

United Airlines Twitter Project

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Background

After the release of a video showing a man was beaten and dragged out of an overbooked United flight on April 11, 2017, there is a rising attention on the passengers and airline companies conflict. In this project, I will use twitter data to find out how people react to this horrendous event, and how big the impact of traditional media and social media is on the change of United Airline's public image. Is there any solution to prevent this tragedy from happening again?

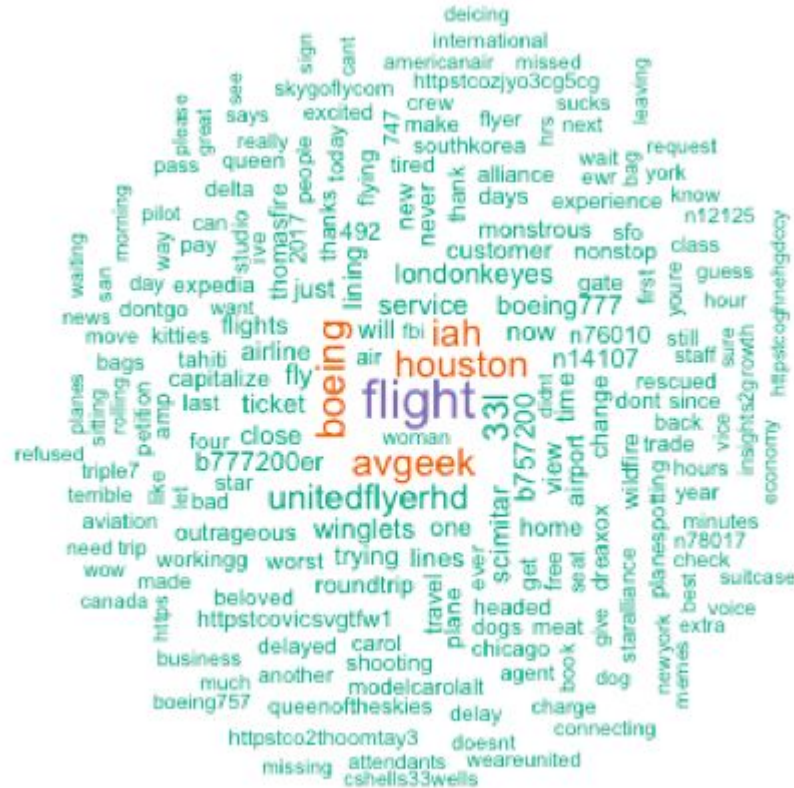
United Airlines passenger violently dragged from seat on overbooked flight

Several videos taken by Chicago passengers show guards aggressively dragging a man down the aisle after selecting him to leave an overbooked flight

● [Update: United Airlines boss says passenger was 'belligerent'](#)

