

# Social Media & Text Analysis

## lecture 2 - Twitter API

**CSE 5539-0010 Ohio State University**  
**Instructor: Alan Ritter**  
**Website: [socialmedia-class.org](http://socialmedia-class.org)**

# Course Website

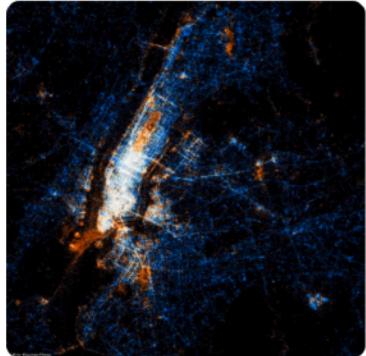
[socialmedia-class.org](http://socialmedia-class.org)

Social Media & Text Analytics

Syllabus

Twitter API Tutorial

Homework▼



A visualization showing the location of Twitter messages (blue) and Flickr photos (orange) in New York City by Eric Fischer

Social media provides a massive amount of valuable information and shows us how language is actually used by lots of people. This course will give an overview of prominent research findings on language use in social media. The course will also cover several machine learning algorithms and the core natural language processing techniques for obtaining and processing Twitter data.

## Instructor

[Wei Xu](#) is an assistant professor in the Department of Computer Science and Engineering at the Ohio State University. Her research interests lie at the intersection of machine learning, natural language processing, and social media. She holds a PhD in Computer Science from New York University. Prior to joining OSU, she was a postdoc at the University of Pennsylvania. She is organizing the ACL/COLING [Workshop on Noisy User-generated Text](#), serving as a workshop co-chair for [ACL 2017](#), an area chair for [EMNLP 2016](#) and the publicity chair for [NAACL 2016](#).

## Time/Place new

[Fall 2017, CSE 5539-0010](#) The Ohio State University

[Bolz Hall Room 318 | Tuesday 2:20PM – 4:10PM](#)

dual-listed undergraduate and graduate course

[Office Hour] Dreese 495 | Tuesday 4:15PM – 5:15PM

## Prerequisites

In order to succeed in this course, you should know basic probability and statistics, such as the chain rule of probability and Bayes' rule. On the programming side, all projects will be in Python. You should understand basic computer science concepts (like recursion), basic data structures (trees, graphs), and basic algorithms (search, sorting, etc).

## Course Readings

[Various academic papers](#)

## Discussion Board

[Piazza](#) (TBA)

# Have a Question?

- **Ask in class!**
- **Office Hour:** Fri 4-5 pm, Dreese 495
- **Piazza Q&A Board**

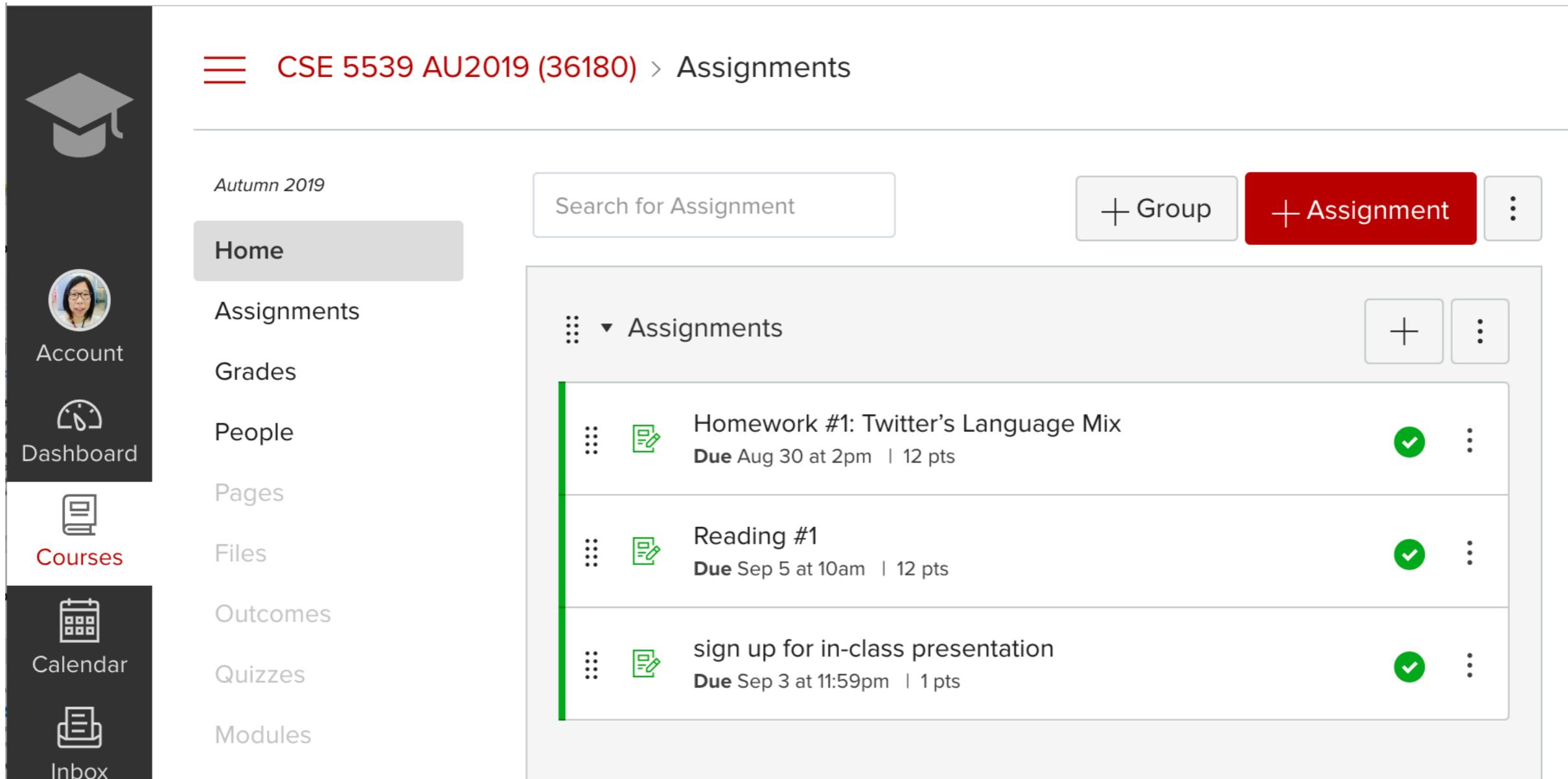
The screenshot shows the Piazza Q&A board for CSE 5539-0010. The top navigation bar includes links for Q & A, Resources, Statistics, and Manage Class, along with a user profile for Wei Xu.

The main area displays a question titled "Assignment 1" with the following text: "How can we get at least 10000 tweets if there is a rate limit smaller than 10000? I'm referring to question 1 in Assignment 1." This question has 30 views and is categorized under "hw1". It was posted by Karthik Pillalamarri 12 hours ago.

Below the question, there is a section titled "the students' answer, where students collectively construct a single answer". The text in this section reads: "I think you can try some other Streaming API, like user\_timeline, which returns you the tweets of a specific user. Or using StreamListener to get some tweets from specific location, key words, or something else." It also mentions: "See [this page on the course website](#) for an example of how to write a StreamListener."

At the bottom of the screenshot, there is a note: "You could also combine multiple samples of less than 10000 tweets. For example, consume 1000 tweets from the stream at 1:00pm then another 1000 at 2:00pm or at 1:00pm the next day, etc."

# Homework #1



The screenshot shows a user interface for a learning management system. On the left, a vertical sidebar contains icons for graduation cap, account, dashboard, courses, calendar, and inbox. The main area displays course information for "CSE 5539 AU2019 (36180) > Assignments". A sidebar on the left lists "Autumn 2019" and navigation links: Home (selected), Assignments, Grades, People, Pages, Files, Outcomes, Quizzes, and Modules. The main content area includes a search bar, buttons for "+ Group" and "+ Assignment", and a list of assignments:

- Homework #1: Twitter's Language Mix  
Due Aug 30 at 2pm | 12 pts
- Reading #1  
Due Sep 5 at 10am | 12 pts
- sign up for in-class presentation  
Due Sep 3 at 11:59pm | 1 pts

Each assignment row has a green checkmark icon and a three-dot menu icon.

# Twitter API Tutorial: [socialmedia-class.org](http://socialmedia-class.org)

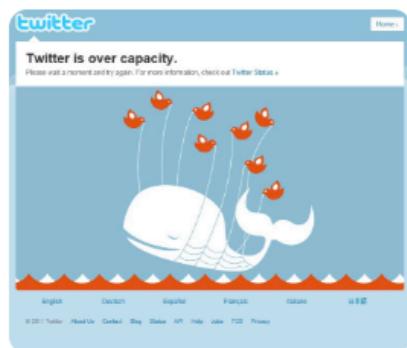
Social Media & Text Analytics

Syllabus

Twitter API Tutorial

Homework▼

High School Outreach



Twitter's 404 error  
page -- the Fail  
Whale

## Twitter API tutorial

by Wei Xu [Follow @cocoweixu](#)

and Jeniya Tabassum [Follow @JeniyaTabassum](#)

(Ohio State University)

Last updated March 20, 2018 (added a script for obtaining all followers of a Twitter user; updated with tweepy p

[[download the Jupyter notebook for this tutorial](#)]

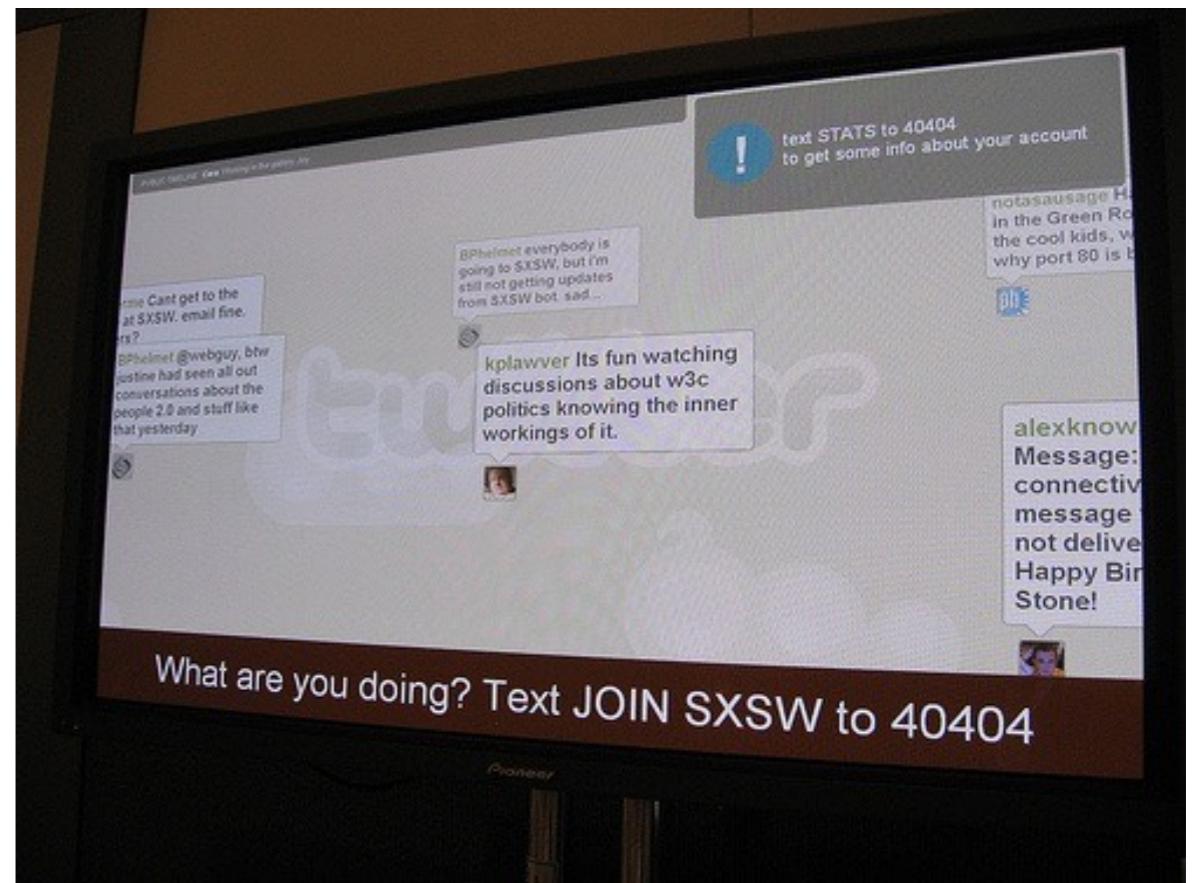
### 1. Getting Twitter API keys

To start with, you will need to have a Twitter developer account and obtain credentials (i.e. API key, API secret, and Access token secret) on the to access the Twitter API, following these steps:

- Create a Twitter developer account if you do not already have one from : <https://developer.twitter.com/>
- Go to <https://developer.twitter.com/en/apps> and log in with your Twitter user account.
- Click “Create an app”
- Fill out the form, and click “Create”
- A pop up window will appear for reviewing Developer Terms. Click the “Create” button again.
- In the next page, click on “Keys and Access Tokens” tab, and copy your “API key” and “API secret” from [Consumer API keys](#) section.

# Twitter History

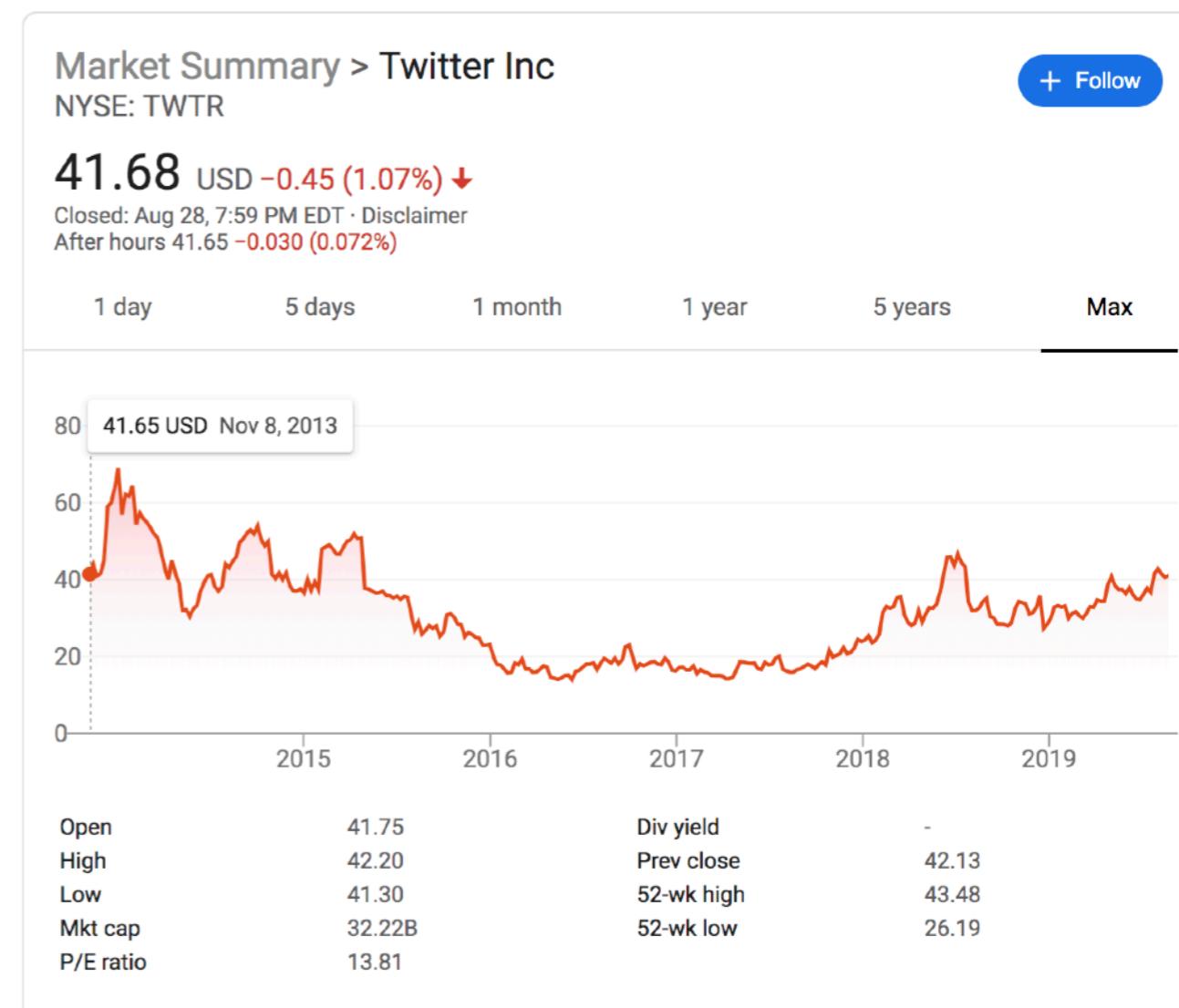
- Jack Dorsey's idea  
(a NYU undergraduate then)
- 1st tweet on March 21, 2006
- exploded at SXSW 2007  
(20k→60k tweets/day)
- 100m tweets/quarter in 2008,  
50m tweets/day in 2010,  
400m tweets/day in 2013
- Huge API usage was  
unexpected as was the rise of  
the @ sign for replies



