**Sekuri-Talk: Project Discovery Document**

Team Members:

1. Yash Thakor
2. Zachary Michniewicz

(3)Vikas Rana

1. **Research the market space and find out if similar digital platforms already exist?**

| Website Name | Link | Similarities with Sekuri-Talk (provide a brief description of the similarities) |
| --- | --- | --- |
| Tweepy | https://www.tweepy.org/ | “Tweepy is an open source Python package that gives you a very convenient way to access the Twitter API.”  https://realpython.com/twitter-bot-python-tweepy/#:~:text=Tweepy%20is%20an%20open%20source,Data%20encoding%20and%20decoding |
| TweetDeck | https://tweetdeck.twitter.com/ | “The most powerful Twitter tool for real-time tracking, organizing, and engagement.”  https://tweetdeck.twitter.com/ |
| Instagram Insights | https://www.instagram.com/ | “Instagram Insights is a feature that allows Instagram Business account users to see analytics related to their profile and posts.”  https://blog.hubspot.com/marketing/how-to-use-instagram-insights |
| Linus Tech Tips Forums | https://linustechtips.com/ | Displays recent video uploads from Youtube from creators relevant to the space/subjects |
| reddit |  | Reddit allows user to upvote peoples opinion , shows what is currently in hot news , |
| TAGS | https://hawksey.info/tagsexplorer/ | A free google sheets |
| NodeXL | https://www.smrfoundation.org/nodexl/ |  |

1. **How do you ensure that you are able to capture/retrieve all conversations that are related to Cybersecurity?**

| Technique | Pros | Cons |
| --- | --- | --- |
| Identify all possible synonyms that can be used as hashtags and pull all tweets containing these hashtags | Helps gather conversations from people who may use different terminology to describe the same thing | * If, in future, a new term (related to cybersecurity) is used as a hashtag, then the website will not be able to pull tweets for the new term. |
| Follow large computer science related accounts | Knowledge that information gathered from these accounts will be relevant and popular | Does not encompass large majority of posts and is really only just few |
| Retrieve conversations very often | Data will be as up to date as possible | The overhead on doing so often will be great |
| Do not leave out any dangerous or incorrect posts | Data will truly include ALL conversations | If these objectively negative posts gain traction, our service could be negatively associated with the subject matter or spread misinformation |
|  |  |  |

1. **What programming tools/programming-languages/database-software are needed to pull the data from Twitter and copy it in your computers/servers?**

| Tool/Programming Language/database software | What would the tool/programming language be used for when developing Sekuri-Talk? |
| --- | --- |
| Amazon Aurora | Database system to hold all of the data we’ve gathered |
| SQL | Language used to interact with the database |
| Python | Used in web-scraping. Creates and manages data structures easily. |
| HTML/CSS | Languages used to create the web pages and format them |
| Javascript or PHP | Languages used to bridge the gap between HTML and SQL |
|  |  |
|  |  |

1. **Who are the potential users of the Sekuri-Talk platform?**

| User Type | What features does this user need? |
| --- | --- |
| Hobbyists | The ability to see posts and search through topics/tags (basic functionality) |
| Journalist | They will use this website to show data to the public or to use it as a resource as they want to write a blog on the internet . |
| Influencers | Likes, Dislikes, Shares, Comments, Accounts Reached, Time Spent, Time Watched, Most Popular Part…etc. |
| Cyber security researchers | They can use this website to research about the needs and what more they can do to increase the security in cyber world |
| Professor | Professors can use this website for education purposes or to show it to their students . |
| IT companies | Companies' IT departments can use this to be aware about what is going on in the cybersecurity world and new threats which will help them to make more security in advance . |
|  |  |

1. **Is there a commercial or open-source product that can perform the data-pull from Twitter or do we need to develop something from scratch?**

| Product | What can this product help us accomplish when developing Sekuri-Talk? |
| --- | --- |
| TweetDeck | It will aid in data gathering about tweets for analysis |
| Tweet Downloader | It allows for downloading large batches of tweets to CSV or Json |
| TrackMyHashtag | Tracks hashtags and keywords in real-time |
| TAGS | A google sheets template used to set up and run an automated collection of search results from Twitter. |
|  |  |

1. **Update the following table with a list of questions or queries that your team has for the Project Sponsors (or end-users). Please be as descriptive as possible.**

| Question # | Question |
| --- | --- |
| 1 | What are some features that you think are essential to how you would like to use this platform? |
| 2 | How often would you see yourself interacting with our service? |
| 3 | How often do you think our gathered data should be retrieved, processed, and updated? |
| 4 | Would it be beneficial to you to be able to ‘follow’ or track specific tags separate from the currently trending tags? |
| 5 | Would it be beneficial to be able to blacklist specific tags? |
| 6 | How would you intend to use our service? |
| 7 | What would make our service stand out from similar services? |
| 8 |  |
| 9 |  |
| 10 |  |
| 11 |  |
| 12 |  |

1. **(a) Based on your market analysis, please answer the following question: Does the need for a product like Sekuri-Talk exist?**

**(b) Next, provide a list of reasons why you think a product like Sekuri-Talk will be beneficial to its potential end users. Please provide a brief description for each reason you cite.**

We feel that the need for a product like Sekuri-Talk definitely does exist. As mentioned in the previous tables, there are many users who would greatly benefit from these types of products.

A product like Sekuri-Talk would be beneficial to its end users because:

1- Trends can be analyzed

Influencers use social media to “influence” people. These users can analyze trends that they can use to increase their reach. For example, if a lot of people like to watch cooking videos, then the influencer can go ahead and make a cooking video to get more views, likes, comments, and share.

2- Find relevant content

Normal users can search through hashtags to see more specific content.

3- Research

Researchers can see and analyze social media using these platforms in many different ways.