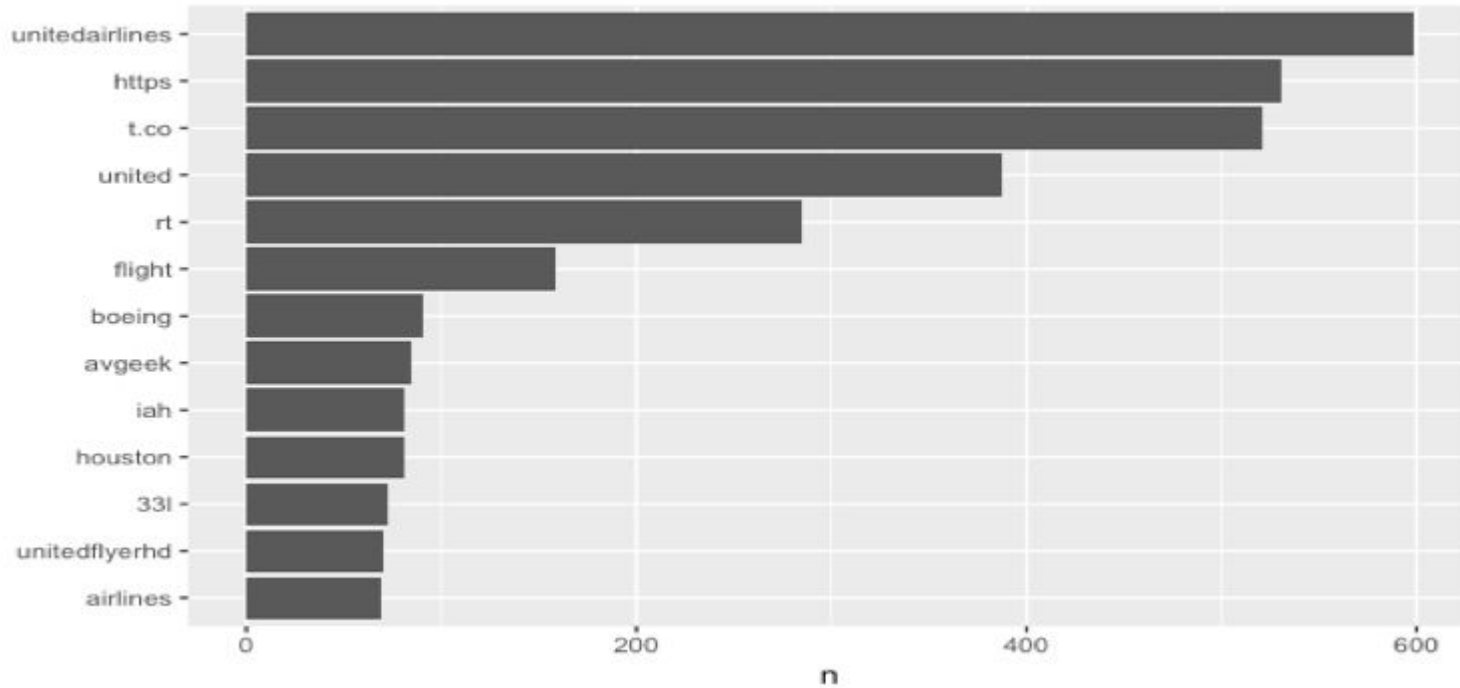


Word Cloud



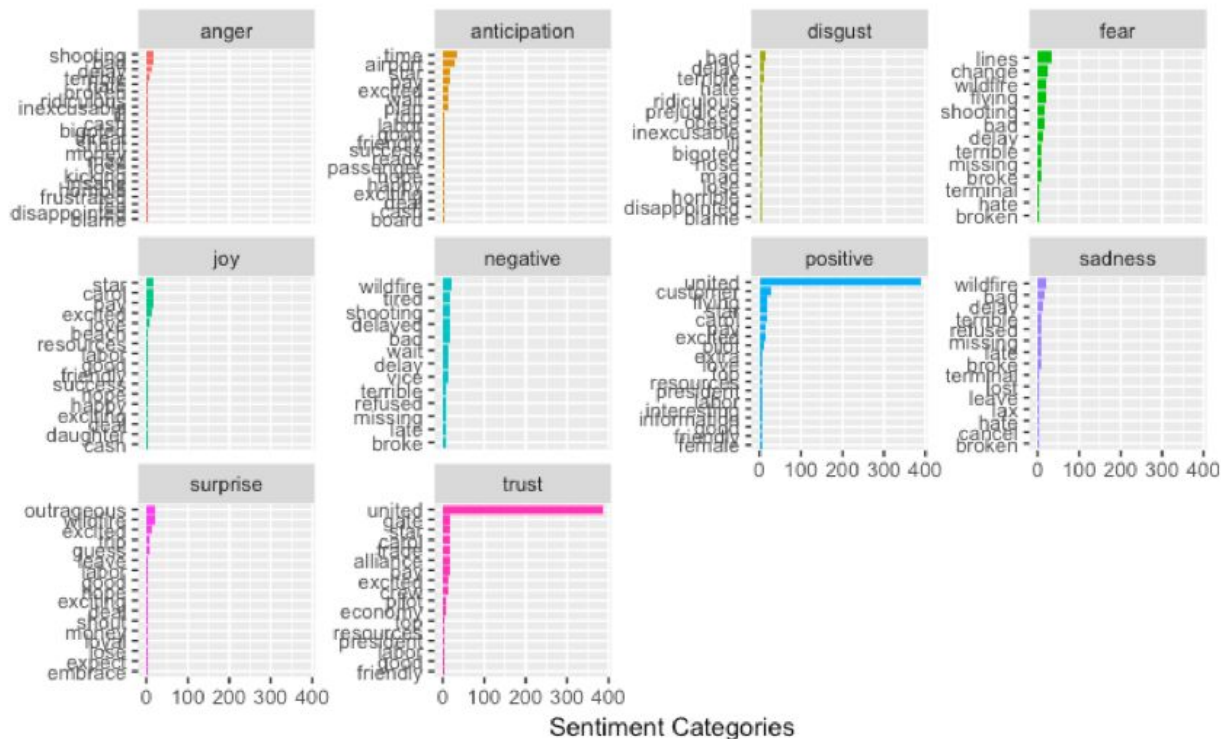
From the word cloud we can see some negative words appears, like outrageous, terrible, monstrous, wait, lines, shooting, delay, etc.

