1. Retrieve tweets from twttier
   1. Using twitter package
   2. Set up authentication
   3. Assign tweets to object
2. Clean text
   1. Use tm package
   2. Remove punctuations, numbers, hyperlinks, stop words
3. Build term document matrix
4. Analyze topic
   1. topicmodels package
5. Analyze sentiment
   1. sentiment 140 package
6. Analyze following/followed using igraph