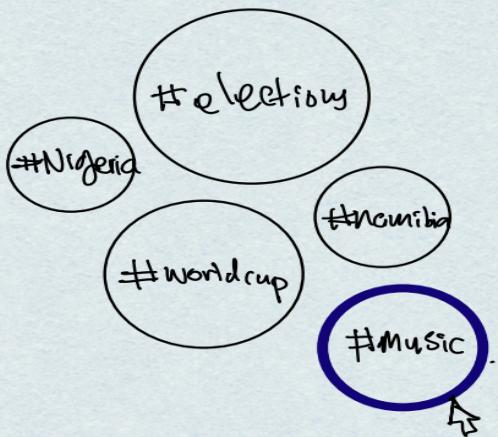
Final Design



World map + area chart combo with
popouts

Trends for Africa

from January to December 2021



MUSIC

The use of instruments and a voice to construct melodic sounds.

popout with
more info on the
trend from Google

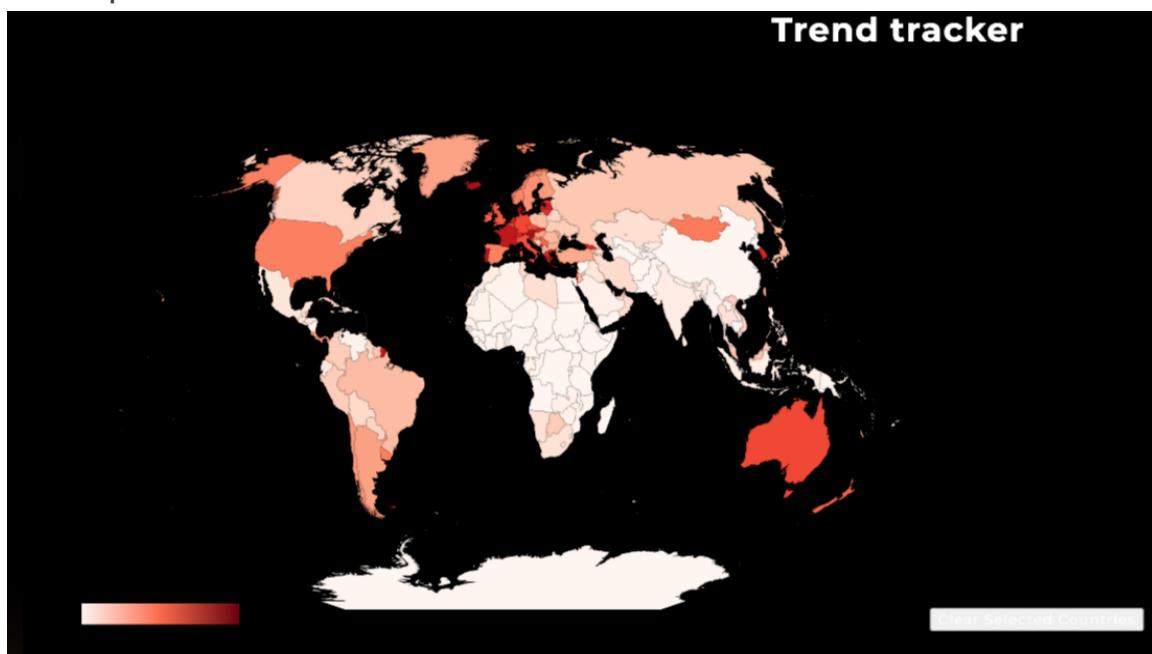
For our final design we plan to have two distinct sections that will showcase different parts of the 2021 trending Twitter topics. For the first page of the website, we plan to have two different visualizations. Our project aims to look at trending topics from a global perspective, to showcase this we have decided to use an interactive world map that will update an accompanying area/bubble chart. The default state of the area/bubble chart will showcase the top 20-50 trending topics globally. Differences in size and potentially color will be used to group trending topics by popularity. The larger the area, the more popular the topic. This method will be used to show trends from a broad perspective and grab the

attention of the user. This may prompt the user to further examine trends on the second page. The name of the trending topic will be displayed in the center of the circle. The area chart will also update based on the countries that are clicked from the world map. Once a country is clicked the default state will clear and the user can select one or several countries and then examine the most popular trends for the selected countries. Depending on the data available, we may also include a dropdown on this page that can filter data for a specific period in 2021 and then the user can click on countries to see trends at those specific times.