Word Frequency Chart



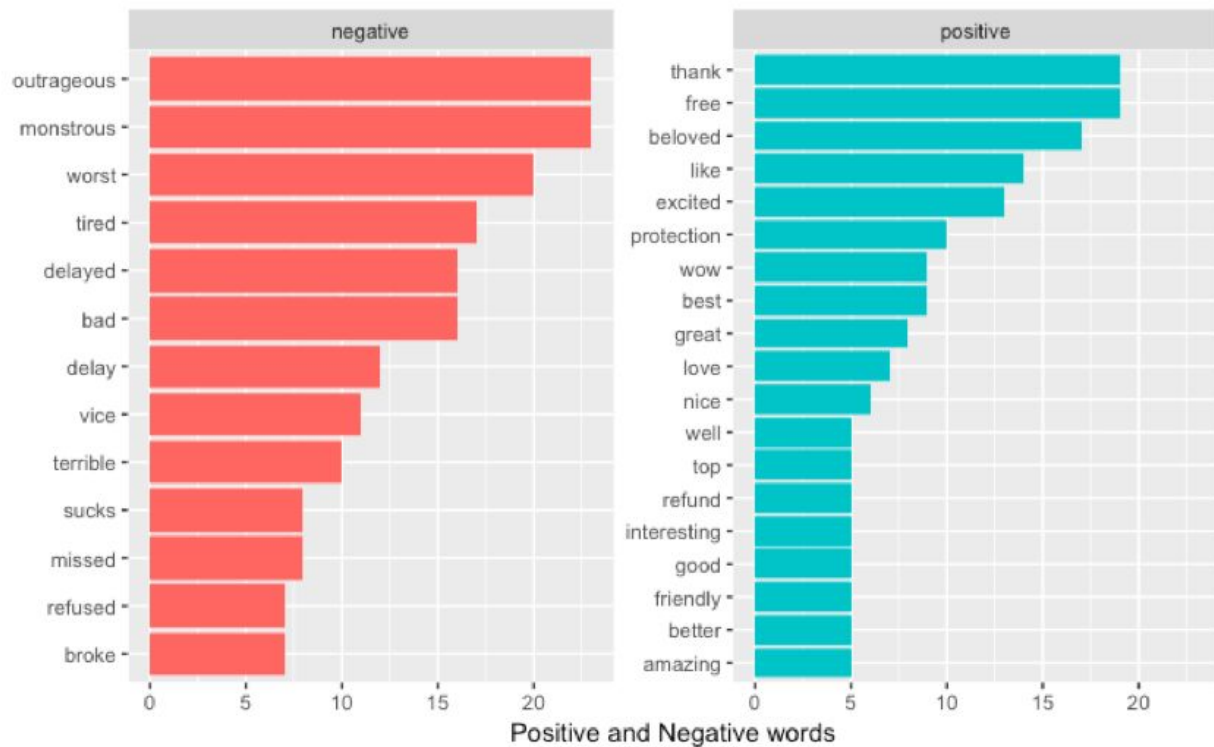
Not surprisingly, most frequent words are about flights.

