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# Reputation Estimation using Twitter

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## Introduction (1p, Ludwig)

There has always been a desire to read people's minds, what they deem important and what they don't deem important, what they like and what they don't like. In some cases to extract the will of the people, to be able to find the best movie, adapt ones business strategy to better appeal to ones customers or for more sinister purposes such as trying to control ones inhabitants by an authoritarian government.