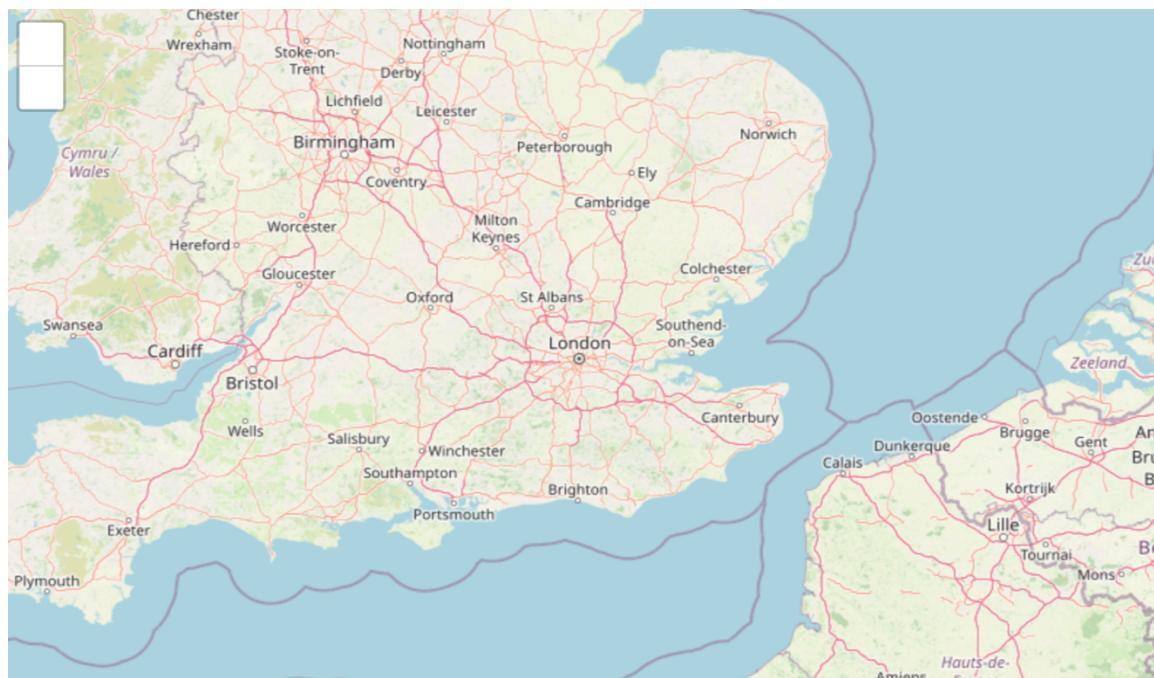
The second part of the project website will visualize the most popular trends in the past month. The second page will display approximately the top 50 trends of 2021 in text on the right side of the page. The different trends will be represented by a color scale and will update a line graph on the left side of the page, making it easy for the user to see all the trends quickly. The user can then click on any number of the popular trends and visualize them in a time-series chart. The lines will be represented by different colors to allow the user to visually track the rise and fall of the trend's topics over 2021. The y-axis will contain over popularity which will be measured by the total number of occurrences of each trending topic. This method can be used to track trend popularity over time and see when current events became popular and for how long.