Sentiment-nrc



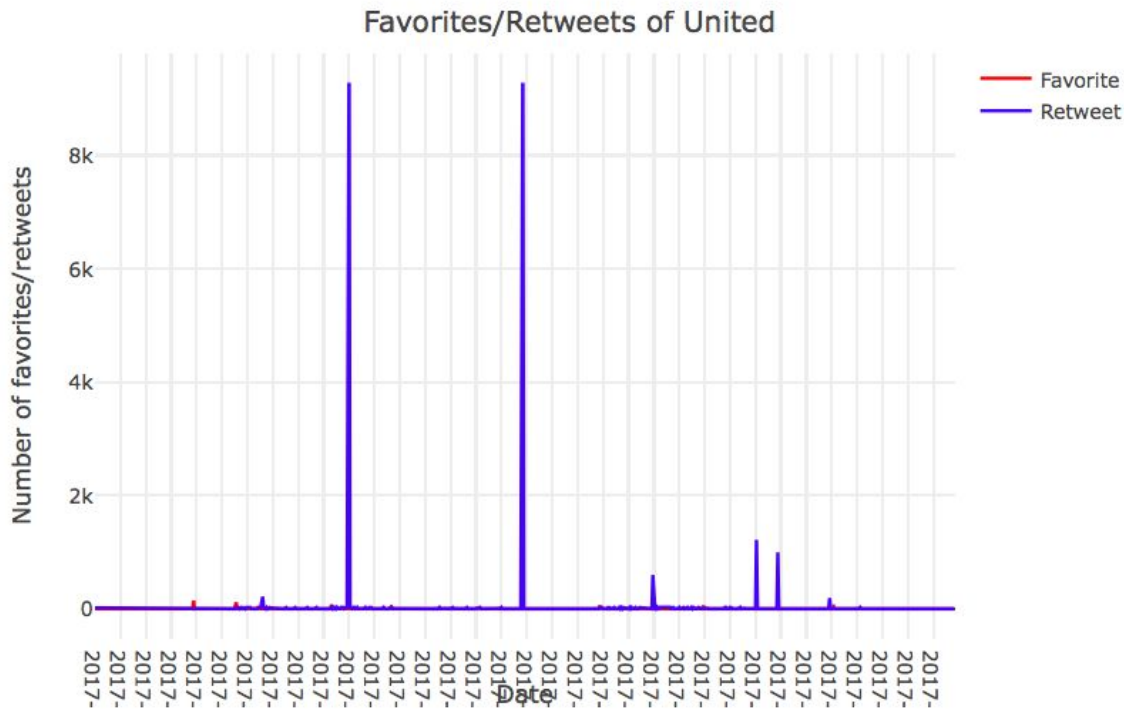
From the graphs we can see, the Airline name "United" was mistakenly read as word related to "trust" and "positive" by R, which we should discard it. There are a lot of words in "fear", but the word "change" should not be read as a word related to fear. I think it's just indicating "change of flight".

Sentiment-bing



There are more negative than positive words mentioned in tweets about United Airlines, which means the video is hurting United's public image, and there are things need to be improved regarding United's service. Words like outrageous, monstrous, and worst appeared a lot.

Timeline



From the graph we can see, there are more retweets and favorite tweets.

Number of retweets reached peak at 2017-12-09, 4:59 and 2-17-12-10, 23:40.

Map