*Twitter staff received the festival's Web Award prize with the remark "we'd like to thank you in 140 characters or less. And we just did!"*

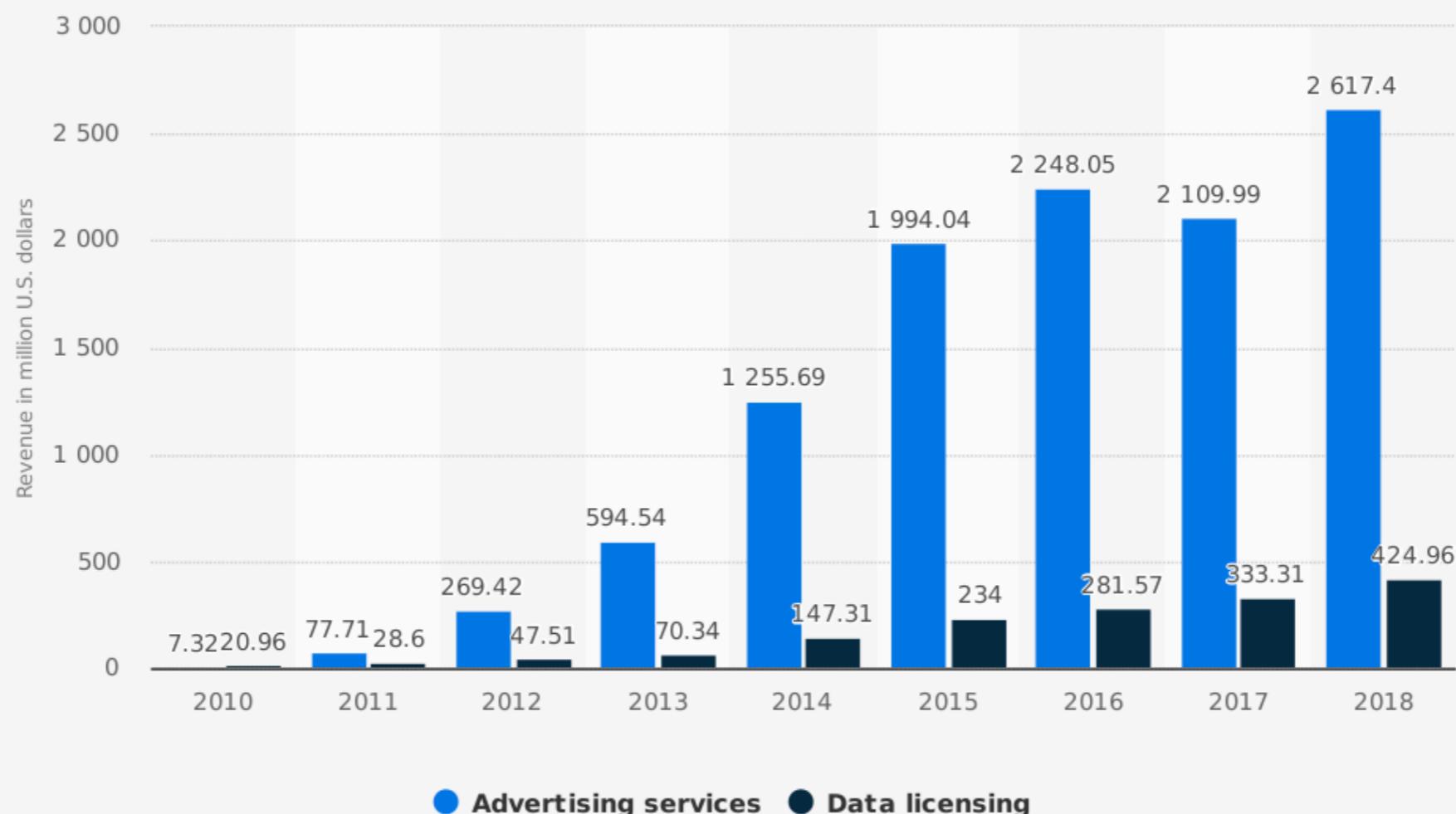
# Twitter History

- IPO in 2013 Q4
- market value \$24b, revenue \$435m, net loss \$162m in 2015 Q1
- CEO Dick Costolo resigned July 1st, 2015
- Dorsey was named permanent CEO of Twitter on October 5, 2015



# Twitter Revenue

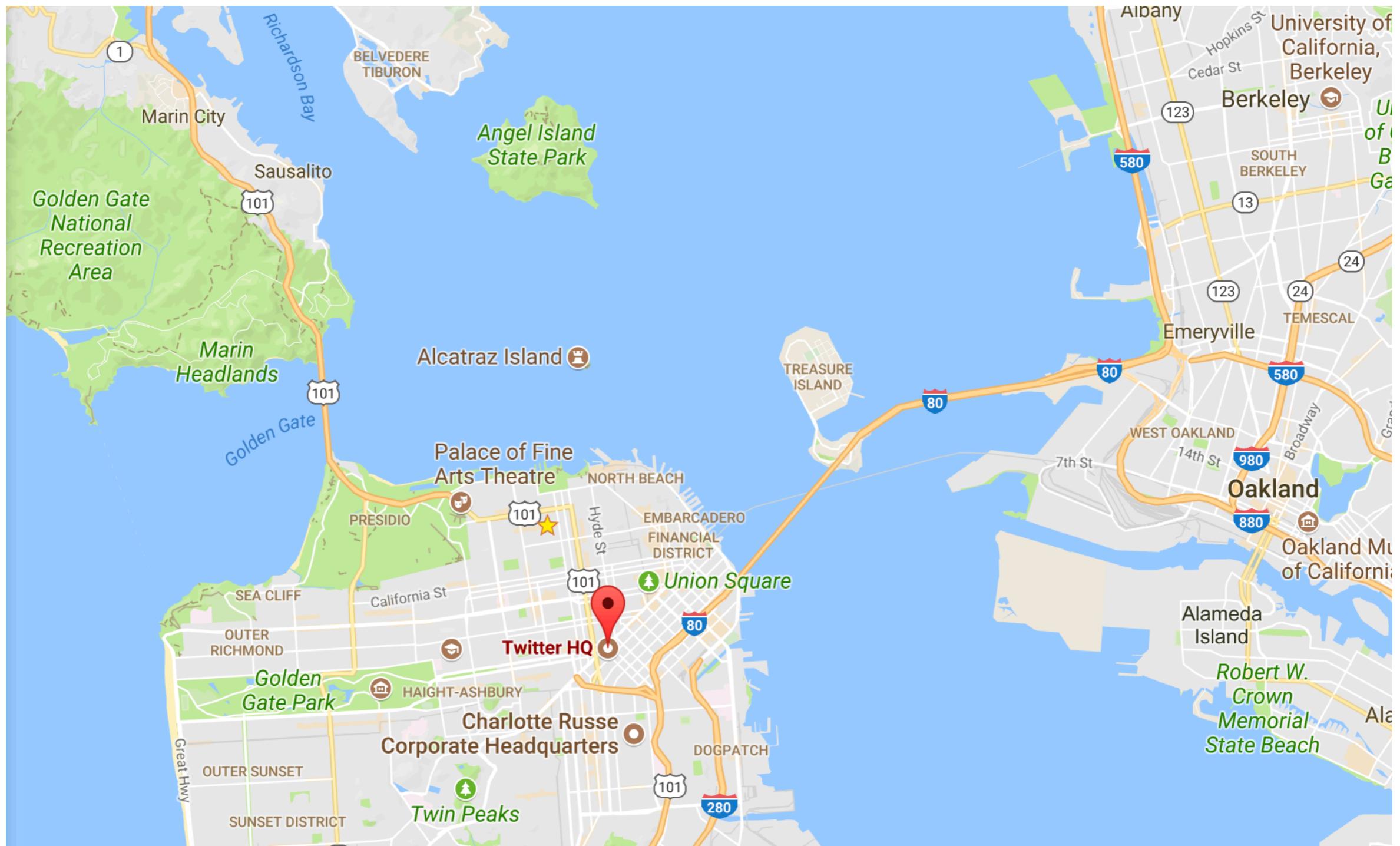
**Annual revenue of Twitter from 2010 to 2018, by segment (in million U.S. dollars)**



Source  
Twitter  
© Statista 2019

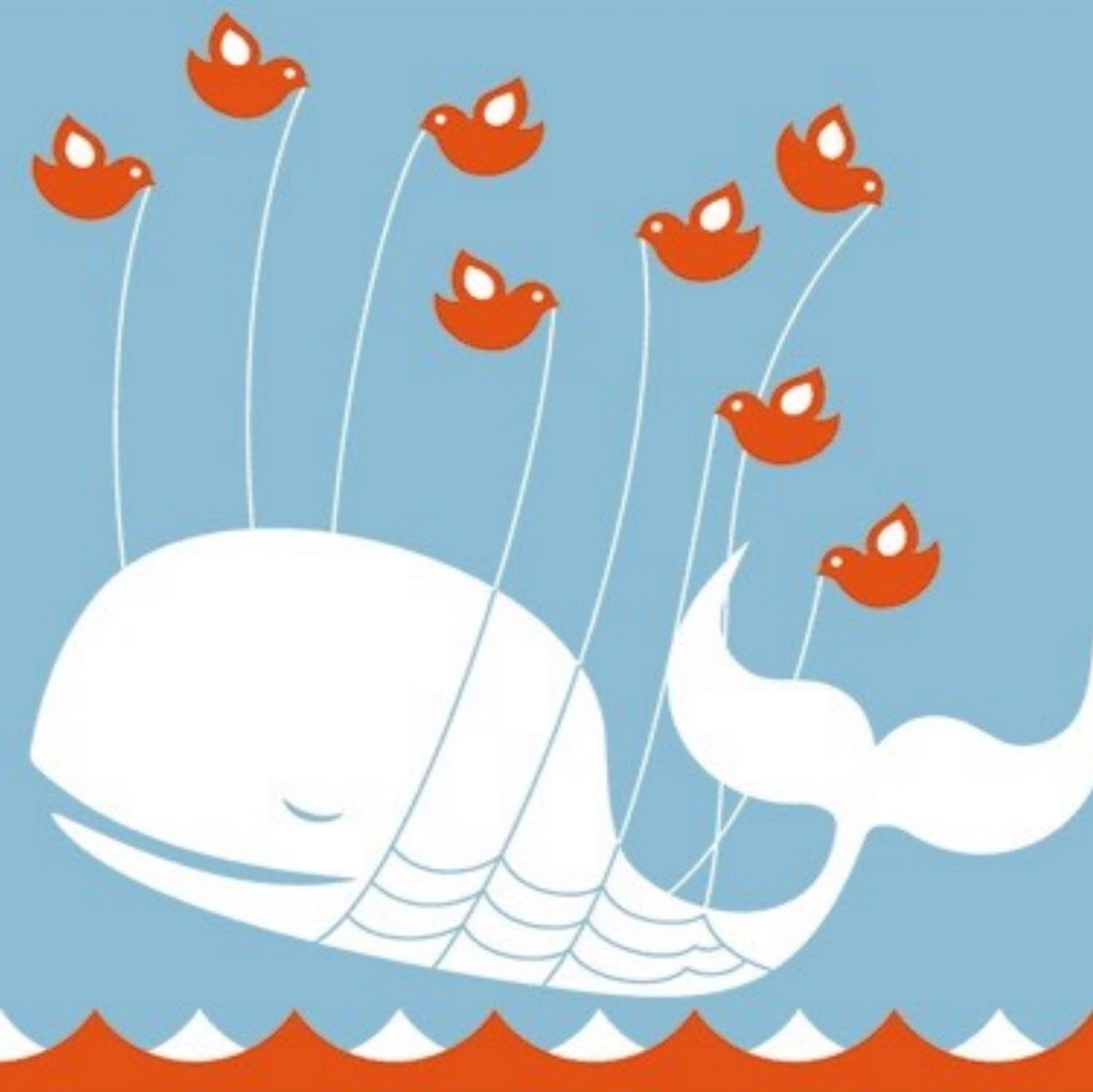
Additional Information:  
Worldwide; Twitter; 2010 to 2018

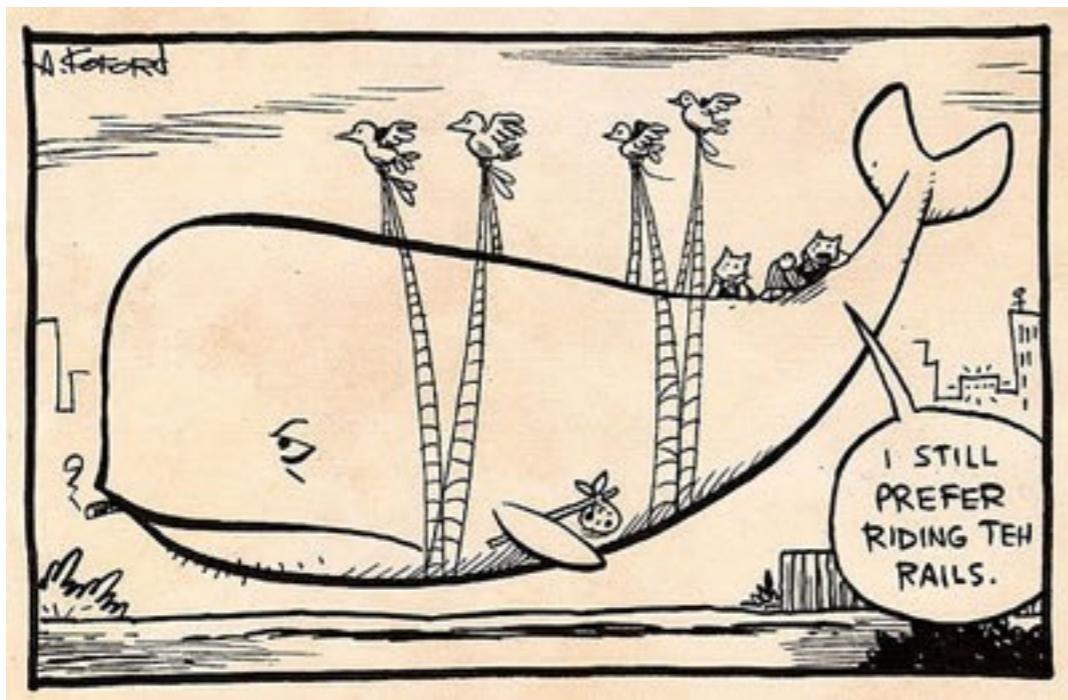
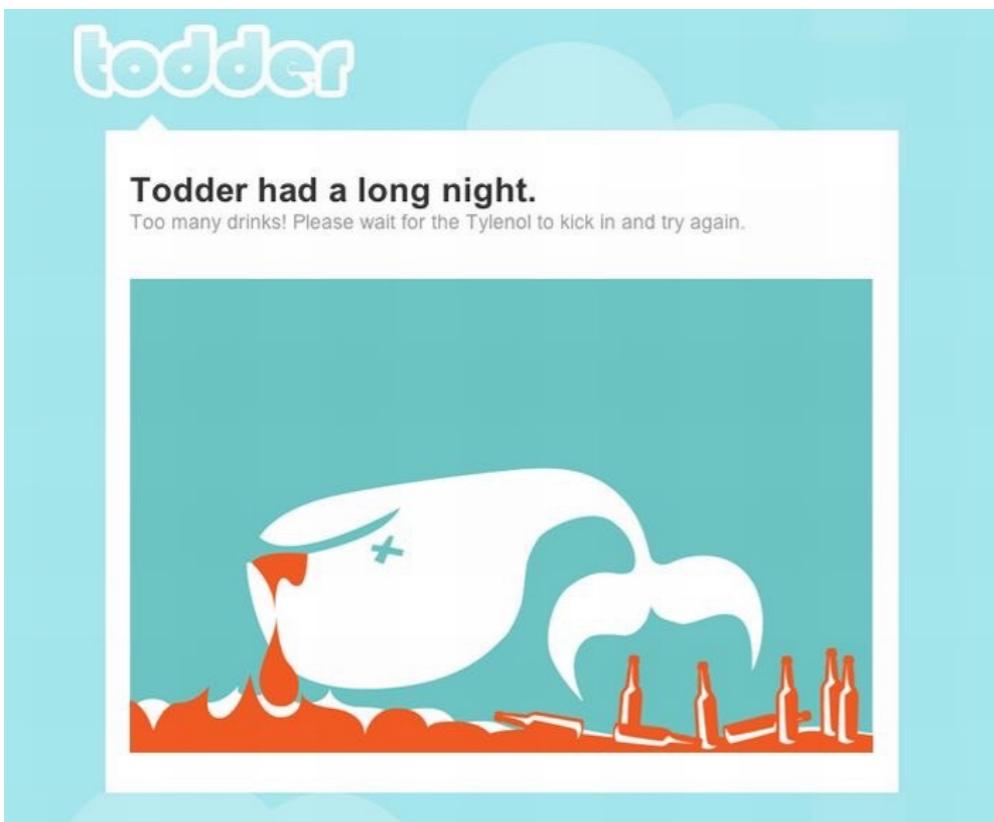
# Twitter HQ (since 2012)