Implementation

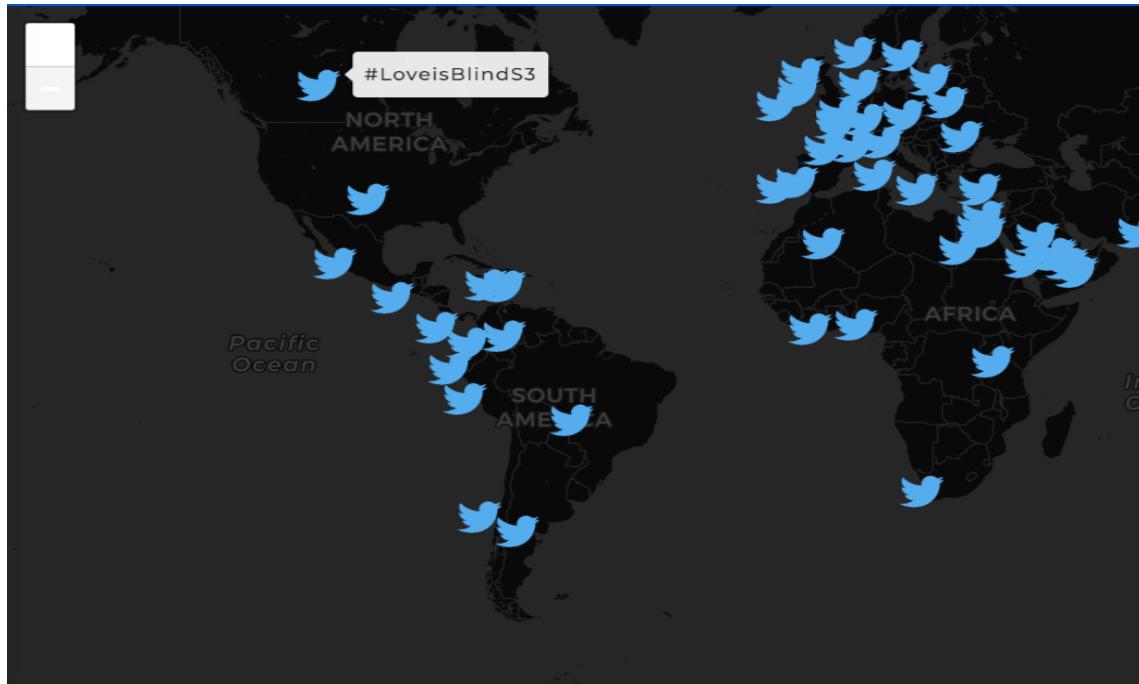
WorldMap



The first version of the interactive world map was inspired by the homework 4 world map. The trending topics and tweet volume will be linked to each country on the map. When the country is clicked it will eventually update the bubble chart with the trending data. The background display of the visualizations is black to mimic the Twitter display. The current color scale uses the interpolated red scale used in the hw, but this will be updated in the next version.



The next version of the world map that was tested as a potential fit for the final world map, is a topo map. This version would allow the user to zoom into specific sections of the country and could be interesting for the user to get more information about cities and land features associated with each country. This version of the map is commonly used in other map applications, like apple or google maps and is familiar to many users. This may be a good option for the final visualization, but the group will continue to meet and evaluate the overall layout of the project to decide the best display.

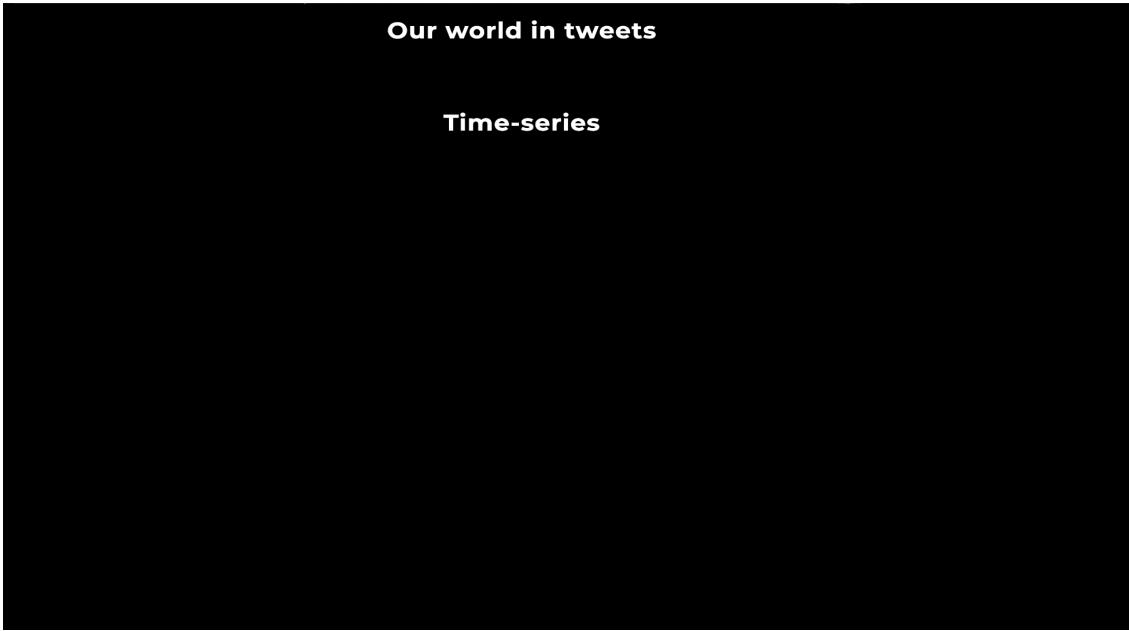


The current version of the world map uses a similar design to the first visualization but contains points for each location that a trending topic occurred. This allows the user to hover over the specific location and examine what the trending topic was. This utilizes the black display and popular twitter icon to give the user a similar experience to the Twitter application. This map may continue to be updated throughout the process to best display the data.

Bubble Chart

No current updates to report in this section. The group plans to work on this section next week.

Line Chart



This is the base layout for the time series section of the website. Currently, the space for the visualization has been created, but the exact details of the visualization have not been implemented yet. The data for our project is being pulled and stored every day for the next month. With only two days of data the time series of trends over time is limited. As more data is collected, we will continue to make the time series visualization the next focus of the project.

Evaluation

This will be completed as part of final evaluation