IDEA 1:
Project title 1 (Descriptive title that captures your idea1)

Social media sentiment vs polls for predicting presidential election results.

What you want to do?

The United States just witnessed the most fierce race for the White House between republican and democratic candidates. There were multiple polls that predicted different results for different constituencies. But these polls are limited in their sample size of the population and there might be cases where people start feeling differently about candidates between the time the poll happened and the actual election voting. Due to these reasons, we can say that polls do not capture the sentiment of people towards their candidates over the entire duration of the election campaign. Social media on the other hand is a way where people can share their sentiments everyday about their candidates and what they feel about the upcoming election. So, there is a possibility that this extensive social media data can gather more and accurate sentiment of people and act as a predictor for the upcoming elections. I want to explore the regional sentiments of social media comments posted by people for the recent US presidential election and understand if it can provide a closer estimate of what really happened.

Why should we care?
The advantages of this analysis are two-fold. For the candidates, they will be able to understand the evolution of people sentiment and can plan election activities for particular regions/demographics where they see a decline in positive sentiment. It can also help the candidates to track weaker areas of influence and implement measures to bolster their presence in those areas. For the election process, it will no longer involve calling a small random sample of people, a representation for the whole country and portray a not-so-true picture of the prospective election results. This will allow everyone in the country to be heard.

Keywords – *Sentiment Analysis, Politics, Presidential Election, Election Polls*

IDEA 2:
Project title 2 (Descriptive title that captures your idea2)

Active and Passive propagators of hateful and offensive content

What you want to do?

Hateful and offensive content is the by-product of the reach and freedom provided by online platforms. Hateful and offensive content has been on the rise with the most recent example being the protests for Black Lives Matter, which saw the whole of United States in an uproar. However, there are 2 types of people posting these hateful comments – active (People who post their strong opinions directly on a social media platform) and passive (who share/reshare the content posted by others). It is safe to assume that active propagators are more strongly opinionated than the passive group who just want to weigh in on someone else's sentiment. I want to use social media data mining to segregate people into active and passive propagators.

Why should we care?
If we could devise ways to segregate the active and passive propagators of hateful content, we will be able to derive important demographic information like are there regions that generate the most hateful content, are there certain age groups that are more active in posting such strong hateful opinions, what types of users are creating the most number of passive propagators etc. Deriving all this information can lead to the formulation of specific remedial actions like setting up quality checks for the content posted by a targeted population, trying different modes of education for specific demographics, temporarily suspending user accounts that match these active user profiles and have started showing signs of hateful content etc.

Keywords – *Hateful Speech, Offensive Content, Information Propagation, User Profiling, Active Content, Passive Content*