# Twitter is over capacity.

Please wait a moment and try again. For more information, check out [Twitter Status »](#)

[English](#)[Deutsch](#)[Español](#)[Français](#)[Italiano](#)[日本語](#)



# Tweets

 **ChuckGrassley**   
@ChuckGrassley

July4 we celeb8 freedom&liberty that started  
w gr8est document evr written Declaration of  
Independence SO hv happy Independence  
Day.IPARADE

RETWEETS FAVORITES  
**550** **461**

11:15 AM - 3 Jul 2015

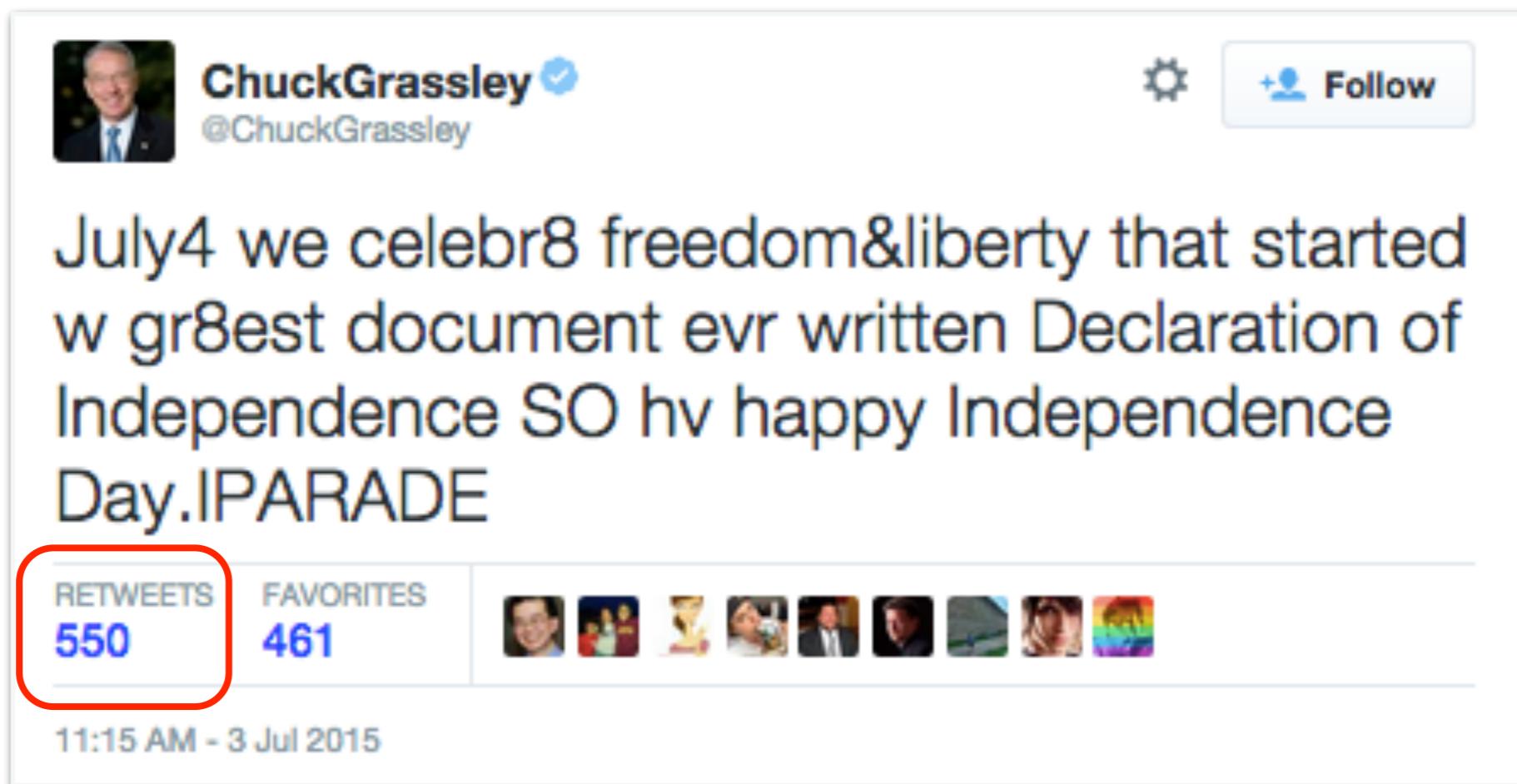
# ReTweets

 **ChuckGrassley**   
@ChuckGrassley

July4 we celeb8 freedom&liberty that started  
w gr8est document evr written Declaration of  
Independence SO hv happy Independence  
Day.IPARADE

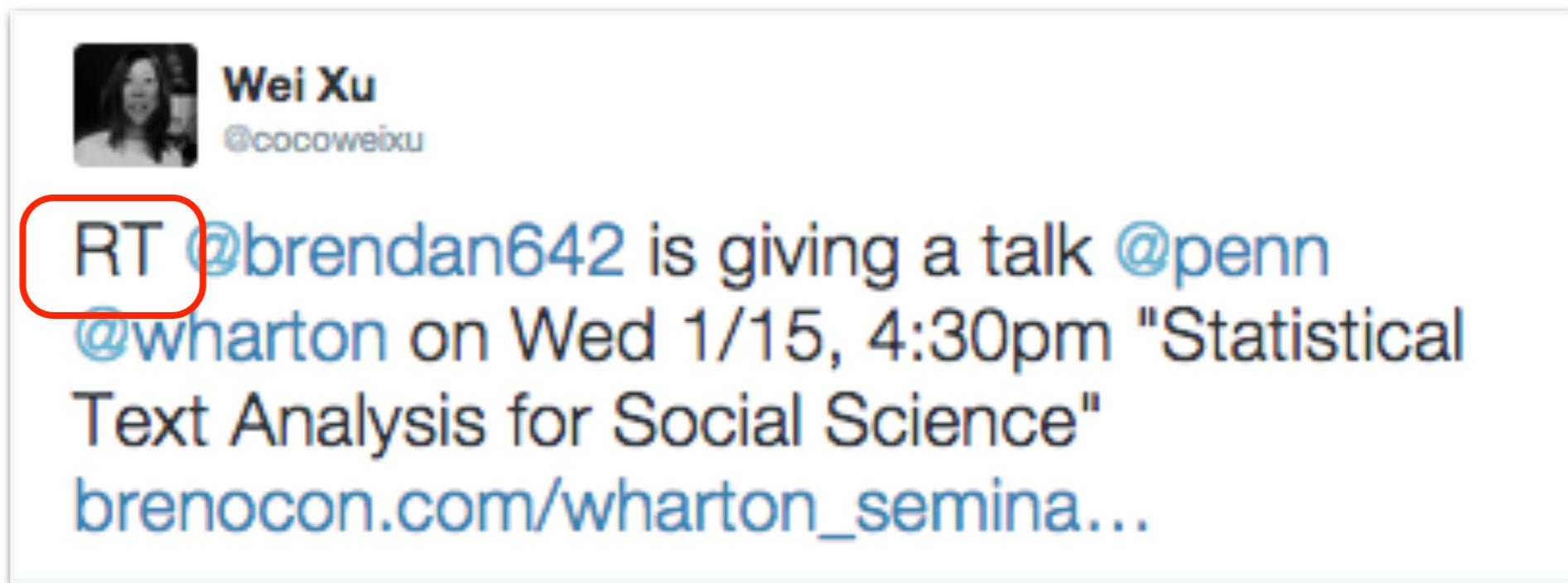
RETWEETS 550 FAVORITES 461

11:15 AM - 3 Jul 2015



a re-posting of someone else's Tweet

# ReTweets



Wei Xu  
@cocoweixu

RT @brendan642 is giving a talk @penn @wharton on Wed 1/15, 4:30pm "Statistical Text Analysis for Social Science" brenocon.com/wharton\_semina...

- not an official Twitter feature
- often signifies quoting another user
- sometimes creates problems for data analytics

# Embedded Links



**Wei Xu**  
@cocoweixu

RT @brendan642 is giving a talk @penn  
@wharton on Wed 1/15, 4:30pm "Statistical  
Text Analysis for Social Science"  
[brenocon.com/wharton\\_semina...](http://brenocon.com/wharton_semina...)

- shortened for display

# Embedded Links

 **Richard Henry** @richardhenry 4m  
That's a whole lot of people... [nyti.ms/yzg6Wq](http://nyti.ms/yzg6Wq)

[Hide summary](#) [Reply](#) [Retweet](#) [Favorite](#)

**Parade of Fans for Houston's Funeral**

By Sarah Maslin Nir @SarahMaslinNir

NEWARK — The guest list and the parade of limousines with celebrities emerging from them seemed a little more suited to a red carpet event in Hollywood or ...

 The New York Times @nytimes



9:03 PM Sep 27 via Twitter for Mac · View Tweet page

- can provide extra external information for text processing

# Mentions



Wei Xu

@cocoweixu

RT @brendan642 is giving a talk @penn  
@wharton on Wed 1/15, 4:30pm "Statistical  
Text Analysis for Social Science"  
[brenocon.com/wharton\\_semina...](http://brenocon.com/wharton_semina...)

- user's @username anywhere in the body of the Tweet

# Replies/Conversations

A screenshot of a Twitter conversation. The top tweet is from a user whose profile picture is blurred, posted 2 hours ago. The text reads: "@jk\_rowling Thank you so much for writing Harry Potter. I wonder why you said that Dumbledore is a gay because I can't see him in that way." Below it is a reply from J.K. Rowling (@jk\_rowling), whose profile picture shows her smiling. Her reply reads: ". Maybe because gay people just look like... people?" Both tweets have engagement metrics (93 and 29) and a three-dot menu icon.

- Tweet starts with a @username

# Replies/Conversations



Wei Xu

@cocoweixu

I wrote an ultimate Twitter API tutorial:  
[socialmedia-class.org/twittertutorial...](http://socialmedia-class.org/twittertutorial...)  
#datascience #nlproc @twitterapi

11:55 AM - 2 Jul 2015

51 Retweets 105 Likes



6

51

105

|||

- can have multi-round conversations

A reply form for Wei Xu's tweet, featuring a placeholder "Tweet your reply" and a small profile picture of Wei Xu.



Jacob Eisenstein @jacobeisenstein · 2 Jul 2015

Replies to @cocoweixu

@cocoweixu @twitterapi nice! but as long as Twitter keeps changing the API, no tutorial will be "ultimate" :)

1

51

1

|||



Wei Xu @cocoweixu · 12 Jul 2015

@jacobeisenstein yep that's why I put a date on so ppl know when its out-of-date. hope Twitter Python Tool can handle the updates too

1

51

1

|||



brendan o'connor @brendan642 · 2 Jul 2015

Replies to @cocoweixu

@cocoweixu great! btw re 1 giant line, i've found "print json.dumps(tweet, indent=4)" pretty printing to be useful

# What are the top forums or discussion websites where leading researchers in the field of Natural Language Processing interact?

[Answer](#)[Request ▾](#)

Follow 9 Comment Share Downvote

...

## 1 Answer



Jordan Boyd-Graber, answering questions on Quora because the stakes are so low 

Answered Mar 10

It seems to be Twitter (and to a lesser extent, Facebook). Follow your favorite researchers and often technical questions come up.

A random sampling of people I follow on Twitter (as sorted by Twitter):

- [Alex Smola \(@smolix\) | Twitter ↗](#)
- [Forough \(@fpoursabzi\) | Twitter ↗](#)
- [Alice Zheng \(@RainyData\) | Twitter ↗](#)
- [Thomas G. Dietterich ↗](#)
- [Aaron Clauset \(@aaronclauset\) | Twitter ↗](#)
- [UMD CLIP lab \(@umdclip\) ↗](#)
- [Hugo Larochelle \(@hugo\\_larochelle\) | Twitter ↗](#)
- [Russ Salakhutdinov ↗](#)
- [Tom M Mitchell \(@tommitchell\) ↗](#)
- [Karl Moritz Hermann ↗](#)
- [Edward Grefenstette ↗](#)
- [Bert Huang \(@berty38\) | Twitter ↗](#)
- [Tim Vieira \(@xtimv\) | Twitter ↗](#)
- [Yoav Artzi \(@yoavartzi\) | Twitter ↗](#)
- [Omer Levy \(@omerlevy\\_\) | Twitter ↗](#)
- [Wei Xu \(@cocoweixu\) | Twitter ↗](#)
- [Anima Anandkumar ↗](#)
- [Naomi Saphra \(@nsaphra\) | Twitter ↗](#)
- [Dirk Hovy \(@dirk\\_hovy\) | Twitter ↗](#)



# Jason Eisner

computer science professor at Johns Hopkins

You can learn more about me and my research at <http://cs.jhu.edu/~jason>. On Quora, I typically answer technical questions about natural language processing and machine learning. Sometimes I also... [\(more\)](#)

Follow | 23.2k

Turn On Notifications Ask Question

## Credentials & Highlights

More

Professor at Johns Hopkins University 2001-present

Studied at University of Pennsylvania

Lives in Baltimore

2.7m answer views  
37.7k this month

Top Writer  
2017 and 2016

## Feeds

Answers 216

Questions 0

Activity

Posts 0

Blogs 0

Followers 23,283

Following 5

Topics 46

Edits 1,269

216 Answers

Most Recent / 30-Day Views

## What are the topics in computer science?



Jason Eisner, computer science professor at Johns Hopkins

Answered Jul 24

You're off to a good start, but yes, there's plenty more! To get a sense of the breadth of CS, you can have a look through the ACM's [curriculum guidelines for undergraduate CS education](#) (last update... [\(more\)](#))

Upvote | 75

Downvote

...

## What are the things I should know as a new CS PhD student?



Jason Eisner, computer science professor at Johns Hopkins

Answered Jun 15, 2015

[A2A] There's lots of advice on the web. Search for "[how to be a good grad student](#)" to get some of it.

