

1. Our project was attempting to take previous posts, including data about comments and likes, and predict how well a new post would do, depending on the sentiment. Our general approach to this problem started with figuring out how to properly take data from Facebook, and then store it efficiently. Honestly though, taking data from Facebook takes the longest time, so even if we had the quickest code, it would take quite a while.
2. Our code is very well commented, so for an in depth look at the nitty-gritty data you can consult “main.py.” In general though, it takes data from a user account and stores it into a dictionary, which includes both likes and comments for a singular post. From there, a machine learning module from Pattern is used to find the sentiment of comments and posts and provide a value from -1 to 1 for each. This value is then changed around to better play with the program, making it a quadratic formula so it is more gradual. Finally, all the results are compiled, and a possible new post is checked with the old data to find if it will work well and be successful. To run the code, simply type “python main.py” in terminal, input your FB token (or use one of the commented ones in the code), and type a possible status. It will take about a minute to run, but it should work.
3. What was most interesting about the analysis is how sentiment can be hard to judge. Emoticons and punctuation play a huge role, but “hate” and “heart” sometimes had very close results. Overall though, the machine learning from Pattern was fairly accurate and helped flesh out the program. Examples of outputs are found in the comments for the code.
4. Getting data from Facebook was really slow, so we should have stored the data for speedier load times. However, having to wait did also mean we could think about the next step necessary and plan the code a bit. Using Git is amazing, as version control is well documented. Also, just sharing code is easy because of it. Unit testing used three different user accounts, each with different activity and friend groups, so the results showed a wide range and helped explain when an issue was present.