



# An Analysis of Social Media: The Public's Perception of Public Health During a Pandemic

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# Project Objective



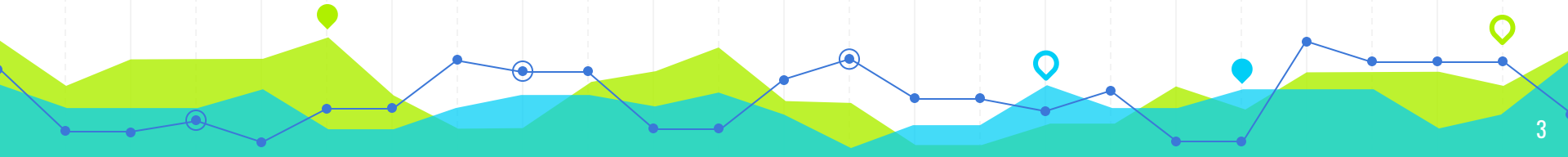
We want to use data from users on social media platforms like Twitter and Reddit to analyze why some areas, geographically, continually have rising number of COVID-19 cases despite all the tragedies that have happened and advice from public health professionals.

**“Why hasn’t this been done before?”**

1. Current practices are inefficient and localized
2. Aggregation of numerous problems
3. Precedence - Unfamiliarity

## Our Approach

- Much higher quantity of data w/ many more levels
- We're set on using **PRAW**, Reddit's Python API wrapper, and **Tweepy**, a Python library that allows us to utilize the Twitter API

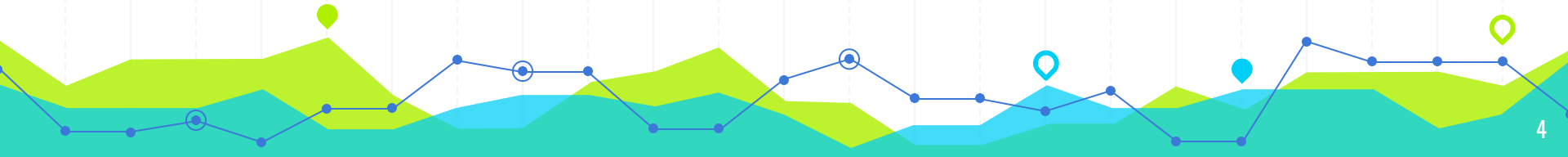


# Who Cares, Why Is This Important, & How Do We Know We Succeeded?

- Public fear
- Positive impact on public health and medicine
  - Helps elderly, food workers, medical staffs, etc.
  - Reduce state lockdowns and alleviate hospital workloads
- Deeper understanding of the root problem(s)

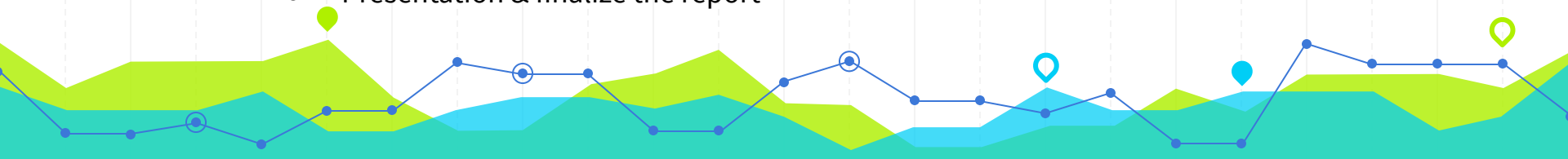
## Success?

- There isn't a “quantitative” metric for this



# Plan of Activities

- Week 6 (Feb 8 -14)
  - Data preparation - Collect data from Reddit & Twitter
- Week 7 (Feb 15 -21 )
  - Explore and clean the data
  - Apply method to analyze the data
- Week 8 (Feb 22 -28)
  - Project phase 1
  - Data Visualization
  - Summarize the findings
- Week 9 (Mar 1 -7)
  - Project phase 2
  - Prepare for final presentation
- Week 10 (Mar 8 -11)
  - Presentation & finalize the report





End of our Project Proposal

Thank you for listening!