[How to be a Successful Graduate Student](#), by Mark Dredze (my colleague) and Hanna Wallach, is a good guide with a long list of links at the end, including a link to [my own advice page](#).

2.4k Views · 24 Upvotes · Answer requested by Hao WU

Upvote | 24

Downvote

...

## Knows About

Graduate School Education  
40 answers

Academia  
28 answers

Higher Education  
21 answers

Machine Learning  
19 answers

Natural Language Processing  
18 answers

[View More](#)

# Images

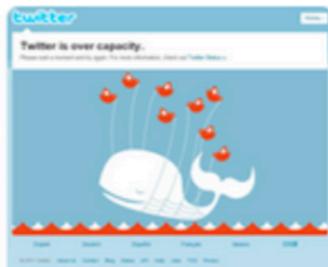


**Wei Xu**  
@cocoweixu

▼

I wrote an ultimate Twitter API tutorial:  
[socialmedia-class.org/twittertutorial...](http://socialmedia-class.org/twittertutorial...)  
#datascience #nlproc @twitterapi

Social Media & Text Analytics   Syllabus   Twitter API Tutorial   Homework Assignments ▾



Twitter's 404 error page --  
the Fail Whale

## Twitter API tutorial

by Wei Xu (July 1, 2015) [Follow @cocoweixu](#)

### 1. Getting Twitter API keys

To start with, you will need to have a Twitter account and obtain credentials from the Twitter developer site to access the Twitter API, following these steps:

- Create a Twitter user account if you do not already have one.
- Go to <https://apps.twitter.com/> and log in with your Twitter user account.
- Click "Create New App"

11:55 AM - 2 Jul 2015

51 Retweets 105 Likes



6

51

105

...

# Hashtags



Wei Xu  
@cocoweixu

I wrote an ultimate Twitter API tutorial:  
[socialmedia-class.org/twittertutorial...](http://socialmedia-class.org/twittertutorial...)  
#datascience #nlproc @twitterapi

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- Click "Create New App"

11:55 AM - 2 Jul 2015

51 Retweets 105 Likes



6

51

105

|||



hashtags are powerful

# Cashtags



Twitter   
@twitter



Follow

Now you can click on ticker symbols like \$GE on [twitter.com](#) to see search results about stocks and companies

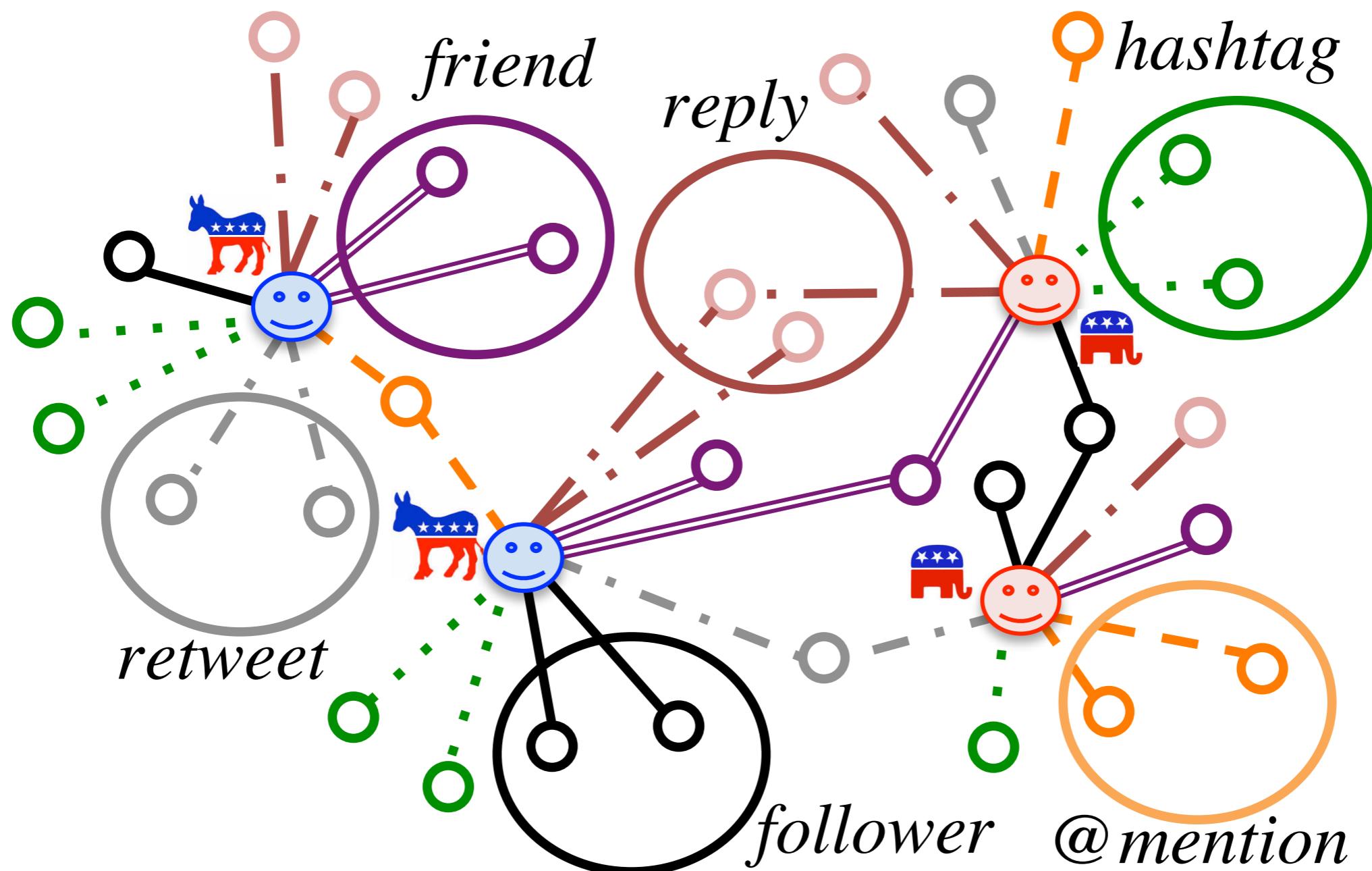
8:34 PM - 30 Jul 2012



1,167

★ 295

# Twitter's Social Graph



Source: Volkova, Van Durme, Yarowsky, Bachrach  
“Tutorial on Social Media Predictive Analytics” NAACL 2015

# Twitter API

# What is an API?

**A**pplication **P**rogramming **I**nterface

API is a set of protocols that specify how software programs communicate with each other.

# What is an API?

## **Without API:**

An app finds the current weather in London by opening <http://www.weather.com/> and reading the webpage like a human does, interpreting the content.

## **With API:**

An app finds the current weather in London by sending a message to the [weather.com](#) API (in a structured format like XML). The [weather.com](#) API then replies with a structured response.

# Twitter API

- Twitter is recognized for having one of the most open and powerful developer APIs of any major technology company.
- The first version of its public API was released in September 2006.

# Two Most Popular APIs

<b>Streaming API</b>	<b>REST API</b>
a sample of public tweets and events as they published on Twitter (can specify search terms or users or locations)	- search - trends - read author profile and follower data - post / modify
<b>only</b> real-time data	historical data up to a week
continuous net connection	one-time request
no limit	rate limit (varies for different requests)

# OAuth

- Twitter uses OAuth to provide authorized access to its API.
- which means, to start with needs:
  - a Twitter account
  - OAuth access tokens from [developer.twitter.com/](https://developer.twitter.com/)

Apps > [twitter\\_api\\_tutorial](#)

App details	Keys and tokens	Permissions
	<b>Keys and tokens</b> Keys, secret keys and access tokens management.	
	<b>Consumer API keys</b> O7yBeednT [REDACTED] ZG3UM (API key) AcRNWpFR7DYA7iY [REDACTED] Qu648OD (API secret key)	

# Python Twitter Tools



Developer

Use cases

Products

Docs

More

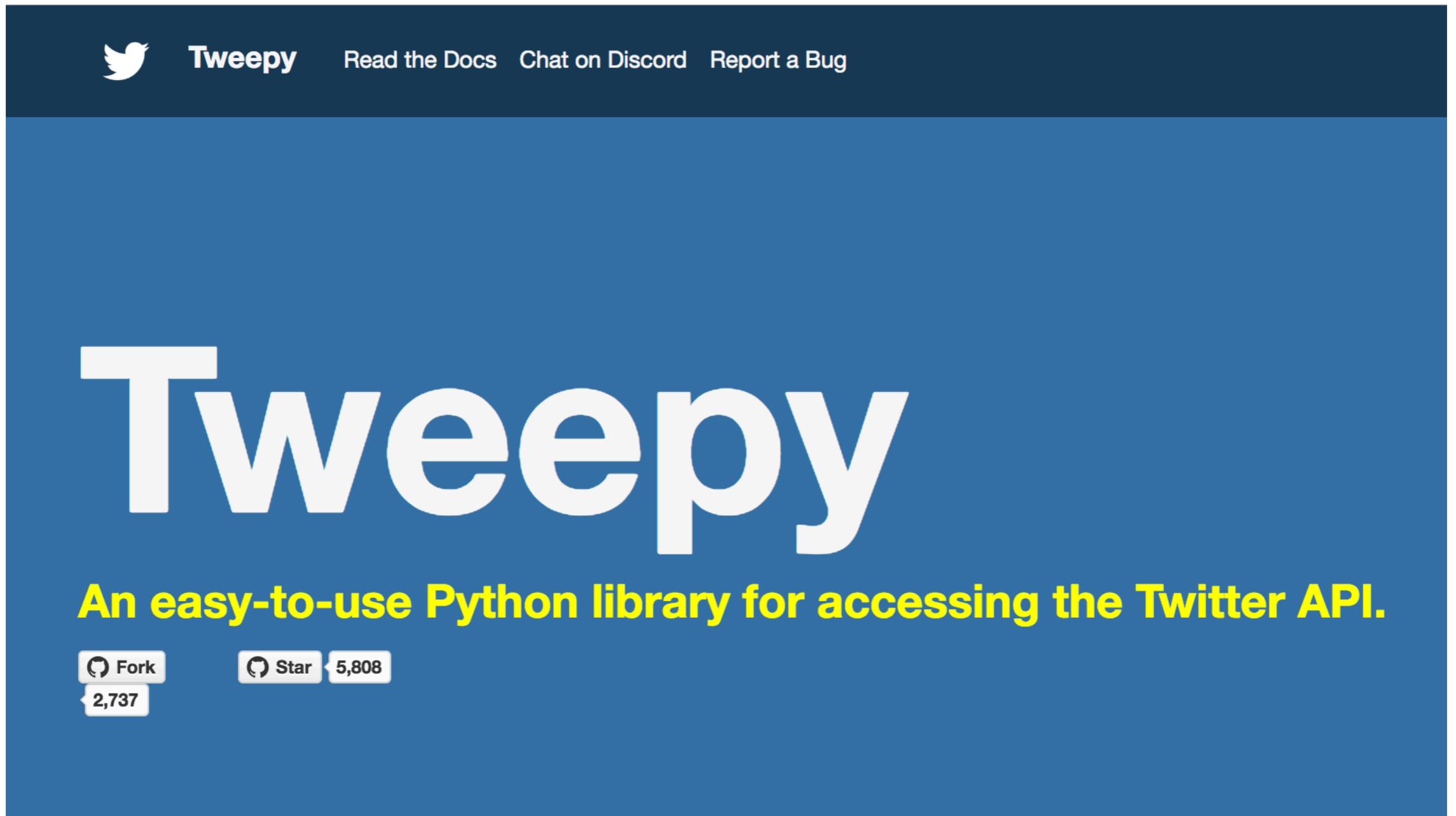
Labs

## Python

- [python-twitter](#) maintained by @bear — this library provides a pure Python interface for the Twitter API ([documentation](#))
- [tweepy](#) maintained by @applepie & more — a Python wrapper for the Twitter API ([documentation](#)) ([examples](#))
- [TweetPony](#) by @Mezgrman — A Python library aimed at simplicity and flexibility.
- [Python Twitter Tools](#) by @sixohsix — An extensive Python library for interfacing to the Twitter REST and streaming APIs (v1.0 and v1.1). Also features a command line Twitter client. Supports Python 2.6, 2.7, and 3.3+. ([documentation](#))
- [twitter-gobject](#) by @tchx84 — Allows you to access Twitter's 1.1 REST API via a set of GObject based objects for easy integration with your GLib2 based code. ([examples](#))
- [TwitterSearch](#) by @crw\_koepp — Python-based interface to the 1.1 Search API.
- [twython](#) by @ryanmcgrath — Actively maintained, pure Python wrapper for the Twitter API. Supports both normal and streaming Twitter APIs. Supports all v1.1 endpoints, including dynamic functions so users can make use of endpoints not yet in the library. ([docs](#))
- [TwitterAPI](#) by @boxnumber03 — A REST and Streaming API wrapper that supports python 2.x and python 3.x, TwitterAPI also includes iterators for both API's that are useful for processing streaming results as well as paged results.
- [Birdy](#) by @sect2k — “a super awesome Twitter API client for Python”

# Python Twitter Tools

[www.tweepy.org](http://www.tweepy.org)



The image shows a screenshot of the Tweepy GitHub repository page. The header is dark blue with white text. It features the Twitter logo, the word "Tweepy", and links to "Read the Docs", "Chat on Discord", and "Report a Bug". The main title "Tweepy" is in large, bold, white letters. Below it, a yellow subtitle reads "An easy-to-use Python library for accessing the Twitter API.". At the bottom left, there are two GitHub statistics: "Fork" (2,737) and "Star" (5,808).

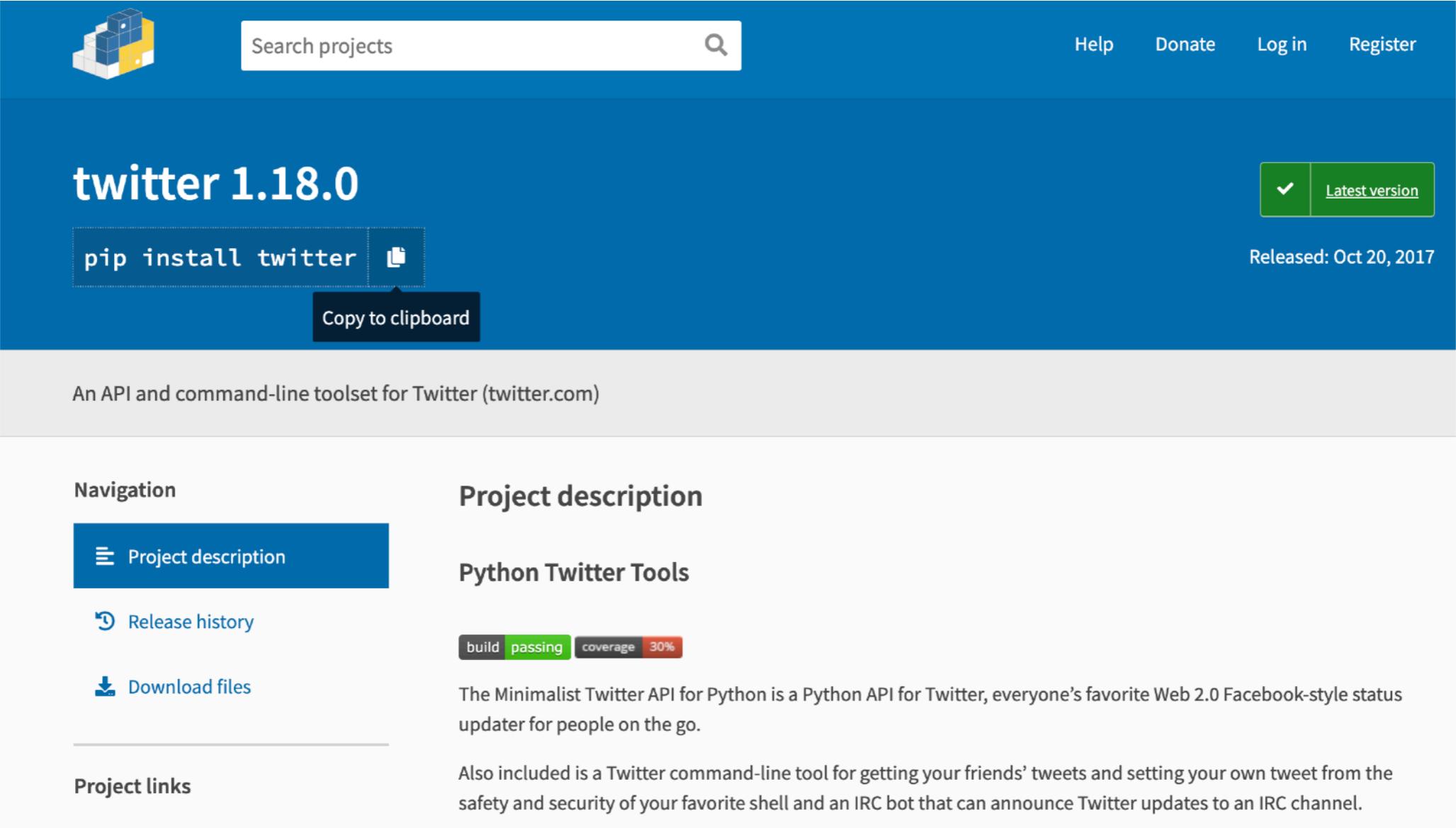
**Tweepy**

An easy-to-use Python library for accessing the Twitter API.

