

### **Proposal 1: Hate speech identification**

Identify hate speech/online abuse on social media (in this case Twitter) using text and sentiment analysis, and provide recommendations to restrict it.

**Data Source:** Twitter, Internet

### **Proposal 2: Twitter Influencers- Social Network Analysis/Popularity Analysis.**

To identify twitter influencers and amplifiers for a product/service/ brand with Social Network Analysis. Target brand suggestions: Starbucks and Harry Potter & The Cursed Child.

**Data Source:** Twitter

### **Proposal 3: Topic Modelling- Content Popularity Analysis- Starbucks**

Topic Modelling on Starbucks's Twitter data. The idea is to analyze SB's most recent twitter data and identify latent topics and their information spread through retweet count

**Data Source:** Twitter

### **Proposal 4: Impact of Social Media Influence of National Legislators in the US.**

To analyze a leader's twitter presence (no. of followers, no. of tweets, retweet history, etc) and use it to quantify the impact on his/her political career.

Possible Hypothesis: For a particular leader, higher social media presence = stronger relationship with the respective constituency = higher re-election rate

**Data Source:** EveryPolitician.org, Twitter