An Interactive Platform for Understanding Contemporary Sentiment and Trends on Pressing Societal Issues

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Introduction

- Social media is pivotal in understanding public sentiment on pressing issues, offering real-time insights into the collective mood.
- Our platform leverages user-friendly, innovative technology to analyse trends and sentiments across social topics, utilizing advanced analytics to parse through vast amounts of data.
- Designed for simplicity and interactivity, it allows users to swiftly grasp the current sentiment and trends on various social aspects and issues.

Purpose

- Utilizing over 3 million tweets from the USA, our application employs R libraries within a Shiny web framework to offer dynamic sentiment analysis, providing a deeper and more nuanced perspective on current societal sentiments.
- Users can explore interactive visualizations, including a sentiment-mapped US, filtering by emotions like anger, joy, and trust to understand the overall collective sentiment of a state on specific topics.
- By aggregating and analyzing tweet sentiments, the platform offers insightful visualizations of public emotion, providing a unique lens through which to view societal issues, thus enhancing public understanding and engagement with current events.

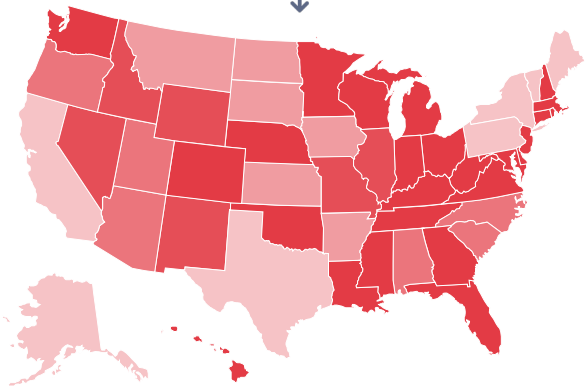
Implementation

6 Billion tweets

Filtering and cleaning

Searching for specific keyword(s) and selecting date range

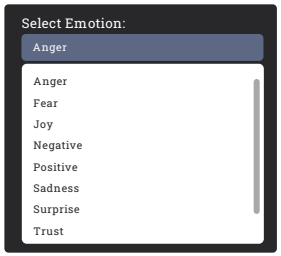
Tokenisation, sentiment analysis and natural language processing



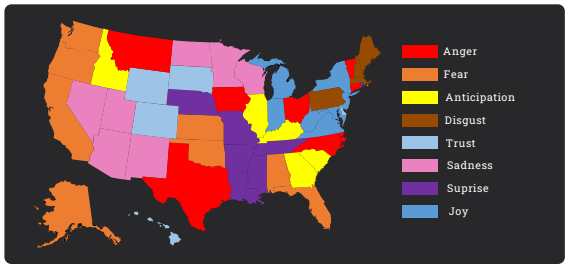
Output map

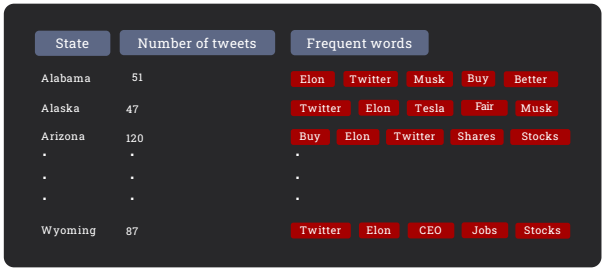
Features

Select from a range of emotions to depict on the map



View which state displays which emotion the most



View the most frequently mentioned words in tweets

View most common words by each state and number of tweets of that state