Fork 2,737 Star 5,808

# Python Twitter Tools

<https://pypi.org/project/twitter/>



The screenshot shows the PyPI project page for the 'twitter' package. At the top, there's a navigation bar with a search bar, help links, and user authentication options. The main title is 'twitter 1.18.0'. Below it, there's a pip installation command: 'pip install twitter' with a copy-to-clipboard button. To the right, a green button indicates it's the 'Latest version'. A release date of 'Released: Oct 20, 2017' is also shown. The page content includes a brief description of the project as 'An API and command-line toolset for Twitter (twitter.com)'. On the left, a 'Navigation' sidebar lists 'Project description', 'Release history', and 'Download files'. On the right, the 'Project description' section contains the package name, a brief summary, build status (passing), coverage (30%), and detailed descriptions of the API and included tools.

An API and command-line toolset for Twitter (twitter.com)

**Navigation**

- Project description
- Release history
- Download files

**Project description**

**Python Twitter Tools**

build passing coverage 30%

The Minimalist Twitter API for Python is a Python API for Twitter, everyone's favorite Web 2.0 Facebook-style status updater for people on the go.

Also included is a Twitter command-line tool for getting your friends' tweets and setting your own tweet from the safety and security of your favorite shell and an IRC bot that can announce Twitter updates to an IRC channel.

# OAuth Authentication

Twitter uses OAuth to provide authorized access to the API.

```
[ ] # Import the tweepy library
import tweepy
from tweepy.streaming import StreamListener

# Variables that contains the user credentials to access Twitter API
ACCESS_TOKEN = 'YOUR ACCESS TOKEN'
ACCESS_SECRET = 'YOUR ACCESS TOKEN SECRET'
CONSUMER_KEY = 'YOUR API KEY'
CONSUMER_SECRET = 'ENTER YOUR API SECRET'

# Setup tweepy to authenticate with Twitter credentials:
auth = tweepy.OAuthHandler(CONSUMER_KEY, CONSUMER_SECRET)
auth.set_access_token(ACCESS_TOKEN, ACCESS_SECRET)
```

# Streaming API

```
[ ] # This is a basic listener that just prints received tweets to stdout.  
class StdOutListener(StreamListener):  
  
    def on_data(self, data):  
        print(data)  
        return True  
  
    #def on_status(self, status):  
    #    print(json.dumps(status._json))  
    #    return True  
  
    def on_error(self, status_code):  
        print(status_code)  
        return False  
  
# tweepy.Stream.sample() will give a live stream (~1% sample) of all public tweets  
# Warning: it will continue to run indefinitely until you stop it.  
  
listener = StdOutListener()  
twitterStream = tweepy.Stream(auth, listener)  
twitterStream.sample()
```

# JSON

## **JavaScript Object Notation**

JSON is a minimal, readable format for structuring data.

# A Tweet in JSON



Wei Xu  
@cocoweixu

#CFP Workshop on Noisy User-generated Text at ACL - Beijing 31 July 2015. Papers due: 11 May 2015. [noisy-text.github.io](https://noisy-text.github.io)  
#NLProc #WNUT15

```
{\n    "favorited": false,\n    "contributors": null,\n    "truncated": false,\n\n    "text": "#CFP Workshop on Noisy User-generated Text at ACL - Beijing 31 July 2015. Papers\n    due: 11 May 2015. http://t.co/rcygyEowqH #NLProc #WNUT15",\n\n    "possibly_sensitive": false,\n    "in_reply_to_status_id": null,\n\n    "user": {\n        "follow_request_sent": null,\n        "profile_use_background_image": true,\n        "default_profile_image": false,\n\n        "id": 237918251,\n\n        "verified": false,\n\n        "profile_image_url_https": "https://pbs.twimg.com/profile_images/527088456967544832/Dn"
```

# Search

Home Moments Notifications Messages  #nlproc   Tweet

ACL2019 and 4 others liked

**Manaal Faruqui** @manaalfar · 6h  
As a junior AC for [@ACL2019\\_Italy](#) I have to write meta-reviews for only 10 papers in the morphology/phonology track. So much better than ACL 2017 when I had to do it for 25 papers in Semantics track. Refreshing to be an AC of a smaller area! :D [#NLProc](#)

1 13

**Stanford NLP Group** @stanfordnlp · 6h

Today, Mar 20—[@Stanford](#) CS224N NLP with Deep Learning Poster Session 5–9pm Arrillaga Alumni Center. Free parking after 4pm in A/C spots on Galvez, lots, garages. Come talk with 500 amazing Stanford students about question answering, dialog, MT etc [#NLProc](#) [facebook.com/events/1218481...](https://facebook.com/events/1218481...)



2 13

**Machine Learning and NLP** @ML\_NLP · 6h

GluonNLP 0.6: Closing the Gap in Reproducible Research with BERT  
[medium.com/apache-mxnet/g...](https://medium.com/apache-mxnet/g...) [#NLProc](#)

# Search API

```
[ ] # Search for latest tweets about "#nlproc"
tweets = tweepy.Cursor(api.search, q='#nlproc')

# Print out the latest 10 tweets that contain "#nlproc" hashtag
for item in tweets.items(10):
    print(item._json)
```

```
> {'name': 'Dwayne Haskins', 'url': 'http://twitter.com/search?q=%22Dwayne+Haskins%22', 'promoted_content': None, 'query': '%22Dwayne+Haskins%22', 'twe
{'name': 'McCain', 'url': 'http://twitter.com/search?q=McCain', 'promoted_content': None, 'query': 'McCain', 'tweet_volume': 381900}
{'name': 'Lima', 'url': 'http://twitter.com/search?q=Lima', 'promoted_content': None, 'query': 'Lima', 'tweet_volume': 70085}
{'name': '#firstdayofspring', 'url': 'http://twitter.com/search?q=%23firstdayofspring', 'promoted_content': None, 'query': '%23firstdayofspring', 't
{'name': 'Daniel Caesar', 'url': 'http://twitter.com/search?q=%22Daniel+Caesar%22', 'promoted_content': None, 'query': '%22Daniel+Caesar%22', 'tweet_
{'name': '#InternationalDayOfHappiness', 'url': 'http://twitter.com/search?q=%23InternationalDayOfHappiness', 'promoted_content': None, 'query': '%23
{'name': 'AirPods', 'url': 'http://twitter.com/search?q=AirPods', 'promoted_content': None, 'query': 'AirPods', 'tweet_volume': 131265}
{'name': 'Pro Day', 'url': 'http://twitter.com/search?q=%22Pro+Day%22', 'promoted_content': None, 'query': '%22Pro+Day%22', 'tweet_volume': 19808}
{'name': '#SpringEquinox', 'url': 'http://twitter.com/search?q=%23SpringEquinox', 'promoted_content': None, 'query': '%23SpringEquinox', 'tweet_volum
{'name': 'Flume', 'url': 'http://twitter.com/search?q=Flume', 'promoted_content': None, 'query': 'Flume', 'tweet_volume': 37576}
{'name': '#HappinessInOneWord', 'url': 'http://twitter.com/search?q=%23HappinessInOneWord', 'promoted_content': None, 'query': '%23HappinessInOneWord'
{'name': '#StrangerThings3', 'url': 'http://twitter.com/search?q=%23StrangerThings3', 'promoted_content': None, 'query': '%23StrangerThings3', 'tweet
{'name': 'Eloy', 'url': 'http://twitter.com/search?q=Eloy', 'promoted_content': None, 'query': 'Eloy', 'tweet_volume': None}
{'name': 'Happy Spring', 'url': 'http://twitter.com/search?q=%22Happy+Spring%22', 'promoted_content': None, 'query': '%22Happy+Spring%22', 'tweet_vo
{'name': 'Bill & Ted 3', 'url': 'http://twitter.com/search?q=%22Bill+%26+Ted+3%22', 'promoted_content': None, 'query': '%22Bill+%26+Ted+3%22', 'tweet
```

# Trends

Home Moments Notifications Messages  Search Twitter  Tweet



**Wei Xu**  
@cocoweixu  
Tweets 423 Following 510 Followers 2,767

## Columbus trends · Change

#ApexSeason1

Apex Legends Season 1 is Here

↗ Promoted by Apex Legends

Terry McLaurin

Ohio State

13.4K Tweets

Haskins

9,893 Tweets

Pro Day

21.9K Tweets

Johnnie Dixon

Nick Bosa

1,853 Tweets

Giants

35.9K Tweets

#firstdayofspring

It is officially the first day of spring! 🌸🌼

Lima

63.6K Tweets

What's happening?

**Women in Analytics Conference (WIA) @wia\_conference** · 4s  
We are so excited to see everyone tomorrow at the 2019 Women in Analytics Conference! Keep us in the loop by using hashtag #WIA2019 when sharing your favorite conference moments on [@LinkedIn](#), [@Twitter](#), [@Facebook](#), and [@Instagram](#).

womeninanalytics.org



2019  
Ethics in  
Algorithms

2019 Women in Analytics Conference | Ethics in Algorithms  
womeninanalytics.org

Travelfuntu @travel\_funtu · Mar 10  
This Photo Has Not Been Edited, Look Closer



Comment Retweet Like Email

# Trends

trending topics are determined by an unpublished algorithm, which finds words, phrases and hashtags that have had a sharp increase in popularity, as opposed to overall volume.



# Trends API

Where On Earth ID



```
# Where On Earth ID for Columbus, Ohio is 2383660.  
COLUMBUS_WOE_ID = 2383660  
  
columbus_trends = api.trends_place(COLUMBUS_WOE_ID)  
  
trends = json.loads(json.dumps(columbus_trends, indent=1))  
  
for trend in trends[0]["trends"]:  
    print (trend)
```



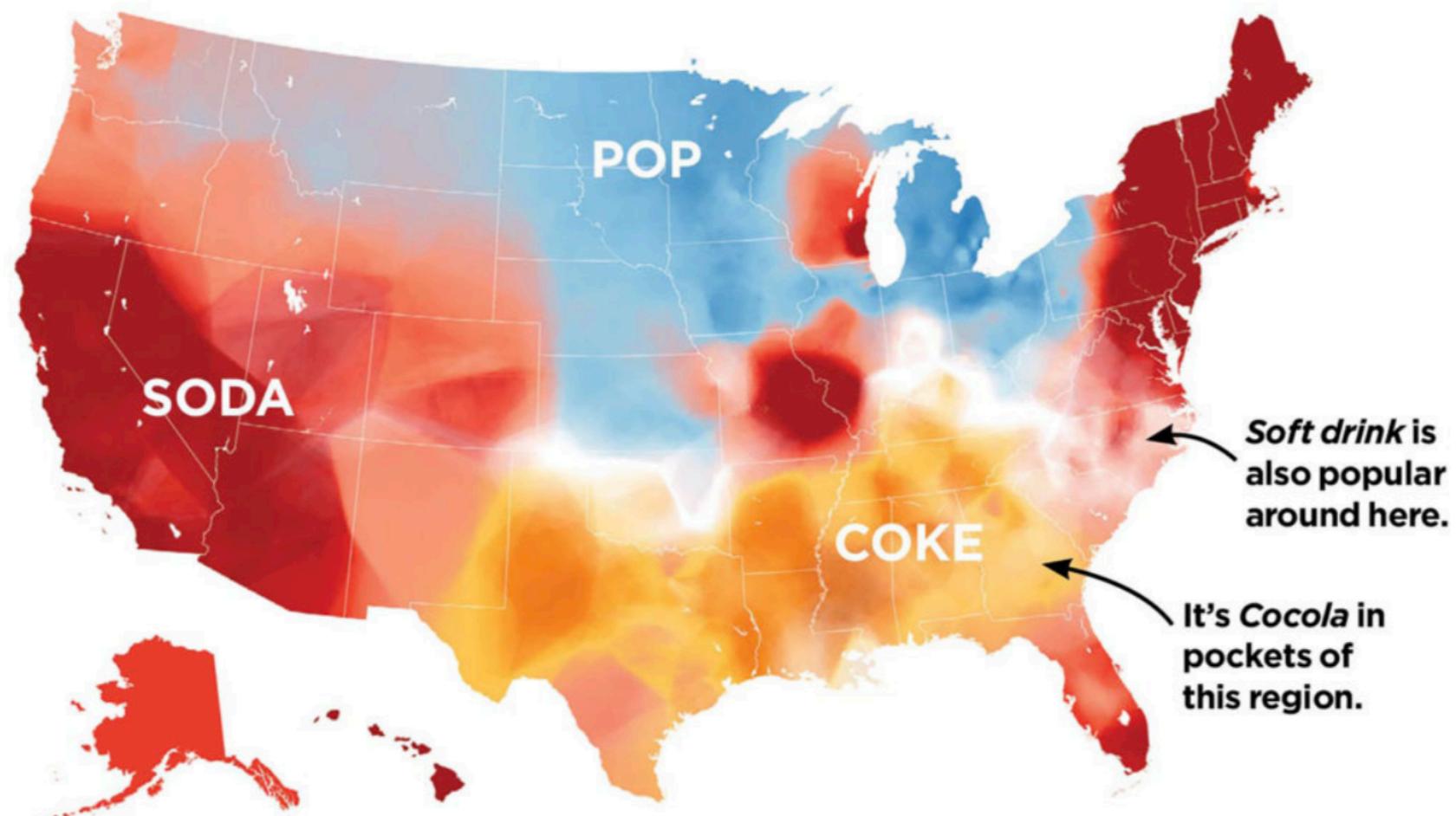
© Eric Fischer/Flickr

visualizations by [Eric Fischer](#) A visualization showing the location of Twitter messages and Flickr photos in New York City.

# What do you call carbonated beverages?

- Soda
- Pop
- Coke
- other ways?

# What do you call carbonated beverages?

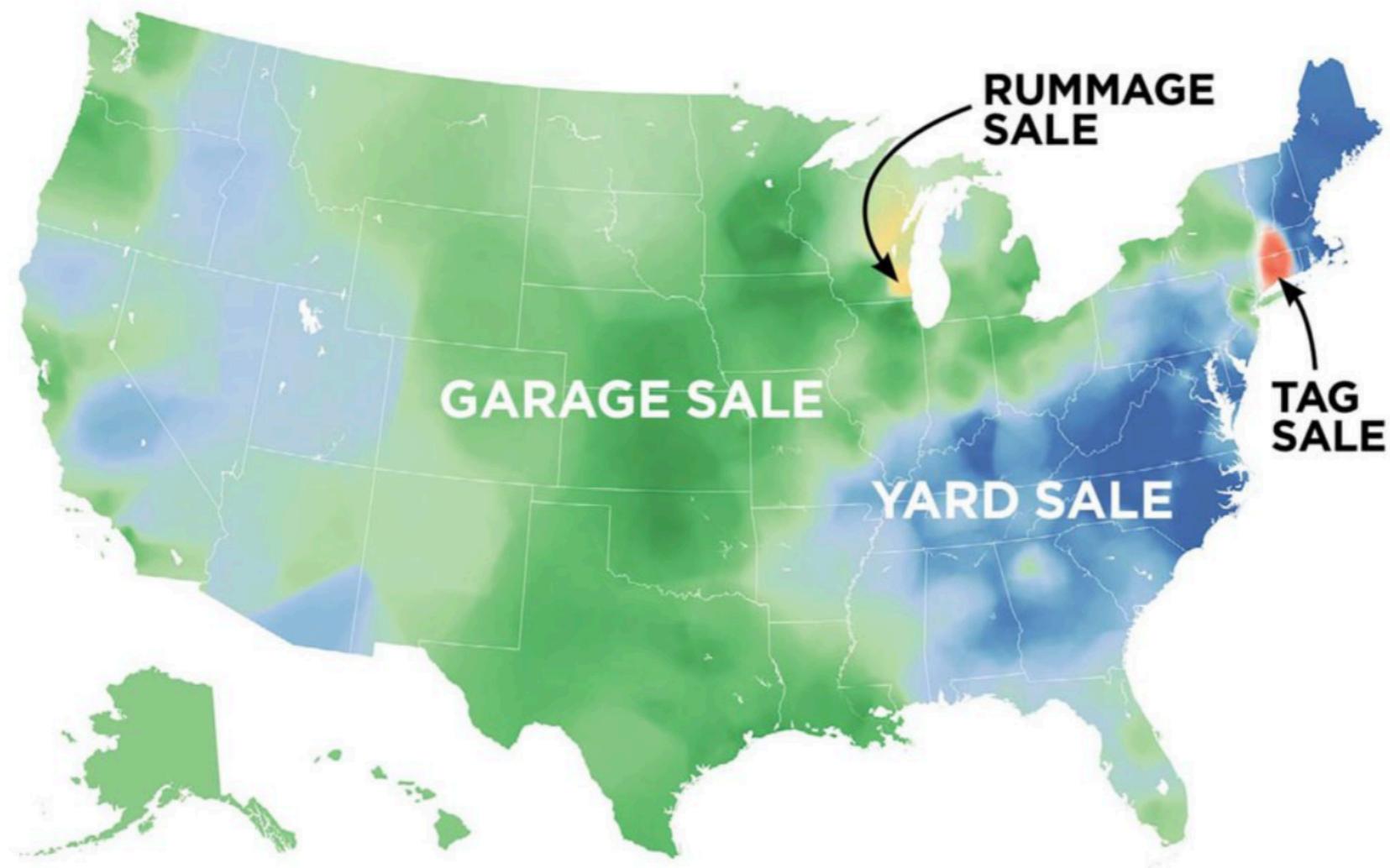


JOSH KATZ

# What do you call a sale of household items

- Garage Sale
- Yard Sale
- other ways?

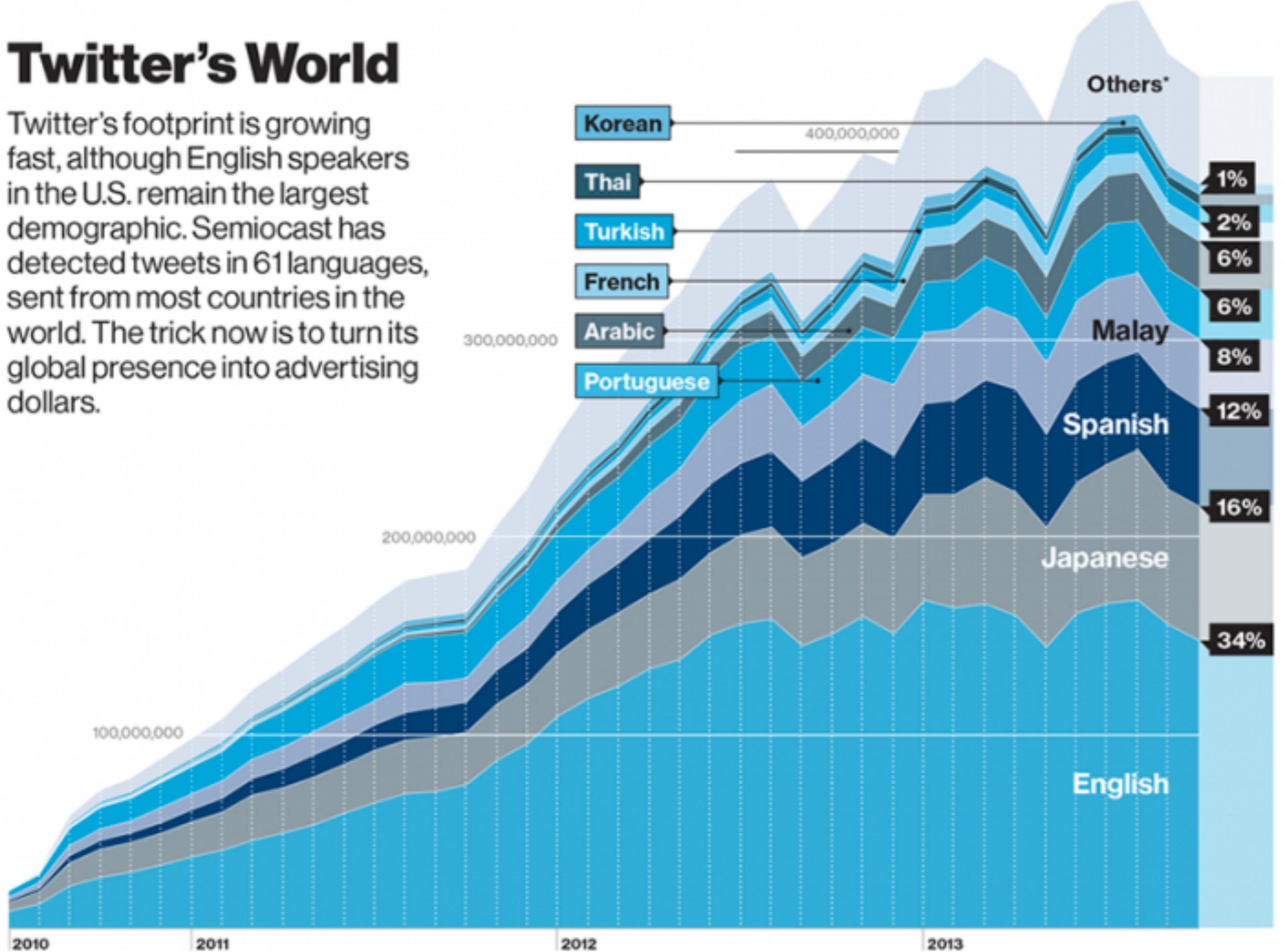
# What do you call a sale of household items



# Twitter's World

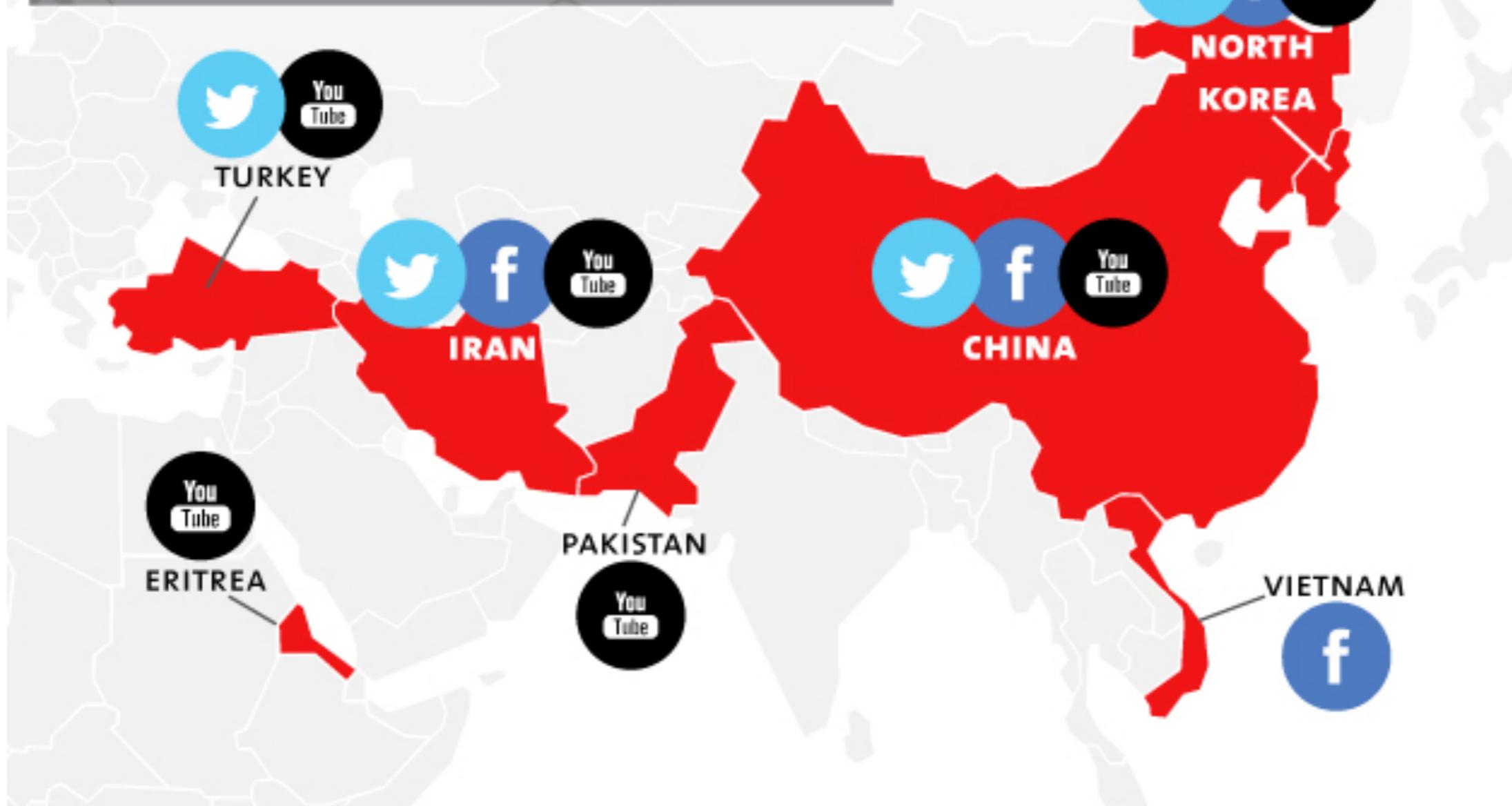
Twitter's footprint is growing fast, although English speakers in the U.S. remain the largest demographic. Semiocast has detected tweets in 61 languages, sent from most countries in the world. The trick now is to turn its global presence into advertising dollars.

AVERAGE NUMBER OF TWEETS PER DAY



# Social Media Under Fire

Countries that block Twitter, Facebook, or YouTube\*



\*Full or partial blocks, as of March 2014  
Sources: Google, Twitter, OpenNet Initiative

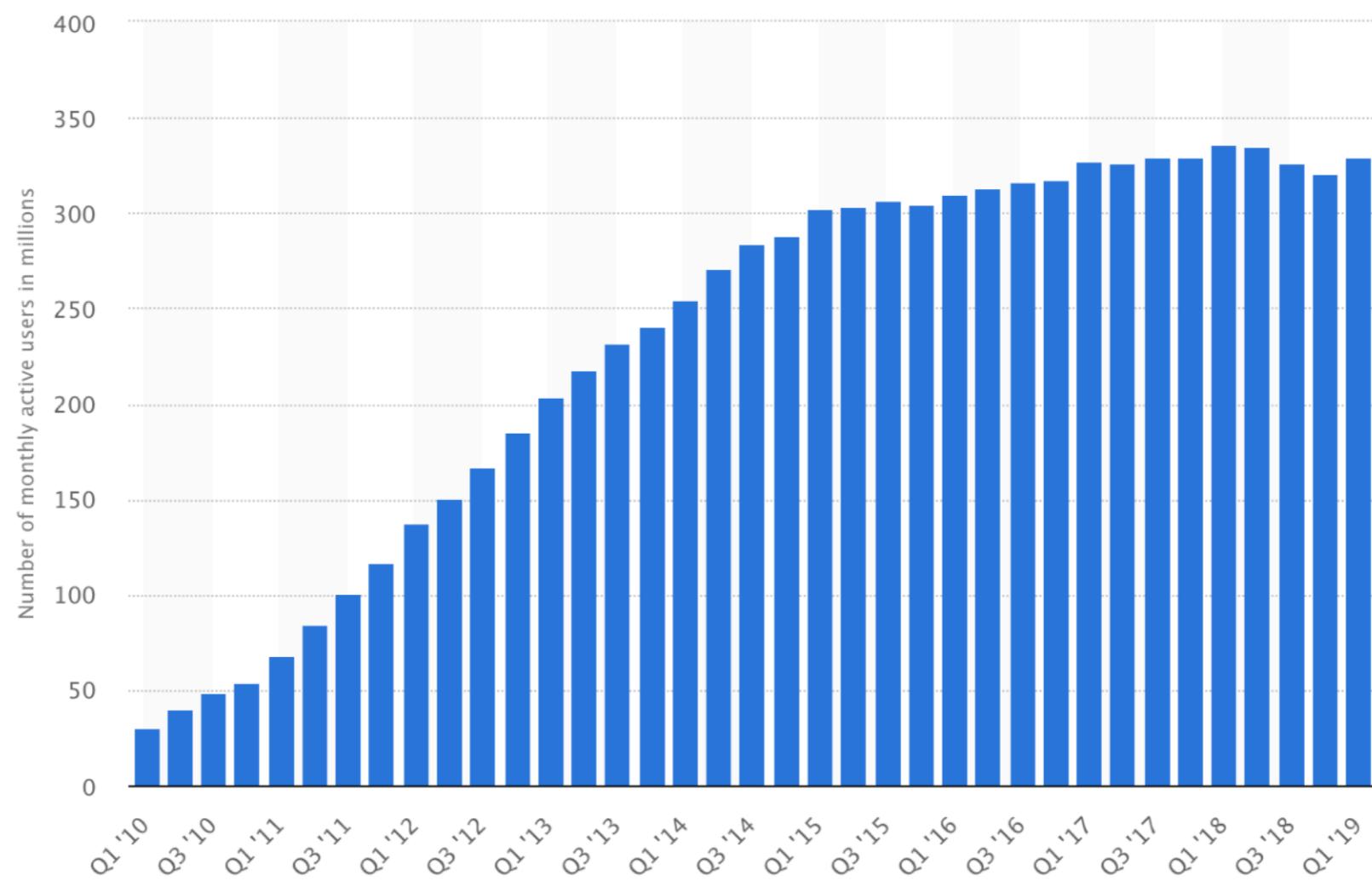
Mother Jones



known as the “Chinese Twitter”  
120 Million Posts / Day

# Twitter Demographics

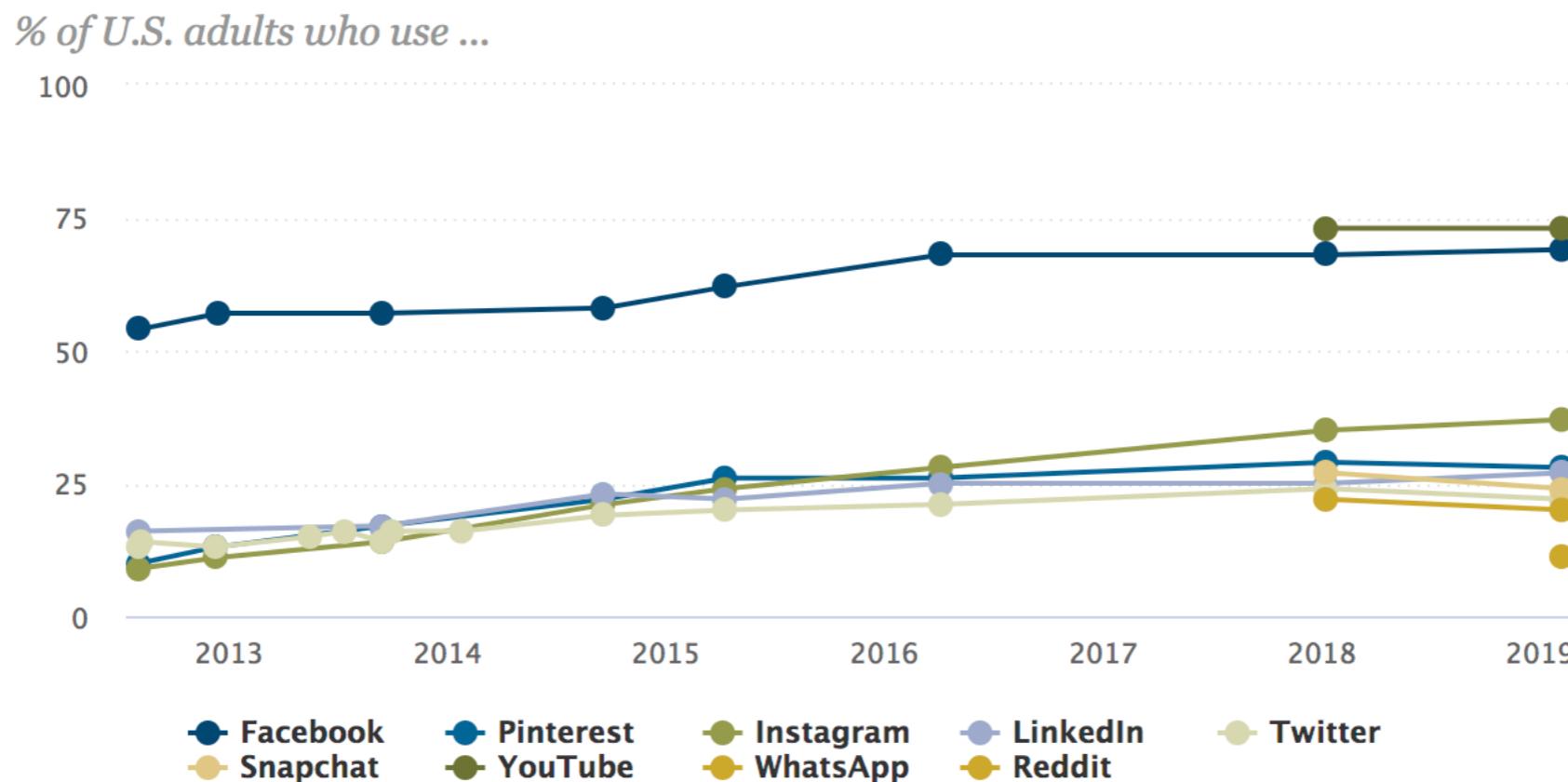
- As of the 1st quarter of 2019, Twitter averaged 330 million monthly active users, and 139 million monetizable daily active Twitter users worldwide.



# Twitter Demographics

- About 80% (262 million) of all monthly active Twitter users live outside the United States.
- 72 million monthly active users live within the United States.
- The top countries on Twitter outside the U.S. are Japan (50.9 million users), the United Kingdom (18.6 million users), and Saudi Arabia (13.8 million users).

# The Most Popular Social Media Platforms



Source: Surveys conducted 2012-2019.

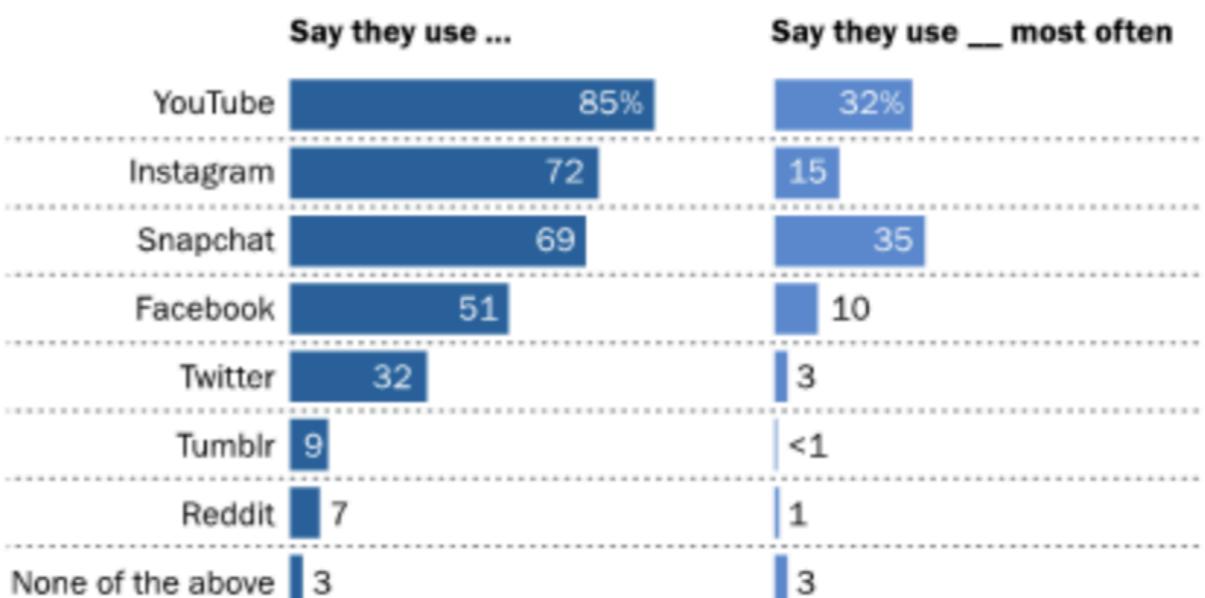
PEW RESEARCH CENTER

# The Most Popular Social Media Platforms

- 95% of teens (age 13-17) now report they have a smartphone or access to one. 45% of teens now say they are online on a near-constant basis.

**YouTube, Instagram and Snapchat are the most popular online platforms among teens**

*% of U.S. teens who ...*



Note: Figures in first column add to more than 100% because multiple responses were allowed. Question about most-used site was asked only of respondents who use multiple sites; results have been recalculated to include those who use only one site. Respondents who did not give an answer are not shown.

Source: Survey conducted March 7-April 10, 2018.

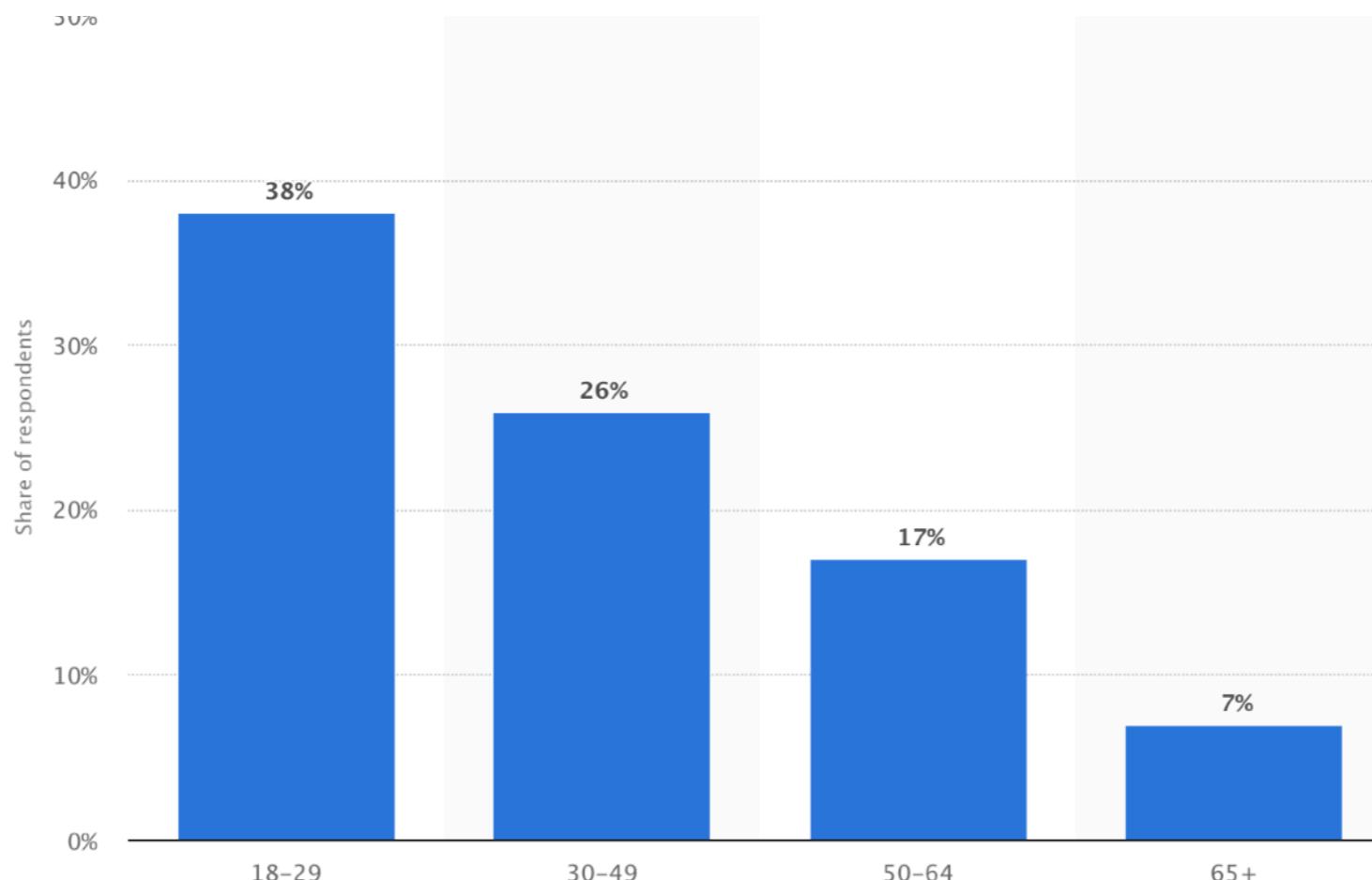
"Teens, Social Media & Technology 2018"

PEW RESEARCH CENTER

# Twitter Demographics

- How old are Twitter users? Not very old, it seems. But also not very young.

**Percentage of U.S. adults who use Twitter as of February 2019, by age group**



# Twitter Demographics

- Globally, more men use Twitter than women. But in the United States, more women use Twitter than men.

*% of U.S. adults who say they use ...*

	<b>Facebook</b>	<b>YouTube</b>	<b>Pinterest</b>	<b>Instagram</b>	<b>Snapchat</b>	<b>LinkedIn</b>	<b>Twitter</b>	<b>WhatsApp</b>
<b>Total</b>	68%	73%	29%	35%	27%	25%	24%	22%
<b>Men</b>	62	75	16	30	23	25	23	20
<b>Women</b>	74	72	41	39	31	25	24	24
<b>White</b>	67	71	32	32	24	26	24	14
<b>Black</b>	70	76	23	43	36	28	26	21
<b>Hispanic</b>	73	78	23	38	31	13	20	49
<b>Ages 18-29</b>	81	91	34	64	68	29	40	27
18-24	80	94	31	71	78	25	45	25
25-29	82	88	39	54	54	34	33	31
30-49	78	85	34	40	26	33	27	32
50-64	65	68	26	21	10	24	19	17
65+	41	40	16	10	3	9	8	6

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.

Source: Survey conducted Jan. 3-10, 2018

"Social Media Use in 2018"

# The Natural Language Processing Research Community

# a.k.a.

- ▶ Natural Language Processing (NLP)
- ▶ Text Analysis
- ▶ Computational Linguistics

# ACL

← → ⌂  Secure | <https://www.aclweb.org/portal/what-is-cl>

**Menu**

- About the ACL
- News
- Journals
- Conferences**
  - Conference News
  - ACL**
  - EACL
  - EMNLP
  - NAACL**
  - IJCNLP
- Events
- ACL Fellows
- SIGs
- Anthology
- Wiki
- Software Registry
- Education
- Policies
- Archives



Association for  
Computational Linguistics

Search th

## What is the ACL and what is Computational Linguistics?

The **Association for Computational Linguistics (ACL)** is the premier international scientific and professional society for people working on computational problems involving human language, a field often referred to as either computational linguistics or natural language processing (NLP). The association was founded in 1962, originally named the Association for Machine Translation and Computational Linguistics (AMTCL), and became the ACL in 1968. Activities of the ACL include the holding of an annual meeting each summer and the sponsoring of the journal *Computational Linguistics*, published by MIT Press; this conference and journal are the leading publications of the field. For more information, see: <https://www.aclweb.org/>.

### What is Computational Linguistics?

*Computational linguistics* is the scientific study of language from a computational perspective. Computational linguists are interested in providing computational models of various kinds of linguistic phenomena. These models may be "knowledge-based" ("hand-crafted") or "data-driven" ("statistical" or "empirical"). Work in computational linguistics is in some cases motivated from a scientific perspective in that one is trying to provide a computational explanation for a particular linguistic or psycholinguistic phenomenon; and in other cases the motivation may be more purely technological in that one wants to provide a working component of a speech or natural language system. Indeed, the work of computational linguists is incorporated into many working systems today, including speech recognition systems, text-to-speech synthesizers, automated voice response systems, web search engines, text editors, language instruction materials, to name just a few.

# NLP Publications

- ▶ top NLP-specific venues:
  - ACL, NAACL, EACL, EMNLP, COLING (conference)
  - TACL (journal+conference model)
  - CL (journal)
- ▶ other venues:
  - NLP: CoNLL, \*Sem, WMT, LREC, IJNLP, Workshops ...
  - related CS fields: WWW, KDD, AAAI, WSDM, NIPS, ICWSM, CIKM, ICML ...
  - related non-CS fields: psychology, linguistics, ...

# NLP Publications

- ACL Anthology (<http://aclweb.org/anthology/>)  
all NLP conference and journal papers (free!)

 ACL Anthology  🔍

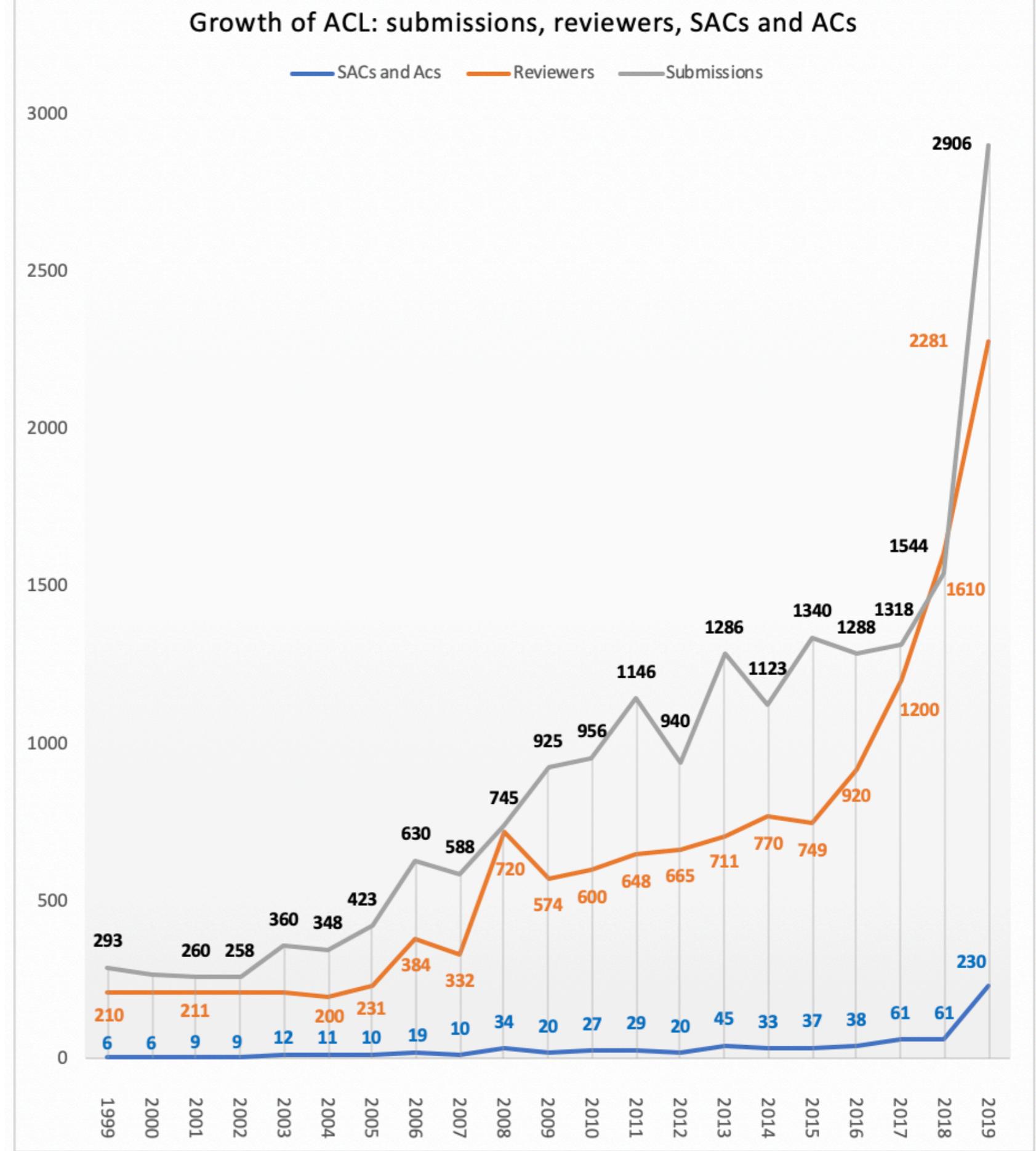
## ACL Events

# Conference Rotation

- ACL (and/or NAACL, EACL), EMNLP / COLING



# Growth of ACL



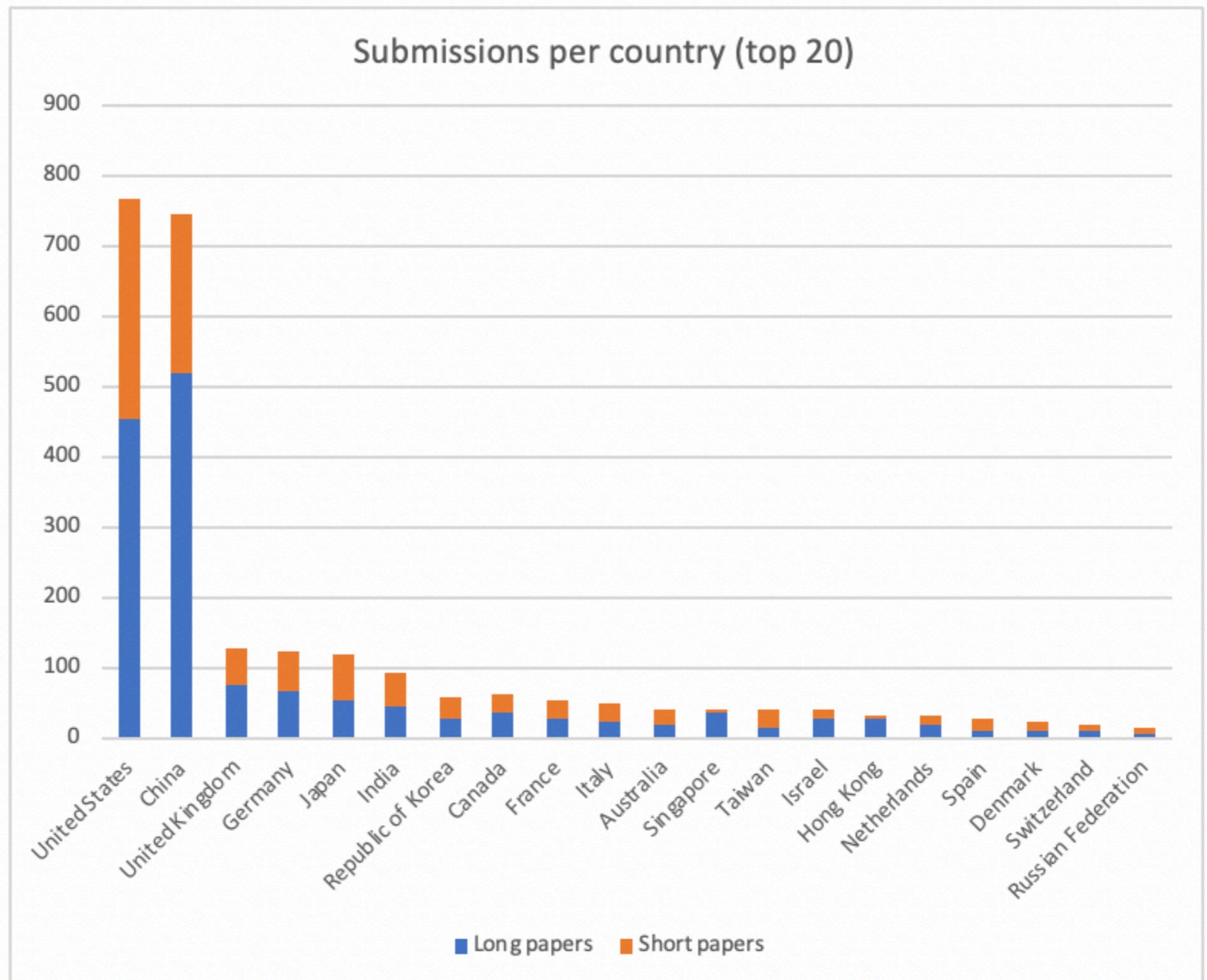
# ACL'19 at A Glance

- ▶ The Annual Meeting of the Association for Computational Linguistics
- ▶ Duration:
  - tutorials (1 day)
  - main conference (3 days)
  - workshops (2 days)
- ▶ Attendance of 2000+ people
- ▶ Papers:
  - 2,905 submissions
  - 447 long papers and 213 short papers accepted
  - + ?? TACL papers
  - 151 oral and 151 poster presentations

# Research Areas

	Area	Long submissions	Accepts	Accept rate (%)
1.	Applications	65	14	28.8
2.	Dialogue and Interactive Systems	126	38	30.2
3.	Discourse and Pragmatics	33	7	21.2
4.	Document Analysis	48	8	16.7
5.	Generation	96	32	33.3
6.	Information Extraction and Text Mining	155	37	23.9
7.	Linguistic Theories, Cognitive Modeling and Psycholinguistics	39	9	23.1
8.	Machine Learning	148	38	25.7
8.	Machine Translation	102	27	26.5
10.	Multidisciplinary and Area Chair COI	69	21	30.4
11.	Multilinguality	43	11	25.6
12.	Phonology Morphology and Word Segmentation	26	7	26.9
13.	Question Answering	99	32	32.3
14.	Resources and Evaluation	70	26	37.1
15.	Sentence-level semantics	69	14	20.3
15.	Sentiment Analysis and Argument Mining	91	24	26.4
17.	Social Media	51	14	27.5
18.	Summarization	48	11	22.9
19.	Tagging Chunking Syntax and Parsing	50	17	34.0
20.	Textual Inference and Other Areas of Semantics	44	16	36.4
21.	Vision Robotics Multimodal Grounding and Speech	56	20	35.7
22.	Word-level Semantics	78	20	25.6

# By Country



# By Country

Country or Region	All submissions			Long submissions			Short submissions		
	Sub.	Acc.	Rate (%)	Sub.	Acc.	Rate (%)	Sub.	Acc.	Rate (%)
Australia	46	11	23.9	22	4	18.2	24	7	29.2
Austria	5	0	0.0	2	0	0.0	3	0	0.0
Belgium	8	1	12.5	3	1	33.3	5	0	0.0
Brazil	11	0	0.0	6	0	0.0	5	0	0.0
Canada	74	16	21.6	44	12	27.3	30	4	13.3
Chile	2	0	0.0	2	0	0.0	0	0	N/A
China	817	155	19.0	567	118	20.8	250	37	14.8
Czech Republic	12	2	16.7	5	0	0.0	7	2	28.6
Denmark	25	4	16.0	11	1	9.1	14	3	21.4
Egypt	2	0	0.0	1	0	0.0	1	0	0.0
Estonia	2	0	0.0	2	0	0.0	0	0	N/A
Finland	6	0	0.0	2	0	0.0	4	0	0.0
France	60	11	18.3	32	4	12.5	28	7	25.0
Germany	136	39	28.7	73	26	35.6	63	13	20.6
Greece	7	4	57.1	1	1	100.0	6	3	50.0
Hong Kong	34	10	29.4	26	9	34.6	8	1	12.5
Hungary	7	1	14.3	3	1	33.3	4	0	0.0
India	107	18	16.8	54	16	29.6	53	2	3.8
Iran	3	0	0.0	2	0	0.0	1	0	0.0
Ireland	10	1	10.0	4	1	25.0	6	0	0.0
Israel	41	14	34.1	30	11	36.7	11	3	27.3
Italy	50	6	12.0	25	3	12.0	25	3	12.0
Japan	125	23	18.4	58	13	22.4	67	10	14.9
Luxembourg	2	0	0.0	2	0	0.0	0	0	N/A
Macau	5	1	20.0	3	1	33.3	2	0	0.0
Malta	2	0	0.0	0	0	N/A	2	0	0.0
Mexico	2	0	0.0	0	0	N/A	2	0	0.0
Netherlands	36	9	25.0	22	8	36.4	14	1	7.1
Norway	6	2	33.3	4	1	25.0	2	1	50.0
Pakistan	2	0	0.0	1	0	0.0	1	0	0.0
Peru	2	0	0.0	1	0	0.0	1	0	0.0
Poland	7	1	14.3	5	1	20.0	2	0	0.0
Portugal	8	3	37.5	4	2	50.0	4	1	25.0
Qatar	4	0	0.0	2	0	0.0	2	0	0.0
Republic of Korea	72	7	9.7	36	4	11.1	36	3	8.3
Romania	2	1	50.0	2	1	50.0	0	0	N/A
Russian Federation	14	4	28.6	7	2	28.6	7	2	28.6
Singapore	46	16	34.8	39	13	33.3	7	3	42.9
Slovakia	2	0	0.0	1	0	0.0	1	0	0.0
South Africa	2	1	50.0	1	0	0.0	1	1	100
Spain	29	6	20.7	12	1	8.3	17	5	29.4
Sri Lanka	5	0	0.0	1	0	0.0	4	0	0.0
Sweden	9	0	0.0	4	0	0.0	5	0	0.0
Switzerland	23	4	17.4	12	2	16.7	11	2	18.2
Taiwan	46	6	13.0	18	3	16.7	28	3	10.7
Thailand	2	0	0.0	1	0	0.0	1	0	0.0
Turkey	7	0	0.0	3	0	0.0	4	0	0.0
United Arab Emirates	4	2	50.0	1	1	100.0	3	1	33.3
United Kingdom	138	41	29.7	84	30	35.7	54	11	20.4
United States	820	236	28.8	485	154	31.8	335	82	24.5
Others	18	2		12	0		6	3	
<b>TOTAL</b>	<b>2905</b>	<b>660</b>	<b>22.7</b>	<b>1737</b>	<b>447</b>	<b>25.7</b>	<b>1168</b>	<b>213</b>	<b>18.2</b>

# How to Do Research?

<http://matt.might.net/articles/phd-school-in-pictures/>

# What is Research?

**Goal:** Create New Scientific Knowledge

In My Research Lab this Typically Involves:

## **Designing new NLP/Machine Learning algorithms**

- Understanding their performance by comparing to established baselines
- Improving their performance to achieve SOTA Results

## **Proposing new tasks / applications**

- Developing datasets and models
- Show why this is useful (why should anyone care?)

# How is Research Different from Taking Courses?

**Taking Courses:** Instructor tells you exactly what to do

**Research:** Define **open-ended** problem with an advisor

You (students) take the initiative

Discuss and refine technical approaches

You (students) implement the approach and conduct experiments to verify the idea

# How to make good progress on research?

**Clearly** define the problem you want to solve

**Understand the literature** (what has been done previously?)

Implement initial prototype / preliminary analysis to demonstrate the **feasibility of your idea**.

After convincing yourself (and your advisor), conduct extensive experiments to **convince top researchers in your field** (much harder).

# Why publish research papers?

Publication is the main way that new ideas are communicated and adopted.

In NLP/ML, the most competitive venues are conferences.

Your ideas are more likely to be adopted by a scientific community if they are published in a top-tier venue

Some famous papers only on ArXiv, but mostly from already established researchers.

Peer review is a way to get feedback and improve your work.

# What makes a good research paper?

Is the problem new?

Is your approach new?

How good are the results (in comparison to prior work)?

Can you contribute any new datasets / code? Are they likely to be useful to other researchers?

Is the paper well-written?

# Research is Hard

Your idea may not work as well as you hoped.

If a problem is easily solved, it's probably already been done.

Designing and performing (good) experiments is not easy.

Deadlines.

# Research is Rewarding

You Advanced Science!

Feels good when your first top conference paper is accepted  
(acceptance rates: 10-30%)

Very nice when other people attend your talk, use your code,  
read and cite your paper.

Best way to establish yourself as the leading expert on a topic.

# Reading #1 is out

## Due Sep 5

Social Media & Text Analytics

Syllabus

Twitter API Tutorial

Homework▼

High School Outreach

August 28,  
2019  
(Wednesday)

AI Seminar by Mounica  
Maddela  
• 4:00 -- 5:00pm, Dreese  
480

[Multi-task Pairwise Neural Ranking for Hashtag Segmentation](#) by  
Mounica Maddela, Wei Xu, Daniel Preoțiuc-Pietro (ACL 2019)

August 29,  
2019

Twitter and Twitter API Tutorial  
• Brief history of Twitter  
• Key features of Twitter  
• Hands-on instructions  
on obtaining Twitter  
data via APIs

[★ Twitter API Tutorial](#) by Wei Xu  
[★ What is Twitter, a Social Network or a News Media?](#) by Kwak,  
Lee, Park and Moon (WWW 2010)  
[How to Do Research with a Professor](#) by Jason Eisner  
[How to Read a Technical Paper](#) by Jason Eisner

September  
5, 2019

Language Identification and  
Naïve Bayes [Reading 1 due]  
• Language Identification  
• Supervised Learning  
• Classification  
• Naïve Bayes Algorithm  
+ feature selection  
(Information Gain)

[★ Cross-domain Feature Selection for Language Identification](#) by  
Lui, Baldwin (IJCNLP 2011)

[Evaluating language identification performance](#) by Mitja T @tm  
[langid.py: An Off-the-shelf Language Identification Tool](#) by Lui,  
Baldwin (ACL 2012)  
[6 Easy Steps to Learn Naïve Bayes Algorithm](#) by Sunil Ray  
[Text Classification using Naive Bayes](#) by Hiroshi Shimodaira

# In-class Presentation

5539 Presentations (2020SP)  

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fx

	A	B	C
1	Date	<b>Tentative Plan</b>	<b>Student Presentation Group #1</b>
2	1/10/2020	1st class - no student presentation	-----
3	1/17/2020	Twitter API	
4	1/24/2020	LangID & Naive Bayes	
5	1/31/2020	Tagging	
6	2/7/2020	Vector Semantics	Jack DeLano, Zachary Mack
7	2/14/2020	Summarization, Paraphrase	Manikya Swathi Vallahajosyula, Haixin Wang
8	2/21/2020	Information Extraction	Ziwei Jin, Kyle Kottyan
9	2/28/2020	Paraphrase	Celia Tang, Saumya Sahai
10	3/6/2020	Linear Regression	Sandeep Venkatesh And Milt Levy
11	3/13/2020	Spring Break	
12	3/20/2020	Logistic Regression (Reading 8)	Nitish Dashora , Aaron Rehfeldt
13	3/27/2020	RNN & Neural MT (Topic Modeling? - Reading 9)	Biplob Biswas, Yang Zhong
14	4/3/2020	Sentence Pair Modeling (Reading 10)	
15	4/10/2020	CNN & Sentiment Analysis (Reading 11)	Sam Lin
16	4/17/2020	Wrapup	-----
17			